



Alameda
CHAMBER of COMMERCE

Tier Membership Packages

THE ALAMEDA CHAMBER OF COMMERCE

Madlen Saddik, President & CEO

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THE FIRST STEP IN TAKING YOUR COMPANY TO THE NEXT LEVEL

Congratulations for taking the next step in your business' growth by considering chamber membership.

Membership in the Alameda Chamber of Commerce helps you meet your business goals by leveraging the power and connections of the Chamber.

You can do a lot with hard work and determination but when you have the influence, connections, and advocacy of the Chamber behind you, you are able to grow at a faster rate, saving money and time.

Who doesn't want that?

In this packet, you'll find everything you need to make a decision about membership in the Chamber. We are also available to answer any of your questions and help with individualized needs.

We look forward to bringing you on board and helping you exceed your business goals.

WITH CHAMBER MEMBERSHIP, YOU CAN:

- Meet the types of people essential to your business and your goals
- Improve your visibility
- Establish yourself as a thought leader in the community or in your industry
- Become a leader of your peers and the community
- Amplify your business voice through Chamber advocacy
- Give your input on critical issues
- Give back to your community



FIND THE SOLUTION THAT FITS YOUR BUSINESS

Each business is unique and has its own business goals and needs. That's why we have multiple levels of investment.

They are no longer based on how many employees you have. Instead, they focus on what you are trying to achieve.

Some businesses want more visibility within Alameda. Others need to restore their reputation or have a specific need involving current legislation that would impact their business.

Whatever your need or business goal, we have a membership that will help.

The Alameda Chamber of Commerce supports a thriving business community as:

- **A catalyst for business growth**
- **A convener of leaders and influencers**
- **A champion for a stronger community**

Chamber Mission:

The Alameda Chamber of Commerce is the preeminent organization behind the building and supporting of a thriving economy for Alameda. We are a champion for businesses of all sizes and backgrounds, convener of leaders and influencers dedicated to innovative solutions, and a catalyst positioned to spark economic and business growth.



A MESSAGE FROM THE BOARD CHAIR



Greetings,

I am honored to serve as the Chairperson of the Board this year, and I am filled with hope for the future.

I am grateful and deeply touched by the outpouring of support I have received. We have all been through a challenging year with the COVID-19 pandemic. Throughout this time, the Chamber has offered an abundance of business and marketing opportunities. In 2020, we produced 39 webinars with 1700 viewers. We have maintained strong communication with our members to discover what you need and how best to serve you.

We are working to continue to create opportunities to help your business thrive and prosper in 2021. Our vision for the future is Business Strong, Community Strong, and Chamber Strong.

I hope you'll consider joining as look forward to working with you in seeking solutions in 2021. Your expertise, participation, and ideas are vital to building success and keeping Alameda vibrant.

Stay safe and healthy, and let us know how we can help.

Kelly E. Lux

2021 Board Chair

Alameda Chamber of Commerce

A MESSAGE FROM THE PRESIDENT/CEO



Dear Future Chamber Member,

Thank you for visiting the Alameda Chamber of Commerce's website and downloading our membership packet.

In Alameda, we understand that a strong economic environment requires a strong community. We are truly fortunate to have leaders, business owners, educators, and citizens who realize that we all share in the responsibility of creating economic success and happiness within our community.

The Chamber's goal is to support a thriving business community as a:

- catalyst for business growth
- convener of leaders and influencers
- champion for a stronger community

We are working toward improving the quality of life for all with the support and commitment of our members, volunteers, and sponsors.

As the Chamber President/CEO, I am thrilled to work alongside our dedicated Board, comprised of members who share the same vision for business growth and a healthy community environment.

These are challenging economic times filled with uncertainty and doubt. But this is also a time of opportunity – a chance to become more agile and align your business in a new way.

These are the times when new and creative ways of doing business are born. You can find a way to succeed and we're here to help and support your efforts.

A MESSAGE FROM THE PRESIDENT/CEO (CONTINUED)



In 2021, the Alameda Chamber of Commerce's strategic plan includes a 3-pronged approach of becoming:

- Business Strong - Creating an environment where Alameda businesses thrive.
- Community Strong – Supporting quality of life initiatives to enhance Alameda's vitality.
- Chamber Strong – Creating a strong, sustainable Chamber.

The Chamber offers an array of events designed to get the community engaged and help address the needs of business. We have programs, events, and opportunities focused on providing business exposure, education, and networking. Input from members is also a big component in our success and the success of our offerings. Please share your comments and suggestions.

We urge you to take advantage of the many networking, educational, and marketing opportunities that the Chamber offers. Many are available without membership.

However, we encourage you to join the Alameda Chamber as we double our efforts on behalf of our community. As a member, you have direct access to leadership and advocacy. We can amplify your business' voice, which is good for your business and our community. The Chamber represents members of all sizes and from all industries. We're committed to advocating for favorable policies and legislation on important issues to our business community.

Finally, please patronize your fellow Chamber members. Supporting area companies and organizations is important to our economic stability and vitality. This is more critical than ever. We look forward to working with you to grow your business and a stronger Alameda. Sincerely, Madlen Saddik, President/CEO

Please call us today at (510) 522-0414, or email us at madlen@alamedachamber.com to find out more about how we can help plug you into our business growth engine.

We look forward to hearing from you.

