



GREATER

PARKLAND

REGIONAL

CHAMBER

2 | 0 | 2 | 0

MEMBERSHIP

INVESTMENT

OPPORTUNITIES

Business Networking | Relationship Building | Business Visibility | Business Resources

Policy & Advocacy

By joining the Greater Parkland Regional Chamber's network, you participate in the success of one of Alberta's largest business organizations. The Greater Parkland Regional Chamber of Commerce is the region's most active business policy building organization and Alberta's premier business advocate. As a Greater Parkland Regional Chamber member, not only are you supporting efforts to enhance the region as a business power-house, but you have a direct voice on Alberta Chamber policies and priorities at the AGM and at the Canadian Chamber of Commerce. Our grassroots policy process supports our ability to build policies to drive the regional, provincial – and national – conversation.

Benefits

You have access to cost savings on key business expenses, from payroll services to member management software to email marketing, through the Alberta Chamber's array of benefits. The Greater Parkland Regional Chamber of Commerce benefits save you money in addition to enhancing your value proposition to current and potential members.

Strength of the Network

You can tap into the strength of a network that spans the whole of the Parkland County region and beyond. Our Members, Board of Directors and Staff will assist you in forging relationships with peers across the region. By collaborating and exchanging expertise we can help strengthen your own business network and our Chamber operations.

Programs, Resources & Support

To strengthen our Chambers' advocacy, operations, training and finances, the Chamber offers a suite of programs and services that are tailored for our members and partners. By joining the Greater Parkland Regional Chamber of Commerce, you gain access to programs along with a host of communication resources to boost your local profile and advocacy impact.

In the past, businesses joined and paid membership fees primarily based on the number of employees in their organization.

Instead of a "one size fits all" approach, members now have the power to choose the solutions and services that make sense for them. Where formerly members paid for event attendance and additional services separately, they can now opt to "package" their Chamber engagement with upgrades, and in turn will receive significant savings as well as a variety of bonus solutions available only to that level of membership.

Our new membership model is comprehensive, innovative and adaptable to suit your business needs. Each new level of investment offers increasing solutions, services, opportunities, events and training as well as exclusivity at the top tiers.

An investment at the Foundation Level is the ground work to establish a strong business foundation.

- 1** One voting representative/contact name as detailed in member profile
- 2** One business category and location listed on the Chamber website
- 3** Save money by using the Chamber's member value added benefit programs like Constant Contact email marketing, First Data, Purolator, ATB Financial and the Chambers Plan: Canada's #1 benefits plan health, dental and disability plans
- 4** Invitations to 20 networking events each year
- 5** Participation in Member2Member promotional program
- 6** Inclusion of business cards and brochures in the Chamber Visitor Centre(s)
- 7** Proudly showcase your membership decal in your place of business
- 8** Vendor consideration for Chamber partnership projects
- 9** Promotion of your business news and events on Facebook, Twitter, Instagram, and Chamber website
- 10** Visitor and customer referrals done both online and by staff and ambassadors



Mentorship Program

Let us match you with Business Builders, Connectors, Influencers, Community Builders and Pillars of the Business Community



Value Added Benefits

all members get access to Chamber of Commerce perks available nationwide

An investment at the Business Builder Level is designed for the new and established small business owner seeking to enhance visibility and grow business contacts at networking programs and events. The services included will aid you to raise the profile of your business and develop future opportunities.

Access to all FOUNDATION benefits +

- 1** New member spotlight in the Chamber Business for Inclusion section of the bi-monthly e-Publication for those who are new to the Chamber of Commerce
- 2** Unlimited job postings on the Chamber's website
- 3** Opportunity to participate on Chamber committees
- 4** Access to six educational opportunities like soft skills training, business seminars, networking training classes, HR & leadership training
- 5** Access to one-on-one confidential appointment(s) with Small Business Development counsellor at a discounted rate
- 6** Access to HR & business law counselling sessions at a discounted rate
- 7** Show your business credibility by using the Greater Parkland Regional Chamber of Commerce logo in your marketing efforts
- 8** Ribbon cuttings and/or ground-breaking services with dignitaries to celebrate Grand Openings, Reopenings, Anniversaries and Milestones
- 9** Elevated listing on the Chamber website. You can include options such as: your logo, web photos, listing description, hours of operation, driving directions, unlimited characters and keywords, etc.

An investment at the Connector Level is recommended for businesses that have established an identity and are recognized in the marketplace yet seek additional opportunities locally and provincially.

This package is for businesses that are committed to staff development, looking to find new connections and seek opportunities for collaboration.

