

Partnership Handbook 2020



697 East I-30, Rockwall, TX 75087 | RockwallChamber.org

Your Leadership



Letter from The President

Dear Future Chamber Partner,

We are proud to be celebrating 91 years of Chamber Excellence! When I reflect on what previous leaders set forth to accomplish that many years ago, I feel certain they would be proud of the program of work that The Rockwall Area Chamber of Commerce is presenting these days.

In addition to regular Chamber activity, we now have 5 thriving affiliate groups: Leadership Rockwall, Professional Women's Alliance, Rockwall Veterans Business Alliance, Senior Services Alliance and Young Professionals of Rockwall. Each group is making their own special mark in our community showing that it's #CoolToBeChamber.

A community's success metrics can be linked to how well the business community is doing. We are so fortunate to have a grand list of flourishing businesses in our area that make our quality of life second to none. As a native of Rockwall, I have a vested interest in our community and the well being of the business climate here. I am happy to report that Rockwall continues to rate as one of the metroplex's best areas to work, live and play.

This is a testament to our National, State, County & City leaders. We are fortunate to work side by side with the distinct Mission of "Making Everyday Extraordinary for Business While Maintaining the Ideal Hometown Feel". I want to sincerely thank our Board of Directors, Ambassadors, Committee participants, Staff and all of our Partners for the many ways that you continue to enrich the Chamber and the Rockwall area.



Darby Burkey
President/CEO
Rockwall Area Chamber of Commerce & Visitors Center

Executive Committee

Katy Miller
Chair
Baylor Scott & White
Lake Pointe

Brandon Morris
Chair Elect
Southwest Kia
Rockwall

Sylvia Sotelo-Kidd
Past Chair
Ebby Halliday

Eva Hummel
ATMOS Energy
Corporation

Jason Linscott
Treasurer
Texas Health
Hospital Rockwall

Darby Burkey
President/CEO
Rockwall Area Chamber
of Commerce

Board of Directors

Tommy Baugh
NTX Indoor
Digital Billboards

Rick Bernas
Republic Services

Lee Horn
Guaranty Bank
& Trust

Brady Z. Hill
Farmers
Insurance

Shane Hollas
Maaco of
Rockwall

Blake James
American National
Bank of Texas

Logan Lance
American National
Bank of Texas

Ashlei Neill
Rockwall ISD
Education
Foundation, Inc.

Lorne Liechty
Liechty & McGinnis,
Attorneys & Counselors

Ben Northcutt
All Care
Comfort Solutions

Russ Porter
Rockwall School
of Music

Richard Reynolds
Independent Bank

David Sweet
Rockwall County

Kim Timpa
The Timpa
Law Office

**Dr. John
Villarreal**
Rockwall ISD

Chamber Team

Darby Burkey
President/CEO

Miranda Martinez
Senior Program &
Experience Manager

Melanie Smithart
Operations Manager

Shaun Kirkland
Marketing &
Communications Manager

Anderson Leahy
New Partner &
Retention Manager

Danielle Mckee
Event & Program
Manager

Jocelyn Keahey
Partner & Tourism
Specialist

7 Reasons to Partner With Us



- New Business Contacts** | The Chamber provides the best networking opportunities in the county. When you attend Off The Clock Networking, Ribbon Cuttings or a Business After Hours, you are guaranteed to meet new people and broaden your sphere of influence. Gain an edge on your competition by being better connected!
- Referrals** | Since we function as the Visitor's Center, we receive hundreds of inquiries a year on everything from where to eat to what plumber to use. We seize every opportunity to refer our Chamber Partners.
- The best referrals come from you! Use our events to expand your network by promoting yourself and your business. Hard to escape the office? The Chamber offers several opportunities to promote your business when you can't be in attendance:
- Promote Your Business** |
- Weekly Chamber to Partner Email Advertisement
 - Website Banner Advertisement
 - Event Sponsorships
 - Directory Sponsorship
 - Social Media Posts
- Check your Investment Benefits. Most of the above options are included with Partnership!

