



Welcome Bags 2021

Target Market Your Business to New Residents

The El Dorado Hills Chamber of Commerce is pleased to continue our 6th year of **Welcome Bags** for new residents moving to El Dorado Hills.

Exclusive Benefits to our Chamber Members

- ▶ **FREE** for promotional/swag items or **just \$100** for flyers/paper only
- ▶ **250 Items**; brochures are FREE if attached to your swag
- ▶ Call to action items with **coupon expiring 7-31-21** and code so you know your ROI
- ▶ **Items DUE Friday, February 19, 2021** at the Chamber
- ▶ **Distribution Partners:** North American Title Company, who distributes Welcome Bags to new residents at their closings, Heritage 55+ Community by Lennar Welcome Committee, and The California Welcome Center

Maximizing Your Visibility and Impact

- ▶ **HUGE Discounts, FREE or \$1 Deals, and 50% off Coupons:** Get customers motivated to buy from you! After welcoming them to our beautiful community, build that loyalty and trust for them to keep coming back to you for more AND be your testimonial to others!
- ▶ **Tangible items they will reuse and remember**, like clips, magnets, etc. Moving is stressful, so offer something they will want to keep and remember when they need your product or service!
- ▶ Remember, you won't get 200 responses, but if you get 3% of new customers as a result, that is considered successful in this direct marketing program. Ask yourself, "If I received this offer, would I use it?" This is **our chance to encourage "Keep It Local 365" with our new residents!**

We are happy to help network your business in creative ways.

To be included, [please contact us now.](#)

Angela Nicholson, Communications & Events Director
El Dorado Hills Chamber of Commerce
2085 Vine Street, Ste.105, El Dorado Hills, CA 95762
angela@eldoradohillschamber.org (916) 933-1335, ext. 102