



TAMPA BAY  
**LGBT**  
CHAMBER

# MEMBERSHIP GUIDE

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# CHAMBER WELCOME

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The Tampa Bay LGBT Chamber of Commerce is a non-profit membership organization comprised of over 200 businesses, organizations, and professionals. We are a voice and advocate for businesses and LGBTQ+ individuals in the Tampa Bay area and the premier connector LGBTQ+ people in the workplace.

The Tampa Bay LGBT Chamber mission is to advance common business interests, economic growth, and equality in the workplace and society for its LGBT and allied businesses, corporations and professional members by providing educational, networking, and community engagement.



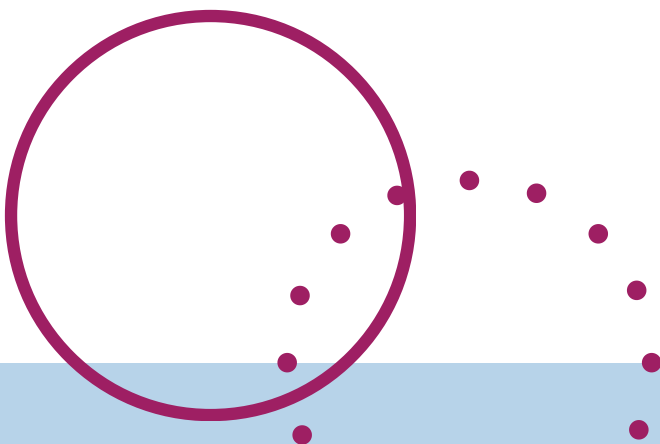
"The Chamber Board of Directors and Staff are dedicated to advocating for our members and the LGBTQIA+ business community, providing vital information and resources, and facilitating valuable connections.

Let us work for you!"



**JUSTICE  
GENNARI**  
PRESIDENT & CEO

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# CORPORATE PARTNERS

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Designed for companies who have interest to directly support the Chamber's mission of economic growth and equality in the workplace. Corporate Partners have exclusive access to C-level events, recognition across multiple platforms, and drive of the direction of the LGBT business community.

## MEMBERSHIP

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### **TIER FOUR – Large Businesses**

Designed for larger companies who are cultivating the region, and growing our economy, while helping to shape the Chamber's Legislative agenda.

*Perfect companies for this membership are: Large Corporations, Corporate Banks & Large Credit Unions, National Firms & Insurance Companies, Real Estate Brokers & Developers.*

### **TIER THREE – Midsize Businesses**

Designed for midsize businesses who are interested in creating brand awareness, establish executive leadership, & supporting market growth.

*Perfect businesses for this membership are: Banks, Credit Unions, Title & Escrow Companies, Commercial Real Estate Brokers, Developers, Law Firms, Accounting Firms & Insurance Companies.*

### **TIER TWO – Small Businesses (15-50)**

Designed to help small businesses go beyond networking by providing educational opportunities, and an increase of visibility. At this level, members have the exclusive access to event hosting opportunities — bringing people right to their location.

*Perfect companies for this membership are: Small Restaurants, Retail Locations, Local Hotels, Entertainment & Events Venues.*

### **TIER ONE – Start Ups (<15)**

Designed for startup companies, independent sales representatives, & small businesses with less than 15 employees. Whose main interest is networking and making business contacts in the community.

*Perfect companies for this membership are: Startups, Sole Proprietors & Entrepreneurs, Independent Salespeople, Insurance Representatives & Real Estate Agents.*



# MEMBERSHIP AT A GLANCE

## COMMUNITY IMPACT

### PLATINUM, GOLD, SILVER, TIER FOUR

- Ensure community vitality
- Guide organizational efforts
- Engage workforce

#### *Large Employers*

Large Corporations, Corporate Banks & Large Credit Unions, National Firms & Insurance Companies, Real Estate Brokers & Developers