Sincerely, Madlen Saddik
President and CEO



2021 TIERED MEMBERSHIP PACKAGES

ALL TIERS INCLUDE:

- Business referrals
- Business advocacy
- Complimentary learning opportunities/webinars/educational events
- Networking
- Ribbon cuttings and anniversary celebrations
- Access to Chamber mobile app
- Access to the Member Information Center site
- Member savings/deals
- Standard business listing in Chamber Directory under one category
- Discounts on Certificates of Origin (\$35 for members, \$75 for nonmembers)
- Easy payment options of annual or monthly payments
- Community event listings in calendar for organization
- Subscriptions to event alerts
- Basic listing of name, contact info, and website in Alameda Business Guide (print and online versions) publishing fall 2021
- Volunteer leadership opportunities on any of our committees including:
 - The Ambassador Program
 - Diversity, Equity, & Inclusion Committee
 - Government Relationship Economic Development Committee
 - Business/Education Committee
 - Maritime Committee
 - Events & Fundraisers Committee
 - Alameda Coalition for Personal Care Services
 - Alameda Restaurant & Bar Coalition
 - The Young Professionals Group

Plus, these benefits apply to all employees of the member business.

NONPROFIT (FOR REGISTERED NONPROFITS ONLY)

- New member announcement
- Subscriptions to emails, newsletter, event alerts
- Panel position on nonprofit webinar
- 2 posts per year in newsletter for events, calls to action, etc.
- Unlimited community event listings in calendar for organization



2021 TIERED MEMBERSHIP PACKAGES

NEPTUNE CLUB: INVESTOR & VISIONARY - \$1,500 ANNUALLY, \$125 PER MONTH

Our top membership for businesses looking for premium exposure

All benefits of Business Builder membership plus...

- Annual website banner ad on home page
- Early availability for tickets to Signature Events
- Ability to meet elected officials at Signature Events (in-person or virtual introductions)
- Website interview or webinar on topic of choice (one per year)
- Enhanced online listing in member directory in up to 5 categories
- Vocal recognition at all Signature Events
- Complimentary high-profile, logo in event program (may be electronic) or event livestream
- Logo and company link on membership page of Chamber website

COMMUNITY PARTNER: VISIBILITY FOCUS - \$1,000 ANNUALLY, \$85 PER MONTH

For businesses focused on community and community leadership

All benefits of Business Builder and Community Connector/Entrepreneur memberships plus ...

- Opportunity to apply for the Alameda Leadership Program (beginning 2022) and \$100 discount for program (if accepted)
- Opportunity to host chamber event such as Business After Hours (in-person or virtual)
- Quarterly social media post from Chamber (member business to provide content for post)
- 1 Guest blog post or newsletter article per year
- Enhanced directory listing in 1 category
- Enhanced listing in Alameda Business Guide (launching fall 2021)



2021 TIERED MEMBERSHIP PACKAGES (CONTINUED)

COMMUNITY CONNECTOR/ENTREPRENEUR: NETWORKING FOCUS - \$500 ANNUALLY, \$45 PER MONTH

Providing more exposure for the business on the move

All benefits of Business Builder membership plus...

- Opportunity to host Business After Hours (in-person or virtual)
- One-on-one conversation with Chamber President/CEO to discuss business strategy and goals
- Webinar host/guest opportunity (scheduled on first-come, first-served basis)
- Basic directory listing under up to 3 categories
- Opportunity to apply for the Alameda Leadership Program (beginning 2022)

BUSINESS BUILDER/SOLOPRENEUR - \$250 ANNUALLY, \$25 PER MONTH

For entrepreneurs or start-up businesses looking to engage and build their reputations

- Member logo image (Proud Member of the Alameda Chamber of Commerce) for member website
- New member announcement on Chamber homepage and social media
- New member spotlight in newsletter
- Basic directory listing



Ready to join? Great! Fill out our [easy online application](#).

Not sure which level works best for your business? Contact us now at (510) 522-0414 to have a goals conversation to ensure you maximize your membership opportunities.

2021 TIERED MEMBERSHIP PACKAGES

Alameda Chamber of Commerce 2021 Membership Benefits	NEPTUNE CLUB: \$1,5000 ANN/ \$125 MTH	COMMUNITY PARTNER: \$1,000 ANN/ \$85 MTH	COMMUNITY CONNECTOR/ ENTREPRENEUR: \$500 ANN/ \$45 MTH	BUSINESS BUILDER/SOLO PRENEUR: \$250 ANN/ \$25 MTH
Member logo image for website	✓	✓	✓	✓
New member announcement on Chamber homepage and social media	✓	✓	✓	✓
New member spotlight in newsletter	✓	✓	✓	✓
Directory listing	enhanced + 5 categories	enhanced in 1 category	basic +3 categories	basic in 1 category
Opportunity to host Business After Hours/Soiree/Good Morning Alameda (in-person or virtual)	✓	✓	✓	
One-on-one conversation with Chamber CEO on business goals and strategy	✓	✓	✓	
Opportunity to apply for Leadership Alameda (beginning 2022)	+ \$100 tuition discount	+ \$100 tuition discount	✓	
Quarterly social media post from Chamber (business to provide content)	\$5,000 for one event of choice	✓		
1 Guest blog post or newsletter article per year	✓	✓		
Enhanced listing in Alameda Business Guide (launching fall 2021)	first choice of banner listing on website	✓		
Annual website banner ad on home page	✓			
Early availability for tickets to Signature Events	✓			
Ability to meet elected officials at Signature Events (in-person or virtual introduction)	✓			
Website interview or webinar on topic of choice (approved by Chamber)	✓			
Vocal recognition at all Signature Events	✓			
Logo in event program or livestream	✓			
Logo and company link on membership page of Chamber website	✓			

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