



## South Surrey White Rock Chamber of Commerce

### Partnership Opportunities Guide 2018

A guide to sponsoring, marketing and partnering with the South Surrey White Rock Chamber of Commerce

The South Surrey White Rock Chamber of Commerce offers its members many different opportunities to market their services and products to other businesses and consumers through our website, our publications and events. With a diverse membership and a strong presence in South Surrey White Rock, the chamber reaches a broad spectrum of consumers and businesses.

Thank you for your interest in the South Surrey White Rock Chamber of Commerce investment opportunities. Your sponsorship is more than a great marketing opportunity and investment in a quality event- it is a contribution to our Chamber and our service to the community. It allows us to leverage your investment and create initiatives that address the following:

- Research and Information Dissemination
- Support for New and Existing Business
- Benefit Packages for Businesses
- Education and Networking Events
- Communication, Collaboration and Conversation
- Policy and Advocacy Development
- Economic Development

Contact:

Cliff Annable, Executive Director

South Surrey White Rock Chamber of Commerce

[cliff@sswrchamber.ca](mailto:cliff@sswrchamber.ca)

604-536-6844 Ext 205

---

# South Surrey White Rock Chamber of Commerce

## Objectives

1. To promote and improve trade and commerce and the economic, civic, and social well-being of the community.
2. To support the interests of its community in Municipal, Provincial and National issues.
3. To encourage mutual interchange of information and ideas among our members.
4. To be non-partisan and non-sectarian

## SSWR Chamber of Commerce Core Values

The corporate values governing SSWR COC development will include the following:

1. Encourage free enterprise and open competition, including free fair trade between communities and nations.
2. **Support Ethical business practices as outlined in our “Code of Conduct”.**
3. Strong belief in the Semiahmoo Peninsula.
4. Operating in full compliance with all laws and regulations mandated by duly elected governments and regulatory bodies.
5. Ensuring that there is no undue government intervention in business.
6. Maximizing economic prosperity through continued co-operation with the three levels of government.
7. **Non-Partisan to “listen” to alternate viewpoints, including complete fairness and impartiality in dealings with all stakeholders, including members and staff.**

## Vision

- To position SSWR COC as a leading organization providing maximum value to its memberships.
- To be recognized as a strong voice of business committed to the enhancement of economic prosperity and quality of life in the Peninsula area.
- To build upon its reputation for high quality events and services which **enhance the Peninsula’s strong** business climate, advancing existing business and attracting new opportunities.
- To be recognized as effective in its representation of members to all levels of government – municipal, provincial and federal.

## Mission

The SSWR COC's mission is serve its members by enhancing the economic environment, by providing the very highest quality services possible, and offering value added solutions by supporting events and initiatives, and **being a voice for members' views and concerns.**

It will achieve its mission through these core objectives:

- Membership – provide value added support and ensure continued growth of members and strive to increase membership involvement in the programs and activities of the organization
- Advocacy on behalf of its members by monitoring public policy and community development
- Communication – keep members updated by providing information on all matters
- Economic development – promote initiatives promoting business development
- Organizational development – develop a branding strategy and relocation of facility

# South Surrey White Rock Chamber of Commerce

## Current South Surrey White Rock Chamber of Commerce Board Members

Maria Mura  
President  
Westminster Savings Credit Union

Jeff Richards  
Treasurer  
J.E. Richards Ltd.

Adam Smith  
Vice President  
Uptown Business Machines Inc.

Owen Barclay  
Secretary  
Accessable Home & Property Services Ltd

Jim Purcell  
Past President  
Cloverdale Paint Inc.

Terry Ross  
Director  
Retired

Richard Coulter  
Director  
Terracan Management

Glenn Parks  
Director  
Glenn Parks CPA, CGA

Linda Holmes  
Director  
RBC Dominion Securities Inc.

Patricia Lapena  
Director  
Legal Shield

Ramona Kaptyn  
Director  
CARP White Rock/Surrey Chapter 11

Dwayne Weidendorf  
Director  
Peace Arch News

Beth Kish  
Director  
White Rock South Surrey Hospice Society

Harjit Chima  
Director  
Envision Credit Union – South Point

### Staff:

Cliff Annable- Executive Director  
Linda Padvauskas- Administration and Communications  
Maureen Annable - Events

# South Surrey White Rock Chamber of Commerce

## Volunteer Opportunities

Members of the South Surrey White Rock Chamber of Commerce have the opportunity to serve on a variety of committees. This is an excellent way to network with other members, serve our community, and address business interests and issues.

Committee members, in cooperation with the Chamber Board of Directors, are the decision makers for Chamber policies and positions.

