

GREATER SEDONA CHAMBER OF  
COMMERCE & TOURISM BUREAU

# *Membership Guide*

**INVEST • LEAD • GROW • PROMOTE • CONNECT**



# TABLE OF *Contents*

1	WELCOME
2	MEMBERSHIP LEVEL: INVEST \$10,000
4	MEMBERSHIP LEVEL: LEAD \$5,000
6	MEMBERSHIP LEVEL: GROW \$2,500
8	MEMBERSHIP LEVEL: PROMOTE \$1,000
9	MEMBERSHIP LEVEL: CONNECT \$400
10	MEMBER BENEFITS CHART
12	GETTING STARTED
13	CONTACT

## CONSUMERS ARE 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS:

A study by the Schapiro Group, an Atlanta-based market research firm, reveals several important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are members:

- When consumers know that a business is a member, they are 44% more likely to think favorably of it.
- 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.
- When business decision makers believe a business is a chamber member, they are 37% more likely to think favorably of the business



*I seriously **LOVE** these guys!!! The best Chamber of Commerce I've ever worked with. They truly do feel like a real partner! They make sure to get the word out about my business (Good Juju Lifestyle Boutique & Gallery), not only through word of mouth, but also through their many social media channels and the Uptown Sedona Visitor's Center. Joining the Sedona Chamber has been worth every penny and undeniably the best marketing decision I've made for my business. Thank you all!*

*~ Good Juju Lifestyle Boutique & Gallery*



# WELCOME

## TO THE GREATER SEDONA CHAMBER OF COMMERCE!

We are excited to have you join us as part of a community of businesses and organizations committed to growth and success. We are here to champion business interests through collaboration and strategic partnerships and are dedicated to connecting you with like-minded professionals who can help share your story and support you.

The Greater Sedona Chamber of Commerce & Tourism Bureau (GSCC&TB) strives to be Sedona's and the Verde Valley's top connector and driving force behind the economic vitality of the region.

### *Building Community Impact Together*

At GSCC&TB, we go beyond supporting businesses. We advocate for policies that create a healthier business environment at the city, county and state level. Our goal is to ensure Greater Sedona remains a thriving place for both business owners and residents alike, and as part of this community, you play an essential role in that impact.

### *Looking Ahead*

We are excited to see how your business grows and evolves with the support of our Chamber. Whether you're a new business looking to gain traction or a seasoned organization seeking greater influence, our team is here to help you every step of the way.

Be sure to explore our membership levels and upcoming events, and don't hesitate to reach out to our staff with any questions. We're here to ensure you get the most out of your Chamber membership!



# INVEST \$10,000

Valued at \$33,000 Annually

## *Influence Change & Invest in Our Future*

You believe Sedona can leverage its collective assets to empower success and economic vitality. You understand the importance of investing in economic development, regional branding and creating a resilient entrepreneurial ecosystem. You invest to ignite growth, inspire leaders and advance our economy.

**INVEST** membership acknowledges your commitment to the Greater Sedona Chamber and our region's future. You receive top-tier recognition for your leadership and exclusive opportunities.

## BENEFITS

### MARKETING & PROMOTION

- **Proud Member Plaque:** Display Chamber plaque and logo
- **Enhanced Listing:** Enhanced listing on SedonaChamber.com & VisitSedona.com (2 categories)
- **Ribbon Cuttings:** GSCC&TB coordinates celebration of new business openings including promotion and event FB post
- **VisitSedona.com:** Add events to robust on-line calendar
- **Chamber Blog Post:** Submit an evergreen blog post reaching locals on SedonaChamber.com (3 posts/year)
- **Chamber Social Media Post:** Provide submission for Sedona Chamber social media platforms (1 per month)
- **Visitor Center:** Post special event on Visitor Center Event Bulletin Board
- **Member News & Discounts:** Provide submission to special SedonaChamber.com web page (1 per month)  
*NEW!*
- **Mixer Host:** Promote business by hosting Chamber Mixer
- **Business Spotlight:** Business featured in Business Bulletin eNewsletter (1 time upon joining or upgrade)
- **Tourism Focused Blog Post:** Submit an evergreen blog post reaching visitors on VisitSedona.com (3 posts per year)
- **Tourism Focused Social Media Post:** Provide submission for Visit Sedona social media platforms (2 per month)
- **Additional Businesses (4):** Plaque, additional standard or enhanced listings on SedonaChamber.com and VisitSedona.com, social media posts, Visitor Center Event Bulletin, Member News & Member Deal submissions, Business Spotlight
- **Pop-to-the-Top Business Listing:** Be at the top of search results on VisitSedona.com
- **Special Recognition:** Listed on SedonaChamber.com Home Page and Chamber Communications
- **Customized Annual Engagement Plan** (dues, sponsorships, advertising, events)





