



Bundle-Up Plans.

ChamberMaster

A Chamber Member Value Added Software Program

Chamber Members can post their events, job vacancies and “hot deals” easily on the Chamber’s website. Each member can log in directly to their own page to manage their communications, add/delete representatives, register for programs and much more. We are pleased to offer this outstanding member benefit at no extra cost to members!



Chamber Member Login

Update your profile and employee representatives on our website!
Register for Chamber functions!



Hot Deals

Check out exclusive Chamber Member “Hot Deals” and coupons.
Don’t forget to post yours!



Community Calendar

Trying to figure out what is going on in the area? We have the go to events calendar. Have an event to share? Add it to ours!



Job Opportunities

Have a job vacancy? Post it here! Need a job? Look at the opportunities.



Online Business Directory

Enjoy the referrals from the thousands of visitors to our website.
One of the many benefits from being a Chamber Member is a listing and link on our Online Business Directory!
Searchable business directory for more referrals.

Additional Resources:

BusinessConnection

Your connection to business answers.

A go-to service in Minnesota for any
and all business questions.

**Everyone has Questions
BusinessConnection has Answers**

www.mnbizconnect.com

1-888 -MINN -BIZ



A local business retention and expansion program

Your Chamber is on track to make 30 Grow
Minnesota! visits in 2011.

If you would like to have a CEO to CEO
visit, call the Chamber at
320-235-0300 to schedule your visit.

Bundle Up!

What's in it for me? This is a question often asked when a business joins the Chamber. There are many direct and indirect benefits as a result of **YOUR** Chamber membership. It's fair to say that **YOUR** Chamber does not "cost," but rather it "pays." At times, value is apparent, at other times, it's not. However, one thing is certain - **YOUR** Chamber is constantly working on **YOUR** behalf to produce bottom-line results for the local economy through efforts in public policy, economic development, community promotion and networking.



Your Chamber's Board of Directors and staff over the last two years have developed an innovative membership bundle investment program. As you know from your experience with the Chamber, one of the most common structures used for membership dues calculations is the fair-share structure where membership categories, benefits and dues are determined by a specific characteristic of a company. For example, dues may be based on annual revenue, professional categories or by employee counts. For many years Chambers of Commerce have relied on this one-size-fits-all benefit package. We believe that a membership bundle investment program will be the answer to replacing this outdated dues structure that does not communicate value to you – the member. The bottom line is that you will see the return on your investment.

We are pleased to introduce a new approach to communicating the value of your membership investment. Bundle-Up! gives you – the member – control and choices. It allows us to quickly realign business purposes to match your needs – a necessary component in today's rapidly changing business environment. And finally, it offers you one clear and concise message for your cost-benefit ratio that is easy to understand.

Membership Levels

(At a Glance)

