

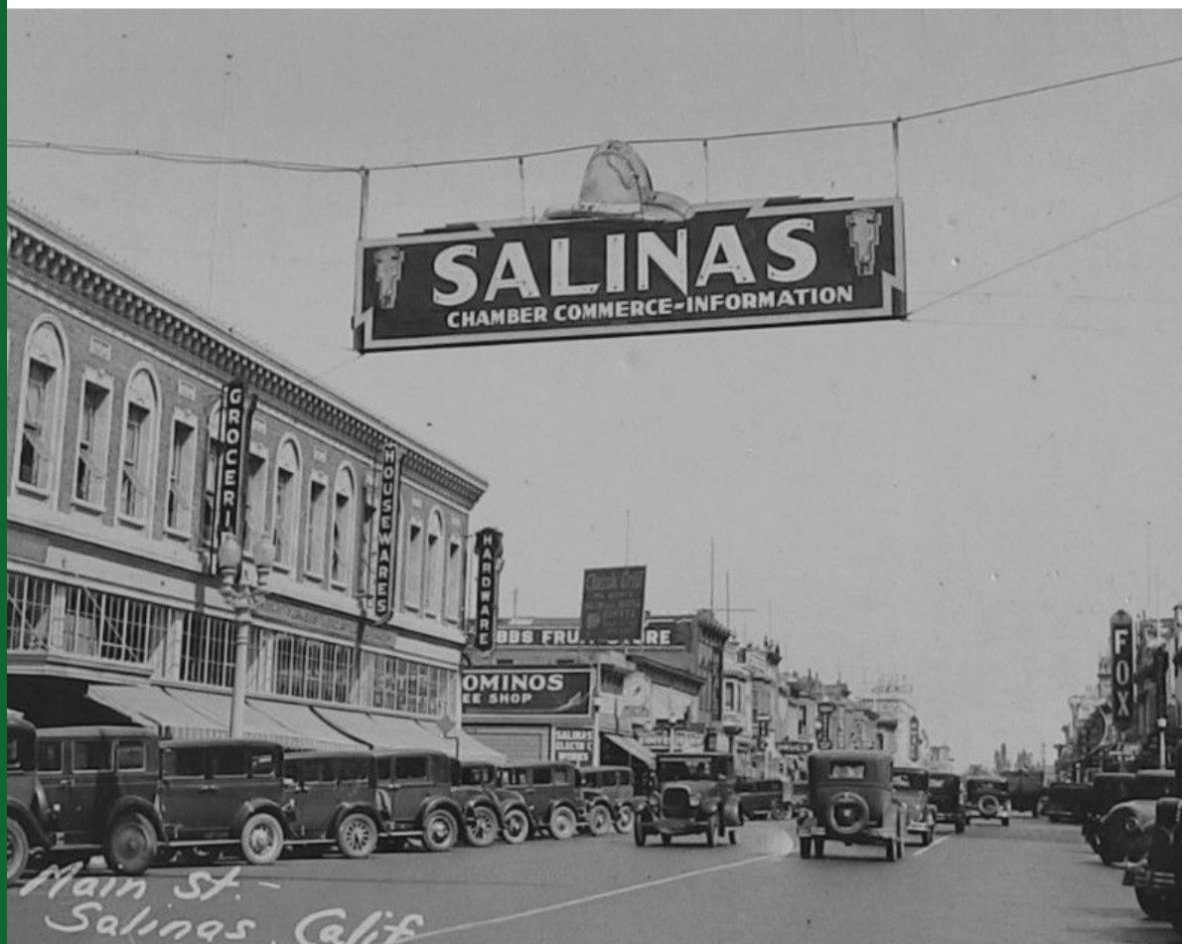
MEMBERSHIP



# Salinas Valley

CHAMBER OF COMMERCE

**Promoting Business  
in the Salinas Valley and Monterey County**



**119 E. Alisal St., Salinas, CA 93901**  
**831.751.7725**  
**[www.SalinasChamber.com](http://www.SalinasChamber.com)**

# NATIONAL STUDY

## Consumers are 63% More Likely to Buy from Chamber Members

**A national study** by the Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members.

**When consumers know a business is a member of the chamber, they are:**

- **57%** more likely to **think positively** of its reputation
- **63%** more likely to **buy goods & services**

**When business decision-makers believe that a business is a chamber member, they are:**

- **58%** more likely to **think positively** of its reputation
- **59%** more likely to **buy goods and services**

**When you're a member of the Chamber, customers trust you more and are more likely to buy from you.**



Your membership supports the Chamber's continued, successful efforts to represent the interests of business with government and our political action that creates a strong economy.