- Legislative Advocacy** | The Chamber provides a collective voice through open lines of communication with those elected to lead us on all levels. Gain access to those making decisions that affect your business. Several local and state leaders are Partners with the Chamber, so you'll have the opportunity to speak to them in person at many of our events.
- Continuing Education** | Build your business acumen, advance yourself professionally and elevate the status and professionalism of your business with the help of seminars and free consulting provided by the Chamber. Our Bright Ideas Professional Development Series helps hundreds of business professionals each year.
- Community Leadership** | The Chamber has represented the best and brightest leaders in this county for ninety years. By becoming a Partner, you join that group of dedicated community leaders who have the best interest of Rockwall at heart.
- Professional Development** | The Chamber strives to offer professional development opportunities that our Partners need. We partner with the Small Business Association to bring SCORE to Rockwall businesses as well as offer our Bright Ideas Professional Development series as well as affinity groups to fit most needs.

Chamber Discount Programs

HELP YOURSELF TO SOME

Rx SAVINGS!

FREE Rx Drug Card,
Compliments of



» PRESCRIPTION DRUG CARD FEATURES



- Save up to 75% on prescriptions
- Can be used by everyone
- Accepted at over 68,000 pharmacies nationwide
- Card is pre-activated and ready to use
- No paperwork to fill out
- No limits on usage
- No health restrictions
- Save on brand and generic drugs
- May be used on drugs not covered in health plans
- May be used on many pet prescriptions

SHOP ONLINE OR AT YOUR LOCAL OFFICE DEPOT OR OFFICE MAX RETAIL STORE

Office DEPOT®
OfficeMax®

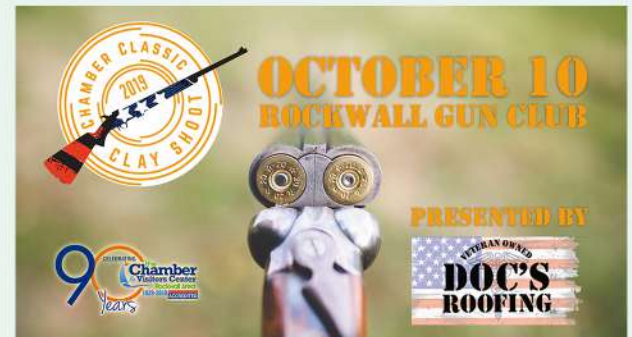
EXCLUSIVE MEMBER PRICING

- Up to 55% off a 350 item office supply core list
- Big savings on cleaning & breakroom supplies, technology, furniture and copy & print services
- 2.5¢ black and white and 22¢ color copies

Chamber Pro Tip

Take advantage of Chamber Hot Deals.
Visit RockwallChamber.org/HotDeals
to see or add your own Partner to Partner discounts.

Signature Events



Professional Development Programs



Off The Clock Networking is a casual open networking event held every 1st, 2nd & 4th Wednesday from 5:00 pm - 6:00 pm at the Hilton Dallas/Rockwall Lakefront. Whether coming from the board room or the job site, OTC represents the wide range of Partners in our organization. This event is perfect for building your referral base.



Evenings a bad time to network? Want more structured networking? Then **Before The Clock Networking** is for you. Start your day networking at the Chamber the Friday after our Partnership Luncheons. We'll have a mix of open networking, Partner Highlight and everyone will get an opportunity to practice their elevator pitch - all this over coffee and donuts!



Bright Ideas is our monthly professional development workshop. Featuring a variety of topics, Partners gain information and skills to help their business grow.



Pipeline is the Rockwall Chamber's premiere lead generation and referral network. These popular referral groups have helped professionals gain a competitive advantage in the Rockwall area marketplace, as well as build lasting professional and personal relationships.

Affiliate Programs



The Professional Women's Alliance empowers and unites women through business and community events. We are committed to strengthening women as professional and civic leaders.

Since its inception in 2013, PWA has:

- 123 active members
- Hosted an Annual Women's Conference
- Hosted Annual Ladies Night Out
- Bi-yearly luncheons
- Bi-yearly mixers
- Donated over \$3,000 to various non-profits in Rockwall County

Contact Miranda@RockwallChamber.org for more info on the Professional Women's Alliance.



The Rockwall Veterans Business Alliance unifies, collaborates and promotes opportunity for Veteran-owned, managed or supporters in the Rockwall Area.

