

BUSINESS STUDY:

CONSUMERS 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A study by The Schapiro Group, an Atlanta based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members.

For example:

- * When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- * Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- * Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- * When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- * Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: *Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.*



Membership Opportunities

OUR MISSION

Energizing the PACE of business through
Promotions, Advocacy, Connections and Education

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ELK RIVER AREA CHAMBER OF COMMERCE

509 Highway 10, Elk River, MN eracc@elkriverchamber.org
(763) 441-3110

Levels of Investment

STRENGTHENING OUR REGIONAL ECONOMY

CATALYST

\$8,000 ANNUALLY

Tier	Benefit	Value		
Growth	Credit for chamber educational programming, including Community Leadership	\$ 100.00	\$3,210 Total Value	\$1,500 Annual Invest- ment
	Photo and direct email on directory page of all company reps (your choice)	\$ 150.00		
	Member Video Reel including addition members to highlight your place in community	\$ 200.00		
	6 tickets for you or your team to Membership Luncheons	\$ 210.00		
	Twelve months banner ad on primary category page (includes priority listing in directory) + Quick Link location	\$ 750.00		
Influence	Sponsor INSIDER newsletter for 1 month	\$ 200.00	\$6,480 Total Value	\$2,500 Annual Invest- ment
	Chamber 101 Sponsor* (not exclusive up to 2x per year)	\$ 200.00		
	6 additional tickets to membership luncheons (total of 12)	\$ 210.00		
	Individual Member Video Spotlight Post on social media + chamber blog	\$ 300.00		
	Silver Banner Ad Package: ad in 2nd category, News Releases, Hot Deals & Info Requests	\$ 1,200.00		
Champion	Sponsor of Cool Jobs Tour Event	\$ 200.00	\$9,480 Total Value	\$4,000 Annual Invest- ment
	1 ticket to Session Priorities Dinner (\$250 payable to MN Chamber)	\$ 200.00		
	Sponsor INSIDER newsletter for 2nd month	\$ 200.00		
	Gold Banner Ads Package: Banner ad on Quick Links (2nd category), Jobs, Events & Business Directory (highest # of hits)+ Rotating logo on front page @www.elkriverchamber.org	\$ 1,200.00		
	Add'l categories, branches or membership) up to 3 @ Classic level	\$ 1,200.00		
Catalyst	Additional Ticket to Session Priorities Dinner	\$ 200.00	\$17,480 Total Value	\$8,000 Annual Invest- ment
	One Year Gift New Membership to business or non-profit of your choice	\$ 410.00		
	Sponsor INSIDER newsletter for 3rd month	\$ 200.00		
	Event Sponsor for all Membership Luncheons	\$ 1,300.00		
	Run of site Banner Ads + Rotating logo on front page @www.elkriverchamber.org	\$ 1,500.00		
	Leadership Program Sponsor, includes one tuition for Community Leadership Program	\$ 2,000.00		
	Add'l categories, branches or membership) up to 6 @ Classic level	\$ 2,400.00		

Each level of investment includes all benefits from the lower tiered levels

You deserve recognition for making our region a prosperous place. As a community benefactor, we know you want to help the region attract and retain talent, build a robust workforce, and drive a growing economy.

POSITIONING IN OUR REGION

- ◆ Leadership Elk River Sponsor, includes one scholarship for member of your team or gift to nonprofit **\$2,000 Exclusive**
- ◆ Additional ticket to Session Priorities Dinner (total of 2)
- ◆ Sponsor for all Membership Luncheons
- ◆ Gift a membership to a business or non-profit of your choice **\$410 Value** includes public presentation **New**

SERVICES

- ◆ Sponsor INSIDER newsletter for total of 3 months
- ◆ Platinum Digital Sponsorship on elkriverchamber.org **\$1,500 Value** includes permanent rotating logo on our home page and company profile **New**
- ◆ Additional regional branches or up to 6 additional business memberships for businesses you own **2,400 Value**



"The Chamber of Commerce paves the way for businesses to succeed in any economy."

