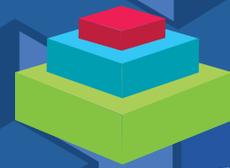


• Chamber Connect •



Tiered Membership **INVESTMENT SCHEDULE**

CLEVELAND
• BRADLEY
CHAMBER OF
COMMERCE

Dear Chamber member:

Winston Churchill, perhaps best known for his leadership, said, "To improve is to change." The Cleveland/Bradley Chamber of Commerce, long recognized as a leader in the business community, has seen many changes and improvements in our organization through the years. Once again, we believe that "to improve is to change."



With a desire to serve our investors more effectively, the Board of Directors is changing the way members will invest in the organization. Our membership dues model is changing from an employee-based "Fair Share" formula to a new benefits-based "Tiered Investment Schedule." The tiered model offers you, the member, the opportunity to invest at a level that best suits your needs and budgets.

Under the concept of a tiered investment schedule, you receive a specific level of services and benefits associated with the level of investment you choose. The greater the investment, the higher the level of benefits received. Within the pages of this publication, you can examine a well-defined list of benefits and value and see exactly what you will receive in exchange for the dollars you invest in the Cleveland/Bradley Chamber of Commerce.

Through an information session or in a one-on-one consultation, if you prefer, we will help you determine the membership tier that is best for your company. Call our membership department for assistance in determining your best level in this new model.

We appreciate your membership, your investment and your support . . . and we look forward to serving you even better!

A handwritten signature in black ink that reads "Gary Farlow". The signature is written in a cursive, flowing style.

Gary Farlow
President & CEO

BASIS TIERERS

Business Value Level—\$310

Designed for small business owners seeking to enhance their visibility and grow business contacts at Chamber networking programs and through our numerous business events and programs. **This level is not available to businesses with more than eight employees.**

- Tax deduction as a necessary business expense to the percentage allowed by the IRS
- Company listing in one business category and one contact name as a proud Chamber member in our membership directory and on our website (\$200 value)
- Membership plaque and one window decal (\$50 value)
- \$25 Admission/participation credit
- Recognition in the newsletter, Facebook, Twitter and website upon joining (\$300 value)
- Authorization to use the Chamber logo in your advertising (\$200 value)
- Receive one complimentary copy of the membership directory (\$25 value)
- Receive one monthly email with information to help your business (\$300 value)
- Access to www.clevelandchamber.com "Hot Deals" (\$300 value)
- Opportunity to participate in "member-to-member" discount program (\$150 value)
- Access to the "members-only" portal at www.chamberlogin.com
- Opportunity to participate on Chamber committees and task forces
- Invitations to receptions and "members-only" events (\$300 value)
- Ribbon cutting/grand opening celebration services at a discounted rate of \$150 (\$450 value)
- Opportunity to display business material in lobby at a 50% discount (\$125 value)
- Representation on business issues with local, state and federal elected officials
- Marketing opportunities through our publications and events
- Invitations to networking events yearly (\$300 value)
- Visitor and customer referrals (online and staff) (\$300 value)
- Invitations to business workshops and seminars at member prices
- Invitation to new-member orientation
- Opportunity to purchase digital mailing list and labels (no email addresses)
- Certificates of Origin at member prices
- Complimentary use of the Chamber's library meeting room for half-day upon availability
- Business connections/resources to help you grow your business
- A copy of the Chamber's "Owner's Manual"

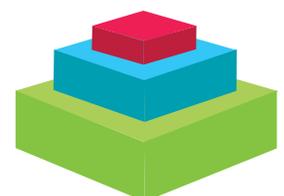
Total Value—\$2,000+

Business Essential Level—\$525

Recommended for businesses that have established an identity and are recognized in the marketplace, yet seek additional opportunities to grow. **This membership level is not available to businesses with more than 20 employees.** The Business Essential level includes all of the benefits of the Business Value level *plus* these upgraded benefits.

