January 22, 2024

Dear Member,

CHAMBER OF COMMERCE

Linked below is the new application process for The Arcade Area

Chamber of Commerce Membership Investment for 2024. Over the past year, our Chamber Board of Directors took a hard look at how we operate and serve you, our valued members.

We looked at our past programming, evaluated new opportunities, and strategized to better position ourselves for the future, and all of the challenges we will meet together.

The new structure focuses on 4 tiers of membership: We Connect, We Thrive, We Advocate and Chamber Backers. Each tier comes with benefits and values that will be important to you. If you are new to The Arcade Area Chamber of Commerce and would like to consult about which level would best fit your needs, we welcome that conversation and will guide you to a tier that works for you. Please email Sandy at office@arcadeareachamber.org. Each tier has a unique set of benefits and options, and more will be added as we continually look to make this Chamber your go to for resources to help your business grow, and inspire the community to "Shop Local". Click HERE to view all Chamber Member Benefits and to make your Membership Level selection.

Sponsorships to our events – Trout Derby, Golf Tournament, and Fall Fundraiser – will be offered separately and community wide. Look for that opportunity in our newsletter. Our goal is to utilize our website for collection of memberships, event tickets and sponsorships. However, you still may pay in person, by invoice or by mail.

Last year for the Chamber was a year of investment of new technology and the performance of the office. Rollout of a new website, newsletter and social media with more in person involvement has been noticed. Our website will be the "go-to" place for a Community Calendar, online registrations for all events, and a Job Board. Since the website went live in September - we are seeing significant traffic, phone calls, emails, and texts looking for referrals of area businesses.

This year, 2024 will be a year of growth for all of us. Your investment in the Chamber is not only an investment for you and your business, but for everyone that visits our Tri-County Area.

Sincerely,

Travis Sick

President

Arcade Area Chamber of Commerce

Arcade Area Chamber of Commerce Membership Benefits

				Auvocate	Dackers
Membership Benefits Membership Cost->				\$450	
**All Benefits Available to purchase a la carte as needed Total Benefit VALUE->		\$1,175	\$2,925	\$3,875	\$9,375
Connections & Relationship Building Opportunities	Per benefit cost				
Arcade Area Chamber Signage and Stickers 2024	\$25	•	•	•	•
Business Referrals EXCLUSIVE to Chamber members	Priceless	•	•	•	•
Professional Headshot by Eagle 1 Photography	\$250	•	•	•	•
Ribbon Cutting/ Member Milestone Event	\$200	•	•	•	•
Advertising opportunities on Chamber website and directory	Priceless	•	•	•	First Right
Member rates for advertising (Chamber website, E-Newsletters, E-Blasts, Business Directory) and event sponsorship opportunities	Varies	•	•	•	•
Standard business listing on Chamber website	\$250	•	•	•	•
Social Media Event postings	\$100	•	•	•	•
Standard business listing in printed Chamber Directory	\$100	•	•	•	•
Unlimited press releases to Herald-Courier Newspaper	\$150		•	•	•
Hosting of Open Houses	\$150		•	•	•
Facilitating Job Fairs with Other organziations	\$150		•	•	•
Post events on the Community Calendar	\$100		•	•	•
Email EBlast for sponsorships (camera ready JPG ads for your business)	\$200		1 E-blast/yr	2 E-blasts/yr	4 E-blasts/yr
Post employment opportunities on Chamber Job board (unlimited)	\$150		•	•	•
Rotating Banner Ad (one category in online Business Directory)	\$50		1 month	6 months	12 months
Chamber Mailing List, label-ready in Excel with 860 contacts (\$500 value per set, updated list quarterly, fulfilled on request)	\$500		•	•	•
Ad creation support for E-Blasts	\$50		•	•	•
One (1) hour Marketing & Engagement Consultation with Cindy Heer	\$50		•	•	•
Ability to sponsor Chamber events	Varies		•	•	•
Face Book Live event	\$100		1/yr	2/yr	3/yr
You Tube Video/Podcast with Chamber	\$200			2/yr	3/yr
Premium position in category in the Online Business Directory (selected category)	\$1,000				•
Dedicated page in the online Business Directory	\$1,000				•
Banner Ad on Home Page of the Chamber website	\$2,500				•
ADVOCACY, CONNECTIONS & RESOURCES					
Chamber representation on legislation/ policies that impact you at all levels of government	Priceless	•	•	•	•
Invitations to Town Hall meetings with local elected officials	Priceless	•	•	•	•
All your employees can access member pricing on Chamber events and programs	Priceless	•	•	•	•
Build connections through Chamber committee & Taskforce participation	Priceless	•	•	•	•
Networking opportunitites	Priceless	•	•	•	•
Invitations to financial and education seminars	Priceless	•	•	•	•
Subscriptions to Chamber e-newsletter, weekly e-blasts to stay informed	\$100	•	•	•	•
Consultation with Prizm Tech for copier/IT needs	\$100	•	•	•	•
Purchase Chamber Gift Certificates	Varies	•	•	•	•
Access to employee benefits and HR support with Sheridan Benefits	Varies	•	•	•	•
Access to Chamber Board room for meetings, classes, and coaching staff (day rate, based on availability)	\$100		•	•	•
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Make Connections and Build Your Network



