



T H E G R E A T E R  
**SARASOTA**  
**CHAMBER**  
O F C O M M E R C E



CONNECT | PROMOTE | SUPPORT

DISCOVER THE IMPACT OF MEMBERSHIP



## WELCOME TO THE GREATER SARASOTA CHAMBER OF COMMERCE

### WHY SHOULD YOU JOIN?

Chamber membership offers numerous exclusive benefits and keeps business owners up-to-date with the important issues and trends that shape their community and local marketplace.

We have designed Membership Investment Levels specific for the needs of our members. Each level provides services in the following areas:

Connect

Promote

Support

#### CHAMBER FUN FACT:

Research shows that consumers are 80% more likely to do business with a company if it is a member of its local chamber of commerce (Schapiro Study).



## MEMBERSHIP INVESTMENT LEVELS

**Businesses from across our region - from family-owned to publicly traded - benefit from being a member of the Greater Sarasota Chamber of Commerce.**

Membership is the bridge that links businesses, organizations and residents together with innovative programs that strengthen Sarasota's long-term economic vitality, business success, job creation and quality of life.

### CHOOSE YOUR LEVEL OF INVOLVMENT:

**Business Connector**

**Market Mover**

**Corporate Trustee**

**Community Builder**

**Economic Driver**



## BUSINESS CONNECTOR

INVESTMENT: \$460

Enjoy valuable cost-saving benefit programs and access to exclusive networking and connection-building opportunities.

### CONNECT

#### Complimentary Admission to:

- **Chamber Connect**  
Bi-monthly after-hours networking events
- **Shumaker Chamber University**  
Educational programs concerning timely business topics
- **Good Morning Sarasota!**  
Bi-monthly morning networking events

#### Get Involved:

Volunteer opportunities through member councils and committees

### PROMOTE

#### Chamber Online Business Directory

Get ahead of the competition and list your business on SarasotaChamber.com

#### Community Calendar

Let the public know about your upcoming events

#### Press Release Tool

Share your latest news with our local media

#### Sponsorship Opportunities

Highlight your business at high-profile local events

#### Chamber Seal of Membership

Show off your Chamber membership with your official decal and plaque - also available digitally for your website

#### Membership Discounts

Post your Member2Member discounts on SarasotaChamber.com and enjoy discounts from other members

#### Job Bank

Post available positions and find qualified candidates

### SUPPORT

#### Cost-Saving Opportunities

Enjoy exclusive offers from Affinity Partner Businesses

#### Advertising

Promote your business in Bridge Magazine, Chamber Buzz Weekly E-Newsletter or on SarasotaChamber.com

#### Meeting Space

Utilize our affordable meeting space with full A/V capabilities and seating capacity of 60

#### Complimentary Notary Services

#### Complimentary Certificates of Origin



## MARKET MOVER

INVESTMENT: \$850

Designed for those wanting additional exposure for their business, Market Mover membership offers ALL of the advantages of the Business Connector level, PLUS the additional benefits below.

### CONNECT

#### Membership mailing list

Gain access to contact information for all Chamber members (emails not included)

### PROMOTE

#### Enhanced Website Profile Listing

Make your business stand out with your company logo, photos and videos

#### Business Category Listings

Increase your visibility with two (2) category listings in our online directory



### SUPPORT

#### Meeting Space Rentals

Enjoy a 50% discount on our boardroom meeting space with full A/V capabilities and seating for up to 60

#### Two Physical Business Location Listings

Increase your visibility with two (2) physical locations listed on our online directory

#### Complimentary Online Directory Advertising

Stand out in your industry with 60 days of free advertising in our online directory

#### Chamber Advertising Discount

Enjoy a 25% discount on advertising your business in Bridge Magazine, Chamber Buzz Weekly E-Newsletter or on SarasotaChamber.com

### CHAMBER FUN FACT:

The Chamber offers various publications including the Chamber Buzz E-newsletter, as well as the Chamber Bridge Magazine for you to stay up-to-date on Chamber activities.



## CORPORATE TRUSTEE

INVESTMENT: \$1,800

Enjoy **ALL** the advantages of the Business Connector and Market Mover levels, **PLUS** the benefits listed below.

