

# Promotions Catalog

————— 2026 —————

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Bethany-Fenwick Area Chamber of Commerce

The Chamber's mission is to develop and implement destination events, participate in advocacy efforts, and provide opportunities for networking, marketing, and education with the goal of improving member success and enhancing the quality of life in the Quiet Resorts.

(302) 539-2100

36913 Coastal Hwy., Fenwick Island, DE 19944 | 33370 Main St., Dagsboro, DE 19939

Bethany Beach | Clarksville | Dagsboro | Fenwick Island | Frankford | Millville | Ocean View | Roxana | Selbyville | South Bethany



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## CONTACT US!

### FOR INFORMATION ON CORPORATE SPONSORSHIPS

*Executive Director*

302-539-2100

[lauren@thequietresorts.com](mailto:lauren@thequietresorts.com)

### FOR INFORMATION ON ADVERTISING

*Communications & Marketing Manager*

302-539-2100

[communications@thequietresorts.com](mailto:communications@thequietresorts.com)

### FOR INFORMATION ON MEMBERSHIP

*Membership & Programming Director*

302-539-2100

[membership@thequietresorts.com](mailto:membership@thequietresorts.com)

### FOR INFORMATION ON EVENTS

*Events Manager*

302-539-2100

[events@thequietresorts.com](mailto:events@thequietresorts.com)

### FOR GENERAL INFORMATION

*Visitor Services & Administrative Assistant*

302-539-2100

[info@thequietresorts.com](mailto:info@thequietresorts.com)

[visitorinfo@thequietresorts.com](mailto:visitorinfo@thequietresorts.com)

# MEMBER INFO & RATES

## MEMBERSHIP RATES

|                                      |       |
|--------------------------------------|-------|
| Associate Member.....                | \$50  |
| Nonprofit   1099 Employee.....       | \$200 |
| Full-Time Employees: 6 or less.....  | \$295 |
| Full-Time Employees: 7-15.....       | \$350 |
| Full-Time Employees: 16-25.....      | \$395 |
| Full-Time Employees: 26-50.....      | \$450 |
| Full-Time Employees: 51 or more..... | \$495 |

**Multiple Locations?** Add additional locations to your membership for \$200 each.

*Optional monthly or quarterly billing.  
All membership dues are tax-exempt.*

## LET THE CHAMBER WORK FOR YOU

- Bulk Mail Options
- Digital & Print Business Directory Listings
- Discover the Quiet Resorts™ Guide & Local Maps
- Event Sponsorships & Partnerships
- Referrals - Digital & Verbal
- Member-to-Member Discounts
- Monthly Newsletter & Weekly E-Currents Emails
- Networking & Educational Events
- Social Media Follows & Marketing
- Information Centers & Collateral Distribution
- Online Ticket Sales & Host Site Management
- RFP Preference & Partnerships
- Room & Work Space Reservations at the Information Centers

## CORPORATE SPONSORSHIPS

**Bronze: \$2,500 - \$3,499**

**Silver: \$3,500 - \$4,999**

**Gold: \$5,000 - \$10,000**

**Platinum: \$10,000+**

### How do you become a Corporate Sponsor?

Build a Corporate Sponsorship Agreement by adding items from this promotions catalog to reach one of the levels listed above. If interested in becoming a Corporate Sponsor, contact Executive Director, Lauren Weaver at (302)539-2100 or via email at [lauren@thequietresorts.com](mailto:lauren@thequietresorts.com).

### Exclusive Benefits:

- 10% discount on all items except membership
- Listed as a sponsor on all Chamber email signature blocks
- Listed as a sponsor in weekly E-currents and monthly newsletters
- Listed with hyperlink on Chamber websites
- Priority for event hosting



# MEMBER BENEFITS

Email [membership@thequietresorts.com](mailto:membership@thequietresorts.com) for more information on any member benefit!

## CHAMBER ELECTRIC CO-OP

The Chamber Member Electric Co-op is a free member benefit through Affinity Energy Management for businesses using Delmarva Power & Light. This is not the Delaware Electric Co-op! To get started, Affinity Energy Management offers free evaluation of your electric usage and rates. The Electric Co-op will lock you in to rates on your energy bills with the opportunity for annual cost savings compared to the standard Delmarva tariff supply rate.

## CONSTANT CONTACT DISCOUNT

Constant Contact offers Chamber Member businesses up to 25% off their plan! Go to [constantcontact.com/chambermember](http://constantcontact.com/chambermember) to sign up for an account with the Chamber Member discount, or email [membership@thequietresorts.com](mailto:membership@thequietresorts.com) if you have an existing account and want to apply the discount.