Programs & Products	Believer Level	Supporter Level	Partner Level	Advocate Level	Premier Level	Executive Premier Level	Chairman's Circle	Associate Member
Web listing & link in the online Chamber Membership Directory								
Access to all Chamber events at member rates								
Professional staff & facilities (\$286.59 Value)								
Chamber representative at local, state & national legislative meetings								
12% Commercial Liability Insurance Discount through Independent Auto-Owners Insurance Agencies								
Chamber membership cling to display at your business entrance								
Access to electronic communications from the Chamber for you and your staff								
Leadership through committee and task force involvement								
Membership business referrals								
Chamber Referrals: Earn a gift card from a Chamber member of your choice for each new member referred, signed and paid in full								
Enhanced online listing with company logo								
Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to <u>one</u> additional location								
Up to <u>four</u> additional category listings in online Chamber Membership Directory								
One time access to Chamber mailing list								
Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to <u>two</u> additional locations								
Enhanced online listing with photos & highlighted listing								
Member-to-Member 75 word insert in e-Newsletter								
10% discount on Annual Event Silver Level Sponsorship								
25% off your ad on Chamber Map Program								
Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to <u>three</u> additional locations								
25% Discount on one-time Chamber insert in Chamber ADvantage								
25% Discount on Hole Sponsorship at either of the Chamber golf outings								
25% Discount on Silver Level Sponsorship at the Annual Event								
Two golfers for either the Aggie Open or Golf Classic Tournaments								
Two complimentary tickets to Annual Event								
Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to <u>four</u> additional locations								
One complimentary Chamber Connection AM hosting								
Free one-time Chamber insert in Chamber ADvantage								
50% discount on Silver Level Sponsorship at the Annual Event								
50% discount on Hole Sponsorship at either of the Chamber golf outings								
Four complimentary tickets to the Annual Event								
Four golfers for either the Aggie Open or Golf Classic Tournaments								
One half-page ad in the online Chamber Membership Directory								
Two 3x5 ads in the monthly Chamber newsletter published in the West Central Tribune								
50% Discount on Gold Level Sponsorship at Annual Event								
Full page ad in the online Chamber Membership Directory								
Gold Level Sponsorship at Annual Event including preferred seating for eight in 2011								
One comp breakfast/lunch meeting with the WLACC Executive Committee								
One complimentary spot in Leadership Perspectives								
Retired, individual, government, churches								
Total Value	\$450	\$875	\$1,645	\$2,770	\$4,810	\$6,760	\$10,210	\$100/\$160
Your Investment	\$300	\$450	\$650	\$1,000	\$1,800	\$3,000	\$5,000	

Recommended Levels for Businesses/Organizations:

Supporter Level	2-10 Employees	Premier Level	101-300 Employees
Partner Level	11-30 Employees	Executive Premier Level.....	300-599 Employees
Advocate Level	31-100 Employees	Chairman's Circle	600+ Employees

Membership Levels

(All The Details)

Believer Level - \$300

Monthly investment of only \$25.00

- Professional staff & facilities **(\$286.59* Value)**
- Chamber representation at local, state & national legislative meetings on issues affecting your business
- 12% Commercial Liability Insurance Discount (through Chamber member independent insurance agents offering auto-owners insurance)
- Web listing & link in the online Chamber Membership Directory (covers basic listing - enhancements will be extra) **(\$50 value)**
- Chamber membership window cling to display at your business entrance **(\$5 value)**
- Access to electronic communications from the Chamber for you and your staff **(\$75 value)**
- Access to all Chamber events at member rates
- Leadership through committee and task force involvement
- Membership business referrals
- Chamber Referrals: Earn a gift card from a Chamber member of your choice for each new member referred, signed and paid in full

*Professional Staff & Facilities: investment minimum to each member for labor & overhead (\$141.20), volunteer time (\$20.39) and a per member sliding fee schedule (\$125) = \$286.59.

Total Value\$450

Your Investment\$300

Exclusive Benefits to New Members (See Ala Carte Menu)

Supporter Level - \$450

Monthly investment of only \$37.50

All benefits of the Believer Level plus:

- Enhanced online listing with company logo **(\$75 value)**
- Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to **one** additional location **(\$150 value)**
- Up to **four** additional category listings in online Chamber Membership Directory **(\$100 value)**
- One time access to Chamber mailing list **(\$100 value)**

Total Value\$875

Your Investment\$450

Partner Level - \$650

Monthly investment of only \$54.16

All benefits of the Supporter Level plus:

- Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to **two** additional locations **(\$300 value)**
- Enhanced online listing with photos & highlighted listing **(\$100 value)**
- Member-to-Member 75 word insert in e-Newsletter **(\$250 value)**
- 10% discount on Annual Event Silver Level Sponsorship **(\$120 value)**
- 25% off your ad on Chamber Map Program

Total Value\$1,645

Your Investment\$650

Advocate Level - \$1,000

All benefits of the Partner Level plus:

- Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to **three** additional locations **(\$450 value)**
- 25% discount on one-time Chamber insert in Chamber ADvantage (must supply your own insert) **(\$35 value)**
- 25% discount on Hole Sponsorship at either of the Chamber golf outings **(\$40 value)**
- 25% discount on Silver Level Sponsorship at the Annual Event **(\$300 value)**
- Two golfers for either the Aggie Open or Golf Classic Tournaments (choose one) **(\$150 value)**
- Two complimentary tickets to Annual Event **(\$150 value)**