WE CONNECT

For many members, supporting the mission of the Arcade Area Chamber of Commerce is reason enough to join. For those who desire a more direct return on their investment, Chamber members enjoy exposure opportunities, access to information that impacts their businesses, and abundant opportunities to develop professional relationships throughout Tri-County Area of the Chamber.

The Chamber provides opportunities to network with over 175 members, gain visibility and access business resources. This level of investment includes the **Core Membership Benefits** listed below and is designed as your entrée into the Chamber community.



Connections & Resources

- ☑ All employees receive member pricing on Chamber events and programs to engage with other members
- Participate on committees to work on initiatives with peers that share similar interests

Marketing & Promotion

- **⋈** Standard Marketing Package (print, online, digital):
 - Standard Listing in the Business Directory on the Chamber website, which gets 850-1000 hits per month (online, mobile and print), includes Company Name, address, phone number, website with link, social media links, hours of operation, map link.
 - Chamber referrals to your business/organization
 - Member rates for advertising and sponsorship opportunities (Chamber website, e-newsletters, eblasts, Business Directory, events)
 - Membership Decal and Virtual Badge to show your support for the Arcade Area Chamber
- **▽** Post HOT DEALS to the community and Member to Member
- ☑ Discounts, events on the Community Calendar, press releases and job postings on the Chamber's website which gets 8,000 hits per month

"When I started my business a few years ago, my goals were narrow-minded; I was afraid of steps in any other direction besides straight. Eventually I did start moving in different directions, but each step was made with uncertainty because I was alone. Thankfully I was introduced to the Arcade Area Chamber, and loneliness was a thing of the past. The Chamber has blessed me with encouragement, guidance and assistance in sound judgments that have propelled my company forward into a focused, determined dream of a future."

Valerie Eddy, Owner of Tis The Season NY



Discounts and Savings Program

- ☑ Group Health Insurance options with Sheridan Benefits
- Professional Head Shot with Eagle 1 Photography
- Consultation with Prizm Tech for copier/IT needs and service.
- Access to Chamber Office to hold meetings and training.

Advocacy and Communications

- ☑ Subscriptions to the Chamber-e-newsletter along with Social Media and YouTube video showcasing local businesses
- Representation on legislation/ policies that impact you
- Acceptance of Chamber Gift Certificates
- 24/7 representation on Chamber Website

ANNUAL INVESTMENT: \$125 VALUED AT \$1,175

THIS TIER IS ONLY AVAILABLE FOR BUSINESSES AND ORGANIZATIONS WITH FEWER THAN 5 EMPLOYEES.

Promote Your Business and Gain Visibility in the Community

WE THRIVE

While you are busy running your business, the Chamber works for you throughout the year to drive more exposure to your business and advocate on behalf of issues that impact you. Gain advice, save time, and partner with the Chamber to increase your visibility and access additional resources to as part of your growth plan.

This investment level includes all "We Connect" level Benefits PLUS additional ones designed to help your business

Thrive!



Have you ever felt burned out?

I have.

Meeting other members, bouncing ideas off each other, and strategizing, it helps me to deal with challenges of being a business owner. It pumps me up so I can jump back in with new ideas. Networking through the chamber is so valuable for me

The chamber has also given my business greater visibility through their very impressive updated website, check it out, you'll be impressed!

Every year I see the chamber growing and offering more and more for us business owners.

Sandy Pirdy, our current Director of Member Services gives it her all and it shows! She's not only in the office, she's also out in the community. I love watching her Facebook interviews, she represents us so well!

The more the chamber can grow with members, the more we can grow individually, and as a group, which allows our community to thrive.

I've lived in this area all my life and have been fortunate enough to be able to stay. I have and have had several businesses since I was 20 and I'm proud to say I am an Arcade Chamber of Commerce member. See you soon!