## MEMBER-TO-MEMBER PERKS

Many Chamber Members offer discounts and perks to other Chamber Members! These are called member-to-member perks and can be found on [bethany-fenwick.org](http://bethany-fenwick.org). Want to offer a member-to-member perk? Contact [membership@thequietresorts.com](mailto:membership@thequietresorts.com) to discuss, or login to your Member Information Center to post your own! Perks can be edited, added, or removed at any point. A list of all member-to-member perks is mailed to every new and renewing member with their renewal letter.

## MPI REBATE PROGRAM

Mercantile Processing Inc. (MPI) offers a 10% rebate on credit card processing fees exclusively for Bethany-Fenwick Area Chamber members who use MPI as their processing company. MPI offers credit card processing, gift and loyalty card production, ATM installation and servicing, point of sale systems, and payroll systems. MPI offers a free evaluation of current credit card processing and will quote potential cost savings through MPI.

## BENEFITS CONNECTION

### Health Insurance Offerings

Allen Insurance and The Benefits Connection offer a variety of discounted small group health insurance plans for Chamber Member businesses. From traditional health, vision, and dental plans, to new on-demand primary care support through Vitable, Allen Insurance has health insurance options for businesses of all sizes.

### Paylocity + Employee Navigator

All Chamber Members who use Allen Insurance for their health insurance have access to the Employee Navigator portal, free of charge. Employee Navigator is an HR and benefits manager, with capability for Paylocity integration so you can manage your benefits and payroll in one place.

# PRINT & DIGITAL ADVERTISING

## MONTHLY NEWSLETTER ADS

Sent digitally to all Chamber members at the beginning of each month.

| Ad Size      | Dimensions   | Rate |
|--------------|--------------|------|
| Full Page    | 8.5" x 11"   | \$75 |
| Half Page    | 8.5" x 5.5"  | \$50 |
| Quarter Page | 2.75" x 5.5" | \$25 |

*Nonprofit - automatic 50% off all pricing.*

*Bulk - Buy 3+ newsletter ads and get 20% off!*

## BANNER ADS

Display your company logo on the Chamber's websites to drive traffic to your business's website. Active for the entire calendar year.

|                                      |         |                                                         |       |
|--------------------------------------|---------|---------------------------------------------------------|-------|
| Event Calendars                      | \$2,000 | Entertainment, Parks, Recreation & Cultural Experiences | \$750 |
| Business Directory                   | \$1,250 |                                                         |       |
| Accommodations                       | \$750   | Event Services                                          | \$250 |
| Advertising & Marketing              | \$250   | Finance & Insurance                                     | \$250 |
|                                      |         | Food & Beverages                                        | \$750 |
| Agriculture, Environmental & Energy  | \$250   | Health & Wellness                                       | \$250 |
|                                      |         | Healthcare                                              | \$250 |
| Aquatic, Marine & Beach Services     | \$250   | Industrial & Manufacturing                              | \$250 |
| Art, Studios & Photography           | \$250   | Personal Services & Care                                | \$250 |
| Automotive & Marine                  | \$250   | Pets & Veterinary                                       | \$250 |
| Business Services                    | \$250   | Professional Services- Home & Business                  | \$250 |
| Community Resources                  | \$250   |                                                         |       |
|                                      |         | Real Estate                                             | \$250 |
| Construction & Construction Services | \$250   | Shopping & Retail                                       | \$750 |
|                                      |         | Sports & Fitness                                        | \$250 |
|                                      |         | Travel & Tourism                                        | \$250 |

*\*First come first serve. Maximum 3 per category.*

## MEMBER-TO-MEMBER E-BLAST

The Chamber will send a Member-to-Member E-blast on behalf of a member business to approximately 1,300 email addresses (all within the Chamber membership). E-blasts are sent on Thursdays and Fridays, one per day. Content for the email can be provided, or the Chamber can assist with content creation.

|                       |                  |           |      |
|-----------------------|------------------|-----------|------|
| All Members           | \$100            | Nonprofit | \$50 |
| Bulk Rate (3+ blasts) | \$50 per e-blast |           | \$25 |

## WEEKLY E-CURRENTS FEATURE

Promote an event or business initiative on the top block of the Chamber's weekly E-currents email, distributed to approximately 1,400 email addresses (all within the Chamber membership). One per week.

|             |      |
|-------------|------|
| All Members | \$25 |
|-------------|------|

## SOCIAL MEDIA POSTS

Promote your business events and initiatives through the Chamber's social media accounts! B2B and B2C options available.

