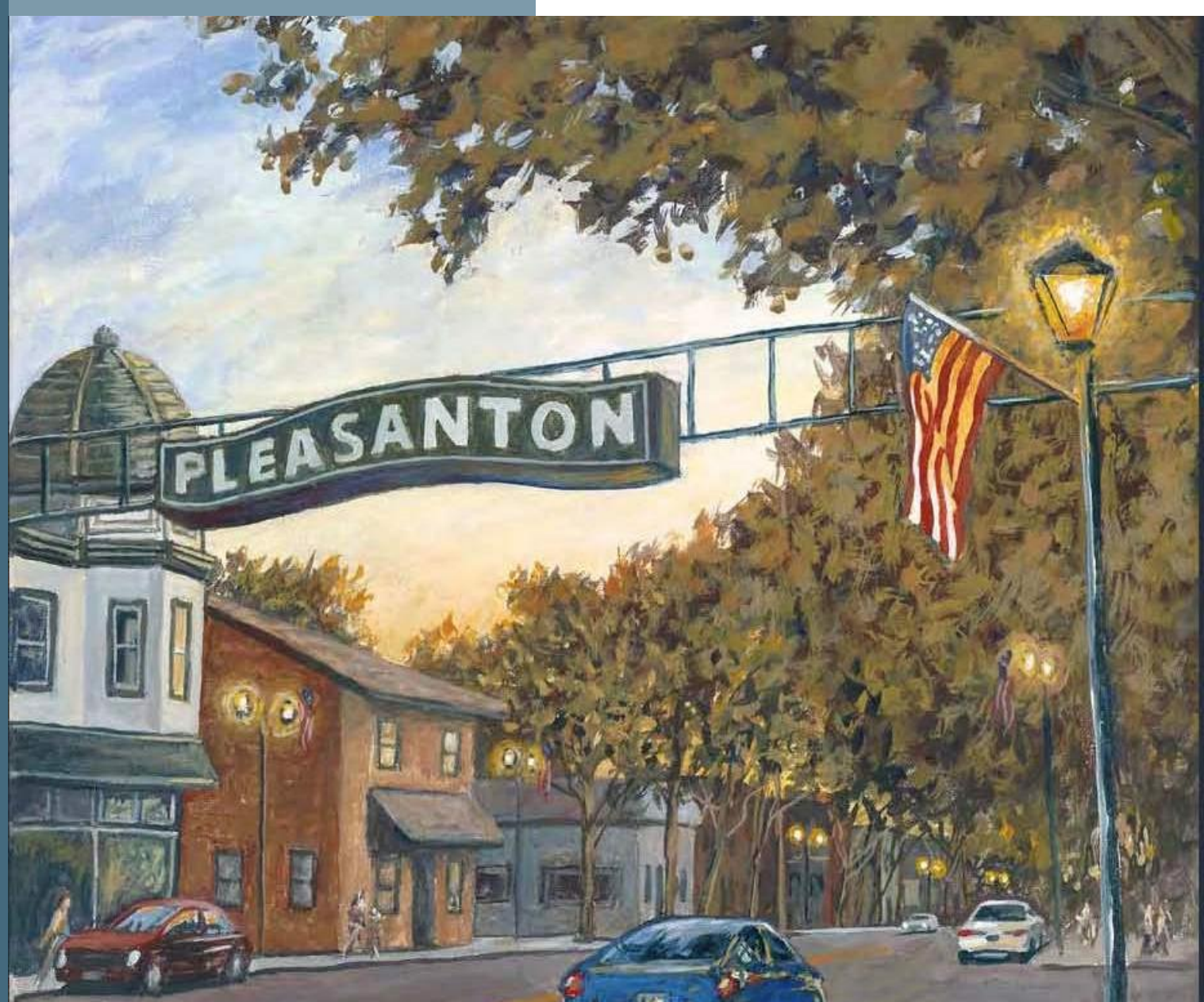


411 on Member Benefits

For prospective, new and longtime
members of the Pleasanton
Chamber of Commerce





Our mission is to advance the economic vitality of the Pleasanton community.

Catalyst Convener Champion

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



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

About us

“Great communities have great chambers.”

The Pleasanton Chamber of Commerce takes great pride in helping Pleasanton remain among the very best cities in the country in which to live, work and raise a family while providing great support, services and value for our member organizations whose financial support and engagement make it all possible.



- Non-profit organization operating as a 501c6 currently made up of roughly 600 members ranging from small mom-and-pop type businesses to major corporations located in the Tri-Valley
- Staff of four who have more than 50 years of combined experience in the industry



Do consumers really support businesses because they are chamber members?

The value of Chamber Membership



59% of consumers think that being active in the local chamber is an effective business strategy overall.

Consumers are 12% more likely to think a company's products stack up better against its competition if the company is highly involved in the local chamber.

