

You're a Chamber Member – Now Take Advantage of Our Brand Kelowna Chamber of Commerce Brand Use Guidelines

These guidelines are intended to help members of the Kelowna Chamber of Commerce to identify themselves as proud members of the Chamber. We encourage you to boost your marketing efforts by placing our “**Proud Member Logo**” on advertising or promotional initiatives you undertake including at the bottom of your website, in the footer of your letterhead, in advertising and promotional collaterals, and in other digital* applications. A window cling is also available for all members to use (post it at your place of business) and a new cling is sent with each annual renewal package.

WHO CAN USE THE CHAMBER LOGO

Only those individuals, businesses and organizations that are members in good standing (paid in full) with the Chamber.



WHO BENEFITS?

By adding our logo to your marketing material, your business directly benefits as it automatically associates you with the Kelowna Chamber of Commerce as a well-recognized and respected business organization. Potential customers are **66% more likely to do business** with those businesses/organizations that are a member of their local Chamber of Commerce¹. Our strength as a network is derived from the investment of our members, and that support is tangibly demonstrated by using the “Proud Member logo”.

AGREEMENT

This agreement between you (the member) and the Kelowna Chamber is for the duration of the membership. ***If for any reason the Chamber membership is terminated, the member agrees to immediately cease using the Kelowna Chamber of Commerce logo/decal.*** For more information, contact our Member Relations team at (250) 861-3627, or sign this form and return to the Chamber via email: fran@kelownachamber.org. Once received, the logo will be e-mailed to you.

Business Name

Member Signature

Date

** Not to be used as a Social Media avatar.*

¹ The Schapiro Group, *The Real Value of Joining a Local Chamber of Commerce: A Research Study*, 2012 (American Chamber of Commerce Executives)

