



CHAMBER OF COMMERCE
 801 S 6th St • Hot Springs, SD 57747
 (605) 745-4140 • hotsprings-sd.com

Chamber Membership Benefits

As a valuable member of the Hot Springs Chamber of Commerce, we want you to be aware of all the benefits available to you in 2026. Our membership begins as low as \$150.00 per year for an owner operated business and gradually increases per number of employees. There has been no dues rate increase since 2021! Dues are billed annually on your anniversary month. As a member of the Chamber of Commerce, you have the support of a large network of members dedicated to improving the strength and quality of our community.

If you participate in all the benefits offered by the Hot Springs Chamber, **the Total Value of your annual membership is easily over \$6,000 per year.** Member Benefits are broken down below, and where possible a value has been attached. Depending on the type of membership, members in good standing are entitled to some or all of the following benefits:



HOT SPRINGS CITY MAP

The Chamber publishes 15,000 full color City Maps annually, and member businesses in the area are recognized with a free name listing on the back of the map. Space permitting, members also have the option of taking out a paid advertisement on the front or back of the map. (The value is based on \$0.01 per person per map listing. The value for paid advertising would be much higher.)

Benefit Value: \$150

MAGAZINE LISTINGS

Chamber members also receive a free business listing in the *Hot Springs Welcome Magazine*. This magazine is a tourism piece, unique to Hot Springs, that is published for the Hot Springs Chamber of Commerce by the Fall River County Herald-Star. The magazine is available throughout Hot Springs as well as being distributed out of town by Certified Folder Distribution to I-90 and I-29 Visitor Centers. Magazine requests are received through the Chamber website, as well as leads gathered from marketing efforts. The



Hot Springs Welcome Magazine is also distributed digitally and by mail. 25,000 print copies of the HSWM are produced each year. (Value based on \$0.01 per person, per print circulation)

Benefit Value: \$250



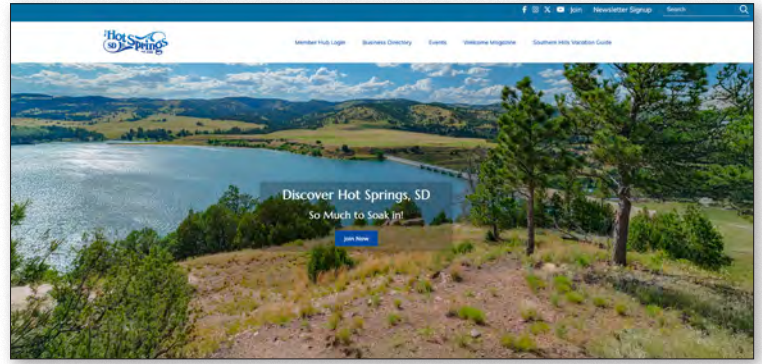
The *Southern Hills Vacation Guide* is a collective Vacation Planning Guide for the communities of Hot Springs, Custer, and Keystone. This publication is primarily focused on tourism. All members receive a free listing: Tourism-based members get a free business listing printed in the Southern Hills Vacation Guide; all other businesses are listed online. Circulation is 70,000 print, in addition to digital distribution. This guide is mailed to leads generated from all three communities. These magazines are also delivered to racks that Certified Folder has in their territory, all of the I-90 and I-29 visitor centers across the state of South Dakota, and to all the racks that Road Runner Distribution has in their territory. They are also available at the Custer, Keystone, Edgemont and Hot Springs Visitor Centers.

(Value based on \$0.01 per person, per print circulation)

Benefit Value: \$700

WEBSITES

The Hot Springs Chamber's official website, hotsprings-sd.com, is an attractive, mobile friendly resource for tourists and locals alike. In 2025, the Chamber website logged over 300,000 page views, with over 97,000 unique users of the site throughout the year. And we project much more for 2026!



The Hot Springs Chamber collaborates with the South Dakota Department of Tourism for a cooperative marketing campaign throughout the year. All the advertisements are directed back to the Chamber's website: www.hotsprings-sd.com.