Access to all FOUNDATION benefits
+
All benefits in the BUSINESS BUILDER
+

- 1** Access to workforce characteristics within our community provided by quality data describing current industry and demographic trends, as well as targeted occupation and labour market information
- 2** Two business categories and locations listed on the Chamber website (if applicable)
- 3** Two complimentary uses of the Chamber boardroom (upon availability)
- 4** Access to one email campaign per year

With a membership at the Influencer Level, you will receive Chamber advice and extensive support through our core solutions of membership and have the opportunity to be recognized locally, provincially, and nationally.

For businesses who want more opportunities to network, boost visibility and take ownership of their own event promotion through the enhanced Chamber profile package.

Access to all FOUNDATION benefits

All benefits in the BUSINESS BUILDER + CONNECTOR

- 1 Exclusive Annual Breakfast with the Board of Directors
- 2 Invitation to Policy Series Events
- 3 Spotlight feature in Chamber Business e-Publication
- 4 Opportunity to provide relevant material for Chair's blog
- 5 Three business categories and locations listed on the Chamber website (if applicable)
- 6 4-week banner ad on Chamber website

A membership at the Community Builder Level provides the opportunity to network with other members and patrons, enabling you to foster business relationships and share best practice.

Access to all FOUNDATION benefits

All benefits in the BUSINESS BUILDER + CONNECTOR + INFLUENCER*

- 1** Two tickets to the Chamber Business Awards of Distinction
- 2** Two invitations to exclusive Policy Series Events
- 3** 3-week digital highway sign display (*graphic design is an additional \$75 fee if required)

* #6 in INFLUENCER package NOT included as additional benefits

Have your logo in front of the Chamber Community all year long at every event

Access to all MEMBERSHIP benefits
+

GOLD SPONSOR \$10,000 (8 Available)

- Logo placement at the bottom of all email blasts
- Logo recognition at the Greater Parkland Regional Chamber of Commerce (GPRC) office
- Company feature in one monthly e-publication per year
- Tri-Municipal Expo exhibitor booth
- Logo exposure at all GPRC events
- 1 complimentary email blast
- ¼ page full colour ad in the Chamber Directory
- Complimentary table of 8 at the Business Awards of Distinction (October)
- Hole sponsorship at the Golf Tournament (June)
- 1 team entry at the Golf Tournament (June)
- 1 complimentary ticket to each Chamber event (not in addition to the above)
- 4-week banner ad on Chamber website with link to company's site**
- 4-week digital highway sign display (*graphic design is an additional \$75 fee if required)**

** Items are not in addition to all membership benefits previously listed, but instead substitute them

Sponsorships run from January 1, 2020 to December 31, 2020

Access to all MEMBERSHIP benefits
+

PLATINUM SPONSOR \$15,000 (1 Available)

- Prominent logo placement at the bottom of all email blasts
- Prominent logo recognition at the Greater Parkland Regional Chamber of Commerce (GPRC) office
- Company feature in one monthly e-publication per year
- Lobby booth at the Tri-Municipal Expo
- Prominent logo exposure at all GPRC events
- 2 complimentary email blasts
- Full page full colour ad in the Chamber Directory
- Complimentary table of 8 at the Business Awards of Distinction (October)
- Hole-in-one sponsorship at the Golf Tournament (June)
- 1 team entry at the Golf Tournament (June)
- 2 complimentary tickets to each Chamber event (not in addition to the above)
- Logo placement on the Chamber's website with link to company's site
- Press release announcing sponsorship
- Complimentary 6-week website banner ad website with link to company's site**
- Complimentary 6-week digital highway sign display with a ribbon cutting ceremony and email blast (*graphic design is an additional \$75 fee if required)**

** Items are not in addition to all membership benefits previously listed, but instead substitute them

Sponsorships run from January 1, 2020 to December 31, 2020

GPRC Member

BENEFITS	FOUNDATION \$200	BUSINESS BUILDER \$250	C
1 Voting Rep	X	X	
Value Added Benefits	X	X	
20+ Networking Events per year	X	X	
New Member Spotlight		X	
Access to Educational Opportunities		X	
Ribbon Cuttings / Milestones / Anniversaries		X	
Elevated Listing		X	
Access to Workforce Characteristics			
2 Category Listings			
2 Comp Boardroom Uses			
Exclusive Breakfast with Board			
Provide Marterial for Chair's Blog			
4 Week Banner Ad			
3 Category Listings			
2 Tickets to Business Awards of Distinction			
2 Invitations to Policy Series Events			
3 Week Highway Sign			

Partnership Benefits

CONNECTOR \$400	INFLUENCER \$650	COMMUNITY BUILDER \$950
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
X	X	X
	X	X
	X	X
	X	
	X	X
		X
		X
		X
		X



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Business Networking | Relationship Building | Business Visibility | Business Resources