

*More
Choices...*

*More
Value.*

*Your
Chamber.*



Shelby County
CHAMBER OF COMMERCE

316 Main Street
Shelbyville, KY 40065
(502) 633-1636

www.ShelbyCountyKyChamber.com

The Most Valuable Resource in Shelby County

The Shelby County Chamber of Commerce is creating partnerships with business and community so we can be your most valuable resource. We can be a valuable part of your daily operations. Let us be your “go-to” source for:

Relationships
Visibility
Information
Advocacy
Credibility

A New Approach to Membership

The Shelby County Chamber’s Focus and Goals

- Increase return on investment for members
- Offer products and services that focus on member needs
- Provide relationships, resources and information our members want and need
- Be the voice for the business community

More Choices...More Value!

For years Chamber membership fees have been based on the type of business and number of employees or some other measure of **What You Are**. Everyone received the same thing, regardless of their wants or needs. Going forward, our members will select their level of membership based on **What You Want**. Businesses and organizations can select from the most basic benefits or they can move up to a higher level with additional products and services, such as marketing opportunities and sponsorship allowances. Of course, all of the products, services and sponsorships can still be purchased separately.

We recognize that not all of our members want or need the same things from the Chamber. This new approach will allow us to customize membership to fit you and allow our members to receive a greater return on investment.

The Bottom Line...

- The new membership structure allows you to invest in pre-packaged programs and services.
- We can offer advice on which programs and services would best fit your company needs and interest.
- Better promotion will improve awareness of opportunities for engagement and marketing.
- Pre-planning all your membership expenses allows you to know your total investment upfront.
- Monthly payment options allow you to spread your membership, marketing, and activity expenses over 12 months instead of making one payment or having several unbudgeted expenses throughout the year.

Mission Statement

Providing a forum for networking, information, and opportunity, while developing a credible and cooperative membership, and serving as an advocate for business and community needs.

Membership Levels

President

Membership Dues: \$249.95/month or \$2,999.40/annually

Value of annual investment: \$4739+

Raise your company's profile and profits with this top-tier membership featuring maximum engagement, visibility and exposure for your company. The community will recognize your commitment to Shelby County and the Chamber when you join the elite ranks as a Presidential Partner.

Benefits Include:

- Special recognition as Presidential member on Chamber communications
- Banner with your logo displayed at all Chamber events
- \$1000 annual credit for sponsorship opportunities
- \$1500 annual credit for marketing opportunities
- \$500 annual credit for event tickets
- Enhanced website directory listing plus listings for nine additional contacts or locations

Plus all the advantages of the Executive, Partner, Advocate and Supporter Levels.

Executive

Membership Dues: \$99.95/month or \$1199.40/annually

Value of annual investment: \$2,639+

Become a leader in Shelby County with increased opportunities for marketing and sponsorship that reinforce your presence as a strong business in the community. Meet with Chamber executives to share ideas and gain connections that can benefit your business.

Benefits Include:

- Preferred seating at Chamber events
- Private lunch meeting with the President and Executive Director
- Special plaque designating partner level for your place of business
- \$500 annual credit for sponsorship opportunities
- \$500 annual credit for marketing opportunities
- \$150 annual credit for event tickets
- Enhanced website directory listing plus listings for four additional contacts or locations

Plus all the advantages of the Partner, Advocate and Supporter Levels.

Partner

Membership Dues: \$59.95/month or \$719.40/annually

Value of annual investment: \$1,914+

Gain greater access to members and visibility in the community with multiple opportunities for interaction and exposure.

Benefits Include:

- \$250 annual credit for sponsorship opportunities
- \$200 annual credit for marketing opportunities
- \$75 annual credit for event tickets
- Enhanced website directory listing plus listings for two additional contacts or locations.

Plus all the advantages of the Advocate and Supporter Levels.

Membership Levels

Advocate

Membership Dues: \$29.95/month or \$359.40/annually

Value of annual investment: \$1,389+

For those businesses who want to increase their visibility and participation. The Advocate level offers customized options to meet your needs.