The total campaign, which includes (but is not limited to) out-of-home advertising, digital banner advertisements, pre-roll video ads, search engine ads, and social media ads, **will be over \$85,000 for 2026.**

Each directory listing on the Chamber's website is a separate page indexed by Google and appears high in rankings, which is especially valuable for members with limited or no other web presence. Depending on your industry, individual directory listings on the Chamber's website garner anywhere from 100 to 2,500 views a year. Having your directory listing available on the Chamber's site, indexed by Google, and accessible to all users 24/7, is a major benefit.

Benefit Value: Over \$300



SOCIAL MEDIA

The Hot Springs Chamber utilizes social media and digital content, with over 18,000 followers on Facebook, as well as maintaining an active presence on Instagram, and remaining on the lookout for future platforms. Social media is used as both a promotional tool to engage potential visitors and a way of informing citizens of current and upcoming events and activities. Member businesses can request shares of their own posts and other promotions & events on the Chamber Facebook.



MEMBER REFERRALS

Phone calls and inquiries are received daily at the Chamber office, requesting information about area businesses and these result in preferred referrals to chamber members. The Chamber strives daily to promote its members.

Chamber members are also able to display their promotional brochures, pamphlets, rack cards and/or business cards year-round at the Chamber office in the Mueller Civic Center, or seasonally, at the Historic Depot Information Center.

This is free of charge to members.

(\$.10 per direct communication to customer)

Benefit Value: \$500



CHAMBER CHANNEL MONTHLY NEWSLETTER

Our [Chamber Channel](#) newsletter is an all-digital e-newsletter that highlights Chamber announcements, membership happenings, community events, special awards and achievements and other Business or Community successes. This monthly newsletter keeps the membership up to date on Chamber news, events, programs, seminars, etc. Members may submit a flyer for inclusion in the Chamber Channel for a small \$10.00 fee.

Benefit Value: \$200

SPRINGTIDES WEEKLY NEWSLETTER

The chamber produces a free weekly digital newsletter, distributed to an email list of over 890 residents, 260 Chamber members, and regional patrons. This email includes information about local events, schedules, and meetings. Only Chamber members may advertise their service or product(s) in Springtides and may submit business promotions, press releases, flyers and other information to encourage patronage. Inclusion of advertisements in Springtides is free to members.

[Springtides](#) is also shared weekly on the Chamber Facebook page. For members who have an ad running in Springtides, the estimated value, considering 890 email addresses and an average estimated 50% open rate (a high rate; industry average is 32%; Source: Constant Contact) is considerable, and extremely cost-effective.

Benefit Value is \$80.00 per week; \$4,160 per year.



COMMITTEES AND TASK FORCES

The Chamber meets regularly with opportunities for member involvement through several different [committees: Agriculture, Ambassadors, Retail & Business Events and Promotions, and Tourism.](#)

Members only benefit.

REPRESENTATION

Chamber Director and Board of Directors represent Hot Springs at local, regional, and state functions, meetings and seminars. The Chamber is represented at the South Dakota Governor's Conference on Tourism, and Black Hills Vacations Annual Meeting. The Hot Springs Chamber also has a seat on the Board of Directors of

Black Hills & Badlands Tourism Association. The Chamber represents the Membership at any relevant government meetings pertaining to issues affecting chamber members.



MEMBERSHIP MIXERS, GRAND OPENINGS AND CHAMBER CHATS

Chamber mixers offer an opportunity for the host business to highlight their products or services and give the attendees a chance to network and socialize, which creates opportunities for business owners to collaborate and learn. The chamber handles all advertising and recruitment for the mixer. Each individual business is responsible for providing the refreshments. If members wish to offer beer or wine at their mixer a temporary alcohol license is needed at a cost of \$50. The Chamber sponsors the license fee for one mixer per month.

Chamber Chats are an opportunity to meet with and "chat" with Chamber Staff to ask questions or converse about ideas or concerns.