|                                                                |      |
|----------------------------------------------------------------|------|
| BFACC FB & IG Post<br>(~9K followers combined)                 | \$25 |
| <i>*First come first serve. Maximum 1 per week. B2B focus.</i> |      |

|                                                                |      |
|----------------------------------------------------------------|------|
| The Quiet Resorts FB & IG Post<br>(~10K followers combined)    | \$50 |
| <i>*First come first serve. Maximum 1 per week. B2C focus.</i> |      |

## INFORMATION CENTER SPOTLIGHTS

Reserve dedicated tabletop space in either of the Chamber's Information Centers! Available on a monthly basis, first come first serve. Pricing varies by month and by Information Center (Fenwick Island and/or Dagsboro). Contact [info@thequietresorts.com](mailto:info@thequietresorts.com) for more information!

# PRINT & DIGITAL ADVERTISING

## LOCAL CUISINE - FEATURED SPOTS

The Chamber's website for all things food, dining, and accommodations in the Quiet Resorts™. Four featured business spots available per quarter, with a dedicated write-up and priority listing on localcuisine.com and a mention in the Chamber's quarterly B2C email campaign.

**All Members**

\$200

## DISCOVER THE QUIET RESORTS™ GUIDE

The Chamber's annual publication, full of information for visitors and locals alike. Minimum of 50,000 guides printed and distributed annually.

- Includes a listing of all Chamber members in the Business Directory.
- Digital version highlighted year-round on thequietresorts.com and bethany-fenwick.org.
- Distributed in 248 travel centers throughout the Mid-Atlantic Region.
- Distributed 25,728 guides at 68 local businesses.
- Mailed nationwide upon request.

### Discover Guide Ad Rates & Sizes

|                                                  |         |
|--------------------------------------------------|---------|
| <b>Full Page</b> ..... (6" w x 9" h).....        | \$2,250 |
| <b>Half Page</b> ..... (6" w x 4.402" h).....    | \$1,500 |
| <b>1/4 Page</b> ..... (2.952" w x 4.402" h)..... | \$975   |
| <b>1/8 Page</b> ..... (2.952" w x 2.121" h)..... | \$550   |

**Sections Include:** Accommodations, Shopping, Entertainment, Living Locally, & Services

### Enhanced Directory Listing\* \$250

\*One per category, 23 available. First come first serve. Includes business photo.

## THE QUIET RESORTS™ TOWN MAPS

Individual 11x17 maps of the region and of each town in The Quiet Resorts™. Available in print and digital.

- Distributed 2,006 copies in 2025
- Distributed across 15 states in the US

**Map Ads** Limited Space; Exclusive to Gold & Platinum.

**Quiet Resorts Map**..... (2.952" w x 2.121" h)..... \$1,500

**Town Maps**..... (2.5" w x 2" h)..... \$500 - 1,000

Bethany Beach | Clarksville | Dagsboro  
Fenwick Island | Frankford | Millville  
Ocean View | Selbyville | South Bethany | Roxana



\*Example



# EVENTS: MARKETING & SPONSORSHIP

## FIRE & ICE FESTIVAL - JANUARY

### Promotion Timeframe: July - February

This 3-day festival features intricate ice sculptures, self-guided ice sculpture tours, live sculpture demonstrations, and a weekend full of family-friendly festivities.

**Sponsorships:** \$400 - \$10,000

**Attendance:** ≈ 20,000+

**Market:** DE, MD, PA, NJ, NY, DC, VA, NC



**Media:** [fireandicede.com](http://fireandicede.com) [fireandicede](https://www.facebook.com/fireandicede)

Coastal Point Newspaper, Delaware Beach Life, Delaware Today, Edible Delmarva, Forever Media, Northern Virginia, Ocean City Dispatch, Southern Delaware Explorer, Travel Taste & Tour, Geofencing, Display Ads, Local TV, Radio, & Social Media

Delaware Tourism Office & Southern Delaware Tourism: Websites, Travel Guides, Newsletters

## JOSHUA M. FREEMAN FIRST RESPONDER AWARDS - FEBRUARY

### Promotion Timeframe: December - February

Local EMTs, firefighters, paramedics & police officers are recognized for their outstanding service in the communities they serve.

**Sponsorships:** \$250 - \$500

**Attendance:** ≈ 150

**Market:** DE, MD

JOSHUA M. FREEMAN  
**FIRST RESPONDER AWARDS**

### Media

Coastal Point Newspaper, Social Media, Local News Coverage, Radio

**Promotion Timeframe: November - April**

≈2,000 cyclists tour the Quiet Resorts™ in their choice of a 30 mile, 50 mile, Metric-Century (62.2), Century (100), or Coastal Cruise (10) ride.