Benefits Include:

- Inclusion in the New Neighbor Kit/relocation package
- \$100 annual credit for marketing opportunities
- \$50 annual credit for event tickets
- Basic website directory listing for two contact people or two locations

Plus all the advantages of the Supporter Level.

Supporter

Membership Dues: \$19.95/month or \$239.40/annually

Value of annual investment: \$1,089

A basic membership that provides opportunities and resources to help your business grow and prosper.

Benefits Include:

- Basic website directory listing for one contact person/location
- Radio spotlight with 93.3 WXLN radio
- Member spotlight email featuring your business or organization
- Member 2 Member deals and discounts saving you money on business essentials
- Member listing in printed membership directory
- Membership decal/use of electronic Chamber member logo
- Access to Chamber's social media sites
- Post job openings on the Chamber website
- Referrals
- One set of member mailing labels per year (\$10 value)
- One month banner ad on Chamber website (\$49 value)
- KY Chamber e-membership for small businesses with 1-10 employees (\$350 value)
- *Chamber for Good* website and resources for non-profits

Civic/Charitable/Religious/Associate

Certain organizations and individuals may qualify for a 30% discount off the Supporter membership. Includes individuals with no business affiliation, retired professionals, churches, civic clubs and charitable organizations. To find out if you qualify for the discount, contact the Chamber office.

Membership investments may be paid on a monthly basis with an automatic bank draft or recurring credit card payment. Members agree to an initial twelve-month commitment when paying on a monthly basis. Membership investments may also be paid in full upon joining and on their renewal date.

Membership Levels at a Glance

Programs and Services	President	Executive	Partner	Advocate	Supporter
Website directory listing(s)	10	5	3	2	1
Radio spotlight with 93.3 WXLN radio	✓	✓	✓	✓	✓
Member spotlight email	✓	✓	✓	✓	✓
Member 2 Member deals and discounts	✓	✓	✓	✓	✓
Member listing in print membership directory	✓	✓	✓	✓	✓
Membership decal/use of electronic Chamber member logo	✓	✓	✓	✓	✓
Access to Chamber's social media sites	✓	✓	✓	✓	✓
Post job openings on Chamber website	✓	✓	✓	✓	✓
Referrals	✓	✓	✓	✓	✓
One set of member mailing labels per year	✓	✓	✓	✓	✓
One month banner ad on Chamber website	✓	✓	✓	✓	✓
KY Chamber e-membership for small businesses	✓	✓	✓	✓	✓
<i>Chamber for Good</i> website and resources for non-profits	✓	✓	✓	✓	✓
Inclusion in the New Neighbor Kit/relocation package	✓	✓	✓	✓	
Annual credit for event tickets	\$500	\$150	\$75	\$50	
Annual credit for marketing opportunities	\$1,500	\$500	\$200	\$100	
Annual credit for sponsorship opportunities	\$1,000	\$500	\$250		
Enhanced website directory listing	✓	✓	✓		
Special plaque designating membership level for office	✓	✓			
Lunch meeting with Chamber President and Executive Director	✓	✓			
Preferred seating at Chamber functions	✓	✓			
Banner with your logo displayed at all Chamber events	✓				
Recognition as Presidential member on communications	✓				
Value of Annual Investment	\$4,739 +	\$2,639 +	\$1,914	\$1,389	\$1,089
Your Monthly Membership Dues	\$249.95	\$99.95	\$59.95	\$29.95	\$19.95

