

## *The Real Value of Joining a Local Chamber of Commerce*

Being active in the local Chamber of Commerce is an effective business strategy. The Chamber industry has changed, and now it has become a viable, valuable tool for your business. It communicates to consumers that a company uses good practices, is reputable, cares about its customers, and is involved in its Community. The American Chamber of Commerce Executives commissioned a recent research study by the Schapiro Group. Here are the study's summarized results:

- When consumers know that a small business is a member of the Chamber of Commerce, they are **49% more likely to think favorably of it** and **80% more likely to purchase goods or services from the company in the future.**
- When consumers know that a restaurant is a member of the Chamber of Commerce, they are **68% more likely to eat** at the restaurant in the new few months.
- When consumers know that an insurance company is a member of the Chamber of Commerce, they are **36% more likely** to think favorably of the company.
- If a company shows that it is highly involved in its local Chamber of Commerce (ie: sits on a committee or Board of Directors, sponsors events, etc.) consumers are **10% more likely** to think that its products stack up better against its competitors.
- When a consumer thinks more favorably of a company because the company is highly involved in its local Chamber of Commerce, it is because he or she infers that the **company is trustworthy and cares about its customers.**
- The positive impacts of Chamber membership have remained the same and even increased over time



APPLICATION FOR PARTNERSHIP

Date
Business Name
Business Category (two choices) 1. 2.
Owner
Physical Address City State
Mailing Address (if different) City State
Phone Email
Website
Number of Employees Hotel/Room Units
Contact Person/Rep

(Who will be attending meetings, receive newsletters, and emails—listed as contact)

This information will appear in our Visitors Guide unless otherwise specified

PARTNER INVESTMENT SCHEDULE

- Business Partnership: 1-5 Employees \$245, 6-20 \$285, 21-80 \$360, 81-100 \$415, Over 100 \$645
Motels, Campgrounds: 1-50 Units \$245, 51-100 \$345, Over 100 \$415
Auto Dealerships \$330
Financial Institutions \$400
Non-Profit Assoc \$150
Non-Business Individual \$85

A check or money order may be mailed with the total investment due. For security reasons, we will no longer accept credit card transactions through the mail. If you would like to purchase with a credit card or cash, please visit our office.

Signature

If another Chamber partner referred you to become a partner, please let us know so we can THANK them!

Referred by

Business Name

Do you want to offer a Partner to Partner discount? Details

Total Investment \$