Since its inception in late 2017, RVBA has:

- 35 Active Members
- Monthly Networking Social
- Co-sponsored toy drive
- Connected Veteran businesses with their future clients and vendors.

Contact Anderson@RockwallChamber.org for more info on the RVBA.



The Senior Services Alliance is a network of Chamber businesses focused on being a resource to educate and serve the senior community and their families. Businesses that cater to our area seniors or those that just have a passion for helping the senior community are encouraged to join.

Since its inception in 2017, SSA has:

- Held Monthly Informational Meetings
- Donated thousands of dollars in funds and materials for various senior initiatives
- Co-hosted annual Senior Health Fair with Rockwall Parks & Recreation

Contact Shaun@RockwallChamber.org for more info on SSA.

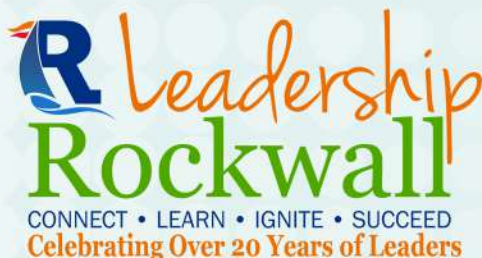


The Young Professionals of Rockwall engage and support future community leaders through professional development, philanthropic, networking and social opportunities designed for young professionals.

Since its inception in 2014, YPR has:

- 72 Active Members
- Donated \$6,000 from funds raised
- 100s of volunteer hours
- Built professional and personal networks
- Hosted Annual Conference
- Hosted Quarterly Professional Development Lunch
- Hosted Monthly Networking Social

Contact Danielle@RockwallChamber.org for more info on YPR.



The Leadership Rockwall program was created on the belief that community, just as any business or organization, requires strong leadership to improve and grow. Founded in 1997, Leadership Rockwall aims to identify current and emerging leaders in our community, enhance their leadership skills, and deepen their knowledge of the area's opportunities and challenges.

In September of each year, the selected participants begin a series of nine monthly full-day sessions and work on a community service project.

Contact Darby@RockwallChamber.org for more information on Leadership Rockwall.

Advertising Opportunities



The Chamber provides numerous ways for our Partners to advertise their business
For more information on the below opportunities, contact Shaun@RockwallChamber.org.

Monday Newsletter Advertisement | \$75 - \$250

Our Monday Email Newsletter hits 1,500 inboxes each week delivering the most up to date information on all Chamber news and activities. With an average 30% open rate, you can rest assured your marketing message is being seen by the Chamber audience.

This advertising is perfect for community events and Partner discounts.



RockwallChamber.org & VisitRockwall.com | \$150 - \$1,000



RockwallChamber.org receives between 8,000 - 9,000 visitors a month on average with a majority of these visits ending at our Events Calendar or Business Directory. Advertise on these or our home page and through 2020, receive a banner ad on VisitRockwall.com. (up to \$1000 value) VisitRockwall.com receives between 10,000 - 12,000 visitors a month looking to either visit or make Rockwall their new home.

Directory search advertisements are perfect for standing out in your industry while event and home page ads are great for overall brand awareness.

Social Media Advertising | \$50 - \$250

With 6,000 followers across the three major social media platforms, use our reach to help grow yours. We'll #Sponsor your post, just provide the copy and graphics and we'll do the rest. Option to Boost Post available.

Perfect for businesses that want to increase their social media engagement.



FREE
to All Partners

New Partner Announcement on all social platforms
Business card display in Chamber Office
Directory Listing on web and Annual Community Guide
#MemberMonday shout out on social media upon renewal

Elite Partner Packages



Our Elite Partner Packages are perfect for any business that wants to get the maximum ROI out of the Chamber. Elite Partners received concierge service from Chamber Staff that includes hand picked sponsorships and advertisements based on your industry. Elite Partners are our top investors - they get treated like it.