Stacey S Rogers Salon Belle Âme, Tops Plaza Arcade (Formerly Fantastic Sams)





Connections & Resources

- Unlimited Press Releases to the Herald-Courier
- Posting Events on Community Calendar

Marketing & Promotion

- Upgraded Marketing Package (print, online, digital) includes:
 - Enhanced, bolded business Profile and listing in the Business Directory (online, mobile and print), includes Company Name, logo, key contact info, address, phone number, website with link, social media links, hours of operation, map link, photos.
 - 1-30-Day rotating Banner Ad in one category in the online Business Directory
- One additional E-Blast ads (camera-ready ads to promote your business/ organization)
- Ad creation support for E-Blasts
- One-on-One Marketing/ Engagement Consultation to help you position your business for success (one hour)
- Ability to sponsor Chamber events
- □ 1 Face Book Live Event

INCLUDES ALL OTHER BENEFITS IN WE CONNECT

ANNUAL INVESTMENT: \$275 VALUED AT \$2925

THIS TIER IS FOR BUSINESSES/ORGANIZATIONS
WITH 10 OR FEWER EMPLOYEES

Maximize Your Exposure for a Competitive Edge

WE ADVOCATE

With business growth comes both new challenges and opportunities. The Chamber offers opportunities for you to gain recognition in The Arcade Area, engage with community leaders, and influence business policies that impact your business. Be the expert in your field and share with others.

This level includes all We Connect and We Thrive level benefits **PLUS** more designed for enhanced exposure and access to influencers in The Arcade Area serving the Tri-County.





Connections & Resources & Marketing Opportunities

- Upgraded Marketing Package (print, online, digital) includes:
 - Bolded business Profile and listing in the Business Directory (online, mobile and print), includes Company Name, logo, key contact info, address, phone number, website with link, social media links, hours of operation, map link, photos, videos, key words, 400-character description, one (1) alphabetical and one (1) category listing
 - Additional business Listing/ Profile (same owner)
 - 6 month rotating Banner Ad in one category in the online Business Directory
- 2 additional E-Blast ads (camera-ready ads to promote your business/ organization)
- ✓ Ad creation support for E-Blasts
- Ability to sponsor Chamber events
- Post Employment opportunities on Chamber Job Board
- 🔀 2 Face Book Live Events per year
- Payment option plan available. \$225.00 Jan/June



INCLUDES ALL OTHER BENEFITS IN WE CONNECT AND WE THRIVE.

ANNUAL INVESTMENT: \$450 VALUED AT \$3,875



Shape the Future of the Arcade Area Chamber of Commerce

CHAMBER BACKERS

You understand the importance of investing in advocacy, education, and the Arcade Area for future generations. Your investment in the Chamber is an investment for years to come. Together, we ignite new growth, inspire leadership and advance our economy.

As a top Investor in the Chamber, you have a seat at the table with leaders who are setting the direction for the Chamber and for the Arcade Area. Your organization receives VIP recognition at all Chamber events as well as being center stage in publications, on the Chamber's website, and throughout the Tri-County community.

Recognition & Promotion

- ☑ Ultimate Marketing Package (print, online, digital) includes:
 - Enhanced Listing in the Business Directory (online, mobile and print), includes logo, company name, key contact, address, phone number, website with link, social media links, hours of operation, map link, key words, 400-character description, photos, videos, unlimited category listings and multiple locations
- ☑ Four additional E-Blast ads (camera-ready ads to promote your business/ organization)
- ☑ We Invest level recognition (logo) in the Chamber's Biweekly e-newsletters.
- ☑ Backer level Spotlight in a dedicated E-Blast
- Backer level recognition on a Chamber traveling banner for all events
- ☑ Hot Deals to the community and Member-to-Member discounts, posts on the Community Calendar and job postings on the Chamber website
- Ribbon Cutting/ Member Milestone Ceremony

Strategic Connections, Access and Resources

- Post employment opportunities on Chamber Job Board
- You Tube/Pod Cast with Chamber (new 2024)
- Premium position in category in Online Business Directory
- Dedicated page in the online Business Directory
- Payment plan January/March/May/July \$625.00 each.







INCLUDES ALL BENEFITS OUTLINED IN WE CONNECT; WE THRIVE AND WE ADVOCATE.

ANNUAL INVESTMENT: \$1,500 VALUED AT \$9,375





Arcade Area Chamber of Commerce – Membership Investment 2024

Business Information:	1				
Business/ Organization Name:					
Number of Employees:					
Type of Business:					
Level Category you are registering for:	We Connect \$125	We Thrive \$275 □	We Advocate \$450	Chamber Backers \$1500	
Business Contact Inform	ation:	_	_	_	
Business Physical					
Business Billing Address: (if different)			State:	Zip:	
(ii different)			State:	Zip:	
Phone Number:	() -		Fax Number: () -	
Website:					
Email Address:					
Facebook Page:					
I would like to Subscribe to Chamber info and news:					
			usiness directory at]	nttps://www.arcadeareachamber.c	org?
Would you like to Yes No	have an Arcade A	Area Chamber of	f Commerce Membe	rship Certificate to hang at your	business
Yes No This is of no cost	to you; customers or payment. Busin	s use the certificanesses get free pu	ablicity on our webs	business and then you turn them ite and your business is listed on	