~ Paul J. Farmer  
CEO, Salinas Valley Chamber

*"When you join the Chamber, your organization enjoys the 'halo effect' of being part of the area's most powerful voice for business."*

<b>\$5,000</b>	<b>STAKEHOLDER</b>
<b>\$2,500</b>	<b>EXECUTIVE</b>
<b>\$1,250</b>	<b>PREMIUM</b>
<b>\$675</b>	<b>MARKETING</b>
<b>\$395</b>	<b>BUSINESS</b>

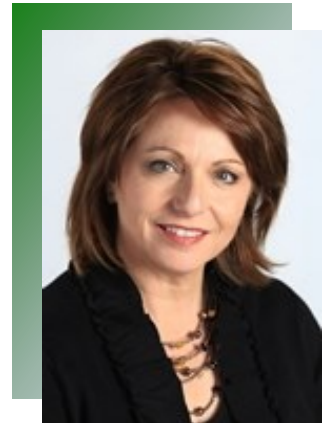
# STAKEHOLDER

## Support our ability to strengthen the economy.

Your business benefits from a strong local economy, and the Stakeholder level was created to support the guardian of your economic prosperity. In doing so, you'll receive some nice perks along the way.

### Exclusive Benefits & Services:

- ✓ Stakeholder's Wall: Your company's logo displayed proudly at Chamber office entrance
- ✓ Prominent logo placement on the Chamber website home page
- ✓ Invitation to exclusive Past Chairs Luncheon
- ✓ Company listed among Chamber's top supporters in every Salinas Valley Business Journal
- ✓ Your logo listed in each E-Newsletter (2,000+ contacts, twice a month)



~ Adrienne Laurent  
Salinas Valley Memorial  
Healthcare System

*"We support the Chamber at the Stakeholder level because we understand the long-term importance of the Chamber's work. Increasing our housing stock, enhancing public safety, improving infrastructure, advocating for less burdensome taxes and fees on businesses. These are all part of the recipe of a vibrant economy. And it's the core of what the Salinas Valley Chamber does."*



**PLUS:**  
**All the benefits of Executive, Premium, Marketing and Business levels on the following pages.**



# EXECUTIVE

## Join exclusive group of community leaders

### Valued at \$5961

Representing the interest of business with government is a service we provide so you can focus on your business, not on dealing with government regulation. Your Executive Membership supports the Chamber's public policy efforts, and connects you to others who share your interests and concern for the community.



### Benefits & Services:

- ✓ Umbrella membership covers up to 3 separate businesses (with same owner)
- ✓ Complimentary use of Chamber conference room, up to 4 times a year
- ✓ Two seats at our exclusive Leadership Council Luncheon. This group meets twice a year for lunch, hosted by our CEO
- ✓ Personal account representative to facilitate your extensive benefits
- ✓ Invitation to exclusive CalChamber Legislative Briefing in Sacramento
- ✓ Article about your organization or leader in Salinas Valley Business Journal (circulation: 17,000 copies)
- ✓ Opportunity to speak before Chamber Board of Directors (or possibly host Board meeting at your office)
- ✓ Ticket to Chamber's major Fall Event



*"The Chamber advocates business growth within the Salinas Valley; membership gives me a voice in this process and in the community."*

~ Don Chapin III  
The Don Chapin Company

***PLUS all the advantages of Premium, Marketing and Business levels on the following pages.***

*This membership is not available for businesses with more than 100 employees*

## Promote Your Business And Your Community



*"Because my business has grown, I am able to support the Chamber at a higher level. In addition to bringing in more customers, I'm also able to focus on the big picture – my business, the community and my Chamber – so that we all may prosper."*

### Valued at \$3511

Salinas Valley Chamber takes political action on issues that unfairly target the business community or a particular industry. The Chamber has the contacts and know-how to cut through the red tape that slows businesses from growing. All businesses rely on customers to keep their doors open — we partner with you to make sure your business can be a success.

#### Benefits & Services:

- ✓ Additional locations or branches included, up to 2
- ✓ Leadership Council Luncheon: This exclusive group of movers and shakers meets twice a year for lunch, hosted by our CEO
- ✓ Three-month banner ad on Chamber website each year  
(Purchase additional months for just \$99/month)
- ✓ Complimentary ticket to Annual Awards Luncheon
- ✓ We help with localizing and distributing a press release for your organization
- ✓ Be in rotation for "Member Spotlight"
- ✓ Priority pre-invitations for special events and priority for hosting mixers and events
- ✓ Option to split membership investment into installment payments
- ✓ Special updates on issues important to you



*~ Christian Corzo  
Farmers Insurance*

***PLUS all the  
advantages of Marketing and  
Business levels on the  
following pages.***

*This membership is not available for businesses with more than 50 employees*

# MARKETING

## Take your marketing to the next level

### Valued at \$2106

As an entrepreneur, you have to be a smart buyer. The Marketing Membership is a smart decision for businesses that need more visibility than the average business.