## BENEFITS (CONT'D)

### COMMUNITY IMPACT & ADVOCACY

- **Business Bulletin eNewsletter:** Stay informed about Chamber news and programs
- **Advocacy on Your Behalf:** GSCC&TB advocates at city, county and state for a healthy local business community
- **Advocacy Events:** Join GSCC&TB leadership at business and tourism advocacy events **NEW!**
- **Gift a Membership:** To the charity of choice, includes public presentation (Connect Membership) **NEW! EXCLUSIVE**
- **Spirit of Red Rock Country Award:** Sponsor and select recipient for annual award **NEW! EXCLUSIVE**
- **Workforce Signing Day:** Founding Benefactor of event celebrating the entering Sedona workforce **COMING SOON!**
- **Sedona Job Bank:** Founding Sponsor of Online Job Bank **COMING SOON!**

### RELATIONSHIP & BUSINESS BUILDING

- **Networking:** Invitations to Networking Events and Workshops
- **Business Connect:** B2B Tool that connects members to members
- **Annual Member Gala:** Tickets to the Premier Event of the Year! (2 tickets)
- **Annual Growth Luncheon with Board of Directors:** Reserved seat at table. Invitation only and exclusive. (1 ticket) **NEW!**
- **Community Leaders Breakfast:** Reserved seat at event. Complimentary ticket for this exclusive event. (1 ticket) **NEW!**

**LEAD** \$5,000  
Valued at over **\$16,000** Annually

## *Advance Business & Increase Your Influence*

The Greater Sedona Chamber of Commerce is working on your behalf to represent business issues and advocate for favorable business policies. Strategic networking helps you access elected officials and community leaders and position your brand in the Sedona area.

**LEAD** membership provides recognition of your organization and opportunities to engage with other industry and community leaders.

## **BENEFITS**

### **MARKETING & PROMOTION**

- **Proud Member Plaque:** Display Chamber plaque and logo
- **Enhanced Listing:** Enhanced listing on SedonaChamber.com & VisitSedona.com (2 categories)
- **Ribbon Cuttings:** GSCC&TB coordinates celebration of new business openings including promotion and event FB post
- **VisitSedona.com:** Add events to robust on-line calendar
- **Chamber Blog Post:** Submit an evergreen blog post reaching locals on SedonaChamber.com (2 posts/year)
- **Chamber Social Media Post:** Provide submission for Sedona Chamber social media platforms (1 per month)
- **Visitor Center:** Post special event on Visitor Center Event Bulletin Board
- **Member News & Discounts:** Provide submission to special SedonaChamber.com web page (1 per month)  
*NEW!*
- **Mixer Host:** Promote business by hosting Chamber Mixer
- **Business Spotlight:** Business featured in Business Bulletin eNewsletter (1 time upon joining or upgrade)
- **Tourism Focused Blog Post:** Submit an evergreen blog post reaching visitors on VisitSedona.com (2 posts/year)
- **Tourism Focused Social Media Post:** Provide submission for Visit Sedona social media platforms (1 per month)
- **Additional Businesses (2):** Plaque, additional standard or enhanced listings on SedonaChamber.com and VisitSedona.com, social media posts, Visitor Center Event Bulletin, Member News & Member Deal submissions, Business Spotlight
- **Pop-to-the-Top Business Listing:** Be at the top of search results on VisitSedona.com
- **Special Recognition:** Listed on SedonaChamber.com Home Page and Chamber Communications
- **Customized Annual Engagement Plan** (dues, sponsorships, advertising, events)



