



CHAMBER OF COMMERCE

CATALYST • CONVENER • CHAMPION

MEMBERSHIP INVESTMENT GUIDE





"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."

LORI MATTSON, IOM
President & CEO

SUPPORT OUR VISION TO STRENGTHEN THE REGIONAL ECONOMY

STAKEHOLDER \$12,000 ANNUALLY

The Stakeholder membership offers exclusive positioning and unique experiences while supporting our work to strengthen the regional economy.

POSITIONING IN OUR REGION

- ☐ Promote the trades as a *Signing Day* Partner, highlighting trade-bound graduating seniors *New!*
- ☐ Select a recipient who represents your values and vision for a *Spirit of Tri-Cities Award* *New!*
- ☐ Sponsor a membership for a non-profit or business of your choice (\$400 Value) - includes public presentation *Exclusive!*
- ☐ Recognition on the homepage of TriCityRegionalChamber.com, with a link to your website *Exclusive!*

SERVICES

- ☐ Logo displayed at all Chamber events and featured in the Chamber's weekly eNewsletter
- ☐ Complimentary event passes to give to your team
- ☐ Plus all of the services and features of Leader, Growth, Connect, and Classic levels on the following pages



"Benton PUD has been an indelible part of the community for over seventy-seven years. Founded on the public power principles of local control and ownership we put our customers and community in the center of all we do. We value our partnership with the Tri-City Regional Chamber and seek out ways to engage with stakeholders across the region to promote policies and programs that support the overall economic well-being and quality of life of those we serve."

RICK DUNN
Benton PUD

SUPPORT OUR EFFORTS TO REPRESENT YOUR BUSINESS INTERESTS THROUGH ADVOCACY

LEADER \$6,000 ANNUALLY

As a leader, you care about developing relationships in order to grow your business. The Leader membership puts your business among an elite group of members who are focused on making your community a better place.

ACCESS

- ☐ Reserved tickets to the *Annual CEO Reception* for you and a guest CEO *Exclusive!*
- ☐ Reserved seat to the *Leader Luncheon* held twice annually *New!*
- ☐ Company profile featured on TriCityRegionalChamber.com *Exclusive!*
- ☐ Annual sponsor of TriCityRegionalChamber.com *New!*

SERVICES

- ☐ Business listing in Chamber directory at TriCityRegionalChamber.com - includes up to five locations/branches and seven categories
- ☐ Complimentary passes to premier Chamber events (up to 18)
- ☐ Plus all of the services and features of Growth, Connect, and Classic levels on the following pages



"Lourdes Health and Trios Health recognize the crucial role a thriving healthcare system plays in supporting the economic health and development of a community. We are proud to be involved with the Tri-city Regional Chamber of Commerce and are committed to making a meaningful and substantive impact in the communities we call home."

DAVID ELGARICO
Lourdes Health & Trios Health

SUPPORT THE DEVELOPMENT OF LEADERS

GROWTH \$3,000 ANNUALLY



"Numerica Credit Union has been deeply rooted in Central Washington since 2006. The Tri-City Regional Chamber of Commerce continues to be a trusted partner in our growth and ability to enhance lives, fulfill dreams, and build communities in the Tri-Cities. Being a member of the Regional Chamber has been essential to our success throughout the years. Numerica values the work the Chamber is doing to advance businesses and quality of life throughout the region."

CARLA CICERO
Numerica Credit Union

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. Enjoy being among influential leaders who are shaping our region.

ACCESS

- ☐ Reserved seat at annual *Breakfast with the Chair* *Exclusive!*
- ☐ Invitation to *Annual Meeting & Award Luncheon* *VIP Reception* and other exclusive events *New!*

SERVICES

- ☐ Business listing in Chamber directory at TriCityRegionalChamber.com - includes up to three locations and five categories
- ☐ Complimentary passes to premier Chamber events (up to nine)
- ☐ Plus all of the services and features of Connect and Classic levels on the following pages

PROMOTING YOUR BUSINESS GROWTH AND OUR REGION AS A BUSINESS DESTINATION

CONNECT \$1,000

VALUED AT MORE THAN \$2,350 ANNUALLY

At the Chamber, 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 grow your visibility, to make you famous in the community, and to give you better connections that will save you time and money.

