



GREATER

PARKLAND

REGIONAL

CHAMBER

2021 MEMBERSHIP INVESTMENT OPPORTUNITIES

The Chamber functions to help your business succeed while promoting the business interests of our community. Programs are developed with your business's profitability in mind and we can accomplish collectively what no one business can do alone.

GPRCHAMBER.CA

WHY JOIN THE CHAMBER?

The Greater Parkland Regional Chamber of Commerce is the unified Chamber of Spruce Grove, Stony Plain and Wabamun. We promote the economic and social well-being of our community. The Chamber will act as the front-door of the business community; uniting and representing the GPRC members in order to promote growth and economic contribution in the region.

WHAT THE CHAMBER DOES FOR YOU

1. PROMOTE

We offer a wide-range of marketing options and sponsorship opportunities

2. ADVOCATE

We will advocate on behalf of our members at all levels of government

3. SAVE

Take advantage of Value Added benefits & Member2Member discounts

4. EDUCATE

Attend a selection of professional development sessions

5. NETWORK

Connect with other businesses and grow relationships

MISSION STATEMENT

We promote the economic and social well-being of our community. The Chamber will act as the front-door of the business community; uniting and representing the GPRC members in order to promote growth and economic contribution in the region.

VISION STATEMENT

To be recognized as the trusted source and business voice for our members in the Tri-Region

GOAL

To be recognized as a top performing Chamber of Commerce in Alberta by 2022

PROMISE

We are the trusted source and voice of business

FOUNDATION

\$200/year

An investment at the Foundation Level is the groundwork to establish a strong business foundation

1. One voting representative/contact name as detailed in member profile
2. One business category and location listed on the Chamber website
3. Save money by using the Chamber's member value added benefit programs like Constant Contact email marketing, First Data, Purolator, ATB Financial and the Chambers Plan: Canada's #1 benefits plan health, dental and disability plans
4. Invitations to 20 networking events each year
5. Participation in Member2Member promotional program
6. Inclusion of business cards and brochures in the Chamber Visitor Centre(s)
7. Proudly showcase your membership decal in your place of business
8. Vendor consideration for Chamber partnership projects
9. Promotion of your business news and events on Facebook, Twitter, Instagram, and Chamber website
10. Visitor and customer referrals done both online, and by staff and ambassadors
11. Ambassador Program
12. Access to all Value Added Benefits

BUSINESS BUILDER

\$250/year

An investment at the Business Builder Level is designed for the new and established small business owner seeking to enhance visibility and grow business contacts at networking programs and events. The services included will aid you to raise the profile of your business and develop future opportunities.

ALL FOUNDATION BENEFITS, PLUS:

1. New member spotlight in the Chamber Business for Inclusion section of the bi-monthly e-Publication for those who are new to the Chamber of Commerce
2. Unlimited job postings on the Chamber's website
3. Opportunity to participate on Chamber committees
4. Access to educational opportunities like soft skills training, business seminars, networking training classes, HR & leadership training
5. Access to one-on-one confidential appointment(s) with Small Business Development counselor at a discounted rate
6. Access to HR & business law counseling sessions at a discounted rate
7. Show your business credibility by using the Greater Parkland Regional Chamber of Commerce logo in your marketing efforts
8. Ribbon cuttings and/or ground-breaking services with dignitaries to celebrate Grand Openings, Re openings, Anniversaries and Milestones
9. Elevated listing on the Chamber website. You can include options such as: your logo, web photos, listing descriptions, hours of operation, driving directions, unlimited characters and keywords, etc.

CONNECTOR

\$400/year

An investment at the Connector Level is recommended for businesses that have established an identity and are recognized in the marketplace yet seek additional opportunities locally and provincially. This package is for businesses that are committed to staff development, looking to find new connections and seek opportunities for collaboration.

ALL BUSINESS BUILDER BENEFITS, PLUS:

1. Access to workforce characteristics within our community provided by quality data describing current industry and demographic trends, as well as targeted occupation and labour market information
2. Two business categories and locations listed on the Chamber website (if applicable)
3. Two complimentary uses of the Chamber boardroom (upon availability)
4. Access to one email campaign per year

INFLUENCER

\$650/year

With a membership at the Influencer Level, you will receive Chamber advice and extensive support through our core solutions of membership and have the opportunity to be recognized locally, provincially, and nationally.