### TIER THREE

- Increase brand awareness
- Develop executive presence
- Support market growth

#### *Midsized Employers*

Banks, Credit Unions, Title & Escrow Companies, Commercial Real Estate Brokers, Developers, Law Firms, Accounting Firms & Insurance Companies

### TIER TWO

- Enhance SEO/Marketing Strategies
- Host events
- Access to Leads Referrals

#### *Smaller Employers*

Small Restaurants, Retail Locations, Local Hotels, Entertainment & Events Venues

### TIER ONE

- Establish visibility
- Join a network of business support
- Connect with the community

#### *Start Up Employers*

Startups, Sole Proprietors & Entrepreneurs, Independent Salespeople, Insurance Representatives & Real Estate Agents

## DIRECT VALUE

PLATINUM	GOLD	SILVER	TIER FOUR	TIER THREE	TIER TWO	TIER ONE
\$20,000+	\$12,000	\$6,000	\$3,000	\$1,200	\$660	\$365

**PARTNER**

**MEMBER**

# PLATINUM CORPORATE PARTNER |

## ANNUAL INVESTMENT: \$20,000+

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### Marketing & Visibility

- Seat on Chamber's Board of Directors
- Chamber Corporate Partner level digital Member logo and window cling for additional credibility
- Recognition as Chamber Corporate Partner on Chamber retractable banner, website, and marketing collateral
- Online Member Directory with additional category listings & multi-business locations
  - Key Search words/terms for online membership directory listing
  - Up to 12 additional businesses, business locations or categories
- Access to Members Only Portal:
  - Update contact information, communication preferences, and online business listing
  - Post and access coupons and discounts for public or member-exclusive use on website
  - Submit your events and press releases to be highlighted via e-newsletter and website
  - Check year-to-date referral report
- Reposting member social media posts to Chamber social media story (tag: @tampabaylgbtchamber)
- Ability to guest blog via the Chamber's Spot Blog (up to once per quarter)
- 12-month Digital Visibility Package (leaderboard banner ad) on internal page of Chamber website
- \$200 credit for e-newsletter advertising
- Business highlighted with one Member blog & email blast to Chamber's distribution list
- CEO Profile published in e-newsletter
- Three upgraded sponsorship (ex. Gold for Silver recognition)
- Listed as a Sponsor on Chamber's Foundation

### Benefits & Services

- Add value to HRC Equality Index Rating
  - Ribbon Cutting, Anniversary, Product Launch celebration with Chamber leadership
  - Access to Chamber committees, task forces and Ambassador Council
  - Access to Member-to-Member Discounts
  - Exclusive invitation to VIP events
  - Post your available job openings on the [tampabaylgbtchamber.org](http://tampabaylgbtchamber.org)
  - Save money through partnerships savings including Constant Contact, & Office Depot
  - Quarterly Access to Certified LGBTBE Directory for Supplier Diversity & Procurement
  - Annual session with Executive Committee
  - Direct Access to CEO
  - Resource for speakers, & panelists for Chamber events
  - Special Pricing on advertising options
  - One Invitation to attend Annual Leadership Retreat
  - Exclusive Partner member engagements
  - Ability to gift 5 Young Professionals memberships included
  - Investing equally in the Tampa Bay LGBT Chamber & LGBT Chamber Foundation.
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# GOLD CORPORATE PARTNER |

## ANNUAL INVESTMENT: \$12,000

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### Marketing & Visibility

- Seat on Chamber's Board of Directors
- Chamber Corporate Partner level digital Member logo and window cling for additional credibility
- Recognition as Chamber Corporate Partner on Chamber retractable banner, website, and marketing collateral
- Online Member Directory with additional category listings & multi-business locations
  - Key Search words/terms for online membership directory listing
  - Up to 8 additional businesses, business locations or categories
- Access to Members Only Portal:
  - Update contact information, communication preferences, and online business listing
  - Post and access coupons and discounts for public or member-exclusive use on website
  - Submit your events and press releases to be highlighted via e-newsletter and website
  - Check year-to-date referral report
- Reposting member social media posts to Chamber social media story (tag: @tampabaylgbtchamber)
- Ability to guest blog via the Chamber's Spot Blog (up to once per quarter)
- 12-month Digital Visibility Package (leaderboard banner ad) on internal page of Chamber website
- \$200 credit for e-newsletter advertising
- Two upgraded sponsorships (ex. Gold for Silver recognition)

