

CLARKSVILLE-JOHNSON COUNTY
CHAMBER OF COMMERCE

2026 MARKETING GUIDE

OUR MISSION:
TO SUPPORT AND PROMOTE
BUSINESS, COMMUNITY,
AND ECONOMIC VITALITY



2026 EVENTS CALENDAR

THROUGHOUT THESE
EVENTS, THERE WILL BE
VENDOR, SPONSORSHIP &
ADVERTISING
OPPORTUNITIES.

SIGN UP TO RECEIVE OUR
WEEKLY JOCO CONNECT
EMAILS TO RECEIVE
OPPORTUNITIES STRAIGHT
TO YOUR INBOX!

JANUARY	Annual Awards Banquet
FEBRUARY	Love Local Shop Don't Ship
MARCH	Home Showcase Expo
APRIL	Earth Day Events
MAY	Celebrate Small Shop Don't Ship
JUNE	Adventure Awaits
JUNE	Member Appreciation Day!
JULY	4 th of July Celebration
JULY	Johnson County Peach Festival
AUGUST	Back 2 School Shop Don't Ship
SEPTEMBER	Hispanic Heritage Fair
SEPTEMBER	Leadership Kickoff
OCTOBER	Downtown Fall Festival
OCTOBER	Free Movie Fridays
NOVEMBER	Non-Profit Impact Luncheon
NOVEMBER	Veteran's Day
NOVEMBER	Johnson County Birthday Celebration
DECEMBER	Candy Cane Lane Christmas Parade
DECEMBER	Jingle & Mingle Shop Don't Ship

COFFEE & CONVERSATIONS

Join us each week for Coffee & Conversation, a casual networking initiative designed exclusively for our Chamber members. We're opening our conference room as a welcoming drop-in space where you can mingle with fellow business leaders, share ideas, and build meaningful connections—all over a warm cup of coffee.

This relaxed, come-and-go gathering is the perfect way to strengthen relationships, spark collaborations, and stay plugged in to what's happening across our business community.

Want added visibility?

Sponsorship opportunities are available below!

BREAKFAST SPONSOR

- Featured in weekly Facebook post to promote event
- Logo featured on breakfast box
- Marketing materials allowed on desk

\$35 / EVENT

SPEAKING SPONSOR

- Featured in weekly Facebook post to promote event
- Logo featured on breakfast box
- Marketing materials allowed on desk
- Time allotted to promote your business

\$50 / EVENT





Introducing Chamber Chatter, the official podcast of the Johnson County Chamber of Commerce! Each episode features conversations that highlight the people, businesses, and ideas shaping our community. Recorded right here at the Chamber and published across multiple media platforms, Chamber Chatter gives members a fresh and modern way to share their story.

Members can take part in two exciting ways:

AD SPONSOR

Prefer to promote from behind the mic? Sponsors receive a professionally delivered 30-second ad read featured in the episode, offering valuable exposure across all podcast channels

\$35 / PODCAST

GUEST

Join us on the podcast to talk about your business, upcoming projects, and the impact you're making in Johnson County. It's your platform to shine and connect with listeners in an authentic, conversational way.

\$50 / PODCAST



MARKETING MASTER CLASS

Take your marketing and social media strategy to the next level with **Marketing Master Class**, a tiered series of sessions designed exclusively for Chamber members.

Each level builds on the last, providing practical, actionable guidance to help your business grow, engage your audience, and boost your brand's visibility.

From foundational marketing principles to advanced social media tactics, these sessions cover everything you need to refine your strategy, create compelling content, and connect with your customers effectively.

Whether you're just starting out or looking to elevate your existing efforts, Marketing Master Class offers hands-on coaching, real-world examples, and step-by-step strategies that you can implement immediately.

Join us to sharpen your marketing skills, strengthen your brand, and position your business for lasting growth.



MARKETING MASTER CLASS

\$100

101: START

Focus: Who you are, what makes you unique, and how to communicate that clearly.

Includes:

- 30 minute one-on-one brand discovery
- Guided brand identity worksheet
- Feedback on current branding

\$250

201: BUILD

Focus: Translating your brand into social media, visuals and storytelling.

Includes:

- 60 Minute strategy session
- Review of current content and platforms
- 1-Month Branded Content Outline
- Customized recommendations

\$450

301: ELEVATE

Focus: Implementing your brand confidently across all marketing

Includes:

- 60 Minute strategy session
- Two 30 Minute Check In Sessions for coaching / review
- Custom Mini Brand Guide
- 1-Month Branded Content Outline
- Customized recommendations
- Optional content audit after 30 days



ANNUAL AREA GUIDE MAGAZINE

We will be creating an annual Area Guide Magazine. This is the perfect opportunity to showcase your business to the local community and visitors! This widely distributed guide reaches local businesses and welcome centers across Arkansas, giving your business valuable exposure throughout the year.

We are now offering ad space in the next edition, allowing you to highlight your products, services, and special offerings to a targeted audience actively engaging with the community.

Why advertise in the Area Guide?

- Reach residents and visitors in Arkansas
- Promote your business in a professionally designed publication
- Increase visibility and brand recognition within our community

Deadline for ads will be December 5th

\$450

Full Page Ad

\$250

1/2 Page Ad

\$125

1/4 Page Ad

\$75

1/8 Page Ad





The Chamber's Lunch & Learn program offers a year-round opportunity for businesses and community members to engage in a variety of informative workshops designed to inspire growth and development. Each session provides valuable insights on topics ranging from marketing and leadership to business strategy and professional skills.

Members can take part in two exciting ways:

LUNCH SPONSOR

- Featured in Facebook post to promote event
- Logo & Marketing Materials on Lunch Table

\$35 / WEEK

SPEAKING SPONSOR

- Featured in Facebook post to promote event
- Logo & Marketing Materials on Lunch Table
- You have the opportunity to share your expertise with fellow members on a specific topic

\$50 / WEEK





The Chamber's "Shop Don't Ship" initiative encourages our community to support local businesses and keep commerce thriving right here in Johnson County. Participating businesses will receive a distinctive window decal to proudly display, signaling to customers that they are part of this movement. Throughout the year, we will host multiple local shopping initiatives, highlighting ways for residents to choose local first and celebrate the unique products and services our businesses offer. By shopping local, we not only strengthen our economy but also build a vibrant, connected community.

**FEBRUARY
LOCAL LOVE**

**MAY
CELEBRATE
SMALL**

**AUGUST
BACK 2 SCHOOL**

**DECEMBER
JINGLE &
MINGLE**

