

# JONESBORO ARKANSAS

## MARKETING GUIDE



**JONESBORO**  
**REGIONAL**  
CHAMBER OF COMMERCE



P.O. BOX 789 | JONESBORO, AR 72403 | 870.932.6691  
[WWW.JONESBOROCHAMBER.COM](http://WWW.JONESBOROCHAMBER.COM)

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Dear Chamber Member:

The Jonesboro Regional Chamber of Commerce offers a variety of ways for you to market your organization. Our events, publications, and websites can be the perfect outlet for your organization to gain the publicity and brand recognition every business needs. Business leaders recognize and appreciate companies that help them gain knowledge and make important contacts. Our chamber membership represents some of the region's most important and influential corporate leaders; mid-level managers; small business owners; entrepreneurs; non-profit organizations; media personalities; educators; political figures and more.

Chamber events and publications greatly broaden your competitive advantage by improving your company's reflection, prestige, and credibility. Your Chamber strives to create a partnership that is beneficial to all who are involved. The Jonesboro Regional Chamber of Commerce promotes the development of businesses in our region by aiding them in reaching their marketing goals through sponsored events, publications, and web presence.

In addition to enhancing visibility and image, there are many great benefits that coincide with sponsoring Chamber events and advertising in Chamber publications.

- Access to new business relationships: The face-to-face marketing opportunities at Chamber events allow businesses to kindle relationships with an unlimited number of new clients and customers. These events are also a great place to strengthen or renew relationships with existing customers or clients.
- Creates customer/community loyalty: Your advertising in Chamber publications and on the website builds rapport and increases the odds of your customers recommending your business to friends and other business peers.

It is the mission of the Jonesboro Regional Chamber of Commerce to enhance the quality of life in Jonesboro and the surrounding region through Service, Leadership, and Economic Development.

The Jonesboro Regional Chamber of Commerce works hard to make your business stronger. From helping you make connections at networking events to increasing your company's bottom line, we are committed to helping you succeed in this dynamic community.

Together, with our more than 1,500 members, we can achieve great things. We look forward to helping you reach your goals!



## ANNUAL MEETING

The Annual Meeting of the Jonesboro Regional Chamber of Commerce draws more than 600 prominent business leaders and government officials. Annually held in October, the event features a nationally recognized speaker, food, entertainment, and awards.

Various sponsorships available:  
Presenting | Platinum | Gold | Silver | Individual Tickets  
\*Prices vary each year





## BUSINESS EXPO

Business Expo is the largest business to business trade show in the state and is known as the premiere showcase of Northeast Arkansas businesses. It is held annually at First National Bank Arena in April featuring a new theme each year. On average, more than 200 organizations setup with thousands visiting the expo throughout the day.

Various sponsorships available:

Platinum | Gold | Silver

Booth Rental (Member & Non-Member Rates Available)

Expo Luncheon Tickets

\*Prices vary each year





## WASHINGTON, D.C. FLY-IN

The annual trip to Washington, D.C., is organized by the Chamber. It's an opportunity for individuals representing various Jonesboro business sectors to join Chamber leadership in the Nation's Capitol. The goal of the trip is to engage with Arkansas' national legislators on current issues and to advocate for initiatives beneficial to Jonesboro businesses and its economic growth.

Various sponsorships available:  
Red | White | Blue  
Individual Trip Packages Available  
\*Prices vary each year



## LEGISLATIVE RECEPTION

The annual reception is hosted in Little Rock during the Legislative Session. State legislators and their staff are invited to network with Chamber members and leadership to get a better understanding of the needs in Jonesboro and the surrounding region.

Various sponsorships available.  
\*Prices vary each year





## PRIMETIME!

PrimeTime! is a “mini expo” for new members. This event allows for new members to introduce their business to all other Chamber members. This annual event is held in September and features door prizes, food, and beverages.

Premiere Membership Sponsors  
No cost for New Members to setup.  
No cost to Chamber Members to attend.



