



2019 MEMBERSHIP GUIDE | IT ALL STARTS HERE



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**EDUCATE, 
REPRESENT
& PROMOTE**



2019 Gloucester County Chamber of Commerce Membership Guide

Thank you for your interest in becoming a member of your Gloucester County Chamber of Commerce (GCCC).

The GCCC is a 501c6 non-profit organization that serves to “Educate, Represent, and Promote” small and local businesses, non-profits and professionals located within the Gloucester Community and surrounding counties. The Chamber’s budget comes primarily from membership dues, corporate sponsorships and revenues generated through Chamber hosted events.

The Chamber uses these funds to produce a variety of networking events and educational programming. Our aim is to improve the overall success of our business members, ultimately bolstering the local quality of life with robust businesses and a thriving economy.

Inside this guide you will find a wealth of information on Chamber member opportunities including: Membership Tiers, Advertising, and Event Sponsorships.

As you review these, please note that each investment is presented in an a la carte fashion. Your organization can pick and choose the best options for your specific marketing plan.

We also encourage you to review our new **Cumulative Annual Perk (CAP)** program which takes into account your total anticipated annual investments and provides opportunities for additional marketing benefits.

For more detailed information on anything presented in this guide please contact the Chamber office.

Best Regards,

Gloria Mazzella Williams

Executive Director

Gloucester County Chamber of Commerce

Gloucester County Chamber of Commerce | 3558 Geo Wash Mem. Hwy, Hayes, VA 23072
P.O. Box 685, Gloucester, VA, 23061 | www.gloucestervachamber.org

MEMBERSHIP TIERS

FIRST, select a membership level. There are four tiers available, each with different corresponding levels of benefits. For more details on specific tier benefits, please contact Gloria Williams at chamberexec@glocochamber.org.

_____ **\$175 Basic Membership**

A few of the basic membership advantages

- Free listing in printed Membership Guide
- Website Directory with Search Engine Optimization program
- Ribbon Cutting for new opening, re-opening, or relocation
- 2 Free Tickets to all Chamber After Hours Events
- Opportunity to Host Business After Hours (BAH) **Fees Apply**

_____ **\$395 Enhanced Membership**

A few of the enhanced membership advantages

- All Basic membership benefits plus
- 20% off of all Chamber Website and E-blast advertising
- Choice of 2 free tickets to either the Annual Dinner or Wine Festival
- Reduced Fee to host a BAH

_____ **\$695 Executive Membership**

A few of the executive membership advantages

- All Basic and Enhanced Membership benefits plus:
- 35% off of all Chamber Website and E-blast advertising
- 2 Free Tickets to ALL Chamber Sponsored events
- NO Fee to host a BAH





MEMBERSHIP TIERS

_____ **\$2,500 Partner Membership**

A few of the partner membership advantages

- All Basic, Enhanced, and Executive membership benefits plus:
- Free Annual Home Page ad on Chamber Website
- Verbal Recognition at all Chamber Sponsored Events
- 8 Free Tickets to ALL Chamber Sponsored Event including reserved table for 8 at Annual Dinner
- First option to sponsor BAH with no Added Fee

_____ **\$125 Basic Non-Profit Membership**

A few of the Non-Profit membership advantages

Non-Profits are invited to join the Chamber at a Basic Level for \$125.

Non-Profits are also invited to upgrade to higher level tiers, and receive all corresponding benefits, at a 25% discount.

(Valid on Enhanced, Executive and Chamber Partner Tiers).



ADVERTISING

GLOUCESTER COUNTY CHAMBER WEBSITE

The Chamber Website offers a variety of options to advertise your business. The website is a valuable resource offering visitors information regarding both Chamber and community events, a detailed member listing with expanded profiles, and other pertinent business information.

Yes, I/we would like to commit to advertising at the following rates:

Display Ads

_____ \$200 for 6 months on Home Page _____ \$375 for 12 months on Home Page
_____ \$125 for 6 months on Content Page _____ \$200 for 12 months on Content Page

Home Page Rotating Banner

_____ \$300 for 6 months _____ \$500 for 12 months

HIGHLIGHTED DISPLAY ADVERTISEMENT IN E-BLAST MARKETING NEWSLETTER

Our Weekly E-Blast is sent to more than 1,200 verified recipient emails. This newsletter contains details of upcoming Chamber and community events, company spotlights, and a host of other information.