- Two contact names listed in the membership directory and on the website
- Listing on our website, www.clevelandchamber.com, with a link to your website
- Three complimentary copies of the membership directory
- Complimentary ribbon cutting/grand opening/groundbreaking service
- Opportunity to host Membership Coffee upon availability at published rate
- Opportunity to display your business cards/brochures in Chamber lobby at no additional cost
- Enhanced listing in the online membership directory
- \$50 Admission/participation credit
- \$50 Advertising credit
- One set of Chamber member mailing labels upon request (no email addresses)
- Complimentary Notary service—four per month by appointment

(more)



Business Essential Level—\$525 (continued)

- Monthly list of those requesting relocation information at 50% off published rate
- Posting of your job openings at no cost on our website
- Two maps
- Access to the Chamber meeting rooms at a 25% discounted rate (upon availability)
- Access to United States Chamber of Commerce Federation resources for qualified businesses

Business Partner Level—\$995

Recommended for businesses that are planning to build additional clients, customers and relationships to other businesses. They will continue to strengthen their involvement in the community and in the Cleveland/Bradley Chamber of Commerce. The Business Partner level includes all of the benefits of the Business Essential level *plus* these upgraded benefits.

- Up to four contact names listed in the membership directory and on the website
- One additional category listing in the membership directory
- Four complimentary copies of the membership directory
- One ticket to the Annual Meeting
- \$125 Sponsorship credit
- \$125 Advertising credit
- \$100 Admission/participation credit
- One additional business location/listing in membership directory
- Two complimentary half-day uses of any Chamber meeting room (upon availability)
- Complimentary monthly relocation information requests
- Four maps

Affiliated Representative/Retiree

Only available to representatives of a business that is currently a member of the Chamber (e.g., real estate agents, financial advisers, stockbrokers). This level gives the affiliated representative greater visibility, exposure and access through our marketing efforts, print and web advertising, networking, business relationship-building opportunities, and more. Retiree membership is only available to individuals who are no longer employed or actively engaged in any business enterprise.

Benefits

- Your name listed in our membership directory and on our website directory
- Authorization to use the Chamber logo in your advertising
- One complimentary copy of the membership directory
- Monthly email with timely information to help grow your business
- Access to the “members-only” section of our website
- Marketing opportunities through our publications and events
- Opportunity to purchase member mailing contact information (no email addresses)
- Invitation to new-member orientation to learn how to best utilize your Chamber
- Networking opportunities, including monthly Membership Coffee events, Business After Hours, PrimeTime Business EXPO, and numerous other events and programs
- Opportunity to lease Chamber meeting space at member rates
- Member pricing and rates on events and seminars



423-472-6587

www.clevelandchamber.com

	Business Partner	Business Essential**	Business Value*
Admission/participation credit	\$100	\$50	\$25
Advertising credit	\$125	\$50	
Sponsorship credit	\$125		
Tax deduction as a necessary business expense (limited %)	✓	✓	✓
Recognition in newsletter, Facebook, Twitter and website upon joining	✓	✓	✓
Authorization to use Chamber logo in your advertising	✓	✓	✓
One monthly email with information to help your business	✓	✓	✓
Access to website "Hot Deals"	✓	✓	✓
Opportunity to participate in "member-to-member" discount program	✓	✓	✓
Access to the "members-only" portal at www.chamberlogin.com	✓	✓	✓
Opportunity to participate on Chamber committees and task forces	✓	✓	✓
Invitations to receptions and "members-only" events	✓	✓	✓
Representation on business issues with local, state and federal elected officials	✓	✓	✓
Marketing opportunities through our publications and events	✓	✓	✓
Invitations to networking events	Hosting opp.	Hosting opp.	✓
Visitor and customer referrals (online and staff)	✓	✓	✓
Invitations to workshops and seminars at member prices	✓	✓	✓
Invitation to new member orientations	✓	✓	✓
Business connections/resources to help grow your business	✓	✓	✓
Copy of Chamber's "Owner's Manual"	✓	✓	✓
Company listing in print and online membership directory with contact names	2 categories/ 4 names	1 category/ 2 names	1 category/ 1 name
Membership plaque and window decal	✓	✓	✓
Copies of membership directory	4	3	1
Ribbon cutting/grand opening services	Comp.	Comp.	\$150 (discounted rate)
Display business material in Chamber lobby	Comp.	Comp.	\$125/yr. (discounted rate)
Opportunity to purchase digital mailing list and labels (no email)	1 set of labels free	1 set of labels free	✓
Certificates of Origin at member pricing	✓	✓	✓
Chamber meeting space rental (upon availability)	2 comp. half-day uses of any space	25% off published rates for meeting spaces	Half-day uses of library
Enhanced online membership listing with link to your website	✓	✓	
Monthly relocation information service	Comp.	50% off	
Job listings on website	Comp.	Comp.	
Printed map (copies)	4	2	
US Chamber Federation program	✓	✓	
Notary services by appointment	4 per month	4 per month	
Additional listings in membership directory	1		
Annual Meeting ticket	1 ticket		
Value	\$6,750+	\$5,000+	\$2,000+
Investment	\$995	\$525	\$310