Total Value\$2,770

Your Investment\$1,000

Premier Level - \$1,800

All benefits of the Advocate Level plus:

- Multiple businesses: number of business locations listed in the Chamber Database: corporate office plus up to **four** additional locations **(\$600 value)**
- One complimentary Chamber Connection A.M. hosting **(\$75 value)**
- Free one-time Chamber insert in Chamber ADvantage (must supply your own insert) **(\$130 value)**
- 50% discount on Silver Level Sponsorship at the Annual Event **(\$600 value)**
- 50% discount on Hole Sponsorship at either of the Chamber golf outings **(\$75 value)**
- Four complimentary tickets (rather than two) to the Annual Event **(\$300 value)**
- Four golfers (rather than two) for either the Aggie Open or Golf Classic Tournaments (choose one) **(\$260 value)**

Total Value\$4,810

Your Investment\$1,800

Executive Premier Level - \$3,000

All the benefits of the Premier Level plus:

- One half page ad in the online Chamber Membership Directory **(\$300 value)**
- Two 3x5 ads in the monthly Chamber newsletter published in the West Central Tribune **(\$400 value)**
- 50% discount on Gold Level (rather than Silver) Sponsorship at Annual Event **(\$1,250 value)**

Total Value\$6,760

Your Investment\$3,000

Chairman's Circle - \$5,000

All benefits of the Executive Premier Level plus:

- Full page ad (rather than 1/2 page) in the online Chamber Membership Directory **(\$600 value)**
- Gold Level Sponsorship at Annual Event including preferred seating for eight in 2011 **(\$2,500 value)**
- One complimentary breakfast/lunch meeting with the WLACC Executive Committee
- One complimentary spot in Leadership Perspectives **(\$350 value)**

Total Value\$10,210

Your Investment\$5,000

Associate Member - \$100 (Retired)

\$160 (Individual, Government, Churches)

I have several business locations. What are my options?

Depending on the investment your business wants to make with the Chamber, you can invest in a tier that includes the number of locations you have. For example, if you sign-up at the Partner Level, your membership includes up to two additional locations. If you have more than two locations, you can upgrade to a higher tier or purchase additional locations Ala Carte.

Multiple Business Definition and Fees: A Chamber member who owns 50% or more of more than one business entity is considered to be a multiple business owner. To be considered for multiple businesses locations the largest business must first be a member and their additional businesses can be listed if they bundle into a level that includes multiple businesses. If you have more than one additional location you can upgrade to a higher tier or buy additional locations Ala Carte.

Ala Carte Menu

Sponsorships

Annual Event Gold Sponsor (includes 8 dinner tickets, preferred seating & recognition)	\$2,500
Annual Event Silver Sponsor (includes 5 dinner tickets, preferred seating & recognition)	\$1,200
Annual Event Bronze Sponsor (includes 2 dinner tickets, preferred seating & recognition)	\$500
Kandiyohi County Map Ad	\$ Vary
Legislative Breakfast Sponsorship	\$175
Golf Hole Sponsors (for either The Aggie Open or the Chamber Golf Classic)	\$150
Advertisement in the Chamber Weekly E-Newsletter	\$20-30
Adult & 5th Grade Ag Tour	\$50-250

Programs / Events

Leadership Perspectives	\$375
Leadership Academy	TBD
Aggie Open or Golf Classic Foursome (\$75 individual).....	\$260
Mid-Minnesota Builders Exchange (member)	\$110
Mid-Minnesota Builders Exchange (non-member)	\$310
Chamber Connections P.M.	\$100
Chamber Connections A.M.	\$75
Annual Event Individual Ticket	\$75
Business Day at the Capitol	\$60
NeXt	\$25
Chamber Mixers.....	\$5-25
Workshops, Seminars, Lunch-N-Learn Meetings, etc	\$20-99

