

## SEDONA CHAMBER OF COMMERCE & TOURISM BUREAU

# Membership Menu

STAKEHOLDER • LEADER • GROWTH • DESTINATION • BUSINESS



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## BUSINESS STUDY:

# CONSUMERS ARE 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 of commerce 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.



*"I'm excited to work with chamber members, leadership, key stakeholders and regional partners to build on the chamber's reputation as the preeminent membership organization for business."*

**MICHELLE KOSTECKI**  
President/CEO

# STRENGTHEN OUR REGIONAL ECONOMY

# STAKEHOLDER \$10,000

## ANNUALLY



**Stakeholder level partners** receive all these benefits of membership

*plus*

all of the services and benefits of Leader, Growth, Destination and Business levels on the following pages.

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

- ☐ Gift a membership to the charity or BIPOC-owned business of your choice (\$400 value) includes public presentation *NEW!*
- ☐ Workforce Signing Day founding benefactor *COMING SOON*
- ☐ Sedona Job Bank founding sponsor *COMING SOON*
- ☐ Sponsor and select recipient for the Spirit of Red Rock Country award annually
- ☐ Sedona Leadership Summit founding benefactor *COMING SOON*

### SERVICES

- ☐ Regional branches or additional businesses, up to ten (10) (\$4,400 value)



## REPRESENTING YOUR INTERESTS IN GOVERNMENTS

# LEADER \$5,000 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

- ☐ Reserved seat at the Community Leaders Breakfast *EXCLUSIVE*
- ☐ Two (2) tickets to SCC&TB Annual Partners Meeting and Awards
- ☐ Your quote added to our Leaders Wall to inspire other community leaders  
*COMING SOON*
- ☐ SedonaChamber.com annual sponsor, 12 months *NEW!*
- ☐ Sponsorship and speaking opportunity at one (1) Sedona Chamber Mixer event

### SERVICES

- ☐ Additional businesses or branches, up to three (3)
- ☐ Personal membership concierge and a customized membership plan



**Leader level partners** receive  
all these benefits of membership

*plus*

all of the services and benefits of  
Growth, Destination and Business  
levels on the following pages.

SUPPORT THE DEVELOPMENT OF LEADERS

**GROWTH** \$2,500  
ANNUALLY



**Growth level partners** receive  
all these benefits of membership

*plus*

all of the services and benefits of  
Destination and Business levels  
on the following pages.

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

- ☐ One (1) reserved seat at SCC&TB annual Growth Luncheon with the board of directors *EXCLUSIVE*
- ☐ One (1) ticket to SCC&TB Annual Partners Meeting and Awards
- ☐ SedonaChamber.com Sponsor, three (3) months *NEW!*
- ☐ Ask the Expert featured on SedonaChamber.com *COMING SOON*

### SERVICES

- ☐ Additional locations or categories, up to three (3) (\$300 value)

# PROMOTING YOUR BUSINESS AS A DESTINATION

# DESTINATION \$1,000\*

## VALUED AT MORE THAN \$2,700 ANNUALLY

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 increase 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

- ☐ Business Spotlight written about your unique business offerings, published on SedonaChamber.com and social media platforms (\$300 value) *NEW!*
- ☐ SedonaChamber.com featured sponsor, 30 days (\$200 value) *NEW!*
- ☐ Digital marketing consultation, one hour (\$300 value) *NEW!*
- ☐ Enhanced business listing includes highlight, photo, random pop-to-the-top in search results and search engine optimized business profile (\$500 value)
- ☐ One (1) additional business category for improved search engine optimization (\$500 value)
- ☐ Your business listed on one of Arizona's most visited websites, VisitSedona.com



**Destination level partners** receive all these benefits of membership

*plus*

all of the services and benefits of Business level on the following page.

*\* This membership increases at a rate of \$25 per year and is not available to companies of 50 employees or more.*

## NEW OPPORTUNITIES THROUGH RELATIONSHIPS

# BUSINESS \$400\*

## VALUED AT MORE THAN \$900 ANNUALLY

At the Sedona Chamber of Commerce & Tourism Bureau, we believe you deserve to find a room full of people just like you, who can share your story and become a network of spokespeople 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 strive to be the #1 connector of Sedona business owners.

### TO GET CONNECTED:

Get the connections you need to be well-informed. Build relationships with other business owners who often become life-long friends.

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

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### CONNECTING TO OUR REGION

- ☐ Experience Sedona Annual Guide – produced digitally to share
- ☐ Your business listed on SedonaChamber.com
- ☐ Easy access to customize your business profile
- ☐ Partner to Partner Discounts - build your reputation and relationships
- ☐ Business Bulletin - stay informed about Chamber programs each Monday
- ☐ Monthly Promotional Submissions
  - ☐ One (1) social media
  - ☐ Two (2) Local e-News
- ☐ Event bulletin board at the Visitor Center up to four times per year
- ☐ Access to networking events and workshops
- ☐ Add a coupon or special offer
- ☐ Receive a digital signature Sedona Chamber logo
- ☐ Add events to appear on VisitSedona.com
- ☐ Submit one (1) evergreen blog for SedonaChamber.com per year
- ☐ Leave No Trace proud supporter program
- ☐ Sedona Trailhead Shuttle – Guest Communication Toolkit
- ☐ SCC&TB business advocacy at city, county and state levels
- ☐ Promote your business by hosting a SCC&TB networking mixer
- ☐ Digital and print advertising opportunities

*\* This membership increases at a rate of \$10 per year and is not available to companies of 25 employees or more.*