Some committees meet monthly while others serve at the call of the Chair. Committee communications such as meeting notices and notes are sent via email.

Once you express a desire to serve on a committee, you will be contacted to confirm your interest. Most committees have an open enrollment and you can join or resign from them at any time.

To join a committee, send an email to [admin@sswrchamber.ca](mailto:admin@sswrchamber.ca) and a staff member will follow-up with you.

### Finance Committee

The Finance Committee is a sub-committee of the Board of Directors which develops and recommends an annual operating budget. This committee is responsible for monitoring the budget during the fiscal year and making recommendations for budget modifications as needed.

### Golf Committee

The Golf Committee plans and carries out the Chamber's **annual golf outing**.

### Policy and Advocacy Committee

The Policy and Advocacy Committee reviews and recommends to the Board, policy positions on legislative issues relating to interests and concerns of members and promotes good government throughout the region. **The committee also provides the leadership in our "Listening Sessions" and our "Advocacy Dialogue" and they host discussion groups and speakers to provide insight on the activities of our governments.**

### Governance Committee

The Governance Committee provides direction in the development of operational policies, proposed amendments to Bylaws following annual reviews and provides leadership in the execution of the Accreditation process for the Canadian Chamber of Commerce

### Business Excellence Awards Committee

**The Awards Committee plans and carries out the Chamber's Annual Excellence Awards**

### Economic Development Committee

The Economic Development Committee works on projects that ensure the future economic viability of the South Surrey White Rock area to enhance the quality of life for its citizens. This committee also serves as a resource to

identify and educate members on issues and information that will foster economic development in the community.

#### Membership Committee

The Membership Committee **supports the Chamber's efforts to attract new members and** retain existing members. Members of this committee also serve as Member Mentors which help to facilitate networking with new members and reaches for feedback on membership benefits.

#### Nominating Committee

The Nominating Committee identifies and nominates members of the Chamber to serve on the Board of Directors. The Nominating Committee also makes recommendations to the Board regarding award recipients.

#### Events and Trade Shows Committee

The Program Committee is a sounding board for planning, coordinating and evaluating past, present and future Chamber programs and events, based on input from the Board and general Chamber membership.

#### Communications Committee

The Communications Committee members develop and implement the **Chamber's** Communication Strategy based **on members'** needs and enhances the image of the Chamber and its members.

## South Surrey White Rock Chamber of Commerce Membership Meetings: Breakfast, Luncheon and Dinner Sponsorships

These events provide Chamber members with the opportunity to come together and participate in a keynote presentation by a business leader and be made aware of committee activities and upcoming events.

Special Speaker events are also arranged to accommodate requests from Government and Business Leaders, etc.



Date: Scheduled

Projected Attendance: 75-120 members

Chamber Contact: Administration and or Executive Director

Sponsorship Opportunities Available

Sponsor Benefits:

- Sponsor of Event
- 1 month Sponsor logo and feature in Weekly Email Bulletin
- Sponsor recognition on all Promotional Tools
- Opportunity for a 5 minute presentation at the event

## Networking Mixers

### Meet n' Greet

Networking Mixers provide opportunities for members to meet other business people and potential customers. **These events take place at a member's place of business where they can** showcase their company to attendees. Mixer hosts provide the event facility, hors d'oeuvres, beverages and parking.



Date: Business after Business and Business before Business events can be scheduled monthly with the exception of August and December.

Projected Attendance: 30-80 plus members

Chamber Contact: Membership Rep and or Executive Director

Host Investment: Host to provide refreshments for all of the attendees

Host Benefits:

- Logo on event registration website
- Chamber Email Reminders
- Email Bulletin recognition
- Planning and on-site event assistance
- Event promotion in Chamber publications
- Event promotion to media
- Opportunity to provide promotional materials for each registrant
- Host Presentation

## Membership Appreciation & New Member Recognition

The Executive Director and Chamber Board welcomes and introduces our newest members to the Chamber and to thank the continuing support of their present members. Members learn ways to best utilize their Chamber membership

Date: Three per year

Projected Attendance: 50-75

Chamber Contact: Executive Director



### Sponsorship Opportunities Available

#### Sponsor Benefits:

- Event promotion in Chamber publications
- Event promotion to media
- Logo on event registration website
- Chamber Events Flyer
- Chamber Email Reminders
- Email Bulletin recognition
- Five minute presentation
- Opportunity to provide promotional materials for each registrant
- A detailed attendee list following the meeting



## South Surrey White Rock Chamber of Commerce

### South Surrey White Rock **Chamber's** Golf Tournament

#### **"Nine and Dine"**

This event is the **Chamber's annual** golf outing. Attendees spend the day networking, building relationships, meeting potential customers and having a great time. This event features 9 holes of golf and a delicious BBQ.