The Chamber is also willing to assist new businesses with their [Grand Opening](#) or [Ribbon Cutting](#). The Chamber provides the ribbon and "giant scissors" for the event and advertises the event through Chamber's marketing channels.

ANNUAL MEETING, DINNER AND AWARDS

The [Chamber Annual Meeting & Awards Dinner](#) event serves as a business meeting to sum up the Chamber's activities of the previous year, provide updates on Chamber activities and projects, and outline the next year's goals. The Annual Meeting and Awards Dinner also offers the opportunity to recognize member businesses and outstanding community members. The Chamber members nominate and vote for the recipients, and the Chamber presents awards in the following categories: Retail, Service and Hospitality Businesses of the Year, Community Pride, Citizen of the Year, Employer of the Year, and the Joyce Farrell Youth Volunteer of the Year.

The Chamber also awards Excellence in Digital Media and the Director's Award.



CHAMBER FUNCTIONS AND EVENTS

Aside from sponsoring and promoting community events in general, the Hot Springs Chamber hosts and organizes several Chamber functions and events each year, with the purpose of bringing tourism and visitation to town, as well as enhancing quality of life for residents.

Hot Springs Chamber of Commerce

Fall River Hot Air Balloon Festival Vendors Market

This event has been the Chamber's signature event for the past 10 years, and was the largest annual event that the Chamber organized. This year, the event will no longer be organized by the Chamber, but will be under a new non-profit group headed by Petra Wilson of Western Horizons, who has been the event's founder and co-organizer with the Chamber since its first year. With the support of Sponsors, City Government, Members and the Community, they will continue to bring Hot Air Balloons and their pilots to Hot Springs this August. There is also a large Vendors Market, with unique handmade items, food, and fun for family members young & old! Currently, an estimated 5,000 people attend the festival throughout the weekend.

Member businesses and the community benefit greatly from increased visitation.

Easter Egg Hunt

Every Easter, the Chamber sponsors the [Easter Egg Hunt](#) in conjunction with the American Legion Post #71. The Chamber purchases the eggs and promotes the hunt for the whole community. The event takes place at the Legion and Centennial Park, and the Easter Bunny makes an appearance for photos.



Salute to Valor Festival

New in 2025, the [Salute to Valor Festival](#) is a Memorial Day weekend celebration of our veterans and servicemen who sacrificed so much for our country. A special program honoring veterans, downtown parade, jet flyover, vendor market, and our annual Wine Walk & Play are some of the activities planned. It's a bright kickoff to the tourist season for both our local businesses and community!

Wine Walk & Play

This event takes place on Friday of the Salute to Valor Festival Memorial Day weekend to officially start the summer. Downtown businesses host either a Wine-Stop, Snack-Stop, Game-Stop, or combination, and participants roam from business-to-business enjoying the fun. This event brings visibility to the downtown businesses to promote immediate or future sales. Businesses outside the downtown area may also participate with spaces provided by the Chamber.



Members only Wine Stops and advertising.



Fall River 4th of July Celebration

The Chamber co-ordinates with the Hot Springs Rotary, Firecracker Races, and other community organizations to ensure a festive [4th of July Celebration](#) for visitors and locals alike. The Chamber hosts the Community Picnic and follows that with the Firequacker Duck Race down the Fall River. The Chamber sponsors the posters and advertising for all 4th of July Celebrations, as well as paying for the marketing and publicity.

Rockin' Riverside Summer Concert Series

The Hot Springs Chamber of Commerce is proud to announce our 2nd Annual [Rockin' Riverside Summer Concert Series](#) for 2026, and with it sponsorship opportunities for community-minded businesses and organizations with great promotion & visibility. These concerts are a great way to connect families & friends throughout the community as they enjoy a free, fun-filled evening of music.



Merchants Trick-or-Treat

The Chamber co-ordinates with local businesses in their participation in the [Merchants Trick-or-Treat](#). Downtown participating members get their business included on printed posters of the map of downtown with business stops, as well as Facebook posts advertising their involvement.