Yes I/we would like to commit to advertising at the following rates:

_____ \$15 Weekly x _____ Weekly = _____
_____ \$50 Monthly x _____ Weekly = _____

(804) 693-2425



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EVENT SPONSORSHIPS

NOW is your chance to become a sponsor and promote your company to the community through the Chamber. Each exciting event has its own unique audience and characteristics. We have outlined these events and their corresponding sponsorships here in this guide. We are confident that you will find something that best fits your company's industry, culture and specific needs.

ANNUAL AWARDS CEREMONY AND MEMBERSHIP DINNER

At this event, the Chamber gathers for a fun evening of dinner, dancing, celebration and recognition. It is an opportunity to report prior year's accomplishments, map out future goals, and announce the recipients of the Gloucester Business Awards. This event is a must attend, and typically sells out.

The Annual Dinner is held during the month of February

Yes, I/We would like to commit to this event at the following level:

- _____ \$2,500 Fat Tuesday Sponsor (One Available)
- _____ \$1,500 New Orleans Jazz Sponsor (One Available)
- _____ \$750 French Quarter Sponsor (with Reserved Table upgrade - 8 Tickets)
- _____ \$500 Reveler Sponsor (Comes with 4 Tickets)
- _____ \$250 Bourbon Street Sponsor (Comes with 2 Tickets)

ANNUAL COMMUNITY APPRECIATION BREAKFAST

This event will provide an opportunity for the Chamber to give thanks to all the individuals and corporations that have provided assistance to the Chamber during the previous calendar year. Thanks will be provided to board members, partners, sponsors, volunteers, and anyone else who played a role in the continued success of the Chamber.

The first Appreciation Breakfast will be held in April, 2018

Yes, I/We would like to commit to this event at the following level:

- _____ \$1,000 Presenting Sponsor
- _____ \$500 Venue Sponsor
- _____ \$250 Food Sponsor
- _____ \$250 Media Sponsor

As we develop this new event the actual sponsorship details may change. Please contact the Chamber for current details

EVENT SPONSORSHIPS

ANNUAL GLOUCESTER WINE FESTIVAL

The Gloucester Wine Festival is the Gloucester Chamber's premier annual event. This event welcomes over 2,000 attendees from Gloucester, the surrounding communities, and the region.

Yes, I/we would like to commit to this event at the following levels:

- _____ \$5,000 That's Entertainment (One Available)
- _____ \$3,500 Virginia Meritage
- _____ \$2,000 Sommelier Glass & Sommelier Grape (Two Available)
- _____ \$1,500 Vintner's Blend
- _____ \$750 Golden Riesling
- _____ \$500 Silver Chardonnay
- _____ \$250 Bronze Bouquet
- _____ \$150 Grapes of Goodness



BUSINESS EMERGENCY PREPAREDNESS

This event boasts an opportunity to learn from a panel of industry experts on how to protect your personal and professional assets in times of emergency.

This event is held every other year. Next event to be held in 2018

Yes, I/we would like to commit to this event at the following levels:

- _____ \$750 Safety First
- _____ \$500 Prepared Partner
- _____ \$250 Awareness Ally



EVENT SPONSORSHIPS

This high-energy, fast-paced program aims to give professionals from different organizations an opportunity to make connections and to present their goods and services.

Please contact the chamber for more information and for scheduled date.

Yes, I/we would like to commit to this event at the following level:

_____ \$250 Presenting Sponsor

_____ \$150 Venue Sponsor

_____ \$100 Food Sponsor

_____ \$100 Media Sponsor

QUARTERLY - EDA BUSINESS BREAKFASTS SERIES

This program is a joint partnership with the Chamber and the Gloucester County Economic Development Authority (EDA). Guest speakers present topics in all aspects of business and marketing, while enjoying breakfast with fellow professionals.