**** Not available to businesses with more than 20 employees**

*** Not available to businesses with more than 8 employees**

Enhanced Investors

Leadership—\$1,750

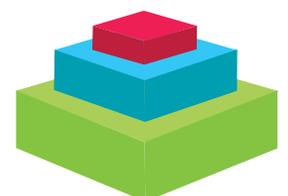
Designed for businesses and organizations that have the ability to be on the leading edge in our region. These businesses are successful because of their ability to lead change while being creative and innovative. They continue to strengthen their involvement in the community by ensuring high visibility and increased access to local and state leaders. The Leadership level includes all of the benefits of the Business Partner level *plus* these following upgraded benefits.

- Exclusive enhanced investor membership plaque
- Up to five enhanced contact names listed in the membership directory and on the website
- Receive eight complimentary copies of the membership directory
- One company spotlight in the newsletter and on www.clevelandchamber.com for one month
- Sponsorship of a new-member orientation
- Two tickets to the Annual Meeting
- One ticket to Leadercast (stadium seat)
- \$150 Sponsorship credit
- \$150 Advertising credit
- \$200 Admission/participation credit
- One exhibit booth at PrimeTime Business EXPO
- One month business display in Chamber lobby (opportunity)
- One ticket to the Regional Legislative (or Economic Development) Briefing
- Recognition on traveling signage at all appropriate Chamber events
- Unlimited complimentary Notary service (by appointment)
- Up to two additional business listings in membership directory
- Two full-day uses of any Chamber meeting space (upon availability)
- One month scrolling ad on monitor in Chamber lobby
- Annual Board of Directors Reception for Enhanced Investors
- One YPAC annual membership dues (\$40 value)

President's Circle—\$2,750

Recognized within the community for their commitment to Cleveland and Bradley County . . . and their active engagement in programs, projects, events and services that promote economic growth and prosperity. These businesses are recognized for their leadership role in our region. The President's Circle level includes all of the benefits of the Leadership level *plus* these upgraded benefits.

- Up to six enhanced contact names listed in the membership directory and on the website
- Receive 10 complimentary copies of the membership directory
- Exhibit booth at the annual PrimeTime Business EXPO with preferred location
- Two tickets to Leadercast (stadium seats)
- \$250 Sponsorship credit
- \$250 Advertising credit
- \$300 Admission/participation credit
- Website banner ad for one month
- Three months scrolling ad on monitor in Chamber lobby
- Two tickets to the Regional Legislative (or Economic Development) Briefing
- Annual Board of Directors reception held in honor of the Enhanced Investors
- Two YPAC annual membership dues (\$80 value)
- Four full-day complimentary uses of any Chamber meeting space (upon availability)



Council of Advisers—\$6,000

Important leadership level of membership within the Cleveland/Bradley Chamber of Commerce. The members in this level are recognized by the community as leading supporters of the Chamber and the region. This prestigious group serves as advisers to the Board of Directors of the Chamber of Commerce. The Council of Advisers level includes all the benefits of the President's Circle *plus* these upgraded benefits.

- Up to 12 complimentary copies of the membership directory
- Organization profiled on the Chamber website
- Up to three additional business locations listed in the membership directory
- Company logo on Chamber website, www.clevelandchamber.com, with link to your website in searchable membership directory
- \$500 Sponsorship credit
- \$500 Advertising credit
- \$400 Admission/participation credit
- Four tickets to the Annual Meeting
- Four tickets to the Regional Legislative (or Economic Development) Briefing
- Four tickets to Leadercast (stadium seats)
- Up to 10 enhanced contact names listed in the membership directory and on the website
- Unlimited Certificate of Origin service (appointments required to allow prompt service)
- Recognition in Chamber's Annual Report
- Six months scrolling ad on monitor in Chamber lobby
- Three months website banner ad
- Invitation to an annual briefing with the President and the Chairman of the Board of the Cleveland/Bradley Chamber of Commerce
- Invitation to the Board of Directors annual planning retreat
- Executive networking opportunities
- Quarterly digital mailing list provided (no email addresses)
- Area billboard recognizing the key investors
- Listing on Council of Advisers plaque in Chamber lobby
- Three YPAC annual membership dues (\$120 value)
- "Pay It Forward Partner"—Makes one one-year Business Value Membership possible for an emerging small business (currently not a member and in business for less than one year)

Chairman's Council Premier—\$8,000

Premier level of membership in the Cleveland/Bradley Chamber of Commerce. These significant companies are recognized as being indispensable to the success and viability of the Chamber and the community. The Chairman's Council Premier level receives all of the benefits of the Council of Advisers level *plus* these additional upgraded benefits.