Members only advertising

Oktoberfest

A festive event celebrating the traditional Bavarian festival. Featuring German beer, Bavarian-style food, live polka band & dancing, and lots of fun! A great way to usher in the Fall traditions in true German style!



Ag Banquet

Every autumn, the Chamber of Commerce & Ag Committee hosts a special [Agriculture Appreciation Banquet](#) to thank our farmers and ranchers for another year in the books. Join us for an evening of food, fellowship, and entertainment as we honor the incredible ag community.

Christmas Cookie Cruise & Storefront Decorating Contest

The Chamber joins Christmas in the Hills in creating a vibrant Holiday celebration during the Christmas in the Hills Weekend. On the Friday night of the tree lighting ceremony, the Chamber organizes the downtown [Christmas Cookie Cruise](#), where local bakers are paired with businesses to compete to win a prize. Participants cruise from store-to-store, tasting cookie samples and vote on their favorite cookie.

The Chamber also organizes the [Storefront Decorating Contest](#), open to all local businesses. Judging takes place the week following that Friday night. The Chamber pays for the advertising and prizes for both contests.

Members only advertising





CHAMBER OF COMMERCE

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hotsprings-sd.com • fallriverballoonfest.com

2026 COMMUNITY EVENTS CALENDAR

January

17– Fall River History Conference

30– **Business Bingo**

February

19– Hot Springs Concert Series

23– **Business Bingo ends**

March

7 – Southern Hills Holistic Fair

14– **Chamber Annual Meeting & Awards Dinner**

April

4– **Easter Egg Hunt**

17-18 – KHSB Earth Day Rummage Sale

30– Hot Springs Concert Series

May

2– KHSB Great American Clean-Up

22– **Wine Walk & Play**

22-25 – **Salute to Valor Festival**

25– Stars, Stripes, Steps Memorial Day Stair Climb Challenge

30– **Rockin' Riverside Summer Concert Series #1**

June

13– **Rockin' Riverside Summer Concert Series #2**

20– **Rockin' Riverside Summer Concert Series #3**

26-28 – Main Street Arts & Crafts Festival

July

3– Street Dance

4– Firecracker Races, Parade, **Community Picnic, Firequacker Duck Race**, 250th Anniversary

11– **Rockin' Riverside Summer Concert Series #4**

25– **Rockin' Riverside Summer Concert Series #5**

29-Aug 2 – Fall River County Fair

August

8– **Rockin' Riverside Summer Concert Series #6**

7-16 – Sturgis Motorcycle Rally (86th Anniversary)

28-30 – **Fall River Flight Fest & Vendor Market**

29– Southern Hills Triathlon

September

11– 9/11 Grand Stair Challenge- 12th Annual

24-26 – Buffalo Round-Up & Art Show

TBD – **Oktoberfest**

October

10– **Ag Banquet**

TBD – Fossil Fright Night at The Mammoth Site

31– **Merchants Trick-or-Treat**

November

7– KHSB Christmas Light Hanging

7– Holiday Bazaar Vendor Fair

11– Veterans Day Celebration

28– Small Business Saturday

December

4– **Christmas Cookie Cruise**

4-5 – Christmas in the Hills

4-11– **Christmas Storefront Decorating Contest**

12– **Santa Hat Shopping Spree**



Chamber Event



Community Event



CHAMBER OF COMMERCE

2026 SPONSORSHIP OPPORTUNITIES

ANNUAL MEETING AND AWARDS DINNER (March)

Sponsorship at 3 levels

Gold Sponsor - \$300

Gold Sponsors receive a Full-page advertisement in the dinner program, a standalone banner with company logo, and recognition during the dinner and awards. Gold Sponsors also receive two complimentary tickets to the Annual dinner.

Silver Sponsor - \$200

Silver Sponsors receive a Half-page advertisement in the dinner program, a shared banner with company logo and recognition during the dinner and awards.

Bronze Sponsor - \$100

Bronze Sponsors receive a Quarter-page ad in the dinner program, a shared name listed banner and recognition during the dinner and awards.

