

January 22, 2024

Dear Member,



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,

A handwritten signature in black ink, appearing to read "Travis Sick", written in a cursive style.

Travis Sick

President

Arcade Area Chamber of Commerce

Arcade Area Chamber of Commerce Membership Benefits

		We Connect	We Thrive	We Advocate	Chamber Backers
	Membership Cost->	\$125	\$275	\$450	\$1,500
	Total Benefit VALUE->	\$1,175	\$2,925	\$3,875	\$9,375
**All Benefits Available to purchase a la carte as needed					
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 organizations	\$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 opportunities	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		●	●	●

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.



“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



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, e-blasts, Business Directory, events)
 - Membership Decal and Virtual Badge to show your support for the Arcade Area Chamber
- Ribbon Cutting/Member Milestone Ceremony
- 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

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.

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 Bi-weekly 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
- Three Face Book Live Events
- 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



Arcade Area Chamber of Commerce – Membership Investment 2024

Business Information:

Business/
Organization Name: _____

Number of Employees: _____

Type of Business: _____

Level Category	We Connect	We Thrive	We Advocate	Chamber Backers
you are registering for:	\$125	\$275	\$450	\$1500
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Business Contact Information:

Contact Person: _____
Business Physical
Address: _____

City: _____ State: _____ Zip: _____

Business Billing
Address: _____

(if different)
City: _____ State: _____ Zip: _____

Phone Number: () - Fax Number: () -

Website: _____

Email Address: _____

Facebook Page: _____

I would like to
Subscribe to Chamber
info and news:
E-Mail _____

Would you like your business listed on our online business directory at <https://www.arcadeareachamber.org>?
Yes ___ No ___

Would you like to have an Arcade Area Chamber of Commerce Membership Certificate to hang at your business?
Yes ___ No ___

Would you like to accept the AACC Gift Certificate at your Business?
Yes ___ No ___

This is of no cost to you; customers use the certificate like cash at your business and then you turn them in at the Chamber Office for payment. Businesses get free publicity on our website and your business is listed on the list given to the gift certificate holder of accepting businesses.

Thank you for your investment in our Area Community
Please make checks payable to: Arcade Area Chamber of Commerce
Mail to 228 Main Street, Arcade, NY 14009