44% of consumers are more likely to think favorably of a small business when they know the company is a member of the chamber of commerce and are

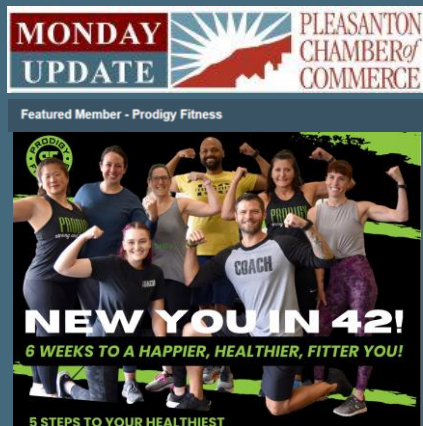
63% more likely to purchase goods or services from the company in the future.

Statistics from a study commissioned by the American Chamber of Commerce Executives with support from Small Business Network Inc.

Benefits of Membership

Opportunities to increase your visibility and maximize your exposure

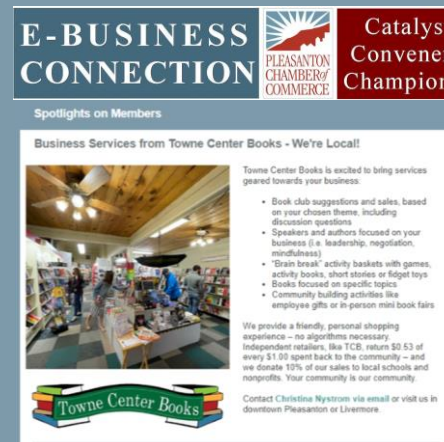
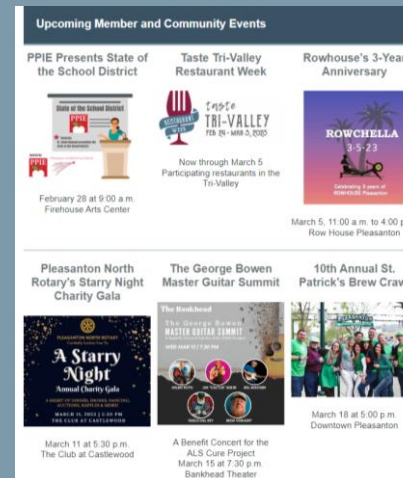
Monday Update email Featured Member



Business Connection newsletter Business Spotlight article



Member News and Events Calendar Promote newsworthy information and current events



E-Business Connection newsletter Member highlight

Benefits of Membership

Opportunities to increase your visibility and maximize your exposure



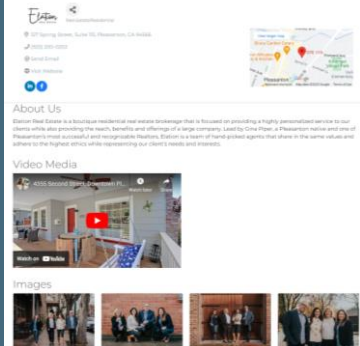
Member Introduction
Introduce yourself and your business at a mixer



Ribbon Cuttings
Celebrate a grand opening, new location, or special anniversary

Elation Real Estate

Elation
REAL ESTATE



Online Member Directory Listing
Basic and Premier options

Pleasanton Rides Driver



Job Postings and Hot Deals
Post job openings or discounts/promotions

Pleasanton Young Professionals

Established 2013
Ages 21-40

The premier networking group for
emerging and established young
professionals.

LEARN • GROW • EMPOWER



Ambassadors



A committee of roughly 35 chamber members that serve as the public relations arm of the Chamber. Ambassadors promote the Chamber to prospective members and the community as a whole.



