

# ENHANCED MEMBER LEVELS

## New Enhanced Levels, New Benefits

Many companies recognize the value our Chamber provides and choose one of our Enhanced Levels of Membership which offer additional promotional opportunities, preferential positioning of their business in Chamber Media Offerings, and even personalized benefits. These Enhanced Levels are available to all Chamber members but are limited in number to provide exclusivity and uniqueness to each level.

**\*Enhanced Membership Level dues are no longer calculated as a premium above normal membership dues rates. Each Enhanced Membership Level is now offered as a single price no matter the size of your business.**

We invite you to look at each Enhanced Level and evaluate for yourself if moving up to an exclusive membership level is right for you and your business. You might just find that one of our offerings provides the extra promotion and exposure you are looking for. Maybe you are looking to get your company name out in front of some of the important and influential people that come to our Annual Golf Classic, or you want your company to be aligned to our mission serving our community more and are looking for sponsorship opportunities with our Community Clean-Up/Recycling Event.



### our MISSION

The mission of the Crystal Lake Chamber of Commerce is to create value and opportunity for our members with the belief that a positive business climate is an integral part of a healthy community.



### our VISION

The vision of the Crystal Lake Chamber of Commerce is to be the business force and foundation connecting the community through integrity, leadership, value, growth, and service.

**\*These Enhanced Membership Levels are available to all Chamber Members. Priority is given to current Chamber members in each level.**

Chamber membership is effective when payment is received and active for 12 months from this time. Monthly rates are only available on annual memberships. Employees/associates that are affiliated with the listed business are recognized as members and may participate in all activities and benefits. Free events are limited to the Chamber's discretion. Annual investment in the CLCoC may be tax deductible as an ordinary and necessary business expense. Investments made to the Chamber are not a charitable tax deduction for federal income tax purposes. No refunds on membership. Any changes to benefits offered are at the Chamber's discretion but will be replaced with other benefits of equal or greater value.



# ELEVATE LEVEL

## \$1,000

An investment at the ELEVATE MEMBERSHIP LEVEL is recommended for businesses that have established an identity and are recognized in the marketplace yet seek additional opportunities to grow.

Some of the Sponsorship Opportunities and other benefits that are designed to promote your company's brand in the ELEVATE Level are:

- Your Company's Logo/Name on Signage at the Home and Business Expo (Attendance 1,500 - 2,000)
- Your Company's Logo/Name recognized in the Event Program at the Annual Awards Event (Attended by prominent business leaders)
- A Highlighted Business Listing in the Chamber's monthly digital magazine, Connections
- A Highlighted Business Listing in the Annual Community Guide (Distributed to over 12,000)
- Your Company recognized as a Driving Range Sponsor at the Annual Golf Classic
- Your Company Logo/Name in the Event Program at our Members in Motion Networking Scramble
- Your Company Logo/Name recognized on Signage at Community Clean-Up/Recycling Event. (Connect your brand to the environment)

PLUS, all the benefits of the CONNECT Membership Level.





# ENGAGE LEVEL

## \$2,500



An investment at the ENGAGE MEMBERSHIP LEVEL is recommended for businesses that are planning to build additional clients, customers, and relationships to other businesses.

Some of the Sponsorship Opportunities and other benefits that are designed to promote your company's brand in the ENGAGE Level are::

- Your Company's Logo on Putting Green Signage at the Annual Golf Classic
- Your Company Name will scroll on Chamber Website Homepage and link to your business listing (Over 13,000 visits per month)
- 3 Interior-Page Ads on Chamber Website with Link to Engage Level Member webpage
- Women Empowering Women Networking Group Monthly Sponsor (Show your support for our Women Leaders)
- Recognition on the ENGAGE LEVEL Member webpage with logo and link to business

PLUS, the all of the benefits of the CONNECT AND ELEVATE Membership Levels.

**\*Exclusive to only 12 Chamber businesses**







# INVEST LEVEL

## \$5,000

The INVEST MEMBERSHIP LEVEL membership puts your business among an elite group of members who are focused on achieving the mission of the Crystal Lake Chamber of Commerce.