Platinum - \$15,000+

Chairman's Circle designation & benefits | Table of 8 at Annual Banquet
Golf Tournament or Clay Shoot Team | Leadership Rockwall Candidate
Unlimited Access to Elite Partner Appreciation
Promotion at all Chamber events (Ribbon Cuttings not included)
\$7,150 in sponsorships or advertisements

Gold - \$9,000 - \$14,999

President's Club designation & benefits | Table of 8 at Annual Banquet |
Golf Tournament or Clay Shoot Team | Annual Partner Appreciation Sponsor
Access for six to Elite Partner Appreciation
Promotion at all Chamber events (Ribbon Cuttings not included)
\$3,500 in sponsorships or advertisements

Silver - \$6,000 - \$8,999

Corporate Partner designation & benefits | Table of 8 at Annual Banquet
Golf Tournament or Clay Shoot Team
Access for four to Elite Partner Appreciation
Promotion at all Chamber events (Ribbon Cuttings not included)
\$2,000 in sponsorships or advertisements

Bronze - \$3,000 - \$5,999

Business Partner designation & benefits | Table of 8 at Annual Banquet
Golf Tournament or Clay Shoot Team
Access for two to Elite Partner Appreciation
Promotion at all Chamber events (Ribbon Cuttings not included)

Affiliate Packages

Market Directly to a key demographic for your business:

Innovator Package - \$650

- Monthly social media promotion to Affiliate of your choice
- Promotion at all Affiliate Events
- Two memberships to Affiliate of your choice

Visionary Package - \$350

- Quarterly social media promotion to Affiliate of your choice
- Promotion at all Affiliate Events
- One membership to Affiliate of your choice

2020 Partnership Level Investment Benefits



	Entrepreneur	Business	Corporate	President's Club	Chairman's Circle
Chamber Wall Plaque & Window Decal (\$75 Value)	✓	✓	✓	✓	✓
One Ribbon Cutting Ceremony (\$250 Value)	50% OFF	INCLUDED	INCLUDED	INCLUDED	INCLUDED
New Partner Announcement (\$200 Value) <small>(in Newsletter, Chamber Website & Social Media)</small>	✓	✓	✓	✓	✓
Chamber Webpage & Online Business Directory <small>(Add Hot Deals, Events, Job Openings, Searchable Keywords)</small>	BASIC WEB MARKETING PACKAGE	ENHANCED WEB MARKETING PACKAGE	ENHANCED WEB MARKETING PACKAGE	ENHANCED WEB MARKETING PACKAGE	ENHANCED WEB MARKETING PACKAGE
New Partners Receive: <small>1 Free Partnership Luncheon Ticket & Introduction</small>	✓	✓	✓	✓	✓
Access to Over 150 Annual Chamber Events	✓	✓	✓	✓	✓
Partner-Only Referrals	✓	✓	✓	✓	✓
Display of Promotional Materials at Chamber Office	✓	✓	✓	✓	✓
Business Listing Published in Annual Partner Directory	STANDARD	STANDARD	BOLD	FEATURED	HIGHLIGHTED
Categories for Business Listing in Annual Partner Directory	1	2	2	3	4
Access to FREE Business Consulting Services	✓	✓	✓	✓	✓
Included Months Website Banner Advertisements <small>(\$200/ Month Value) www.rockwallchamber.org or www.visitrockwall.com</small>		2	3	4	6
Partnership Breakfast Tickets (Up to \$80 Value)		1	2	3	4
Chamber to Partner e-Advertisement (\$75 Value Each)		2	3	5	6
One 4-Hour usage of Chamber Community Room(\$200 Value)			✓	✓	✓
Business After Hours (\$375 Value)			✓	✓	✓
Two Tickets to Exclusive Top Investors Event (\$100 Value)				✓	✓
Sponsorship of Chamber Academy (\$200 Value)				✓	✓
Interactive Profile Display (\$544-\$744 Value)				SILVER	GOLD
One Standard Partnership Luncheon Sponsorship(\$500 Value)					✓
Special Chairman's Circle Plaque					✓
One 1/8th of a page Advertisement in the Annual Partner Directory					✓
One Exclusive Broadcast e-Advertisement (\$200 Value)					✓
ACTUAL PARTNER INVESTMENT (12 Months)	\$400 INVESTMENT	\$750 INVESTMENT	\$1500 INVESTMENT	\$2250 INVESTMENT	\$5250 INVESTMENT
ESTIMATED VALUE OF PARTNERSHIP INVESTMENT	\$1500 VALUE	\$3000 VALUE	\$4000 VALUE	\$6000 VALUE	\$8500 VALUE



Partner Application

Date: ____/____/____

Company Name: _____

Phone: _____

Address: _____

Primary Contact: _____

Primary Email: _____

Primary Phone: _____

Billing Contact: _____

Billing Email: _____

Billing Phone: _____

Is Billing Address same as Company Address? Yes No

If NO, please provide Billing Address: _____

Other company contacts: (Whom on your team should receive our Weekly Newsletter?)