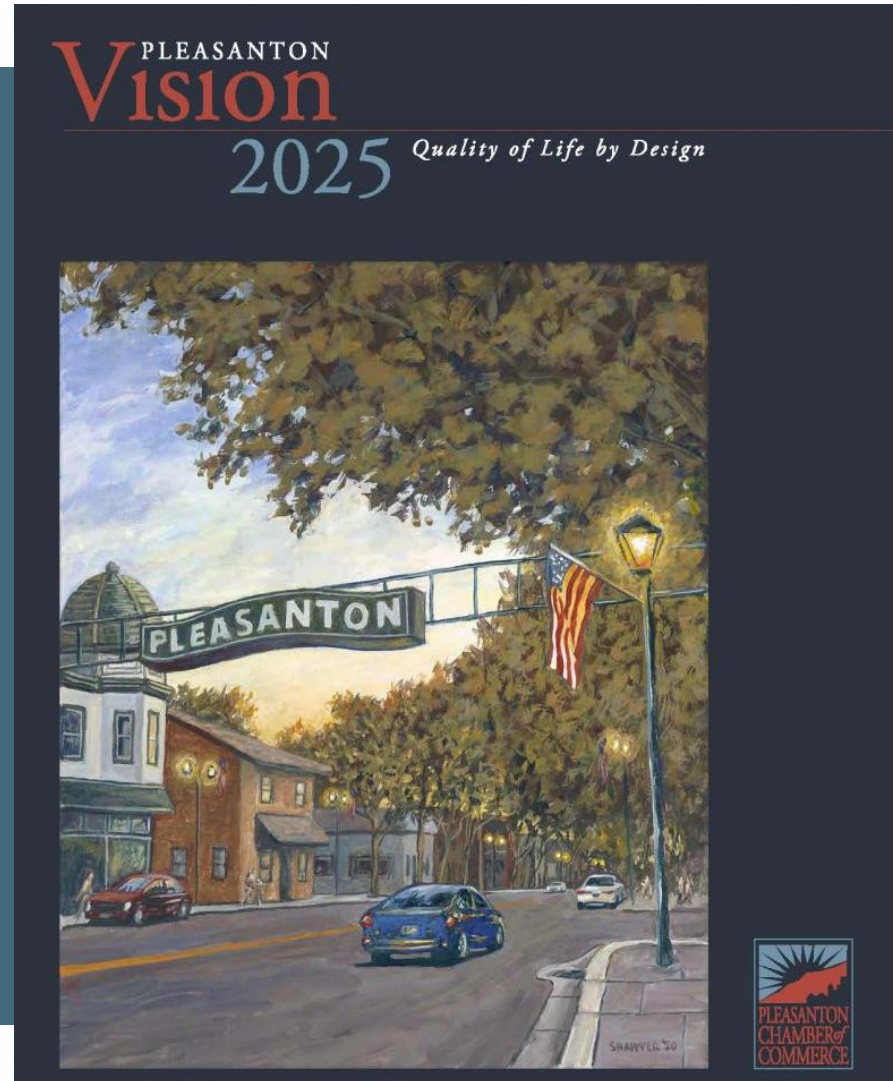
Pleasanton 2025

A Community Vision and Forum Meetings



Topics

Transportation
Education
Housing
Infrastructure
Health & Human Services
Public Safety
Recreation
Leadership



The Chamber relies on Pleasanton 2025: A Community Vision as its local public policy agenda, committing volunteer and staff time to work toward its fulfillment as a catalyst, convener and champion for all things Pleasanton.

Pleasanton 2025 Forum Meetings

The Chamber brings stakeholders together to focus community resources, time and talent to achieve greater understanding of issues, obstacles and opportunities related to Pleasanton 2025: A Community Vision at these bi-monthly meetings.

Leadership Pleasanton

A program to develop community leaders

Leadership Pleasanton, created by the Pleasanton Chamber in 1988, has produced more than 775 graduates in its 30-plus years. In September of each year, roughly 30 individuals from all walks of life begin participating in nine, monthly, day-long sessions on topics of Pleasanton history, government, education, recreation, business, public safety, health and infrastructure. Many graduates go on to volunteer for local community non-profits, service clubs, youth sports, city commissions, and in some cases pursue elected office.



Community Foundation



Mission

To support and advance small business development, business technology development, service projects and educational programs of the Pleasanton community.

In 1997, the Pleasanton Chamber of Commerce formed the **Pleasanton Chamber of Commerce Community Foundation** in order to generate funding otherwise unavailable for programs benefiting the Chamber, its members and the community.

Leadership Pleasanton



Salute to Partnerships Mixer & BBQ

Circle of Influence

Elite business partners of the Chamber

- Protecting Pleasanton's future
- Access and influence
- Measurable outcomes



The Circle of Influence recognizes companies whose continual support has been instrumental in the growth of the Pleasanton Chamber of Commerce.

Circle of Influence members are recognized each year in front of a sellout crowd of elected officials, key city department heads, influential business and community leaders before hearing the State of the City address by the Mayor of Pleasanton.

Events



- Monthly networking mixers
- Tradeshow mixers in the Spring and Fall
- Annual Golf Outing
- Luncheons
- Community Service Awards
- Economic development event / economic driver awards



Marketing & Advertising

Opportunities to reach a very active business community and vibrant community of readers

Business Connection

- Bi-monthly publication inserted into the Pleasanton Weekly on the first Friday of the odd-numbered months, with a reach of 10,000 residences and businesses and a readership of 25,000

E-Business Connection

- Electronic newsletter sent to the entire membership on the first Tuesday of the even-numbered months, reach of more than 1,100 in the business community



Website

- The Chamber's website pleasanton.org averages more than 16,000 views per month, including 2,900 views on average for the Business Directory and 1,900 views for the Events Calendar

Where to find us

www.pleasanton.org



Social Media

