

# Pleasanton Chamber of Commerce



**#PleasantonStrong by design, not by accident.**



## Our Mission

The Pleasanton Chamber of Commerce is organized to benefit businesses by being:

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

## A Word from our CEO

Thank you for considering investing as a member of the Pleasanton Chamber of Commerce. You will be joining over 750 organizations that support our vision and advocacy in making sure Pleasanton continues to be one of the best cities in the Bay Area to live, raise a family, play and start a business. We look forward to having you join our team. Please feel free to reach out to me with any questions at 925-846-5858 ext. 204 or by email at [steve@pleasanton.org](mailto:steve@pleasanton.org).



*Steve Van Dorn, President/CEO*

# We Are Open!

## COVID-19 Update



Through the support and continued investment from our members, we are open and continue to be your resource center and advocate for the business community.

- ▶ Feature your business in our *Business Connection* print newsletter distributed to over 14,000 homes and businesses in Pleasanton
- ▶ The Chamber website and directory receives thousands of visitors monthly
- ▶ Virtual Tradeshow Mixers
- ▶ Check out the Chamber's Covid-19 resource page for the most up to date business and community information
- ▶ Online publications sent weekly and monthly to hundreds of Chamber members
- ▶ Virtual Speed Networking
- ▶ Let the community know that your business is open with a Ribbon Cutting! Photos and video services available
- ▶ Informational Webinars with city officials and business leaders in our community
- ▶ Virtual Networking Mixers

[CLICK for COVID-19 Resource Page](#)

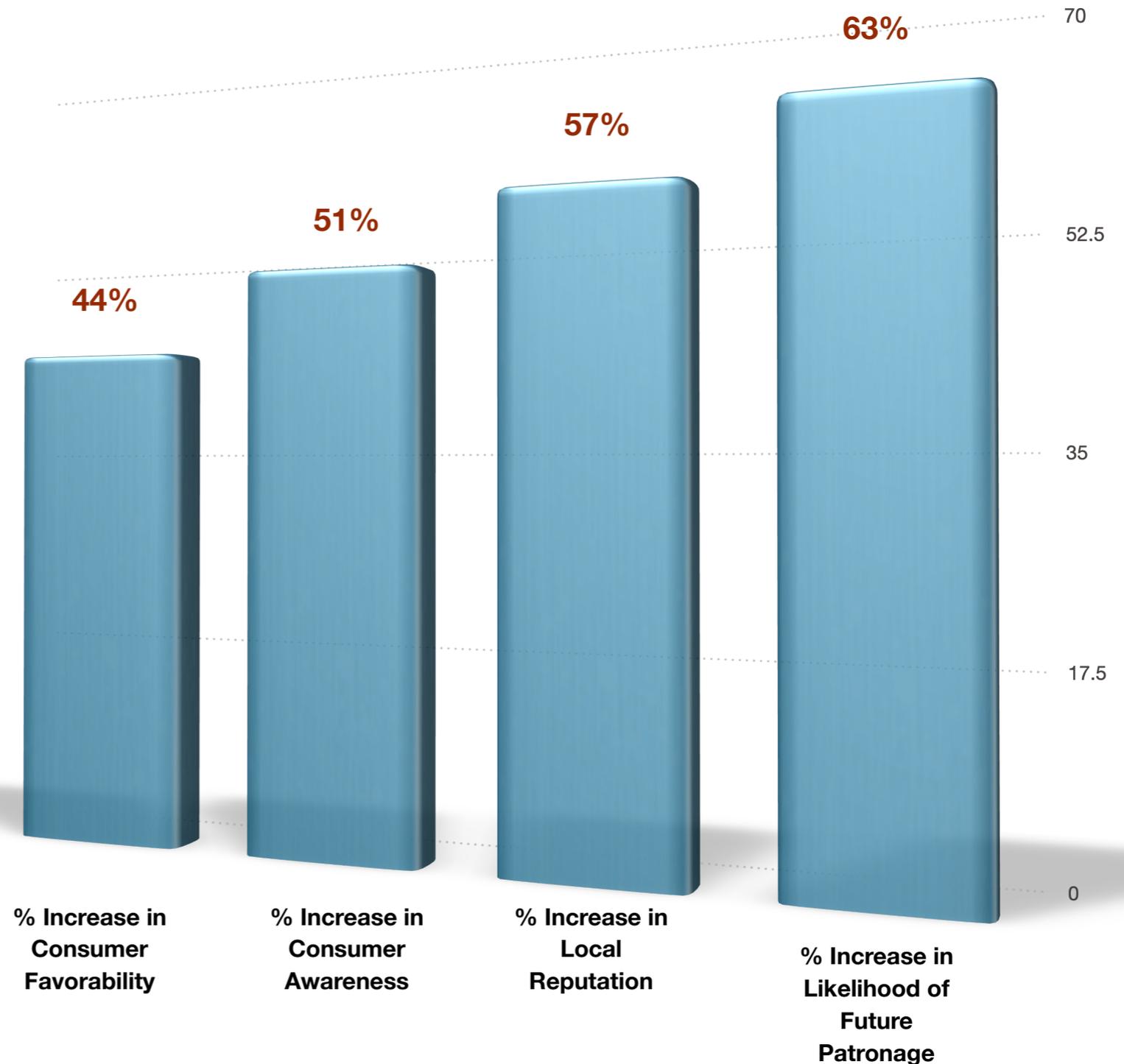
# Why Join the Chamber?