Services / Marketing

Company Logo (added to member profile in business directory)	\$75
Enhanced Online Listing with Pictures & Highlighted Listing.....	\$100
Multiple Category Listings (added to member profile in business directory)	\$25
Certificate of Origin Documentation	\$300
Chamber ADvantage	\$130-200
Access to Chamber Mailing List	\$100
EBO Room Rental.....	\$50-150
Printed Member Lists (available online also)	\$25
Community Packets	\$5 each
Community Organization List	\$10-30
Business Cards Displayed in Chamber Lobby	No Charge
Commercial Liability Insurance Program	12% discount

**Prices may vary and are subject to change. Call the Chamber for current pricing.*

EXCLUSIVE BENEFITS TO NEW MEMBERS

- One Free Insertion in the Chamber ADvantage (need to provide 1000 copies)
- 2 Free Passes to a Chamber Event (max value = \$25 each)
- New Member Media Offer (special one-time pricing from local print & radio media)

Membership Features

Why You Join The Chamber

Every member of the Willmar Lakes Area Chamber of Commerce enjoys a comprehensive and cost-effective package of benefits and privileges designed to get your business noticed. Our Core Values - Public Policy, Economic Development, Community Promotion and Networking - enable us to provide you the following:

- **Advocacy:** being represented as a part of the business community and the only organization representing the interest of business
- **Benefits & Discounts:** enjoy comprehensive and cost-effective benefits and discounts
- **Education:** educational opportunities such as seminars, workshops and Leadership Perspectives
- **Marketing:** leveraging opportunities to provide visibility for your company and our community through the Community Marketing Coalition
- **Networking:** participating in programs and events at the level you are comfortable with, from Chamber Connection to our Annual Event
- **Economic Development:** creating and retaining businesses in the county through Grow MNI, EDC, City of Willmar and the on-going expansion of the MinnWest Technology Campus and the new City of Willmar Industrial Park
- **Communication:** staying informed about local businesses in the community, issues and best practices through the weekly e-Newsletter and monthly newsletter
- **Community Promotion:** through the efforts of the Willmar Lakes Area Convention & Visitors Bureau, we promote and market the Willmar Lakes Area as a great place to live, work, play, learn and do business. The CVB actively markets our community as a travel destination, encouraging people to visit the Willmar Lakes Area for all their vacation, convention, sporting and business needs
- **Community Involvement:** giving back and supporting the business community
- **Credibility:** membership offers credibility to your business through the Chamber brand
- **Access/Business Information Service:** identifying your business needs and concerns
- **Business/Product Exposure:** member business referrals and our own shop local program, Buy Into The Lakes Area
- **Public Policy:** frequent updates & legislative issues ongoing efforts to seek property tax reform, worker's compensation reform, Angel Tax Credit legislation and against the Employee Free Choice Act (Card Check)

Other Chamber Affiliations

The Chamber is affiliated with many different organizations and entities in the community to assure the interests of the business community are represented as well as assuring a good quality of life for all of its residents. Many of the affiliations may be a result of a community project or event that the Chamber has played a significant role in its organization. Like with several initiatives that the Chamber becomes involved with, once it met its purpose it's either sunset or spun off to another organization or its own corporation or entity.