### Benefits & Services

- Add value to HRC Equality Index Rating
- Ribbon Cutting, Anniversary, Product Launch celebration with Chamber leadership
- Access to Chamber committees, task forces and Ambassador Council
- Access to Member-to-Member Discounts
- Exclusive invitation to 2 VIP events
- Post your available job openings on the [tampabaylgbtchamber.org](http://tampabaylgbtchamber.org)
- Save money through partnerships savings including Constant Contact, & Office Depot
- Ability to host events at your location
- Special pricing on advertising options
- Direct access to CEO
- Resource for speakers and panelists for Chamber events
- Annual session with Executive Committee
- One invitation to attend Annual Leadership Retreat
- Ability to gift 3 Young Professionals memberships included.

# SILVER CORPORATE PARTNER |


## ANNUAL INVESTMENT: \$6,000

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### Marketing & Visibility

- Chamber Corporate Partner level digital Member logo and window cling for additional credibility
- Recognition as Chamber Corporate Partner on Chamber retractable banner, website, and marketing collateral
- Online Member Directory with additional category listings & multi-business locations
  - Key Search words/terms for online membership directory listing
  - Up to 6 additional businesses, business locations or categories
- Access to Members Only Portal:
  - Update contact information, communication preferences, and online business listing
  - Post and access coupons and discounts for public or member-exclusive use on website
  - Submit your events and press releases to be highlighted via e-newsletter and website
  - Check year-to-date referral report
- Reposting member social media posts to Chamber social media story (tag: @tampabaylgbtchamber)
- Ability to guest blog via the Chamber's Spot Blog (up to once per quarter)
- \$200 credit for e-newsletter advertising
- Business highlighted with one Member blog & email blast to Chamber's distribution list
- One upgraded sponsorship (ex. Gold for Silver recognition)

### Benefits & Services

- Add value to HRC Equality Index Rating
  - Ribbon Cutting, Anniversary, Product Launch celebration with Chamber leadership
  - Access to Chamber committees, task forces and Ambassador Council
  - Access to Member-to-Member Discounts
  - Exclusive invitation to 1 VIP event
  - Post your available job openings on the [tampabaylgbtchamber.org](http://tampabaylgbtchamber.org)
  - Save money through partnerships savings including Constant Contact, & Office Depot
  - Ability to host events at your location
  - Special pricing on advertising options
  - Direct Access to CEO
  - Resource for speakers, & panelists for Chamber events
  - Annual session with Executive Committee
  - One Invitation to attend Annual Leadership Retreat
  - Ability to gift 1 Young Professional membership included
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TAMPA BAY  
**LGBT  
CHAMBER**