Programs & Services – A la carte

Marketing/Advertising	
Enhanced website directory listing	\$100/year
Website Banner Ad	\$49/month
Website Banner Ad Plus	\$69/month
Website Premier Ad	\$99/month
E-Newsletter sponsor - 1 month	\$25
E-Newsletter sponsor - 3 months	\$50
New Neighbor Kit/Relocation Package	\$100/year
Community Showcase Program advertising	\$250
Annual Meeting Program advertising	varies
Chamber Challenge – tee shirt promotion	\$100
Event Tickets	
Membership luncheon	\$20
Eye Opener breakfast	\$20
Taste & Tunes	\$20
Day at the Races	\$45
Annual Meeting & Awards luncheon	\$25
Chamber Challenge participant – fee per person (teams of 8)	\$25
Sponsorship Opportunities	
Business After Hours host	\$200
Morning Mixer host	\$200
Grand Opening/Open House host	\$75
Community Showcase - Presenting Sponsor	\$2,500
Community Showcase - Community Benefactor	\$1,000
Community Showcase - Tote Bag Sponsor	\$750
Community Showcase - Community Partner	\$500
Community Showcase - Student Prize Sponsor	\$500
Community Showcase - Grand Prize Sponsor	\$300
Community Showcase - Program Sponsor	\$250
Community Showcase - Exhibitor	\$200
Taste & Tunes - Presenting Sponsor	\$2,500
Taste & Tunes - Contributing Sponsor	\$1,000
Taste & Tunes - Photo Booth Sponsor	\$750
Taste & Tunes - Entertainment Sponsor	\$500
Taste & Tunes - Table Sponsor	\$250
Membership Luncheon - Speaker Sponsor	\$250
Young Leaders Institute - Program Sponsor	\$1,500
Young Leaders Institute - Lunch Sponsor	\$250
Day at the Races - Event Sponsor	\$750
Annual Meeting - Presenting Sponsor	\$2,500
Annual Meeting - Contributing Sponsor	\$1,000
Annual Meeting - Speaker Sponsor	\$500
Chamber Challenge - Presenting Sponsor	\$1000
Chamber Challenge – Station Sponsor	\$200
Miscellaneous	
Mailing Labels	\$10



Membership Application

Complete this form and return to the Shelby County Chamber by mail, email or fax or visit www.ShelbyCountyKyChamber.com and complete the application online.

Business Name _____

Primary Contact Name/Title _____

Mailing Address _____

City, State, Zip _____

Physical Address _____

Phone Number _____ Fax Number _____

May we contact you by e-mail? Yes No Fax? Yes No
Please note: It is the Shelby County Chamber's policy not to share email addresses or fax numbers.

E-mail address _____

Website _____

Do you use: Facebook LinkedIn Twitter Other Social Media _____

Description of business _____

Referred by (optional): _____



Membership Levels	Price
President Level	\$ 249.95/month
Executive Level	\$ 99.95/month
Partner Level	\$ 59.95/month
Advocate Level	\$ 29.95/month
Supporter Level	\$ 19.95/month
A la carte item	\$
A la carte item	\$
A la carte item	\$
TOTAL	\$

Method of Payment

Automatic Bank Draft/ACH
Required for monthly or quarterly payment option. Twelve month minimum commitment. Check this box to receive the necessary ACH form to complete.

Please Charge my Visa/MasterCard/Discover:

Card Number _____

Exp. Date _____ CVS _____

Check Enclosed Payable to:

Shelby County Chamber of Commerce
PO Box 335
Shelbyville, KY 40066

Signature _____ Date _____



Chamber membership provides great services and benefits for all your business needs.

Marketing and community exposure

Less than 5 minutes after my member spotlight was posted, I got an email from a customer that I had talked to over 3 years ago! He might want to list his house!

Marcia Duncan, Keller Williams Realty



Grow your client base through community events

Just wanted to report a lot of early success since the Showcase! Response to our booth was overwhelming with nearly 70 requests for inspections/consultations. Several have already enjoyed the discounted prices as part of our Showcase Special.

Jerry L. Martin, FPC Shelbyville Pest Control

Networking opportunities and community information

I have found the Chamber to be a very valuable resource in not only getting to know people in the community, but also getting to know all of the great things this community has to offer. This organization is top notch and I would highly recommend it to anyone.

Dr. James Stapleton, Shelby County Chiropractic



Special member deals and discounts

One of the value added benefits is the agreement with Office Depot for office supplies, equipment and printing. For the past two years, the Kentucky Perinatal Association has enjoyed significant savings from using the services of Office Depot for printing jobs for our annual meeting. In total the two jobs represent about \$3,000 which was discounted to approximately \$1,600.

Gary L. Walls, Executive Director, Kentucky Perinatal Association

Join today!

**Shelby County's most
valuable resource
can be your partner
in success!**



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