## BENEFITS (CONT'D)

### COMMUNITY IMPACT & ADVOCACY

- **Business Bulletin eNewsletter:** Stay informed about Chamber news and programs
- **Advocacy on Your Behalf:** GSCC&TB advocates at city, county and state for a healthy local business community
- **Advocacy Events:** Join GSCC&TB leadership at business and tourism advocacy events **NEW!**

### RELATIONSHIP & BUSINESS BUILDING

- **Networking:** Invitations to Networking Events and Workshops
- **Business Connect:** B2B Tool that connects members to members
- **Annual Member Gala:** Tickets to the Premier Event of the Year! (2 tickets) **NEW!**
- **Annual Growth Luncheon with Board of Directors:** Reserved seat at table. Non-ticketed and exclusive.(1 ticket) **NEW!**
- **Community Leaders Breakfast:** Reserved seat at event. Complimentary ticket for this exclusive event. (1 ticket) **NEW!**



**GROW** \$2,500  
Valued at over \$11,000 Annually

## *Maximize Your Exposure & Connect Strategically*

You have achieved milestones and created a distinct brand in the Sedona area.

You seek opportunities to take your business to the next level. The Greater Sedona Chamber of Commerce offers opportunities for you to elevate your brand and stay top of mind in a competitive landscape.

**GROW** membership is a smart investment to broaden your footprint online and in the community.

## **BENEFITS**

### **MARKETING & PROMOTION**

- **Proud Member Plaque:** Display Chamber plaque and logo
- **Enhanced Listing:** Enhanced listing on SedonaChamber.com & VisitSedona.com (2 categories)
- **Ribbon Cuttings:** GSCC&TB coordinates celebration of new business openings including promotion and event FB post
- **VisitSedona.com:** Add events to robust on-line calendar
- **Chamber Blog Post:** Submit an evergreen blog post reaching locals on SedonaChamber.com (1 post/year)
- **Chamber Social Media Post:** Provide submission for Sedona Chamber social media platforms (1 per month)
- **Visitor Center:** Post special event on Visitor Center Event Bulletin Board
- **Member News & Discounts:** Provide submission to special SedonaChamber.com web page (1 per month) *NEW!*
- **Mixer Host:** Promote business by hosting Chamber Mixer
- **Business Spotlight:** Business featured in Business Bulletin eNewsletter (1 time upon joining or upgrade)
- **Tourism Focused Blog Post:** Submit an evergreen blog post reaching visitors on VisitSedona.com (1 post/year)
- **Tourism Focused Social Media Post:** Provide submission for Visit Sedona social media platforms (1 per month)
- **Additional Businesses (1):** Plaque, additional standard or enhanced listings on SedonaChamber.com and VisitSedona.com, social media posts, Visitor Center Event Bulletin, Member News & Member Deals submissions, Business Spotlight
- **Pop-to-the-Top Business Listing:** Be at the top of search results on VisitSedona.com *NEW!*
- **Special Recognition:** Listed on SedonaChamber.com Home Page and Chamber Communications *NEW!*
- **Customized Annual Engagement Plan** (dues, sponsorships, advertising, events) *NEW!*





## BENEFITS (CONT'D)

### COMMUNITY IMPACT & ADVOCACY

- **Business Bulletin eNewsletter:** Stay informed about Chamber news and programs
- **Advocacy on Your Behalf:** GSCC&TB advocates at city, county and state for a healthy local business community

### RELATIONSHIP & BUSINESS BUILDING

- **Networking:** Invitations to Networking Events and Workshops
- **Business Connect:** B2B Tool that connects members to members
- **Annual Member Gala:** Ticket to the Premier Event of the Year! (1 ticket) **NEW!**
- **Annual Growth Luncheon with Board of Directors:** Reserved seat at table. Non-ticketed and exclusive. (1 ticket) **NEW!**

# PROMOTE \$1,000

Valued at over \$5,000 Annually

## *Promote Your Business & Increase Your Exposure*

While you are busy running your business, the Greater Sedona Chamber of Commerce works for you throughout the year to increase your visibility and engage with the community.