SALUTE TO VALOR MEMORIAL DAY FESTIVAL (May)

Sponsorship at 4 levels

Platinum Sponsor - \$1000 (Premier Honor Sponsor)

Naming recognition on standalone banner as "Salute to Valor sponsored by:", logo featured on all event materials (posters, flyers, website, social media, parade signage), logo on event schedule poster, thank-you spotlight on all radio & newspaper ads, lay a wreath on the wall of honor with your logo.

Gold Sponsor - \$500 (Patriot Sponsor)

Logo featured on all event materials & shared banner (website, social media, parade signage, event schedule poster), thank-you spotlight on all radio, newspaper ads.

Silver Sponsor - \$300 (Honor Sponsor)

Name on shared sponsor banner, social media and parade recognition.

Bronze Sponsor - \$200 (Community Supporter)

Included in group thank-you post, social media recognition as a supporter of veterans and active military.

FALL RIVER 4TH OF JULY CELEBRATION (July)

Sponsorship - Gift Cards/Prizes

Businesses who donate \$150 or more (or prize of equal value) will have their logo placed on the 4th of July posters. Businesses who donate \$25 or more (or prize of equal value) will be listed on the poster. All prize donors will be listed in the "Thank you" letter in Springtides and the August Chamber Channel newsletter.

ROCKIN' RIVERSIDE SUMMER CONCERT SERIES (July-August)

Sponsorship at 3 levels

Platinum Sponsor - \$4,000

Gold Sponsors receive their company logo on stage banner and all posters, live recognition at all 6 concerts, as well as 4 social posts for each concert (24 total).

Continued on next page →

Gold Sponsor - \$2,000

Silver Sponsors receive their company logo on all posters, live recognition at 3 concerts, as well as 2 social posts for each concert (12 total).

Silver Sponsor - \$1,000

Silver Sponsors receive their company name on all posters, live recognition at 2 concerts, as well as 1 social post for each concert (6 total).

FALL RIVER FLIGHT FEST (Formerly Hot Air Balloon Festival--August)

Sponsorship at different levels – Starting at \$500

Each sponsorship level offers: extensive advertising through numerous local and regional print media outlets, digital advertising through multiple channels, dedicated Social Media posts and E-blasts, including Facebook advertising and boosted posts, your presence on the event's own unique website www.fallriverballoonfest.com, banners, signs, extensive commentary recognition and announcements during festival events, hot air balloon ride(s) (weather permitting), and invitation(s) to the Pilot Welcome Dinner.

More sponsorship details will be available in a separate notice.

OKTOBERFEST (October)

Sponsorship at different levels – Starting at \$300

More sponsorship details will be available in a separate notice.

AG BANQUET (November)

Sponsorship at different levels – Starting at \$200

More sponsorship details will be available in a separate notice.

ATTACHED, please find a Sponsorship Opportunities Reply Form. If you would like to sign up in advance to sponsor our events, please return the attached form. Please indicate how you would like to be billed.

Thank you for your consideration!



CHAMBER OF COMMERCE

2026 SPONSORSHIP OPPORTUNITIES REPLY FORM

Business

Name: _____

(Please put your name exactly how you would like to be credited)

Contact Person: _____ **Telephone:** _____

Email: _____

Please sign me up for the following sponsorships:

ANNUAL MEETING AND AWARDS DINNER
____ Gold Sponsor - \$300 ____ Silver Sponsor - \$200 ____ Bronze Sponsor - \$100

SALUTE TO VALOR MEMORIAL DAY FESTIVAL/WINE WALK
____ Platinum Sponsor - \$1000 ____ Gold Sponsor - \$500 ____ Silver Sponsor - \$300
____ Bronze Sponsor - \$200

FALL RIVER 4TH OF JULY CELEBRATION (Duck Race) - Prize/Gift Card \$ _____

ROCKIN' RIVERSIDE SUMMER CONCERT SERIES
____ Platinum Sponsor - \$4,000 ____ Gold Sponsor - \$2,000 ____ Silver Sponsor - \$1,000