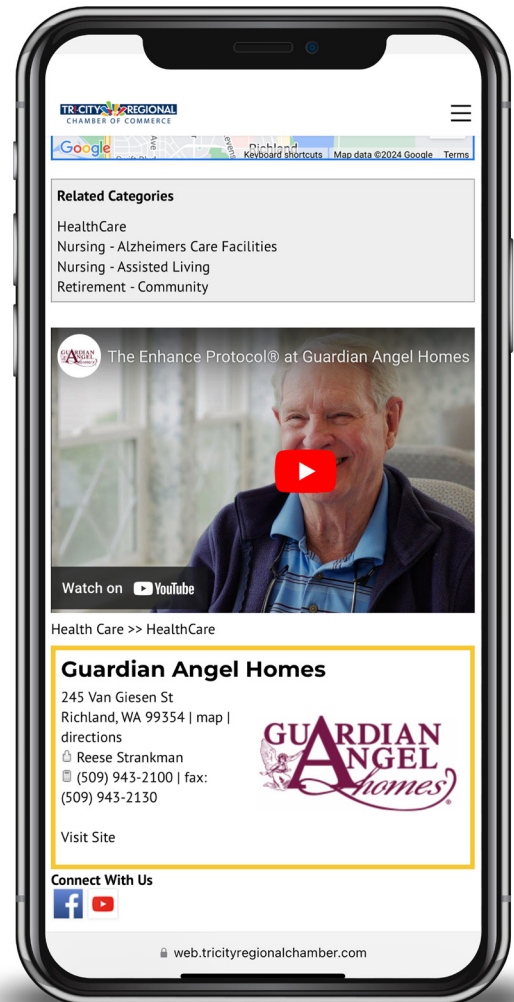
Gain visibility without trading your time, and get supported by the most influential people in the region.

UPGRADE SERVICES

- ☐ Premium Ribbon Cutting/Ground Breaking services - includes pre-event social media promotion, Facebook Live presentation, framed photo, and more (\$550 value) *New!*

MARKETING VISIBILITY

- ☐ Member news published in the Chamber's eNewsletter, social media channels, and at TriCityRegionalChamber.com (\$288 value)
- ☐ Premium Membership Listing in Chamber directory at TriCityRegionalChamber.com - includes two locations, three categories, company logo, photos, and a video (\$150 value)
- ☐ Social Media Spotlight profile on Chamber's Facebook, Instagram, and Twitter accounts once annually (\$150 value) *New!*
- ☐ Digital mailing list (\$100 value)
- ☐ Unlimited job postings at TriCityRegionalChamber.com (valued at \$49 each) *New!*
- ☐ Plus all of the services and features of the Classic level on the opposite page



TRI-CITY REGIONAL
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This membership is not available to companies of 50 employees or more.

NEW OPPORTUNITIES THROUGH RELATIONSHIPS

CLASSIC \$400

VALUED AT MORE THAN \$1,075 ANNUALLY

At the Chamber, we believe you deserve to find a room full of people just like you who can share your story and become an army of salespeople 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 are on a mission to be the number-one connector of business owners.

TO GET CONNECTED:

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

JOIN TODAY! Get the connections you need to feel capable and well-informed. Build relationships with other business owners who often become life-long friends.

CONNECTING YOU TO OUR REGION

- ☐ Member-exclusive business referrals
- ☐ TriCityRegionalChamber.com directory listing
- ☐ Complimentary Ribbon Cutting/Ground Breaking services
- ☐ Membership plaque and "Proud Member" digital icon
- ☐ Display a brochure/business card in the Chamber lobby
- ☐ Advertising opportunities
- ☐ Opportunity to volunteer for Chamber committees
- ☐ Build relationships through networking opportunities
- ☐ Attend training and information sessions on topics that impact your business
- ☐ Share expertise by presenting at Chamber events and workshops (by application)
- ☐ Complimentary Certificate of Origin services
- ☐ Save up to 80% on office supplies with the Office Depot Savings Program
- ☐ Stay informed through Chamber communications
- ☐ Chamber representation through advocacy
- ☐ Industry-exclusive placement in a leads group
- ☐ New member recognition in Chamber communications and social media
- ☐ Sponsorship opportunities



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BUSINESS STUDY:

CONSUMERS 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 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.

OUR MISSION: The Tri-City Regional Chamber of Commerce is the voice of business. We promote regional prosperity and strengthen our member businesses through advocacy, leadership, networking, and innovative business programs.

TRI-CITY REGIONAL CHAMBER OF COMMERCE

7130 W. Grandridge Blvd., Ste. C
Kennewick, WA 99336
info@tricityregionalchamber.com
509.736.0510