**PROMOTE** membership offers opportunities to spotlight your business and save you time and money.



## BENEFITS

### MARKETING & PROMOTION

- **Proud Member Plaque:** Display Chamber plaque and logo
- **Enhanced Listing:** Enhanced listing on SedonaChamber.com & VisitSedona.com (2 categories)
- **Ribbon Cuttings:** GSCC&TB coordinates celebration of new business openings including promotion and event FB post
- **VisitSedona.com:** Add events to robust on-line calendar
- **Chamber Blog Post:** Submit an evergreen blog post reaching locals on SedonaChamber.com (1 post/year)
- **Chamber Social Media Post:** Provide submission for Sedona Chamber social media platforms (1 per month)
- **Visitor Center:** Post special event on Visitor Center Event Bulletin Board
- **Member News & Discounts:** Provide submission to special SedonaChamber.com web page (1 per month) **NEW!**
- **Mixer Host:** Promote business by hosting Chamber Mixer
- **Business Spotlight:** Business featured in Business Bulletin eNewsletter (1 time upon joining or upgrade)
- **Blog Post, Tourism:** Submit an evergreen blog post reaching visitors on VisitSedona.com (1 post/year)
- **Social Media Post, Tourism:** Provide submission for Visit Sedona social media platforms (1 per month)

### COMMUNITY IMPACT & ADVOCACY

- **Business Bulletin eNewsletter:** Stay informed about Chamber news and programs
- **Advocacy on Your Behalf:** GSCC&TB advocates at city, county and state for a healthy local business community

### RELATIONSHIP & BUSINESS BUILDING

- **Networking:** Invitations to Networking Events and Workshops
- **Business Connect:** B2B Tool that connects members to members

# CONNECT \$400

Valued at \$2,000 Annually

## *Get Connected & Build Your Network*

Who you know can help open doors, increase your visibility and connect you to new opportunities. The Greater Sedona Chamber of Commerce provides a platform for you to build a network of business owners, customers and resources needed to foster your business growth.

**CONNECT** membership provides credibility and visibility for your business, as well as access to Chamber members and the Greater Sedona business community.



## BENEFITS

### MARKETING & PROMOTION

- **Proud Member Plaque:** Display Chamber plaque and logo
- **Standard Listing:** Business listing on SedonaChamber.com - 300 characters (1 location, 1 category)
- **Ribbon Cuttings:** GSCC&TB coordinates celebration of new business openings including promotion and event FB post
- **SedonaChamber.com:** Add events to on-line community calendar
- **Chamber Blog Post:** Submit an evergreen blog post reaching locals on SedonaChamber.com (1 post/year)
- **Chamber Social Media Post:** Provide submission for Greater Sedona Chamber social media platforms (1 per month)
- **Member News & Discounts:** Provide submission to special SedonaChamber.com web page (1 per month)  
*NEW!*
- **Mixer Host:** Promote business by hosting Chamber Mixer (space permitting)

### COMMUNITY IMPACT & ADVOCACY

- **Business Bulletin eNewsletter:** Stay informed about Chamber news and programs
- **Advocacy on Your Behalf:** GSCC&TB advocates at city, county and state for a healthy local business community

### RELATIONSHIP & BUSINESS BUILDING

- **Networking:** Invitations to Networking Events and Workshops
- **Business Connect:** B2B Tool that connects members to members



# Snapshot

## SEDONA CHAMBER MEMBER BENEFITS

Number of Employees

### MARKETING & PROMOTION

Proud Member Plaque: Display chamber plaque and logo

**Standard Listing:** Business listing on SedonaChamber.com (300 characters)

**Enhanced Listing:** Business listing on SedonaChamber.com and VisitSedona.com (500 characters, SEO optimized, 3 photos)

Ribbon Cuttings: SCC&TB coordinates celebration of new business openings including promotion and event FB post  
SedonaChamber.com and/or VisitSedona.com - Add event to online calendar

Blog Post, Local: Submit an evergreen blog post reaching locals on SedonaChamber.com

Social Media Post, Local: Provide submission for Sedona Chamber social media platforms (1 per month)

Visitor Center: Post special event on Visitor Center Event Bulletin Board (1 per month)

Member News & Deals: Provide submission to special SedonaChamber.com web page (1 per month) **NEW!**

