

## **The Lethbridge Chamber of Commerce Member to Member (M2M) Benefit Program**

### **Purpose:**

1. This program is designed to provide all Chamber members with exclusive offers, benefits and value-added opportunities through other Chamber members, not available through any other program.
2. In creating a greater awareness of our existing Member to Member Benefit Program (M2M) the Chamber hopes to help members realize a greater potential for returns through savings which will help offset the cost of your membership fee and through access to a larger market to promote your products and services.
3. It is also designed as a marketing tool for Chamber members and a way to use your Chamber Membership to help grow and develop your business.

### **Program Criteria:**

- Benefit providers must be a member in good standing of the Chamber. Membership must be paid in full. If your membership lapses, the Chamber reserves the right to remove your offer, from our program.
- Member 2 Member Benefit Offer is subject to approval by the Chamber. The provider may be asked to meet with the Chamber for approval or clarification. The Chamber reserves the right to reject participation in the M2M Benefit Program by any member.
- Benefits must be exclusively for other Chamber Members and not a program otherwise marketed to the general public, business community, or through any other membership organization. Your discount must offer real value to the member that they can't find elsewhere.
- The service or benefit you offer must appeal to all sizes of business.

### **Benefit Rules to be Offered:**

- Must apply to actual goods and services, i.e. no "free consultation" offers.
- Benefit must be ongoing and not one time offers
- Participating businesses must provide discounts for a 1 year period (Jan. '12 –Jan '13)
- Benefit may vary during the year upon 30 days notice to the Chamber office in writing and all other conditions stated in the M2M Program.

**BENEFIT EXAMPLES** used by other Chambers:

- Buy one entrée, get one free, any day, any time.
  - 10% discount on business cards and stationery for Chamber members only.
  - ½ price lattes
  - 20% off paperback books
  - 15% off all purchases on Fridays
  - 20% professional fee discount for Chamber Members.
- The Chamber member business agrees to indemnify, hold harmless and release the Chamber from any liability arising out of the offering and purchase of service and/or goods under the M2M Benefit Program.

**Chamber Marketing of Program**

- The Chamber will publish a current list of benefit providers and benefits in the Chamber Newsletter.
- The Chamber may display M2M Benefit as a section in the new website
- The Chamber may use a current list of benefit providers and benefits in its new member packets and promote the list at its meetings and events.
- The Chamber will provide Chamber Membership Cards to Chamber members who request them in order to provide verification to the participating benefit member.
- The Chamber may advertise, publicize and make available as part of its membership program, the M2M Benefit.
- The Chamber is committed to make this program a success in an effort to do this, tracking from you and sharing of ideas is crucial.

# **Member To Member Benefit Program** **(M2M) Enrollment Form**

**Please direct any questions or comments to Lethbridge Chamber of Commerce  
PH: 403-327-1586, Fax: 403-327-1001, email: [office@lethbridgechamber.com](mailto:office@lethbridgechamber.com)**

**CONTACT NAME:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_  
\_\_\_\_\_

**CITY:**      **LETHBRIDGE, AB**      **POSTAL CODE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**BENEFIT INFORMATION: (30 words or less)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*\* A benefit must be for a one-year period i.e.: January 2012 – January 2013*

**I have read the Member to Member Benefit Program and agree to the Program Criteria.**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Print Name & Title**

\_\_\_\_\_  
**Date**

*\* Please see BENEFIT RULES TO BE OFFERED – Page 2*