- \$1,000 Sponsorship credit
- \$1,000 Advertising credit
- \$500 Admission/participation credit
- Table of eight with preferred seating at Regional Economic Development Briefing
- One table at Leadercast (eight seats)
- Special signage recognition in the Cleveland/Bradley Chamber of Commerce lobby
- 12 months scrolling ad on monitor in Chamber lobby
- 12 months website banner ad
- Head table placement at a special event to be determined
- Six YPAC annual membership dues
- "Pay It Forward Partner"—Makes two one-year Business Value memberships possible for emerging small businesses (currently not a member of the Chamber and in business for less than one year)

Enhanced Investors

	Chairman's Council Premier	Council of Advisers	President's Circle	Leadership
Admission/Participation credit	\$500	\$400	\$300	\$200
Advertising credit	\$1,000	\$500	\$250	\$150
Sponsorship credit	\$1,000	\$500	\$250	\$150
Company listing/contact names in print and online membership directory	2 categories/ 10 enhanced contact names	2 categories/ 10 enhanced contact names	2 categories/ 6 enhanced contact names	2 categories/ 5 enhanced contact names
Membership plaque and window decal	Enhanced Investor Plaque	Enhanced Investor Plaque	Enhanced Investor Plaque	Enhanced Investor Plaque
Copies of membership directory	12	12	10	8
Ribbon cutting/grand opening services	Comp.	Comp.	Comp.	Comp.
Display business material in Chamber lobby	Comp.	Comp.	Comp.	Comp.
Invitations to networking events	Hosting opp.	Hosting opp.	Hosting opp.	Hosting opp.
New member orientation	Sponsor opp.	Sponsor opp.	Sponsor opp.	Sponsor opp.
Opportunity to purchase digital mailing list/labels (no email)	Quarterly list (upon request)	Quarterly list (upon request)	One set of labels provided	One set of labels provided
Certificates of Origin at member pricing	Unlimited (comp.)	Unlimited (comp.)	Unlimited (comp.)	Unlimited (comp.)
Chamber meeting space rental (upon availability)	4 comp. full-day uses of any meeting space	4 comp. full-day uses of any meeting space	4 comp. full-day uses of any meeting space	2 comp. full-day uses of any meeting space
Enhanced listing in online membership directory	✓	✓	✓	✓
Monthly Relocation Information service with link to your website	Comp.	Comp.	Comp.	Comp.
Job listings on website	Comp.	Comp.	Comp.	Comp.
Printed map (copies)	4	4	4	4
US Chamber Federation program	✓	✓	✓	✓
Notary services by appointment	Unlimited	Unlimited	Unlimited	Unlimited
Additional listings in membership directory	3	3	2	2
Annual Meeting tickets	4 tickets	4 tickets	2 tickets	2 tickets
Leadercast stadium seat ticket(s)	1 Floor table	4	2	1
PrimeTime Business EXPO with preferred location	Comp. booth with preferred location	Comp. booth with preferred location	Comp. booth	Comp. booth
Scrolling digital ad in Chamber lobby	One year	Six months	Three months	One month
Board of Directors reception for Enhanced Investors	Invited	Invited	Invited	Invited
Business display in Chamber lobby	One month	One month	One month	One month
Recognized on traveling signage at all Chamber events	✓	✓	✓	✓
Company spotlight in newsletter and online	One month	One month	One month	One month
Regional Economic Development briefing	8 preferred seats	4 seats	2 seats	1 seat
Membership in YPAC group	6 members	3 members	2 members	1 member
Website banner ad	1 year	3 months	1 month	
Area billboard recognizing key investors	✓	✓		
Special recognition plaque in Chamber lobby and Annual Report	✓	✓		
Logo added to membership listing on Chamber website	✓	✓		
"Pay It Forward Partner"	Membership for 2 emerging businesses*	Membership for 1 emerging business*		
Company profile on Chamber website	✓	✓		
Invitation to Board Planning Retreat	✓	✓		
Executive networking opportunities	✓	✓		
Annual briefing with Chamber leadership	✓	✓		
Value	\$25,000+	\$21,000+	\$15,000+	\$10,000+
Investment	\$8,000	\$6,000	\$2,750	\$1,750

*Emerging businesses defined as one not in business for more than one year and not a current Chamber member.