Yes, I/we would like to commit to this event at the following level:

_____ \$250 Presenting Sponsor x _____ Events = _____

_____ \$150 Venue Sponsor x _____ Events = _____

_____ \$150 Food Sponsor x _____ Events = _____

_____ \$100 Media Sponsor x _____ Events = _____

QUARTERLY - LUNCH AND LEARN SERIES

This program aims to provide businesses with the knowledge they need to succeed. Topics range from information on Tax Planning to Social Media Advertising, along with many other business management fundamentals

Yes, I/we would like to commit to this event at the following level:

_____ \$250 Presenting Sponsor x _____ Events = _____

_____ \$150 Venue Sponsor x _____ Events = _____

_____ \$150 Food Sponsor x _____ Events = _____

_____ \$100 Media Sponsor x _____ Events = _____

EVENT SPONSORSHIPS



MONTHLY - BUSINESS AFTER HOURS

A tremendous opportunity to host a successful networking event at your place of business. These events receive an average of 75 – 100 guests.

Held every third Thursday of the month.

_____ Yes, I/We would like to commit to hosting a Business After Hours (BAH)

Business After Hours (BAH) sponsorships are available on a first-come, first-served basis and the calendar fills up quickly. The sponsor fee varies based on your selected Membership Tier. Please contact the Chamber for availability and to obtain a copy of our BAH terms and conditions.



COMMITTEES & SERVICE OPPORTUNITIES

Here are some other ways to gain exposure for your business through the Chamber.

CATERING

Sponsor and provide the catering for up to four Business Breakfasts with Gloucester County Economic Development Authority, or Lunch and Learns Chamber Series. Expect to provide food and drink for up to 50 guests. Your company will be mentioned in all social media and website advertising leading up to the event as well as given verbal recognition at each series event

_____ Estimated \$ Value (Counted towards CAP Program)

PHOTOGRAPHY

Sponsor and provide photography service for Chamber Sponsored events over the course of the year. Your company will be mentioned in all social media and website advertising leading up to the event as well as given verbal recognition at each series event.

_____ Estimated \$ Value (Counted towards CAP Program)

JOIN A COMMITTEE

Although not an official sponsorship, joining a committee is a great opportunity to make a contribution to the Chamber and our business community. You can gain exposure for both your business and your area expertise, while making meaningful connections.

FUTURE EVENTS UNDER DEVELOPMENT

Here are some ideas with an eye towards the future. Have something that your would like to see the Chamber get involved with? Please let us know!

- Development of a Chamber Business Expo
- Partnership with the annual Gloucester Educational 8K foundation
- Career Fair (in May 2017 in partnership with the Gloucester County Public Schools and the Virginia Employment Commission)
- Business incubator program (Mentors/Grants)

Interested in financially supporting the growth of your Chamber? We truly appreciate any amount that fits your budget.

Yes, I/We would like to contribute \$_____ to the development of future programming.

CUMULATIVE ANNUAL PERKS (CAP) PROGRAM

CAP program is a tremendous way for Chamber members to maximize the value of their partnership with the Chamber. CAP considers the total value of membership dues, advertising and event sponsorships, to provide one of the following exclusive marketing opportunities.

*Print advertising is excluded from sponsorship calculations



Platinum: \$5,000

- Opportunity to Speak at Annual Dinner
- Acknowledgment as Platinum Sponsor at all Chamber events
- Company logo highlighted on Chamber home page in special section listing all CAP Sponsors.

Gold: \$2,500

- Opportunity to Speak at Community Appreciation Breakfast
- Acknowledgment as Gold Sponsor at all Chamber events
- Company logo highlighted on Chamber home page in special section listing all CAP Sponsors.

Silver: \$1,750

- Acknowledgment as Silver Medal sponsor at all Chamber events
- Company logo highlighted on Chamber home page in special section listing all CAP Sponsors.

Bronze: \$1,250

- Acknowledgment as Bronze Medal sponsor at all Chamber events
- Company listed on Chamber home page in special section listing all CAP Sponsors.



HOW CLOSE ARE YOU?