## Credibility

Being a Chamber of Commerce member makes your business more desirable to customers. When a small business is a Chamber of Commerce member, consumers are **80% more likely to purchase goods or services from the business in the future.**

*(The Shapiro Group, 2012).*

■ The Impact of Chamber Membership on Small Business



# What Our Members Are Saying

*"If you are a local business who has moved offices or is new to Pleasanton, I highly recommend promoting yourself through the Pleasanton Chamber. As marketing professionals, we are always on the lookout for new ways to increase business for our clients and ourselves, so when we recently moved offices we hosted an open house, complete with a ribbon cutting provided by the Chamber. The event attracted over 100 attendees and directly generated new business. Thank you, Pleasanton Chamber!"*

Ellen Pensky  
Bumble Bee Marketing  
[www.bumblebeemarketing.net](http://www.bumblebeemarketing.net)

*"We've had introductions through the Pleasanton Chamber to others within the business community that has been a win-win on both sides."*

Harold Roundtree  
UNCLE Credit Union  
[www.unclecu.org](http://www.unclecu.org)



*"The Chamber, I believe, has provided us with the opportunity to tell our story in the community."*

Angel Moore  
Alameda County Fairgrounds  
[www.alamedacountyfair.com](http://www.alamedacountyfair.com)

# Membership Benefits

## Networking Opportunities



### Networking Groups

Join the Chamber's lively networking group. Twenty-five to thirty participants benefit from this forum for referral and lead generation.

### Community Service Awards

The Community Service Awards began in 1963 to recognize good people doing great things in the community and since then hundreds of recipients have been honored.

### Golf Tournament

A fun-filled afternoon of golf, great food, drink and fantastic prizes, with lots of great networking, business promotion, and contacts to be made.

### Monthly Mixers

Held the second Wednesday of each month from 5:00-7:00 p.m., these networking events bring together an average of 125-150 people.

### Tradeshow Mixers

Two times each year, a local conference or hotel banquet facility is the location for this event that promotes participating exhibitors, their products and services. This event is always a sell-out.

### Luncheons

Members enjoy mingling with 100+ attendees for networking and speakers on hot area topics.



# Membership Benefits

## Advertising Opportunities



### Monday Update

Become a Featured Member in one of our weekly email updates, sent out to our entire membership (1200) via email. Your photo, logo, two quality sentences and some contact information will be included.



### Internet Exposure

The Chamber's website includes the business directory of our members giving them free worldwide exposure. More than 15,000 visitors go to the site each month, resulting in thousands of referrals. Marketing options are available to increase your website exposure. Please visit our website to see the many features that it offers our members and the community.



### Print Newsletter

The Chamber's bi-monthly newsletter Business Connection is distributed to over 14,000 Pleasanton residents inserted into the Pleasanton Weekly. New members are showcased to promote their business. The newsletter also has a "Business Spotlight" section where different businesses are featured. In addition, very affordable broad exposure advertising is available to members through business card display advertising.



### Ribbon Cuttings & Grand Openings

Ceremonies that increase the visibility of host businesses. The Chamber provides newsletter coverage including an article and photo of these events for a nominal fee.



### E-Business Connection Newsletter

The Chamber's E-Business Connection is an electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months. It features ribbon cuttings, spotlights on members, listings of new members and inside information from the CEO.



### Social Media Exposure

Feature your business in front of hundreds of people through the Chamber's social media followers on Facebook, Twitter, LinkedIn, and Instagram.