## CONNECT @ 4

Connect @ 4 is a monthly event held from 4-5:30 p.m. on the second Thursday of each month. Chamber Members have the opportunity to host Connect @ 4 at their business. People do business with people they know, and Connect @ 4 is a great way to get to know fellow Chamber members. More than 100 attend each month.



\$1,000 to host Connect @ 4

- Includes invitation with company logo emailed to all Chamber members three times.
- Over 100 potential customers visit your business.
- Speaking opportunity at the event.
- Social media recognition.





## PAINT THE TOWN RED

The A-State Committee sponsors a week full of activities to connect the community with Arkansas State University. Traditionally held the week of the first A-State football game, activities include a decorating contest, pep rally with a local elementary school, t-shirts, Back the Pack Tailgate Party, and more.

Sponsorships Available!  
Booth space available at Tailgate Party  
Athlete Backpack Sponsor





## JONESBORO YOUNG PROFESSIONALS NETWORK

The Jonesboro Young Professionals Network, JYPN, is an organization designed to create networking opportunities, provide professional development, support community involvement/service and promote an overall investment in the future of Jonesboro, Arkansas.

JYPN is an association for professionals, age 21-39, who are looking to grow their network and support their community. As the largest young professionals group in Northeast Arkansas, JYPN hosts monthly events that focus on professional development and networking opportunities for emerging community leaders. JYPN also hosts social events and community service opportunities designed to allow young leaders to exchange ideas, grow professionally, and share common interests.

Various Sponsorships Available!

Annual JYPN Leadership Conference

Professional Development Lunches

Social Events

\*Sponsorships include logo recognition on all publicity

\*Speaking opportunities at events

\*Media recognition

\*Chance to connect with more than one hundred young professionals





## PROSPECTIVE NEWCOMERS LIST

This list is compiled of people that have requested information on Jonesboro and may be considering relocating to the area. The list includes names, addresses, and/or email addresses for approximately 20 clients each month.

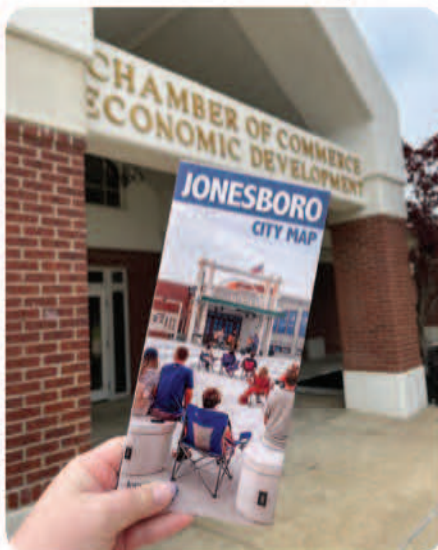
Supscription to this list is \$120 per year.



## JONESBORO CITY MAP

The Jonesboro Regional Chamber of Commerce maintains a Jonesboro City Map that is used in newcomer packets, distributed throughout the city, and provided for various events. The maps are free to those that need one. Hundreds are requested each year.

Advertising prices range from \$400-\$2,000.





## WORKFORCE DEVELOPMENT PARTNERS

The Workforce Development Committee supports various projects that enhance the relationship between business and education by focusing on the current and future workforce. Ongoing projects include the Arkansas Scholars Program, Student Recognition Program, Junior Leadership, and the Tech Talent Scholarship.

The committee connects with more than 1,200 area students each year.

### Sponsorship Levels:

Presenting - \$4,000

Platinum - \$1,500

Gold - \$500

Silver - \$250

\*Logos and company names included on t-shirts, certificates, social media recognition and more.