**MEMBER  
BENEFITS**

**TIER  
FOUR  
\$3,000**

**TIER  
THREE  
\$1,200**

**TIER  
TWO  
\$660**

**TIER  
ONE  
\$365**

	TIER FOUR \$3,000	TIER THREE \$1,200	TIER TWO \$660	TIER ONE \$365
Directory category listings	6	3	1	1
Directory i.e. key words, member-to-member offerings based on level	✓	✓	✓	✓
Member window decal & digital logo	✓	✓	✓	✓
Ribbon cutting, anniversary, and product launch	✓	✓	✓	✓
Access to Chamber councils, committees, and workgroups	✓	✓	✓	✓
Business referrals made exclusively to members	✓	✓	✓	✓
Money saving partnerships including Office Depot, Dell, Comstant Contact, and more	✓	✓	✓	✓
NGLCC LGBTBE certification fee waived	✓	✓	✓	✓
Member events highlighted in e-newsletter and on Chamber website (by request)	✓	✓	✓	✓
Sponsorship & ad opportunities in annual publication.	✓	✓	✓	✓
Reposting member social media posts to Chamber story (tag @TampaBayLGBTChamber)	✓	✓	✓	✓
Press release, announcements shared on blog	✓	✓	✓	✓
Ability to host Chamber events at your location	✓	✓	✓	✓
Opportunity to submit guest blog (up to once quarterly) on Chamber website	✓	✓	✓	
Business highlighted with one MemberSpot blog post and email share	✓	✓	✓	
Company-wide attendance to AM & PM networking events	✓	✓		
Additional business locations in digital directory	✓	✓		
Ability to include business description with enhanced online category listing	✓	✓		
Website advertising on TampaBayLGBTChamber.org	6 months	3 months		
Access to one-time email blast, digital newsletter advertising	✓			
Exclusive invitations to all signature events	✓			
News & press release promotion to media & partners	✓			
Quarterly access to US Chamber, FL Chamber data	✓			



# MARKETING OPPORTUNITIES

The Chamber offers its members a multitude of opportunities to market your company's products and services - to other Chamber members, people moving to the area, and the business community at large. Read below for complete details and the appropriate staff contact.



Blog article & email package	\$250
Social media post re-share	\$200
Social media reel (Instagram or Facebook)	\$200
Digital advertising on Facebook	Up to \$500 match
Press release/announcement distributed to media contacts	\$50

**Enhanced Membership Directory Listing:** The Chamber offers enhanced membership directory opportunities for members. For \$120 a year, Chamber members can add their business logo to their online business directory listing. This is an inexpensive way to market your business and stand out from other companies in your business category. Your banner ad will also be hyperlinked to the URL or email address of your choice.

Enhanced Logo Listing in Member Directory	\$120
Additional Business Category	\$50
Additional Location	\$250



**Newsletter Advertising:** The Chamber's weekly Monday Minute newsletter is sent to a distribution of over 4,000 individuals – including member companies, community leaders, elected officials, media and those interested in our local business community. This is an advertising opportunity for Chamber members only. Your banner ad will also be hyperlinked to the URL or email address of your choice.

Newsletter advertising - top ribbon ad placement (562px by 112px)	\$200
Newsletter advertising - footer ad placement (562px by 112px)	\$100



**Website Advertising:** on the Chamber website is a cost-effective way to market your business to thousands of visitors each month. Please contact us for the availability of ads on specific pages. All web advertising is for one year. Your ad will also be hyperlinked to a website URL.

Website advertising - ribbon at top of page (970px by 90px)	\$1,200
Website advertising - ribbon at top of high traffic page (970px by 90px)	\$800



# SPONSORSHIP OPPORTUNITIES

One of the best marketing solutions your company can invest in to sponsor a Chamber event. Chamber events have gained an outstanding reputation for providing a quality service to other companies and the community. In addition to brand association with established Chamber events, sponsoring companies benefit from event publicity and access to new business relationships.

We understand that different companies have varied budgets and built events with various budgets in mind. Discover how the power of sponsorship can help your company gain exposure. Our events draw hundreds of people, and the variety of opportunities offer something for everyone.



## **SIGNATURE EVENTS**

- State of the Chamber Luncheon
- Annual Pride in Business Luncheon
- Business Awards Luncheon

## **ADVOCACY**

- Legislative Kickoff
- Legislative Wrap-Up
- Hob Nob

## **NETWORKING**

- Coffee with the CEO
- B2B Networking Social
- Membership Orientation
- Coffee Connections

## **EDUCATION**

- Crow with Google
- Breakfast n' Learns
- Roundtables

Contact Membership & Events Department for more information, 813-687-4993 or [membership@tampabaylgbtchamber.org](mailto:membership@tampabaylgbtchamber.org)





# CONTACT US

[Info@tampabaylgbtchamber.org](mailto:Info@tampabaylgbtchamber.org)

[tampabaylgbtchamber.org](http://tampabaylgbtchamber.org)

813-687-4993