# Resources

## Assistance & Beyond



### Resource Center

Information resources are available at the Chamber— examples include community demographics, local and area phone directories, a list of clubs and organizations, contact information for all levels of government officials, and local maps.



### Certificate of Origin & Notary Services

The Chamber can prepare these necessary forms for members who ship their goods and products outside of the United States on an appointment only basis.



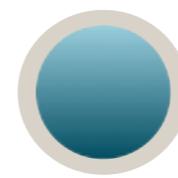
### S.C.O.R.E. Counseling

Excellent free business advice is available by setting an appointment through the Chamber with a S.C.O.R.E. (Service Corps of Retired Executives) counselor.



### Advocate for Business

The Chamber is the voice of business in local and state issues, and represents the business community in problem solving, promoting economic development and lobbying local elected officials. It has been the advisor to the City on many community issues and projects.



### Business Referral Service

Thousands of referrals of Chamber business members are given to potential customers in response to inquiries from tourists, the business community, and the general public.



### Member-to-Member Discounts

When Chamber members offer other Chamber members, or the community, discount coupons through this program, they increase their customer base. This is a members-only service that promotes patronage and provides advertising exposure to member participants through the Chamber's website.

# Special Programs

## Chamber Travel Program

Why travel with the Pleasanton Chamber? Our trips (usually 2 international and 1 domestic destination annually) are very well organized, interesting, and a great value for your money. Enjoy the safety of touring with a group of people from your own community.

## Toastmasters

Join “Chamber Chatters” Toastmasters Club each Wednesday...  
What can Toastmasters help you achieve?  
**CONFIDENCE AND MENTAL AGILITY!**  
Enjoy a comfortable surrounding in which to strengthen your public speaking skills.

## Community Foundation

The Foundation is a nonprofit, 501 (c)3 affiliate of the Pleasanton Chamber of Commerce. Its mission is to support and advance small business development, business technology development, service projects and educational programs of the Pleasanton community.



## Leadership Pleasanton

Leadership Pleasanton is a program to develop community leaders, co-sponsored by the Pleasanton Chamber of Commerce and the City of Pleasanton. Each year 30-32 individuals from local businesses, professional, government, social and service organizations are selected to participate in the program. Topics include Pleasanton history, local government, public safety, cultural arts and recreation, and much more!

# Committees

## Pleasanton Young Professionals

The goal of the Pleasanton Young Professionals Group is to engage and empower young professionals between the ages of 21-40 to become future leaders by providing personal and professional development opportunities. Professional Development meetings or socials are held every 3rd Thursday of the month.

## Economic Development & Government Relations (EDGR)

More than a dozen business leaders whose combined years of Pleasanton residency exceeds 350, and combined years of local business experience exceeds 250 lead the Chamber's advocacy efforts on local public policy priorities as defined in Pleasanton 2025: A Community Vision.

## BACPAC

The Chamber's political action committee, BACPAC, relies on Pleasanton 2025: A Community Vision as the barometer by which to endorse and fund candidates for elected office at all levels of government, with greatest emphasis at the local level.



## Ambassadors

The Pleasanton Chamber's Ambassador Group is a committee of over 40 Chamber members. Throughout the year, they visit existing members ensuring they are utilizing the benefits of their membership. They participate in ribbon cuttings ceremonies, celebrating the opening of new businesses and welcoming them into the organization.