Some of the Sponsorship Opportunities and other benefits that are designed to promote your company's brand in the INVEST Level are:

- Your Company's Logo displayed as a Tee Box Sponsor at the Annual Golf Classic (Attended by prominent business leaders)
- Your Company recognized as a Co-Sponsor of our Members in Motion Networking Scramble Event
- Your Company promoted as a Co-Sponsor of Community Clean Up/Recycling Event (Connect your brand to the environment)
- Annual Co-Sponsorship of the Business Builder Lunch Series
- Home & Business Expo Community Outreach Co-Sponsor (Attendance 1,500 - 2,000)
- Breakfast Co-Sponsorship Leaders in Action Education Series
- Subsidiary Business Locations listed on website at no additional cost

PLUS, all of the benefits of the CONNECT, ELEVATE and ENGAGE Membership Levels.

**\*Exclusive to only 3 Chamber Member Businesses**



# VISIONARY LEVEL \$7,500

The VISIONARY MEMBERSHIP LEVEL offers exclusive positioning and unique experiences while strengthening our work to support the local economy.

Some of the Sponsorship Opportunities and other benefits that are designed to promote your company's brand in the VISIONARY Level are:

- Your Company recognized as a Community Outreach Co-Sponsor at our Community Clean Up/Recycling Event (Connect your brand to the environment)
- Co-Sponsor of the Crystal Lake Independence Day Parade (Attended by more than 15,000 people)
- Eagle Sponsor of the Annual Golf Classic, includes (1) Foursome of Golf, Food & Drinks
- Company recognition as Visionary Level Member on plaque in the Chamber Boardroom
- Recognition on the Visionary Membership Level webpage with logo, link to business, subsidiary locations, products and services

PLUS, all of the benefits of the CONNECT, ELEVATE, ENGAGE and INVEST Membership Levels.

**\*Exclusive to only 2 Chamber Member Businesses**





# INSPIRE LEVEL

## \$10,000

The INSPIRE Level membership includes exclusive benefits like a seat on our Board of Directors while offering the opportunity to make a difference in two local businesses.

Some of the Sponsorship Opportunities and other benefits that are designed to promote your company's brand in the INSPIRE Level are:

- One guaranteed seat on the Chamber Board of Directors
- Company profile in the Chamber Annual Report
- Opportunity to Sponsor (2) Pay it Forward Memberships (\$300 or \$425 Connect Level) for two new, aspiring or struggling businesses for one year
- Virtual Chamber Communications Sponsor, Company Name and Logo on all Chamber Video Conferencing Presentations.
- Company recognition as Inspire Level Member on plaque in Chamber Boardroom.
- Recognition on the Inspire Level web page with logo, link to business, subsidiary locations, products and videos.

PLUS, all of the benefits of the CONNECT, ELEVATE, ENGAGE, INVEST and VISIONARY Membership Levels.

**\*Exclusive to only 1 Chamber Member Business**



# Enhanced Member Benefits Guide



We invite you to look at each Enhanced Membership Level and evaluate for yourself if moving up to an exclusive membership level is right for you and your business. You might just find that one of our offerings provides the extra promotion and exposure you are looking for.

**\*Enhanced Members Also Receive All Connect Level Benefits**

## MARKETING & VISIBILITY

**ELEVATE LEVEL** \$1,000 (100+ EMPLOYEES) **ENGAGE LEVEL** \$2,500 (12 AVAILABLE) **INVEST LEVEL** \$5,000 (3 AVAILABLE) **VISIONARY LEVEL** \$7,500 (2 AVAILABLE) **INSPIRE LEVEL** \$10,000 (1 AVAILABLE)