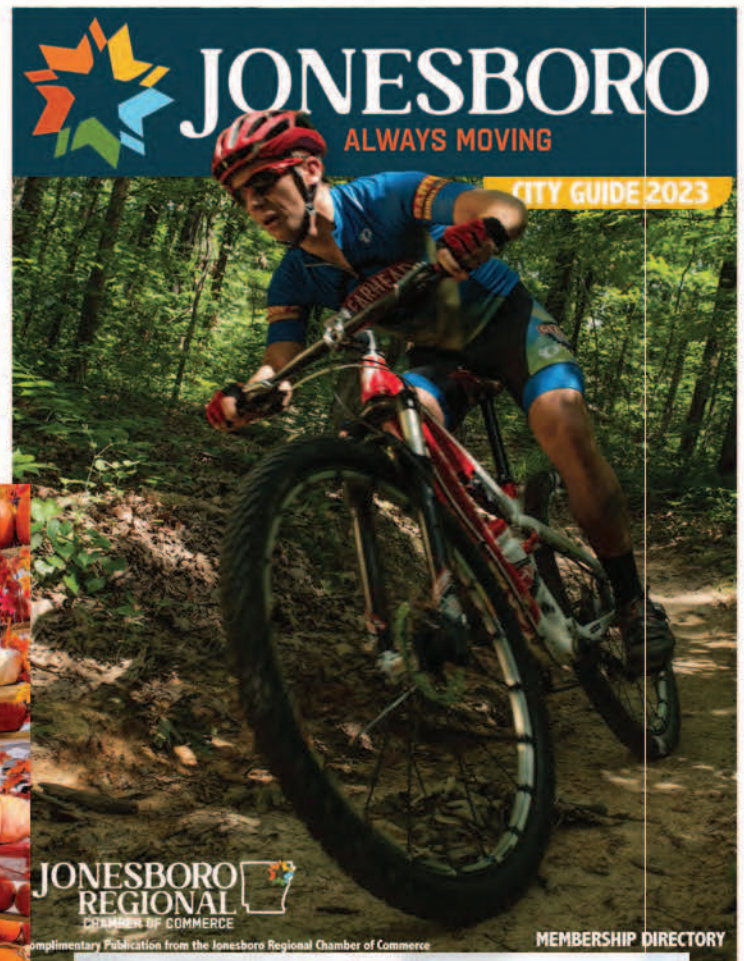
## JONESBORO CITY GUIDE + MEMBERSHIP DIRECTORY

The Jonesboro Regional Chamber of Commerce's exclusive marketing tool is used to sell Jonesboro to potential businesses and individuals. The Jonesboro City Guide is printed and provided to physician recruiters, real estate agents, hotels, medical clinics, banks, schools, and more. Thousands are printed each year and distributed for free to help promote Jonesboro and all the great things happening in our community.

### Sections Include:

- Why Jonesboro? | Affordable Living
- Healthcare | Education
- Safety | Community that Cares
- Experience Jonesboro | Shopping & Dining
- Explore | Things to Know
- Membership Directory

Advertising prices range from \$600-\$2,500.





## JONESBOROCHAMBER.COM

There are a limited number of banner advertising spots available for advertisers on [www.jonesborochamber.com](http://www.jonesborochamber.com). Our website receives more than 70,000 unique visitors each year. Our website is utilized for a variety of interests including event promotion, membership directory, the city guide, discover Jonesboro, newcomer requests, and more.

### Areas Available:

Homepage

Moving to Jonesboro

Join the Chamber

Chamber News

### Enhanced Web Listing

By choosing to enhance your listing in our online Membership Directory, you can drive traffic directly to your website or provide direct contact information. The Membership Directory receives more than 1,000 views each month.

Website Link - \$50 per year

Email Link - \$50 per year

Category Sponsor - \$250 per year

Logo - \$125 per year (includes your website link)

## MYJONESBOROJOBS.COM

Hire and get hired with MyJonesboroJobs.com. MyJonesboroJobs.com is a local job website operated by the Jonesboro Regional Chamber of Commerce and Jonesboro Unlimited. Once you sign up, all the work is done. Jobs are pulled directly from your portal every 24 hours. Don't have a portal? Running a small business? Don't worry. Our team will manually load your jobs so you don't have to lift a finger.



Premium Spots

\$1,000-\$2,000

Annual Subscription (unlimited job postings)

\$300

Individual Job Postings

\$100 each



## CONTACT US

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