



## Chamber Membership

- An investment in your business
- An investment in your economy
- An investment in your community

A membership with the Petoskey Regional Chamber of Commerce is an investment that not only has returns for your business or organization, but also provides returns for *all* businesses in the Petoskey region. Your investment helps the chamber to:

- ◇ Advocate on the local, state, and national level on issues important to business
- ◇ Operate a year-round Visitor Information Center that is open 7 days/week Memorial Day through October
- ◇ Host events that promote Petoskey and increase business traffic
- ◇ Host member-events that allow businesses to connect with one-another and expand their sphere of prospective clients
- ◇ Give businesses and guests 24/7/365 access to information about Petoskey and our member businesses through [www.petoskey.com](http://www.petoskey.com)
- ◇ Provide businesses with access to Blue Cross Blue Shield Health Insurance programs and MCIM Worker's Compensation Programs
- ◇ Assure that the Petoskey economy continues to grow in a responsible and productive way

Join the more than 730-businesses in the Petoskey region who are investing in themselves and their business community by being a part of this vibrant, business-advocacy organization.

### **And now join at an investment level that is right for you!**

Executive Membership:	\$1,000
Premium Hospitality Membership:	\$600
Premium Business Membership:	\$500
<b><u>Cost-per-member Benchmark:</u></b>	<b><u>\$410</u></b>
Hospitality Membership:	\$350
Business Membership:	\$275
Start-Up Business Membership:	\$125
Dual Membership:	\$100
Dual Membership w/visitor's guide	\$175

## Executive Membership

*For larger area employers with a commitment to growing their community*

Annual Investment: \$1,000

Value: \$2,916

- ◇ Includes a subscription to the MIRS (Michigan Info. & Researches Services – Michigan Chamber Weekly News Update) electronic news service
- ◇ Includes premier logo placement with click-through capabilities on Chamber side of website
- ◇ Includes one mid-level sponsorship
  - Exclusive Hole Sponsorship at Golf Outing, or
  - Sponsorship and Table at Business After Hours, or
  - Sponsorship and Table at Business Before Hours, or
  - Program sponsor for Concerts in the Park
- ◇ Includes all benefits of Premium Business Membership

## Premium Hospitality Membership

*For key tourist destinations in the Petoskey region looking to grow the tourism economy of the Petoskey region. For lodging facilities over 50 rooms and for restaurants, lodging, family activities, attractions, etc.*

Annual Investment: \$600

Value: \$2,234

- ◇ Includes premier logo placement in your business category with click-through capabilities on web site
- ◇ Up to three logos/images and paragraphs of description with web listing
- ◇ Includes bold listing in 2011 Membership Directory
- ◇ Includes bold listing in 2011 Visitor's Guide (20,000 copies to be printed)
- ◇ Includes membership plaque to hang for your guests to see
- ◇ Includes all benefits of Hospitality Membership

## Premium Business Membership

*For larger service sector, retail, and medical-related businesses with a commitment to growing their business*

Annual Investment: \$500

Value: \$1,782

- ◇ Includes bold listing in 2011 Membership Directory
- ◇ Up to three logos/images and paragraphs of description with web listing
- ◇ Membership plaque
- ◇ Four annual passes to BAH and BBH (a \$476 value)
- ◇ Includes all benefits of Business Membership

## Hospitality Membership

*For tourist-destination businesses (restaurants, lodging, family activities, attractions, etc.) looking for promotional opportunities. For lodging facilities with less than 50 rooms.*

Annual Investment: \$350

Value: \$1,500

- ◇ Includes listing in the 2011 Petoskey Area Visitor's Guide, (20,000 copies to be printed)
- ◇ Includes all benefits of a Business Membership

## Business Membership

*For small businesses, not-for-profit organizations and units of government who wish to promote their organizations while supporting the Petoskey business community*

Annual Investment: \$275

Value: \$1,075

This is the chamber's basic membership category and includes the traditional benefits of membership:

- ◇ Listing on web site (in up to three categories)
- ◇ Listing in Membership Directory (in up to three categories)
- ◇ Logo or image on web site and paragraph of description
- ◇ Placement of information in our Visitor's Center or member referral center
- ◇ Member discounts to chamber events/programs
- ◇ All employees can utilize the Chamber member to member discount program
- ◇ Ability to access Blue Cross Blue Shield of Michigan health insurance programs affiliated with special association plans
- ◇ Ability to access Michigan Commercial Insurance Mutual Worker's Compensation program
- ◇ Subscription to Weekly E-Mail for key employees
- ◇ Subscription to *Northwest Michigan Business*
- ◇ Ability to place items in "Members News" section of weekly E-Mail
- ◇ Ability to serve on committees
- ◇ Full voting member

## Specialty Memberships:

### Start-Up Business Membership:

*Available only to locally-owned, non-franchise business start-ups, in business less than a year. Annual Investment: \$125 (limited to 2-years). Includes all benefits of Business Membership*

### Dual Memberships:

*Available to businesses located in Harbor Springs and are members in good standing of the Harbor Springs Area Chamber of Commerce. This is not intended for businesses with locations in both communities. Annual Investment: \$100. Includes all benefits of Business Membership. Annual Investment: \$175. Includes all benefits of Business Membership and a listing in the Visitor's Guide.*