**Sponsorships:** \$100 - \$3,000

**Attendance:** ≈ 2,000

**Market:** DE, MD, PA, OH, NJ, NY, DC, VA

**Media:** [oceantobaybiketour.com](http://oceantobaybiketour.com)   [oceantobaybiketour](https://www.facebook.com/oceantobaybiketour)

Coastal Point Newspaper, Delaware Today, Forever Media, Geofencing, Radio, Social Media, Southern Delaware Explorer



## SPRING FLING - APRIL

**Promotion Timeframe: February - April**

Shop, dine, play, and stay in the Quiet Resorts™ for a chance to win in store prizes and the grand prize.

**Sponsorships:** Partnerships available

**Attendance:** ≈ 1,650

**Market:** DE, MD

**Media**

Coastal Point Newspaper, Local News Coverage, Radio, Social Media



## OLD TIMERS' DAY CLASSIC CAR SHOW FAMILY FESTIVAL - JUNE

**Promotion Timeframe: March - July**

The long standing tradition hosts classic cars, vendors, family fun activities & a beer garden for a full-day festival on Church Street in downtown Selbyville.

**Sponsorships:** \$100 - \$5,000

**Attendance:** ≈ 2,000

**Market:** DE, MD, PA, NJ, DC, VA

**Media:** [oldtimersdayde.com](http://oldtimersdayde.com)   [oldtimersdayde](https://www.facebook.com/oldtimersdayde)

Coastal Point Newspaper, Ocean City Dispatch, Local TV, Radio, Social Media, Southern Delaware Explorer



## SUMMER NIGHTS AT SENIOR LEAGUE SOFTBALL WORLD SERIES - AUGUST

**Promotion Timeframe: June - August**

The Pyle Center hosts the World Series for Senior League Softball right here in Sussex County with softball teams competing from all over the world. Summer Nights by the BFACC is onsite activities to enhance the fan experience. Streamed by ESPN+.

**Sponsorships:** Partnerships available

**Attendance:** 200/night ≈ 1,000

**Market:** DE

**Media**

Coastal Point Newspaper, Local News Coverage, Radio, Social Media



**Promotion Timeframe: June - August**

Each year, the Chamber hosts an award ceremony to recognize the outstanding service of the ten lifeguard patrols serving the beaches of the Quiet Resorts™. This event honors the Lifeguard of the Year from each patrol and recognizes the Sussex County (SCLA) competitors in nationals.



**Sponsorships:** \$25 - \$2,500

**Attendance:** ≈ 250

**Market:** DE, MD

**Media:** @lifeguard\_awards

Coastal Point Newspaper, Local News Coverage, Social Media

**BETHANY BEACH BOARDWALK ARTS FESTIVAL - SEPTEMBER****Promotion Timeframe: January - September**

This nationally ranked festival features over 100 juried artists each year and includes a Silent Auction where proceeds benefit local art programs.

**Sponsorships:** \$500 - \$4,000.

**Attendance:** ≈ 10,000

**Market:** DE, MD, PA, NJ, NY, DC, VA

**Media:** bethanybeachartsfestival.com @bethanybeachartsfestival

Local News Coverage, Social Media, TV Broadcasting, Radio

Coastal Point Newspaper, Delaware Beach Life, Delaware Today, Forever Media

**BEST OF THE QUIET RESORTS™ AWARDS & MEMBER CELEBRATION - NOVEMBER****Promotion Timeframe: September - November**

This event recognizes the amazing accomplishments of Chamber member businesses and member representatives.

**Sponsorships:** \$200 - \$2,000

**Attendance:** ≈ 200

**Market:** DE, MD

**Media**

Coastal Point Newspaper, Local News Coverage, Radio, Social Media

**SHOP LOCAL EXTRAVAGANZA - DECEMBER****Promotion Timeframe: November - December**

Shop, dine, stay, and play in The Quiet Resorts™ for a chance to win in-store prizes and the grand prize.

**Sponsorships:** Partnerships available

**Attendance:** ≈ 1,500

**Market:** DE, MD

**Media**

Coastal Point Newspaper, Local News Coverage, Radio, Social Media



# NETWORKING EVENTS

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The Chamber hosts monthly networking events and educational meetings so that members can continue to develop and strengthen connections within the business community and stay up to date on business trends and hot topics. All Chamber networking events are promoted on [bethany-fenwick.org](http://bethany-fenwick.org), in weekly E-Currents emails, in the monthly newsletter if scheduled before the start of the month, on the Chamber FB page as an event, and with reminder and recap posts on the Chamber FB and IG. Dedicated email invites are sent to the membership for each event. All hosts/presenters/sponsors will be mentioned in all aforementioned event communications.