# Representing Business and Strengthening the Local Economy

## Pleasanton 2025: A Community Vision

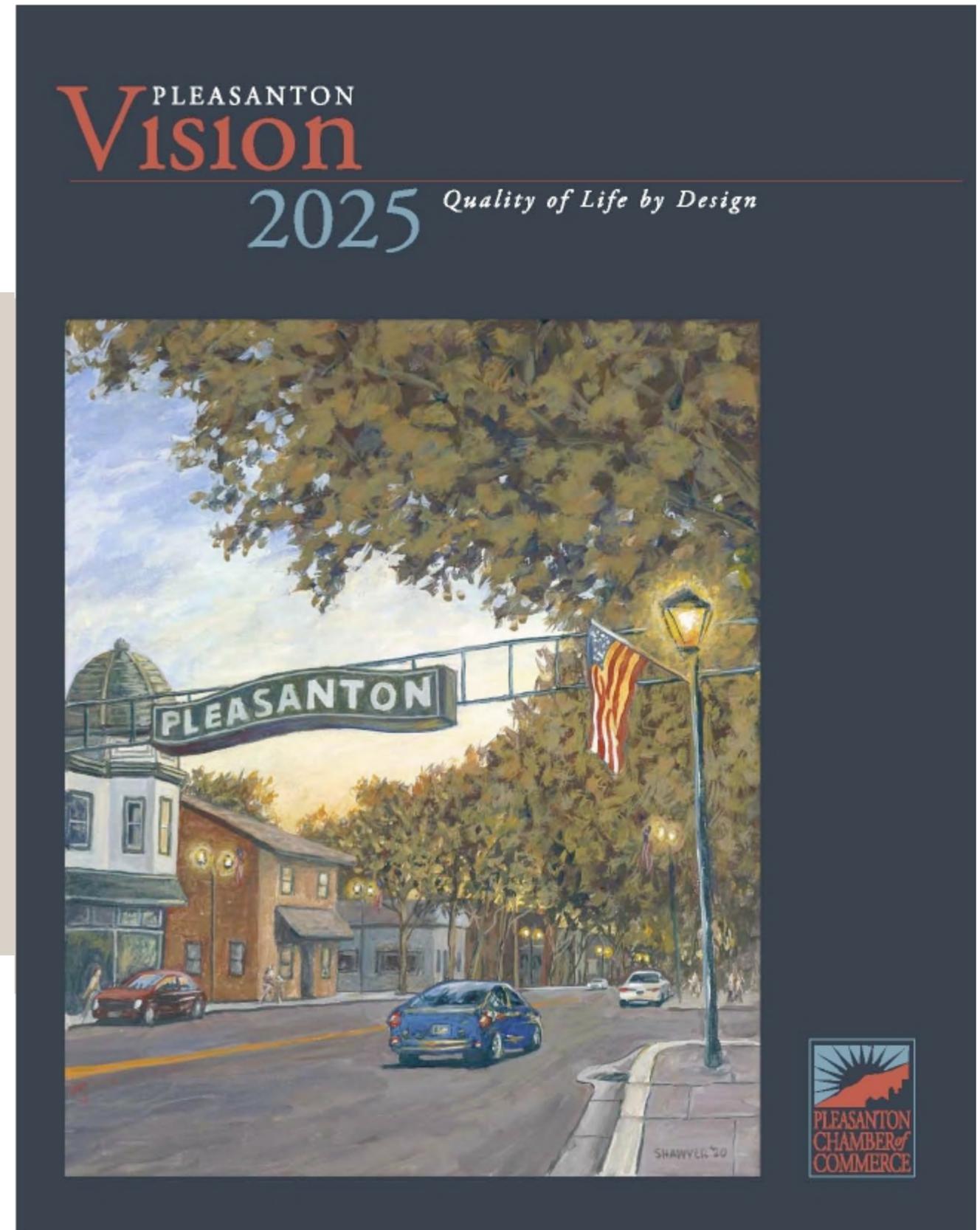
Pleasanton is widely recognized as a premier community in which to live, work and do business. The business climate is a key driver of the community's success. Pleasanton businesses generate roughly 55% of the local tax based collectively act as the community's economic engine.

The Chamber relies on [\*Pleasanton 2025: A Community Vision\*](#) as its local public policy agenda, committing volunteer and staff time to work towards its fulfillment as a catalyst, convener, and champion for all things Pleasanton.

*"In short, our strong local economy and extraordinary quality of life happen by design, not by accident. Working together, we cause great things to happen."*

## Pleasanton 2025 Forums

Every second Wednesday of the month at 7:30am, the Chamber brings stakeholders together to focus on community resources, time and talent to achieve greater understanding of the issues, obstacles, and opportunities related to the vision.



# Circle of Influence

Circle of Influence members receive unparalleled logo and company name recognition on Chamber printed material, publications, website, and electronic communications. Circle members receive more than 300,000 total print and electronic impressions annually.