Name/Title: _____

Email: _____

Name/Title: _____

Email: _____

Name/Title: _____

Email: _____

Company description: (This will be the description used in our online directory)

Company Website: _____

Facebook.com/ _____

Twitter @ _____

Instagram @ _____

Why are you joining the Chamber?

☐ Networking/Leads

☐ Professional Development

☐ Referrals

☐ Community Involvement

☐ Exposure/Promote Business

☐ Other _____

see reverse to complete application



Partner Application

Date: ____/____/____

Annual Partnership Investment Levels

- ☐ Chairman's Circle \$5,250 ☐ President's Club \$2,250 ☐ Corporate \$1,500
- ☐ Business \$750 ☐ Entrepreneur \$400 ☐ Non-Profit \$250

Cardholder Name: _____

Exp: ____/____ CCV#: _____

Card Number: _____

I authorize the Rockwall Chamber of Commerce to keep my credit/debit card information on file for payment of all invoices: Yes No

Signature: _____

Promotional Opportunities

- ☐ Ribbon Cutting (\$125) ☐ Monday Newsletter (\$75)
- ☐ RockwallChamber.org or VisitRockwall.com (\$150/\$300/\$1,000) ☐ Social Media (\$50/\$125/\$250)

Committee/Affiliate Group Interest

- ☐ Profesional Women's Alliance ☐ Young Professionals of Rockwall
- ☐ Senior Services Alliance ☐ Rockwall Veteran's Business Alliance
- ☐ Events ☐ Leadership Rockwall
- ☐ Ambassadors ☐ Other

I've joined the Chamber, NDW WHAT?!



Set three goals to accomplish over the next six months to accomplish with your Partnership.

Goal 1: _____

Goal 2: _____

Goal 3: _____

In 30 days I should:

- ___ Recieve a New Partner Welcome Package
- ___ Receive a Chamber plaque
- ___ Schedule my Ribbon Cutting
- ___ Be contacted by an Ambassador
- ___ Attend Partnership Luncheon FOR FREE
- ___ Like The Chamber on Facebook & Follow on Instagram
- ___ Login to the Chamber website and confirm business information/provide full profile



In 60-90 days I should:

- ___ Attend Chamber Academy
- ___ Attend Off The Clock/Before The Clock Networking
- ___ Drop off business cards to display at Chamber office
- ___ Visit Chamber Directory - see who you can refer to your friends and business associates!
- ___ Attend one of our Affiliate Groups
- ___ Post a "Hot Deal" on the Chamber Website

In 120-180 Days I should

- ___ Take advantage of Chamber Advertising Opportunities
- ___ Volunteer at event or on a planning committee
- ___ Attend a Ribbon Cutting or Business After hours to support your fellow Chamber Partner
- ___ Increase your visibility by sponsoring a Chamber Event or Affiliate Group
- ___ Review your Partnership Experience so far. Is the Chamber meeting the goals you set for joining? If not, contact a Chamber Team Member



Visit Rockwall

Free Live Music Capital of North Texas

VisitRockwall.com



The Rockwall Area Chamber of Commerce is proud to also function as the Visitor Center for the City of Rockwall. With hundreds of visitor inquiries a year to our office, we are a premier place to advertise your business. As a Chamber Partner, you are welcome to keep updated marketing material in the kiosk located in our lobby.



Rockwall Area Chamber of Commerce
697 East I-30 Rockwall, Texas 75087
972.771.5733 | RockwallChamber.org
Communications@RockwallChamber.org



/RockwallChamber



@RockwallChamber



@rockwallchamberofcommerce



Rockwall Chamber of Commerce



Thank you Minuteman Press - Rockwall
For printing our Partnership Handbooks!