For businesses who want more opportunities to network, boost visibility and take ownership of their own event promotion through the enhanced Chamber profile package.

ALL CONNECTOR BENEFITS, PLUS:

1. Exclusive Annual Breakfast with the Board of Directors
2. Invitation to Policy Series Events
3. Spotlight feature in Chamber Business e-Publication
4. Opportunity to provide relevant material for Chair's blog
5. Three business categories and locations listed on the Chamber website (if applicable)
6. 4-week banner ad on Chamber website

COMMUNITY BUILDER

\$950/year

A membership at the Community Builder Level provides the opportunity to network with other members and patrons, enabling you to foster business relationships and share best practice.

ALL INFLUENCER BENEFITS, PLUS:

1. Two tickets to the Chamber Business Awards of Distinction, or equivalent
2. Two invitations to exclusive Policy Series Events
3. 3-week digital highway sign display (*graphic design is an additional \$75 fee if required)
4. Inclusion of logo on promotional materials where applicable

* #6 in INFLUENCER package is NOT included as additional benefits

GOLD SPONSOR

\$5,000/year (10 Available)

Have your logo in front of the Chamber Community all year long at every event. As a Gold Sponsor, your business will have access to all Member Benefits as well as the following enhancements:

ALL MEMBERSHIP BENEFITS, PLUS:

1. Logo placement at the bottom of select email blasts
2. Logo recognition at the Greater Parkland Regional Chamber of Commerce (GPRC) office
3. Company feature in one e-publication per year
4. 25% Discount at Tri-Expo & MARKETPLACE exhibitor booth
5. Logo exposure at all GPRC events
6. 1 complimentary e-Blast
7. 4 complimentary tickets to the Business Awards of Distinction (October), or equivalent
8. 2 complimentary entries to the Golf Tournament (August)
9. 2-week banner ad on Chamber website with link to company's site**
10. 2-week digital highway sign display (*graphic design is an additional \$75 fee if required)**

** Items are not in addition to all membership benefits previously listed, but instead substitute them.

Sponsorship runs from January 1, 2021 to December 31, 2021.

PLATINUM SPONSOR

\$15,000/year (1 Available)

Have your logo in front of the Chamber Community all year long at every event. As a Platinum Sponsor, your business will have access to all Member Benefits as well as the following enhancements:

ALL MEMBERSHIP BENEFITS, PLUS:

1. Prominent logo placement at the bottom of all email blasts
2. Prominent logo recognition at the Greater Parkland Regional Chamber of Commerce (GPRC) office
3. Company feature in one monthly e-publication per year
4. Lobby booth at the Tri-Expo & MARKETPLACE
5. Prominent logo exposure at all GPRC events
6. 2 complimentary e-blasts
7. Full page full colour ad in the Chamber Directory
8. Complimentary table of 8 at the Business Awards of Distinction (October)
9. Hole-in-one sponsorship at the Golf Tournament (August)
10. 1 team entry at the Golf Tournament (August)
11. 2 complimentary tickets to each Chamber event (not in addition to the above)
12. Logo placement on the Chamber's website with link to company's site
13. Press release announcing sponsorship
14. Complimentary 6-week website banner ad website with link to company's site**
15. Complimentary 6-week digital highway sign display with a ribbon cutting ceremony and email blast (*graphic design is an additional \$75 fee if required)**

** Items are not in addition to all membership benefits previously listed, but instead substitute them.

Sponsorship runs from January 1, 2021 to December 31, 2021.

GPRC Membership Benefits

BENEFITS	FOUNDATION \$200	BUSINESS BUILDER \$250	CONNECTOR \$400	INFLUENCER \$650	COMMUNITY BUILDER \$950
1 Voting Rep	X	X	X	X	X
Value Added Benefits	X	X	X	X	X
Several Networking Events per year	X	X	X	X	X
New Member Spotlight		X	X	X	X
Access to Educational Opportunities		X	X	X	X
Ribbon Cuttings / Milestones / Anniversaries		X	X	X	X
Elevated Listing		X	X	X	X
Access to Workforce Characteristics			X	X	X
2 Category Listings			X	X	X
2 Boardroom Uses			X	X	X
Exclusive Breakfast with Board				X	X
Provide Material for Chair's Blog				X	X
4 Week Banner Ad				X	
3 Category Listings				X	X
2 Tickets to Business Awards of Distinction					X
2 Invitations to Policy Series Events					X
3 Week Highway Sign					X