	<b>ELEVATE LEVEL</b> \$1,000 (100+ EMPLOYEES)	<b>ENGAGE LEVEL</b> \$2,500 (12 AVAILABLE)	<b>INVEST LEVEL</b> \$5,000 (3 AVAILABLE)	<b>VISIONARY LEVEL</b> \$7,500 (2 AVAILABLE)	<b>INSPIRE LEVEL</b> \$10,000 (1 AVAILABLE)
<u>Business Highlight in the Chamber's monthly digital Connections magazine</u>	●	●	●	●	●
<u>Bolded Listing in the Annual Community Guide</u>	●	●	●	●	●
<u>Logo Scrolling on Chamber Website with Link to Enhanced Member Webpage</u>	●	●	●	●	●
<u>Program Recognition at the Annual Awards Event</u>	●	●	●	●	●
<u>Signage Recognition at Community Clean-Up Event</u>	●	●	●	●	●
<u>Driving Range Sponsor at the Annual Golf Classic</u>	●	●	●	●	●
<u>Putting Green Signage at Annual Golf Classic</u>		●	●	●	●
<u>Tee Box Sponsor at Annual Golf Classic</u>		●	●	●	●
<u>Subsidiary Business Locations Listed on Website</u>			●	●	●
<u>Co-Sponsorship of Community Clean-Up/Recycling Event</u>			●	●	●
<u>Co-Sponsor of Crystal Lake Independence Day Parade</u>				●	●
<u>Business Recognition on Plaque in Chamber Boardroom</u>				●	●
<u>Business Profile Included in Chamber Annual Report</u>					●
<u>Virtual Chamber Communications Sponsor</u>					●

**CONNECT MEMBERSHIP LEVEL BENEFITS INCLUDED**

**\*Enhanced Membership Level dues are no longer calculated as a premium above normal membership dues rates. Each Enhanced Membership Level is now offered as a single price no matter the size of your business.**



For more information, please contact our Director of Membership Development, Lisa McLaughlin  
[lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or 815.459.1300 ext. 12



# Enhanced Member Benefits Guide



We invite you to look at each Enhanced Level and evaluate for yourself if moving up to an exclusive membership level is right for you and your business. You might just find that one of our offerings provides the extra promotion and exposure you are looking for.

**\*Enhanced Members Also Receive All Connect Level Benefits**

<b>PROFESSIONAL DEVELOPMENT</b>	<b>ELEVATE LEVEL</b> \$1,000 (100+ EMPLOYEES)	<b>ENGAGE LEVEL</b> \$2,500 (12 AVAILABLE)	<b>INVEST LEVEL</b> \$5,000 (3 AVAILABLE)	<b>VISIONARY LEVEL</b> \$7,500 (2 AVAILABLE)	<b>INSPIRE LEVEL</b> \$10,000 (1 AVAILABLE)
<u>Signage Recognition at the Home &amp; Business Expo</u>	●	●	●	●	●
<u>Member in Motion Program Recognition</u>	●	●	●	●	●
<u>Women Empowering Women - Monthly Co-Sponsor</u>		●	●	●	●
<u>Business Builders Annual Sponsor</u>			●	●	●
<u>Home &amp; Business Expo Community Outreach Sponsor</u>			●	●	●
<u>Leaders in Action Education Series Breakfast Co-Sponsor</u>			●	●	●
<b>CONNECT MEMBERSHIP LEVEL BENEFITS INCLUDED</b>					

<b>BUSINESS CONNECTIONS</b>	<b>ELEVATE LEVEL</b> \$1,000 (100+ EMPLOYEES)	<b>ENGAGE LEVEL</b> \$2,500 (12 AVAILABLE)	<b>INVEST LEVEL</b> \$5,000 (3 AVAILABLE)	<b>VISIONARY LEVEL</b> \$7,500 (2 AVAILABLE)	<b>INSPIRE LEVEL</b> \$10,000 (1 AVAILABLE)
<u>Eagle Sponsor of Annual Golf Classic, includes One (1) Foursome of Golf</u>				●	●
<u>One (1) Guaranteed Seat on Chamber Board of Directors</u>					●
<u>Opportunity to Sponsor Two (2) Pay-it-Forward Memberships (Connect Level) for Aspiring or Struggling Businesses</u>					●

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