Mixer Host: Promote business by hosting Chamber Mixer

Business Spotlight: Business featured in Business Bulletin eNewsletter (1 time upon joining or upgrade)

Blog Post, Tourism: Submit an evergreen blog post reaching visitors on VisitSedona.com

Social Media Post, Tourism: Provide submission for Visit Sedona social media platforms (1 per month)

Additional Businesses: Plaque, additional standard or enhanced listings on SedonaChamber.com and VisitSedona.com, social media posts, Visitor Center Event Bulletin, Local News & Deals submissions, Business Spotlight

Pop-to-the-Top Business Listing: Be at the top of search results on SedonaChamber.com and VisitSedona.com

Special Recognition: Listed on SedonaChamber.com Home Page and Chamber Communications

Customized Annual Engagement Plan (dues, sponsorships, advertising, events)

### COMMUNITY IMPACT & ADVOCACY

Business Bulletin eNewsletter: Stay informed about Chamber news and programs each Monday

Advocacy on Your Behalf: SCC&TB advocates at City, County and State for a healthy local business community

Advocacy Events: Join SCC&TB leadership at business and tourism advocacy events **NEW!**

Gift a Membership: To the charity of choice, includes public presentation (Connect Membership) **NEW!**

Spirit of Red Rock Country Award: Sponsor and select recipient for annual award **NEW!**

Workforce Signing Day: Founding Benefactor of event celebrating the young Sedona workforce **COMING SOON!**

Sedona Job Bank: Founding Sponsor of Online Job Bank **COMING SOON!**

### RELATIONSHIP & BUSINESS BUILDING

Networking: Invitations to Networking Events and Workshops

Business Connect: B2B Tool that connects members to members

Annual Member Gala: Ticket to the Premiere Event of the Year!

Annual Growth Luncheon with Board of Directors: Reserved seat at table. Non-ticketed and exclusive. **NEW!**

Community Leaders Breakfast: Reserved seat at event. Non-ticketed and exclusive. **NEW!**

Sedona Leadership Summit: Founding Benefactor **COMING SOON!**

**Total Value**



	BENEFIT VALUE	CONNECT \$400	PROMOTE \$1,000	GROW \$2,500	LEAD \$5,000	INVEST \$10,000
		< 20	< 50			
	\$50	•	•	•	•	•
	\$300 - \$1,000	Standard Listing on SedonaChamber.com, 1 category	Enhanced Listings on SedonaChamber & VisitSedona, 2 categories	Enhanced Listings on SedonaChamber & VisitSedona, 2 categories	Enhanced Listings, on SedonaChamber & VisitSedona, 2 categories	Enhanced Listings on SedonaChamber & VisitSedona, 2 categories
	\$250	•	•	•	•	•
	Priceless	•	•	•	•	•
	\$250	1 Post/Year	1 Post/Year	1 Post/Year	2 Posts/Year	3 Posts/Year
	\$600	•	•	•	•	•
	\$600		•	•	•	•
	\$500	•	•	•	•	•
	Priceless		•	•	•	•
	\$100		•	•	•	•
	\$500		1 Post/Year	1 Post/Year	2 Posts/Year	3 Posts/Year
	\$1,200		1 Post/Month	1 Post/Month	1 Post/Month	2 Posts/Month
	\$4,350 - \$17,400			1 Additional Business	2 Additional Businesses	4 Additional Businesses
	\$200			•	•	•
	Varies			•	•	•
	Priceless			•	•	•
	Priceless	•	•	•	•	•
	Priceless	•	•	•	•	•
	Priceless				•	•
	\$1,000					•
	\$1,000					•
	\$1,000					•
	\$1,000					•
	Priceless	•	•	•	•	•
	\$100	•	•	•	•	•
	\$150	**	**	1 Ticket	2 Tickets	2 Tickets
	\$75			1 Ticket	1 Ticket	1 Ticket
	\$125				1 Ticket	1 Ticket
	\$2,000					•
		\$2,050	\$5,150	\$10,925	\$16,300	\$32,950

\*\* Available for purchase at member pricing

# GETTING STARTED

## *Getting the Most Out of Your Membership*

We encourage you to take full advantage of the wide array of benefits available to you. Get started by:

- Attending one of our signature networking mixers
- Submitting your latest news to the Member News & Member Deals page
- Taking advantage of your social marketing benefits
- Reaching out to us for a ribbon-cutting ceremony if you've recently launched a new business.