Date: Last week in May

Projected Attendance: 72

Chamber Contact: Executive Director/Administration



#### Sponsorship Investments

##### \$500 Happy Hour

- One free drink prior to golf game – Signage & Sponsorship on drink ticket

##### Contest Hole Sponsorships; (First Come / First Served) - \$225

- Closest to the Pin – **Men's**
- Closest to the Pin – **Women's**
- Longest Drive – **Men's**

- Longest Drive – **Women’s**
- Straightest drive
- Fun Game Holes

Hole Sponsor Benefits - \$250

- Event program recognition on website, Facebook and Twitter
- Sponsor Recognition in promotional campaign pre and post event
- Recognition on event print materials
- Sign at Hole indicating Sponsorship
- Ability and encouragement to set up a promotional display, refreshments, entertainment and or other activity at Hole
- Dinner for one included

Banquet Sponsorship - \$400 (recognition as above, excluding signage or promo at a hole)

- **24" x 30" signs at two locations** at Banquet
- Exclusive company table signage
- Sole right to promote your company with giveaways and promotional advertising on banquet tables
- Dinner for one included

## South Surrey White Rock Chamber of Commerce

### Christmas 'Taste of the Peninsula' Event

The SSWR Chamber of Commerce Taste of the Peninsula Christmas celebration is an opportunity for Chamber members and guests to come together experience the culinary skills of our local restaurants, participate in wine tasting from various suppliers and learn the latest trends in gift giving just in time for Christmas.



Date: December

Place: Pacific Inn Resort and Conference Centre

Projected attendance: 200+

Chamber contact: Administration

Ticket cost = \$ 20.00 per person

\$500 Sponsor Benefits:

- Event Signage
- Sponsor recognition on all Promotional Tools
- Logo in Program
- 2 Tickets to the event

\$1000 Premiere Sponsor Benefits:

- Event Signage
- Sponsor recognition on all Promotional Tools
- Prominent Logo on signage at event
- 4 Tickets to the event
- Opportunity for a 5 minute presentation at the event

# South Surrey White Rock Chamber of Commerce

## Business Excellence Awards

The Annual Business Excellence Awards is a spectacular celebration that recognizes businesses and entrepreneurs whose achievements and contributions to the community distinguish them from their peers. The gala event attracts hundreds of people from across the business community each year to celebrate business and community excellence.



Categories include:

- Business of the Year 1-7 Employees
- Business of the Year 8-14 Employee
- Business of the Year 15 Plus Employees
- New Business of the Year
- Not for Profit Business of the Year
- Business Person of the Year – Self Owned
- Business Person of the Year - Corporate

Silver - \$350:

- Consistent advertising in The Peace Arch News, Chamber website, weekly email blasts and all Chamber events until the Awards Ceremony
- Credit in the event program

Gold - \$550:

- Consistent advertising in The Peace Arch News, Chamber website, weekly email blasts and all Chamber events until the Awards Ceremony
- Credit in the Event Program
- One complimentary ticket to the Awards Ceremony

Platinum - \$1000:

- Consistent advertising in The Peace Arch News, Chamber website, weekly email blasts and all Chamber events until the Awards Ceremony
- One full-page advertisement inside the event program
- Two complimentary tickets to the Awards Ceremony

# South Surrey White Rock Chamber of Commerce

## Member Listing .... Basic

A member information web page is included with each online business directory listing. Members can use this web page to promote their business and provide important information – contact information, driving directions, business hours and a link to their business website. Updated online information increases business member 'searchability'.

Member Listing Basic is included with your Basic Membership Package - \$250 *incl tax (Fees subject to change)*

Includes:

- Business Contact Information: name, address, phone, fax & email
- Rep/Individual Contact Information (optional): include selected contacts to display with their email link, address, phone and fax
- 200 Character Business Description
- Hours of Operation
- Driving Directions
- 8 Key Words Search Terms
- Link to website
- Social Networking sites (may only apply to Plus version of software and SEO)

### Basic Listing Example

The screenshot shows a business listing for 'Ball Park Sports Inc.' with the following details:

- Navigation:** Visit Our Website | Request Info | Print | Email A Friend
- Business Name:** Ball Park Sports Inc.  sporting goods
- Contact Information:**
  - 155-1025-102nd Avenue
  - Cloverdale, BC V0C 2E2
  - (250) 576-7865 | Fax: (250) 576-7866
  - <http://www.ballparksports.ca>
- Who to Contact:** Mary Eassey [Send an Email](#)
- About Us:** A sporting goods store focused on cricket, football, baseball and softball
- Footer:** Ball Park Sports Inc. phone: (250) 576-7865 fax: (250) 576-7866 request info
- Footer:** South Surrey & White Rock Chamber of Commerce [www.southsurreywhiterockchamber.com](http://www.southsurreywhiterockchamber.com)
- Footer:** search engine optimized Powered by ChamberMaster