### CONNECT

#### Access to Exclusive Receptions

Attend special receptions hosted at fellow Corporate Trustee member locations

#### Two Tickets to Annual Meeting

Enjoy two (2) complimentary admissions to the Chamber Annual Meeting & Luncheon  
Expected Attendance: 550+ Attendees

### PROMOTE

#### Host a Trustee Reception

Welcome fellow Corporate Trustee members at your own reception to build your business, grow your network and increase your visibility

#### Social Media Business Profile

One (1) guest post on the Chamber Facebook page highlighting your business

*The Chamber Facebook page currently has over 7,100 Likes and over 8,200 Followers*

### SUPPORT

#### Annual CEO Briefing

Meet 1-on-1 with the Chamber CEO, Heather Kasten, to connect on ways the Chamber can help your business

#### Meeting Space Rentals

Enjoy complimentary boardroom meeting space use with full A/V capabilities and seating capacity for 60

#### Three Business Category Listings

Increase your visibility with three (3) category listings in our online directory

#### Three Physical Business Locations

Increase your visibility with three (3) physical locations listed in our online directory

#### Access to CareerEdge

Gain access to training grants and internship programs through our workforce and economic development initiative, CareerEdge Funders Collaborative

### CHAMBER FUN FACT:

Corporate Trustee membership puts your business among an elite group of investors helping the Chamber to invest more into the Chamber's mission and strategic plan.



## COMMUNITY BUILDER

INVESTMENT: \$3,500

Enjoy **ALL** the advantages of the previous levels, **PLUS** increased company exposure and the benefits listed below.

### CONNECT

#### **Silver Table Sponsorship to Annual Meeting**

Enjoy a complimentary Silver Table Sponsorship (5 Seats/Half Table) to Annual Meeting  
Expected Attendance: 550+ Attendees

#### **Engage Sarasota**

One (1) reserved seat in Leadership's Engage Sarasota Program (8-lunch program)



### PROMOTE

#### **Corporate Meet-Our-Members Spotlight**

Promote your business in an article in the Chamber Buzz Weekly Newsletter

#### **Extend Your Directory Advertising**

Enjoy 6 months of complimentary online advertising on SarasotaChamber.com

### SUPPORT

#### **Young Professionals Group**

Enjoy three (3) complimentary year-long YPG memberships

#### **Five Physical Business Locations**

Increase your visibility with five (5) physical locations listed in our online directory

#### **CHAMBER FUN FACT:**

Community Builders gain insight from the inner workings of our region through carefully-crafted programs that make the most of your Chamber membership.



## ECONOMIC DRIVER

INVESTMENT: \$8,000

Our highest tier of membership, offering **ALL** the advantages of the previous levels, **PLUS** increased company exposure and all the benefits listed below.

### CONNECT

#### **Golf Classic Foursome**

Enjoy a complimentary Foursome (4 golfers) at the Chamber Golf Classic  
Expected Attendance: 110+ Attendees

### PROMOTE

#### **Visibility on Chamber Website**

Your business logo rotating on our high-traffic website homepage year-round

#### **CEO Profile Featured in Bridge Magazine**

Highlight your CEO and your company's impact in our community through an article in the Chamber's Bridge Magazine  
Distribution: 5,000+ and online visibility

#### **Special Recognition**

Your logo will be featured at Chamber events

### SUPPORT

#### **Leadership Sarasota Program**

One (1) reserved seat in Leadership Sarasota Program (Must apply and be accepted into program)

#### **\$500 Advertising Credit**

Choose the advertising that fits your needs with a \$500 credit to use towards Chamber publications

#### **Annual Board of Directors Retreat**

Add your voice to the annual planning retreat with the Chamber's Board of Directors

#### **E-Blast to Membership**

Share your news and promote your business with a sponsored e-blast to our members once per year

#### **Seven Physical Business Locations**

Increase your visibility with seven (7) physical locations listed in our online directory

### CHAMBER FUN FACT:

The Economic Driver level membership offers exclusive positioning for your organization and supports work to strengthen the regional economy.

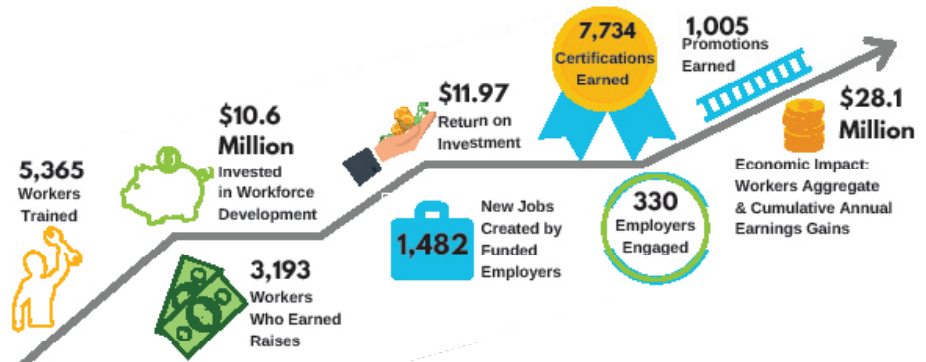




## CULTIVATING PROSPERITY THROUGH WORKFORCE DEVELOPMENT

The Greater Sarasota Chamber of Commerce understands that one of the biggest challenges local businesses face is attracting and retaining talent. Guided by a demand-driven strategy, CareerEdge Funders Collaborative, the Chamber's workforce initiative, enhances the regional workforce through Fast-Track trainings, on-the-job-training, internship reimbursement programs and employer funding to upskill employees.