John Houlton, First Bank Elk River

Aspirational & Hyper-Local

PLUS ALL OF THE BENEFITS OF CHAMPION, INFLUENCE, GROWTH, MARKET AND CLASSIC LEVELS

REPRESENTING YOUR INTERESTS WITH GOVERNMENT

CHAMPION

\$4,000 ANNUALLY

As a leader, you care about developing relationships with other business and civic leaders in order to grow your business. The problem is it's hard to know where to plug in, which can make you feel like you don't have a voice or like you're being left behind. We believe you shouldn't have to search for ways to make your community a better place. It all starts with showing up.

ACCESS

- ◇ Session Priorities Dinner (hosted by MN Chamber) 1 ticket **Exclusive!**
- ◇ Sponsor of the Cool Jobs Tour Event

SERVICES

- ◇ Sponsor INSIDER newsletter for total of 2 months **New**
- ◇ Gold Digital Sponsorship on elkriverchamber.org **\$1,200 Value**
- ◇ Additional business memberships or branch locations, up to three **\$1,200 Value**



Trisha Mowry & Sean Mowry

Metal Craft Riverside

The chamber supports the interests in local small businesses by connecting resources (city, schools, state) advocacy in government and most importantly helping small businesses thrive which helps our community remain strong. Our families that live and work in this community depend on the strength of the community and our local businesses.

Our families are why we support our chamber.

Aspirational & Hyper-Local

PLUS ALL OF THE SERVICES AND BENEFITS OF INFLUENCE, GROWTH, MARKET AND CLASSIC LEVELS

Levels of Investment

Tier	Benefit	Value		
Classic	Web link on search results	\$50.00	\$1,000 Total Value	\$410 Annual Investment
	Able to post Hot deals	\$50.00		
	Able to post Events	\$50.00		
	Able to post Job postings	\$50.00		
	Able to post News Release	\$50.00		
	Member Pricing @ Events & Educational Programs	\$50.00		
	Annual Community guide listing in primary category	\$200.00		
	Classic Website mini page including logo in directory search results	\$200.00		
	Chamber Connections Lead Referral Group	\$300.00		
	Representation at Regional Programs	Priceless		
	Direct Referrals - phone, email, social	Priceless		
Ambassador visits	Priceless			
Social Network Services via CM	Priceless			
Market	4 ads in weekly e-newsletter Insider	\$ 50.00	\$1,800 Total Value	\$820 Annual Investment
	Showcase business on social media 1 post	\$ 150.00		
	Member business contacts automatically sent to you in December (primary contact, address, phone & website)	\$ 200.00		
	Premium Ribbon Cutting: scheduled at your convenience, digital invitation sent to all members, local dignitaries and board of directors, special video reel on social media + Confetti Cannon (Optional)	\$ 200.00		
	Upgrade to GOLD directory page that staff completes with 3 pictures, 200 word description and your logo	\$ 200.00		

Each level of investment includes all benefits from the lower tiered levels

Your membership automatically renews each year unless the Board of Directors receives your written resignation.
 Annual Investments can be paid quarterly or monthly with a auto-charge arrangement
 Membership investments may be deductible as ordinary business expenses, not as charitable contributions.
 Federal Tax ID 36-3296429

NEW OPPORTUNITIES THROUGH BUSINESS RELATIONSHIPS

CLASSIC

\$410 ANNUALLY

(or \$105/quarter or \$37/month)

VALUED AT MORE THAN \$1000 ANNUALLY

At the Chamber, we believe you deserve to find a room full of people just like you who can share your story and become an army of salespeople for you. We understand how hard it is to get connected with the right people who can help you grow your business, which is why we are on a mission to be the number-one connector of business owners.

TO GET CONNECTED:

1. Join today
2. Schedule an orientation with our membership staff
3. Attend your first event and meet others business owners just like you

JOIN TODAY! Get the connections you need to feel capable and well-informed. Build relationships with other business owners who often become life-long friends.