# South Surrey White Rock Chamber of Commerce

## Member Listing .... Enhanced

In addition to the basic listing features, the following can be added:

- **Member's business name** will be displayed above any non-enhanced members in the search results
- 1600 character description
- A 200 character description will be added to the search results page under their name & address.
- Map link
- Photos Gallery (up to 8)
- Logo
- Highlights Section (up to 5 bullet points)
- 20 Key Words Search Terms

Cost: \$120 for 12 months tax included

### Enhanced Listing Example

The screenshot shows a member listing for "ASAP Meter Ink" on a website. At the top, there is a navigation bar with links: "Visit Our Website", "Request Info", "Job Postings", "Print", and "Email A Friend". Below this is a profile picture of a person in a pink shirt. The main listing area is divided into several sections:

- ASAP Meter Ink** (with a small logo and "1100" and "Support & Services" text)
- Contact Information:** 1100 7th Avenue, Langley, BC V3A 3M4, (250) 853-2341 | (250) 853-2342 (Fax) (250) 853-4400, [www.asapmeterink.com](http://www.asapmeterink.com)
- Site Map**
- Monday to Friday, 9am to 5pm**
- ASAP Meter Ink**
- Who is Contact:** Chris Ladouceur [chris@asapmeterink.com](mailto:chris@asapmeterink.com)
- About Us:** We sell and repair meters and supplies for many brands. You can't find them anywhere else. We can help you choose the right meter and supply for your needs. We also sell and repair meters and supplies for your needs. We also sell and repair meters and supplies for your needs.
- Highlights:**
  - Customized Test Meters
  - Stock of Meters
  - Standard 200-meter units at a price
  - Best approved for many brands with faster delivery
- Photo Gallery:** A large photo of a red meter box with a smaller photo of a meter below it.

At the bottom, there is a footer with contact information: "ASAP Meter Ink phone: (250) 853-2341 Fax: (250) 853-4400 request info" and "South Surrey & White Rock Chamber of Commerce www.southsurreywhiterockchamber.com". There is also a "search engine optimized" badge and a "Powered by ChamberMaster" logo.

# South Surrey White Rock Chamber of Commerce

## Weekly Email Bulletins/Social Media Applications

Every week the Chamber sends an email to members, community partners, government and media representatives, giving them the most up to date information on upcoming events, opportunities and committee meetings.

This information is then shared via our Social Media sites, Twitter and Face Book

Date: Weekly

Impressions: Approximately 800

Chamber Contact: Communications and or Executive Director

Investment Fee: \$30.00 per week or 4 weeks for \$100 plus tax

### Weekly Email Bulletins



# South Surrey White Rock Chamber of Commerce

## Banner Website Advertising

The SSWR Chamber of Commerce launched a new website that has been enhanced to include community, business, investment and tourism information.

Banner ads on the SSWR Chamber website are a great opportunity to get your business in front of the business community.

The banner will be of your company logo accompanied by a company slogan.

The banner will be hyperlinked to your website or PDF hosted on your network.. Ads will rotate at random, displaying a new ad for each page visited.

On Home Page:

Rotating box at bottom of home page 600 pixels high x 100 pixels wide / 480 pixels wide x 60 pixels

3 months - \$450.00 plus tax

6 months - \$850 plus tax

1 year - \$1200 plus tax

On Web Pages:

Rotating banner at the bottom of every page except the home page (specs: 480 pixels wide x 60 pixels)

3 months - \$300.00 plus tax

6 months - \$550 plus tax

1 year - \$900 plus tax

Ads must meet the following criteria:

File types: JPEG or GIF

Pixels specified above

(If ad design work is required ... member Graphic Designers will be recommended, as the Chamber does not have Graphic Designers on-hand)





## South Surrey White Rock Chamber Electronic Features

Weekly Email Bulletins- distributed to all members and all lower mainland media

Website Advertising

Listing online Directory – Members only

## South Surrey White Rock Chamber Programs

South Surrey White Rock Chamber of Commerce Member Learning Opportunities

South Surrey White Rock Chamber of Commerce Listening Sessions

South Surrey White Rock Chamber of Commerce Policy an Advocacy Dialogues

## South Surrey White Rock Chamber Print Opportunities

Chamber member data base- members only

Chamber nametags – members only

Subject to change without notice