**THE MORE YOU ENGAGE, THE MORE YOU'LL SEE  
THE CHAMBER WORKING FOR YOU.**



## Contact

### David Key

President/CEO

dkey@sedonachamber.com

928.204.1123 (ext. 410)

### Donna Retegan

Member Services Director

dretegan@sedonachamber.com

928.204.1123 (ext. 404)

### Makenna Drake

Membership & Partnership  
Manager

mdrake@sedonachamber.com

928.204.1123 (ext. 406)

### Doug Hughes

Director of Marketing &  
Communications

dhughes@sedonachamber.com

928.204.1123 (ext. 409)

### Gary Stewart

Finance Director

finance@sedonachamber.com

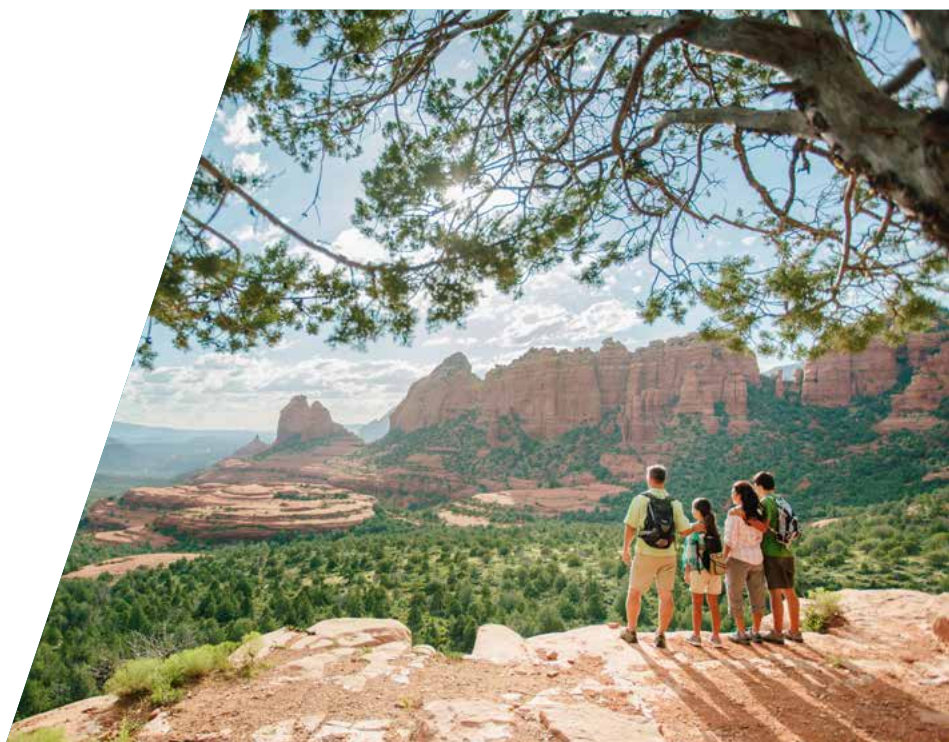
928.204.1123 (ext. 405)

### Victoria Latunski

Visitor Services Director

vlatuski@sedonachamber.com

928.282.7890 (ext. 415)



## MISSION

The mission of the Greater Sedona Chamber of Commerce and Tourism Bureau is to champion business interests through collaboration and the development of strategic partnerships, maximize membership value, promote our members and business community, and demonstrate organizational excellence.

## VISION

Our vision is to be an indispensable driving force behind the economic vitality and advancement of our region's businesses.

### ADMINISTRATIVE OFFICE

45 Sunset Drive

928.204.1123 | SedonaChamber.com

f @SedonaChamberofCommerce

x @SedonaChamber

### VISITOR CENTER

331 Forest Road

928.282.7890 | VisitSedona.com

f @VisitSedona @visitsedona x @SedonaAZ

📍 SedonaAZ1 p visitsedona





Greater  
**SEDONA**  
CHAMBER OF COMMERCE  
& TOURISM BUREAU