## 2018 EVALUATION RESULTS



## TARGET INDUSTRIES



## 2019 PROJECTS

- \$150,000 Boeing Grant for on the job training to upskill workers in the manufacturing industry
- Launch of insurance branding videos to recruit talent and demystify the insurance industry
- Auto technician apprenticeship model
- New fast-track training in advanced manufacturing technology
- HVAC maintenance training in Newton
- \$206,000 awarded to companies for upskilling workers





## AFFINITY PARTNERS

Total Yearly Savings: \$3,000+

Take advantage of these exclusive offers from our Affinity Partner businesses.

### 2019 AFFINITY PARTNER BENEFITS:

**COMCAST  
BUSINESS**

**Internet, Phone, & TV**

Free installation, special promotional pricing and connection to retention department. Existing Comcast subscribers will receive a complimentary bill audit

 **First Data™**

**Merchant Services**

Application fee waived, no additional fees, no monthly minimum and a guarantee to save against other programs

**Office DEPOT  
OfficeMax®**

**Office Supplies**

Discounts on a range of Office Depot products with a store savings card



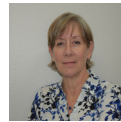
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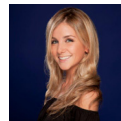
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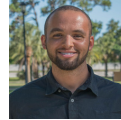
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## WHO SHOULD I CONTACT?

<b>Heather Kasten</b>	Government Relations Economic Development Public Policy
<b>Mireya Eavey</b> <b>Shauna Donahue</b>	CareerEdge Internship Reimbursement Program
<b>Caitlin Bolton</b>	Advertising Press Releases Website
<b>Linda Forrest</b>	New Membership
<b>Tim Thomas</b>	Event Registration Ribbon Cuttings

<b>Brittany Lamont</b>	Chamber University Media Relations Sponsorships Trustee Program
<b>Phyllis Kemp</b>	Meeting Space Rentals Executive's Schedule
<b>Craig McGonigal</b>	Membership Benefits Membership Log-In Chamber Ambassadors
<b>Sara Rachon</b>	Young Professionals Group Leadership Programs



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## TIER BENEFITS COMPARISON

Benefits	Business Connector	Market Mover	Corporate Trustee	Community Builder	Economic Driver
<b>Connect:</b>					
Complimentary Admission to Chamber Connect, Good Morning Sarasota and Shumaker Chamber University	x	x	x	x	x
Get Involved Through Chamber Committees	x	x	x	x	x
Membership Mailing List - Excel		x	x	x	x
Access to Exclusive Receptions			x	x	x
Tickets to Annual Meeting			2	5 (Silver)	5 (Silver)
One Seat in Engage Sarasota Program				x	x
Three Annual YPG Memberships				x	x
Invitation to Board of Directors Retreat					x
Foursome to Chamber Golf Classic					x
Tuition Waived for One Leadership Sarasota Applicant					x

Benefits	Business Connector	Market Mover	Corporate Trustee	Community Builder	Economic Driver
<b>Promote:</b>					
Chamber Seal of Membership	x	x	x	x	x
Online Business Directory Listing	x	Enhanced	Enhanced	Enhanced	Enhanced
Community Calendar	x	x	x	x	x
Press Release Tool	x	x	x	x	x
Member2Member Discounts	x	x	x	x	x
Business Category Listings	1	2	3	3	3
Job Bank	x	x	x	x	x
Complimentary Online Directory Advertising			x	x	x
Host a Trustee Reception			x	x	x
Business Profile on Social Media			x	x	x
Corporate Meet Our Members Spotlight				x	x
Visibility on Chamber Website					x
Special Recognition at Chamber Events					x
CEO Profile in Chamber Bridge					x

Benefits	Business Connector	Market Mover	Corporate Trustee	Community Builder	Economic Driver
<b>Support:</b>					
Cost Savings Through Chamber Affinity Partners	x	x	x	x	x
Complimentary Notary Service	x	x	x	x	x
Complimentary Certificates of Origin	x	x	x	x	x
Chamber Meeting Space Rentals Complimentary		50%	Complimentary	Complimentary	Complimentary
Member Company Add-on Physical Business Locations		2	3	5	7
Annual CEO Briefing			x	x	x



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