CONNECTING YOU TO OUR REGION

- ◇ Chamber Connections Weekly Lead Referral Group
- ◇ Business referrals exclusively for members
- ◇ Ambassador visit & Classic Ribbon Cutting
- ◇ Regular business updates in weekly INSIDER newsletter:
 - * Action Alerts
 - * Community Updates
 - * Business News

- ◇ Search-engine-optimized business listing on ElkRiverChamber.org helps your Google rankings includes business logo in search results
- ◇ Member pricing at exclusive events
 - * Membership luncheons
 - * Before/After Hours
 - * Legislative Updates
- ◇ Learn how to access the features of your membership at Chamber 101 including:
 - * Job Postings
 - * Event Promotions
 - * Hot Deals
 - * News Release
- ◇ Virtual and framed membership plaque plus window sticker — tell the community that you're invested in our region
- ◇ One category ad in the Elk River Community Guide annual publication (\$175 value)
- ◇ Eligible for chamber exclusive awards
- ◇ Chamber representation at regional governmental meetings
- ◇ Display business card in the Chamber lobby

This membership is not available to companies of 25 employees or more

SUPPORTING THE DEVELOPMENT OF LEADERS

INFLUENCE

\$2,500 ANNUALLY

You want to work with the other influencers in our community so you never have to worry about missing out on the very opportunities you've been striving for. Watch as your team gets stronger as they are better informed. Enjoy being among influential leaders who are shaping our region.

ACCESS

- ◇ Membership Luncheons - total of 12 Tickets for you or your team throughout the year **\$420 Value**
- ◇ Chamber 101 Sponsorship **\$200 Value**

SERVICES

- ◇ Sponsor INSIDER newsletter for 1 month
- ◇ Member Spotlight Video Post on Social + Chamber Blog **\$300 Value New!**
- ◇ Silver Digital Sponsorship on elkriverchamber.org **\$1,200 Value New!**



"The Chamber of Commerce paves the way for businesses to succeed in any economy."

STAKEHOLDER MEMBER

Aspirational & Hyper-Local

PLUS ALL OF THE SERVICES AND BENEFITS OF GROWTH, MARKET AND CLASSIC LEVELS ON THE FOLLOWING PAGES

SUPPORTING YOUR BUSINESS AS IT GROWS

GROWTH

\$1,500 ANNUALLY



You've worked hard to grow your business and your team. Gain visibility in the business community and stay in touch with other influential businesses. Enjoy being among the growing businesses that support the community.

ACCESS

- ◇ Membership Luncheons - 6 Tickets for you or your team throughout the year **\$210 Value**
- ◇ Credit for chamber educational programming, including Community Leadership **\$100 Value**

SERVICES

- ◇ Photo and direct email on directory page of all company reps (your choice)
- ◇ Member Video Reel on Social **\$200 Value New!**
- ◇ 12 months banner add on elkriverchamber.org for in primary category (includes priority listing) + Quick Link location **\$750 Value**

PLUS ALL OF THE SERVICES AND BENEFITS OF MARKET AND CLASSIC LEVELS ON THE FOLLOWING PAGES

PROMOTING YOUR BUSINESS AS A DESTINATION MARKET

MARKET

\$820 ANNUALLY (or \$205/quarter or \$72/month)
VALUED AT \$1,800 ANNUALLY

At the Chamber, we know it's hard to balance all the demands of your time and attention. That's why we're committed to giving you services to grow your visibility, to make you famous in the community, and to give you better connections that will save you time and money. Gain visibility without trading your time and get supported by the most influential people in the region.

MARKETING VISIBILITY

- ◇ Upgrade to GOLD directory page "done for you" with pictures, business description & logo added. **\$200 Value**
- ◇ Premium Ribbon Cutting or Specialized Event services to celebrate business growth **\$200 Value New!**
- ◇ Showcase business on social media **\$150 Value**
- ◇ Up to 4 ads in the weekly e-newsletter **\$50 Value**

ACCESS

- ◇ Member Business updated contacts automatically sent to you in December each year **\$200 Value**



PLUS ALL OF THE SERVICES AND BENEFITS OF THE CLASSIC LEVEL ON THE NEXT PAGE

This membership is not available to companies of 50 employees or more