FALL RIVER FLIGHT FEST
____ Platinum Sponsor - \$5,000 ____ Gold Sponsor - \$3,000 ____ Race Sponsor - \$2,500
____ Silver Sponsor - \$2,000 ____ Bronze Sponsor - \$1,000 ____ Copper Sponsor - \$500

OKTOBERFEST ____ Gold Sponsor - \$300 ____ Silver Sponsor - \$200

AG BANQUET ____ Corporate Sponsor - \$2,000 ____ Platinum Sponsor - \$1,000
____ Gold Sponsor - \$500 ____ Silver Sponsor - \$300 ____ Bronze Sponsor - \$200

I would like to be invoiced in advance

I would like to be invoiced per each event



2026 BUSINESS PARTICIPATION OPPORTUNITIES

Saturday • MARCH 14, 2026

CHAMBER ANNUAL MEETING & AWARDS DINNER – Taste of Hot Springs

5pm – 7pm (Dining and Catering Members Only)

Dining and Catering members are asked to participate in the "Taste of Hot Springs" to provide the meal for the Chamber's Annual Meeting and Awards Dinner. The business provides an appetizer, paid for by the Chamber. All the appetizers create a full dinner. The businesses represent themselves at this buffet style meal.

Friday-Monday • MAY 22-25, 2026

SALUTE TO VALOR FESTIVAL WEEKEND

FRIDAY, MAY 22: WINE WALK & PLAY 4:30pm -7pm (Downtown Businesses)

SATURDAY, MAY 23: PARADE 1pm

Downtown businesses are asked to participate in the Wine Walk as either a Wine, Snack, or Game Stop (or combination). The Chamber assists with the Wine licensing. Businesses provide wine or a snack, or create their own game. Businesses not located downtown may also participate by "relocating" downtown for the event in space assisted by the Chamber. We also ask businesses to participate in the Salute to Valor Parade on Saturday at 1pm. This is a great chance to show everyone why we are, and always will be, "The Veterans Town"!

Saturdays • MAY 30-AUGUST 6, 2026

ROCKIN' RIVERSIDE SUMMER CONCERT SERIES 7pm-9pm

Local businesses are invited to be part of the excitement at the Rockin' Riverside Summer Concert Series in Centennial Park; May 30, June 13, June 20, July 11, July 18, and August 8. Restaurants, retailers, and mobile vendors are welcome to roll out concert-night specials, promotions, games, or interactive activities before, during, and after the show. Jump in for one concert or rock the whole series with us!

Friday – Sunday • AUGUST 28 – 30, 2026

11TH ANNUAL FALL RIVER FLIGHT FEST

During the Flight Fest weekend, businesses are asked to participate in the festivities by decorating their windows, doing a sidewalk sale or games, hosting a musician, etc. It is up to the business what they want to do, but a balloon or airplane theme is encouraged. Most of the activities take place on Friday & Saturday.

Saturday • OCTOBER 31, 2026

MERCHANTS TRICK-OR-TREAT 4pm – 6pm

Businesses are asked to participate in the Merchants Trick-or-Treat to give out candy or treats.

Friday • DECEMBER 4, 2026

CHRISTMAS COOKIE CRUISE & STOREFRONT DECORATING CONTEST 4pm – 6pm

(Downtown Businesses)

Businesses are asked to participate by partnering up with a baker to provide cookie samples for tasting during the "Christmas in the Hills" Friday evening festivities. A People's Choice and Judge's Choice Award are given to the Stores and the Bakers who win. (Does not have to be a professional baker, but cookies must be made from scratch; no store-bought cookies or dough.) During the same evening, the judging for the Storefront Decorating Contest begins and continues throughout the following week.

A People's Choice Award in 3 categories is given to the winning businesses.

Saturday • DECEMBER 12, 2026

SANTA HAT SHOPPING SPREE 11am – 4pm

Businesses are asked to provide Holiday Deals to encourage local shopping. Between 11am – 4pm, shoppers wearing a Santa Hat receive a special treat/discount from the participating business.