## GOLD Circle of Influence Members



Stanford  
HEALTH CARE  
STANFORD MEDICINE



## SILVER Circle of Influence Members



## BRONZE Circle of Influence Members



# Join the Circle of Influence

## BRONZE \$3,500

- ▶ Company logo on page one of the Business Connection newsletter printed bi-monthly. (Inserted into the Pleasanton Weekly with a distribution of 14,000)
- ▶ Company logo on 48 Monday Update emails broadcast to over 1,200 email addresses
- ▶ Company logo-links on the chamber home page that receives more than 15,000 visits each month
- ▶ Company logo on bi-monthly electronic newsletter to over 1,200 email addresses
- ▶ Prominent article about your company in the Business Connection newsletter
- ▶ Access to exclusive VIP and public official receptions/meetings
- ▶ Plaque and recognition at annual State of the City Luncheon, plus 2 complimentary admissions
- ▶ Premier Web Listing on Chamber website
- ▶ Membership dues
- ▶ Complimentary entrance to Salute to Partnerships BBQ & Mixer
- ▶ One member in the Pleasanton Young Professionals Group

**Total value exceeds \$5,350**

## SILVER \$5,500

- ▶ **Bronze level recognition, plus:**
- ▶ Community Service Awards Event (2 complimentary admissions)
- ▶ Golf Outing (tee sign)
- ▶ Economic Development Event (2 complimentary admissions)
- ▶ One Tradeshow Mixer booth and 10 additional admissions
- ▶ Luncheons (standing reservation for 2)
- ▶ 10% off any other sponsorships
- ▶ One additional member (total of 2) in the Pleasanton Young Professionals Group

**Total value exceeds \$7,100**

## GOLD \$10,000

- ▶ **Bronze level recognition, plus:**
- ▶ Community Service Awards Event (4 complimentary admissions)
- ▶ Business & Installation Luncheon (4 complimentary admissions)
- ▶ Golf Outing (Corporate VIP Challenge Foursome)
- ▶ Economic Development Event (4 complimentary admissions)
- ▶ Two Tradeshow Mixer booths and 10 additional admissions at each
- ▶ Luncheons (standing reservation for four)
- ▶ 20% off any other sponsorships
- ▶ Banner Ad on Website
- ▶ Leadership Pleasanton (one participant)
- ▶ Two additional members (total of 4) in the Pleasanton Young Professionals Group

**Total value exceeds \$12,350**

## PROTECTING PLEASANTON'S FUTURE

Pleasanton's exceptional quality of life is no accident. It is the result of strong leadership from both the private and public sectors, working to sustain a strong local economy. Circle of Influence participants fulfill an important role in safeguarding Pleasanton's future at the highest levels of Chamber membership.

## ACCESS & INFLUENCE

Beyond a financial commitment at one of three levels, Circle members are periodically invited to exclusive roundtables with elected officials, chamber leaders and key community stakeholders. The Circle of Influence is a catalyst for the exchange of ideas and engaging key leaders regarding both obstacles and opportunities for local business growth and economic expansion.

## MEASURABLE OUTCOMES

*Pleasanton 2025: A Community Vision* is the cornerstone of the Chamber's public policy advocacy efforts to ensure that Pleasanton remains the East Bay premier address to both live and work. Circle of Influence members provide input, financial support and the clout vital to achieving *Pleasanton 2025* and its 45 measurable objectives in the areas of transportation, education, housing, jobs, health, safety, recreation, culture and leadership.

# Join the Pleasanton Chamber

## Membership Dues Schedule

Number of Full-time Employees*	Annual Dues
1 to 3	\$380
4 to 6	\$435
7 to 10	\$545
11 to 20	\$640
21 to 30	\$730
31 to 50	\$830
51 to 75	\$1050
76 to 100	\$1255
101 to 250	\$1455
251 to 500	\$1675
501 to 1000	\$2295
1001 to 1500	\$2895
Over 1500	Negotiable

\* 2 Part-time employees = 1 full-time



### Non-Profit Organizations

1 to 5	\$270
6 to 25	\$345
26-50	\$385
51-75	\$440
76-100	\$480
101-150	\$500
151-200	\$575
Over 200	\$625



### Associate Membership

Associate Member	\$155
Individual Member	\$245



### Supercharge your Member Listing

\$48 Annually - [Click for more info](#)

**JOIN NOW**

# For More Chamber Information



## Follow Us



[\*Facebook\*](#)



[\*Twitter\*](#)



[\*Instagram\*](#)



[\*LinkedIn\*](#)



[\*YouTube\*](#)

[www.pleasanton.org](http://www.pleasanton.org)

## Contact Us

Dawn Wilson  
Membership Director  
925-846-5858 ext. 202  
[dawn@pleasanton.org](mailto:dawn@pleasanton.org)



Pleasanton Chamber of Commerce  
777 Peters Avenue  
Pleasanton, CA 94566  
925-846-5858