*"My Marketing level membership helps me get the word out about my company. It's a cost-effective way to talk to fellow businesses and prospective customers."*

~ Esmeralda Montenegro Owen  
Hartnell College

### Benefits & Services:

- ✓ Enhanced listing including a 45 day banner ad on Chamber website each year (Purchase additional months for just \$99/month)
- ✓ Help with claiming your Google+ page, Yelp! listing or social media.
- ✓ Free or discounted media advertising options
- ✓ Invitation to be Chamber CEO's guest at Downtown Rotary Club

### ENHANCED WEB LISTING

SalinasChamber.com features

- Your Company Logo
- Longer Business Description
- Unlimited Key Words
- Add News & Press Releases
- Add Photos & Videos
- Highlighted Bullet Points
- Website Link
- Map Link

(\$300 value)

**Statistics:** 402 Member Page Views ▶  
(last 12 months) 461 Category Search Result Displays  
540 Other Search Result Displays  
45 Links to External Website



*This membership is not available for businesses with more than 25 employees*

**PLUS**  
all the advantages  
of Business  
level on the  
following page.



## Develop your network and get connected

### Valued at \$1106

Why be a Business Member of the Salinas Valley Chamber?  
Better connections, to start.  
Build relationships with other businesses and the community — with this essential membership.  
Membership brings credibility to your business. Increase your visibility in the community and online and gain a voice in local government.



~ Carol deLeon  
Employnet

*"With a business in the early stages of growth, I take advantage of the many free and low-cost benefits of membership. I try to make time for networking, but I know there is so much value I get without my having to show up. That's a big relief for someone juggling everything like I do."*

### Benefits & Services:

- ✓ Online listings on Chamber website with map link and link to your company's website - being on our website automatically helps your search engine results
- ✓ Business referrals exclusively to members
- ✓ Weekly emails with important news and upcoming events calendar
- ✓ Invitation and member pricing for our popular networking events and seminars
- ✓ New Member Profile in our e-newsletter, Chamber Facebook page, Salinas Valley Business Journal, and Chamber website homepage
- ✓ Subscription to Salinas Valley Business Journal (9x year, be "in the know")
- ✓ Post events to our calendar and job listings on Chamber website for free
- ✓ Member to Member free products and discounts\*
- ✓ Trusted member plaque and decal to display at your business
- ✓ Electronic member badge can be shown on your company's website
- ✓ Display marketing materials in the Chamber lobby

*\*Restrictions apply, please contact chamber for details of current offers*



*This membership is not available for businesses with more than 10 employees*

# Find the membership level that works best for you

STAKEHOLDER	EXECUTIVE	PREMIUM	MARKETING	BUSINESS
<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,250</b>	<b>\$675</b>	<b>\$395</b>
Proudly show that your company is a top investor in our community.	Members at this level value and understand our impact on the community.	Your business is strong enough to support the work of the Chamber at this higher "umbrella" level. Welcome!	Organizations in early stages of growth choose this level to grow by marketing with the Chamber.	Great for new businesses. Develop your network and get connected.
<ul style="list-style-type: none"> <li>• Logo on Chamber Stakeholder's Wall, homepage and bi-weekly E-newsletter</li> <li>• Invitation to exclusive Past Chairs Luncheon</li> <li>• Company listed among Chamber's Top Supporters in Business Journal</li> <li>• Enjoys all benefits at lower levels</li> </ul>	<ul style="list-style-type: none"> <li>• Umbrella Membership, include 3 separate businesses (same owner)</li> <li>• Speak before Chamber Board (or possibly host Board at your office)</li> <li>• Article in Business Journal</li> <li>• 2 seats for private Leadership Council Luncheon &amp; 1 ticket to Chamber's major Fall Event</li> </ul>	<ul style="list-style-type: none"> <li>• Include 2 more company branches or locations in one umbrella membership</li> <li>• Put in rotation to be recognized in "Member Spotlight"</li> <li>• 1 seat at both our small, private Leadership Council Luncheon &amp; 500-attendee Annual Awards Luncheon</li> </ul>	<ul style="list-style-type: none"> <li>• Automatically improves search engine optimization, includes enhanced web listing &amp; banner ad on our website</li> <li>• Free or discounted media advertising</li> <li>• Special invite to be Chamber CEO's guest at Downtown Rotary Club</li> </ul>	<ul style="list-style-type: none"> <li>• Online listing with link to your company website and email</li> <li>• Business referrals, exclusively to members</li> <li>• New Member profile in Business Journal, E-newsletter and Chamber website</li> <li>• See detailed list of benefits inside this brochure</li> </ul>

*Each level of membership includes all the benefits from the levels below.  
For more detailed information or a complete list of benefits contact the Chamber.*

**OUR MISSION:** We are an association of businesses organized to build a strong local economy by promoting sound government and an informed membership and community.

**Salinas Valley Chamber of Commerce**  
119 E. Alisal Street Salinas, CA 93901  
Office 831.751.7725 Membership 831.585.1287  
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AT A GLANCE