Contact [membership@thequietresorts.com](mailto:membership@thequietresorts.com) to discuss.

## MEMBERSHIP MEETINGS

Educational breakfast meetings for members on hot topics in the business community, or Q&A sessions with local representatives. Generally 20+ attendees per meeting.



- Opportunities to host, present, and/or sponsor breakfast
- Breakfast sponsors occasionally available for businesses who are not presenting, depending on host location

## LUNCH & LEARN

Lunch meetings held at member request, serving as educational meetings for member on trending topics in the business community. Generally 20+ attendees per meeting.

- Presenter responsible for cost of lunch
- Mentions in all media and event advertisements
- Company logo and link on event registration page



## CONNECT FOR COFFEE

Informal coffee held at member request, from 8:00 am - 10:00 am. Host provides coffee and light refreshments. Average ~30 attendees.



- Optional pre-event press release \$50
- Opportunity to combine Connect for Coffee with a Ribbon Cutting for your business

## BUSINESS AFTER HOURS (BAH)

The Chamber's most popular networking event. Held at a member business from 4:30 - 6:30 pm near the end of the month, seven times per year.

### Spotlight Table: \$100

*\*50% discount for nonprofits.*

- Company name listed and linked on event webpage and social media event
- Table located prominently at event
- Opportunity to address the crowd
- Scan of business cards collected at the event



Many BAH host locations are determined 6+ months in advance. If you are interested in hosting, reach out to [membership@thequietresorts.com](mailto:membership@thequietresorts.com) to discuss calendar availability. Looking to host a networking event and the calendar is full? We'll help you brainstorm other event hosting opportunities that will benefit your business!

## RIBBON CUTTINGS

Celebrating an anniversary, grand opening, renovation, new location, or more? We'll host a ribbon cutting to celebrate. Offered on weekdays as event calendar allows. Host business provides light refreshments. Attendance varies, with average 15-30 attendees.



- Includes post-event press release
- Optional pre-event press release \$50

# CALENDAR OF EVENTS

## January

Fire & Ice Festival  
 Drink Competition  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## February

Joshua M. Freeman  
 First Responder Awards  
 Job Fair  
 Membership Meeting  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## March

Membership Meeting  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## April

Spring Fling  
 Coastal Community Cleanup  
 Membership Meeting  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## May

Ocean to Bay Bike Tour  
 & Coastal Cruise  
 Membership Meeting  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## June

Old Timers' Day Classic Car  
 Show & Family Festival  
 Summer Social  
 SBDC Office Hours

## July

Summer Nights  
 @ SLWS  
 SBDC Office Hours

## August

Lifeguard Awards  
 Summer Nights  
 @ SLWS  
 SBDC Office Hours

## September

Bethany Beach Boardwalk  
 Arts Festival  
 Membership Meeting  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## October

Bethany Beach Sidewalk Sale  
 Membership Meeting  
 Business After Hours  
 Membership 101  
 Membership 201  
 SBDC Office Hours

## November

50<sup>th</sup> Best of The Quiet Resorts™  
 Awards & Member Celebration  
 Small Business Saturday  
 Shop Local Extravaganza  
 Membership Meeting  
 Membership 101  
 Membership 201  
 SBDC Office Hours

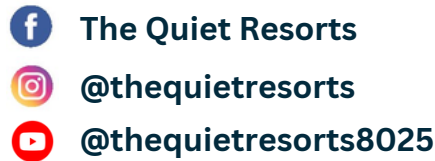
## December

Weekend Wonderland  
 in Bethany Beach  
 Shop Local Extravaganza  
 Winter Social  
 Membership 101  
 Membership 201  
 SBDC Office Hours

# DUAL BRANDING

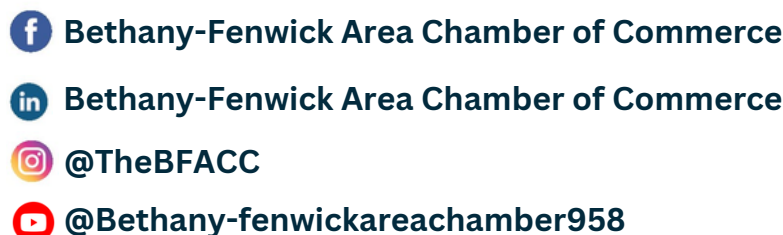
The Chamber mission requires dual branding: a tourism brand and a business Chamber brand.

## TOURISM BRAND



*Trademarked 2023*

## BUSINESS CHAMBER BRAND



*Last revised 9//25*