- **Community Marketing Coalition:** The purpose of the Community Marketing Coalition is to create an overall positive image of the Willmar Lakes Area by educating local residents, the trade area and the State of Minnesota on the strengths of the community by providing a consistent and cohesive message that the Willmar Lakes Area is a great place to live, learn, work, play and do business.
- **Kandiyohi County & City of Willmar Economic Development Commission:** A public sector led joint commission of the City of Willmar and Kandiyohi County. Their mission is to be a catalyst, facilitating opportunities for economic growth of Kandiyohi County by providing consulting, networking, leadership and financial assistance to new and existing businesses.
- **Willmar Design Center:** An organization that coordinates and represents the interests of the businesses in the central business district as well as focusing on downtown redevelopment projects.
- **Mid-Minnesota Builders Exchange:** Managed by the Chamber and specially serves the construction industry by providing plans and specifications on various building projects. Builders Exchange rates are based on a separate dues schedule.
- **Willmar Area Development Corporation:** A private, volunteer driven economic development corporation to assist the EDC, City and County in their economic development efforts.
- **Willmar Area Community Foundation:** A public charity established to attract and administer charitable funds for the benefit of the residents of the Willmar Lakes Area.
- **Minnesota Chamber of Commerce:** Our representative in state level government relations affecting business.
- **Minnesota Chamber of Commerce Executives:** Our representative for staff and volunteer leader educational training.
- **United States Chamber of Commerce:** Our representative in national affairs affecting business.
- **Willmar Lakes Area Convention and Visitors Bureau:** Through the efforts of the Willmar Lakes Area Convention and Visitors Bureau, we promote and market the Willmar Lakes Area as a great place to live, work, play, learn and do business. The CVB actively markets our community as a travel destination, encouraging people to visit the Willmar Lakes Area for all their vacation, convention, sporting and business needs.

Membership Application

Name of Company _____
 Street Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Email Address _____ Website _____
 Primary Rep Name _____ Title _____
 Sign _____ Date _____

Recommended Levels for Businesses/Organizations

<input type="checkbox"/> Believer Level	\$300
<input type="checkbox"/> Supporter Level (2-10 Employees)	\$450
<input type="checkbox"/> Partner Level (11-30 Employees)	\$650
<input type="checkbox"/> Advocate Level (31-100 Employees)	\$1,000
<input type="checkbox"/> Premier Level (101-300 Employees)	\$1,800
<input type="checkbox"/> Executive Premier Level (300-599 Employees)	\$3,000
<input type="checkbox"/> Chairman's Circle (600+ Employees)	\$5,000
<input type="checkbox"/> Associate Member (Retired, individual, government, churches)	\$100/\$160
<input type="checkbox"/> Set-up Fee	\$25

Method of Payment

Check **Cash** **Credit Card**

For Credit Cards Only

Card # _____ - _____ - _____ - _____

Expiration Date _____ / _____ Type _____

Please Bill Us: (Check One)

_____ Annually _____ Quarterly*

_____ Bi-Annually _____ Monthly*

* Must be made by automatic bank debit.

See Chamber staff for appropriate paperwork.

I/We understand that payment of membership investments are usually deductible as an ordinary and necessary business expense. Contributions or gifts to the Chamber are not deductible as charitable contributions for federal income tax purposes. Membership is continuous until written termination is provided. **Voluntary Contribution:** Your consideration of a voluntary contribution to the capital equipment reserve fund of the Chamber would be appreciated. Our capital equipment reserve fund purchases and maintains equipment that allows us to do the job more effectively. You may choose to increase, decrease or eliminate the \$40 suggested amount.

EXCLUSIVE BENEFITS TO NEW MEMBERS

- One Free Insertion in the Chamber ADvantage (need to provide 1000 copies)
- 2 Free Passes to a Chamber Event (max value = \$25 each)
- New Member Media Offer (special one-time pricing from local print & radio media)

WHY ARE YOU JOINING THE CHAMBER?

(Mark all applicable reasons)

- Advocacy:** being represented, as a part of the business community
- Benefits & Discounts:** enjoy comprehensive and cost-effective benefits and discounts
- Education:** continuing educational opportunities
- Marketing:** leveraging opportunities to provide visibility for your company
- Networking:** participating in programs and events
- Economic Development:** creating and retaining businesses in the county
- Communication:** staying informed about local businesses in the community, issues and best practices
- Community Promotion:** through the efforts of the Willmar Lakes Area CVB
- Community Involvement:** giving back and supporting the business community
- Credibility:** membership offers credibility to your business through the Chamber brand
- Access/Business Information Service:** identifying your business needs and concerns
- Business/Product Exposure:** member business referrals & our own shop local program
- Public Policy:** frequent updates on legislative issues & ongoing efforts
- Other:** _____