

PARTNERSHIP | 20 HANDBOOK | 21



697 EAST I-30, ROCKWALL, TX 75087
ROCKWALLCHAMBER.ORG

YOUR LEADERSHIP



Letter From The President

Dear Future Chamber Partner,

While 2020 looked quite different than we had planned, we all know plans can change... and they sure did!

Our team was busy helping lead the economic recovery effort in the Rockwall area. We have worked with local and state leaders to provide feedback from the business community during these unprecedented times. The Chamber has instituted a gift card rally in March of 2020, injecting dollars directly into our local economy, started a Facebook group with over 13k members to drive awareness to our local restaurants, retail and entertainment outlets and helped lead virtual gatherings to connect local leaders to the business community. Our program of work continues to adapt to meet the changing needs of our business community.

The Chamber is proud to serve as the Visitors Center for Rockwall. We are increasing efforts to bring visitors here. Now more than ever, when people may not want to get on a plane, we are driving them to come visit us and experience our unique, upscale lakeside community. While visitors shop in our historic downtown and dine in our many local eateries and enjoy activities on the water this helps expand our tax base and supports our business community.

While face-to-face Chamber functions are limited, we continue to offer you the quality programming you have come to expect in a virtual format. We are telling your stories with our "My Why" series, being the source for the community to get info to the public with "The Pulse", round table discussions via our Affiliate Groups & Virtual Ribbon Cuttings are just the tip of the iceberg for what we have planned for our Partners.

Whether ready to join our Chamber Family or not, our team is #ThereForYou. We are stewards of the business community and are here to help you be successful. We're ready when you are.



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

EXECUTIVE COMMITTEE

Brandon Morris
Chair
Southwest Kia
Rockwall

Eva Hummel
Chair Elect
ATMOS Energy
Corporation

Katy Miller
Past Chair

Jason Linscott
Treasurer
Texas Health
Hospital Rockwall

Brady Z. Hill
Secretary
Farmers Insurance

Darby Burkey
President/CEO
Rockwall Area Chamber
of Commerce

BOARD OF DIRECTORS

Rick Bernas
Republic Services

Donas Cole
Baylor Scott & White
Medical Center -
Lake Pointe

Shane Hollas
Maaco of
Rockwall

Lee Horn
Guaranty Bank
& Trust

Lesli Johnson
Rest Haven
Funeral Home &
Memorial Park

Lorne Liechty
Liechty & McGinnis,
Attorneys & Counselors

Christopher Lynch
Rockwall County
Elections Office

Ashlei Neill
Rockwall ISD
Education
Foundation, Inc.

Jeremy Neill
American National
Bank of Texas

Ben Northcutt
All Care
Comfort Solutions

Richard Reynolds
Independent Bank

Todd Rodgers
Hilton Dallas/
Rockwall Lakefront

Dr. Devin Smith
VCA Ridge Road
Animal Hospital

Sylvia Sotelo-Kidd
Ebby Halliday

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

Sonja Avramov
Events &
Communications
Coordinator

Keith Burns
Partnership
Development Manager

Jocelyn Keahey
Partner & Tourism
Specialist

Shaun Kirkland
Marketing &
Communications Manager

Melanie Smithart
Operations Manager

WHY PARTNER WITH US?



Increase
Your
Exposure

Expand
Your
Network

Community
Leadership

Advocacy

Professional
Development

The Chamber offers many tools that can help you achieve your business goals. Your online business listing helps you gain exposure by utilizing Google search engine optimized keywords. Timely tools like our help you keep moving forward through the good days and the bad. And our community e-gift card program can help you get shoppers through your door and money in the bank.

In the following pages, we'll touch on these areas and how you can use them to maximize your Partnership with us.

4 STAR ACCREDITED CHAMBER

On March 7, 2017, the Accrediting Board of the U.S. Chamber of Commerce designated the Rockwall Area Chamber of Commerce as an Accredited chamber with 4-Stars. Accreditation indicates that a chamber of commerce operates under effective organizational procedures and contributes to significant positive change in the community.

To achieve this standing, we performed an intensive self-assessment of our operations in nine areas of work, including governance, government affairs, technology and program development.

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



PROFESSIONAL DEVELOPMENT



BUILD YOUR KNOWLEDGE BASE



The Rockwall Chamber KEYS is our professional development series where you can **Keep Educating Yourself** with topics that are timely and matter to you. Join us each month for this fun and educational series!



Hear from community leaders, innovators and influencers as they share about themselves and topics that matter to the community. **The Rockwall Pulse** is streamed Live on the Chamber's Facebook Page & YouTube Channel.

BUILDING CONNECTIONS



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.

Pipeline consists of business professionals who have the desire to improve their income by forming relationships with other Chamber Partners and exchanging direct client referrals and leads.

Our **Ambassador Team** are your **Business Success Advocates**.

Often times, they are the first point of contact for New Partners and help welcome and engage Partners old and new at each event. Ambassadors spend time getting to better know you and the needs of your business in order to connect you with clients, vendors or just another person in the Chamber that you should get to know!



Off The Clock Networking & Before The Clock Networking are our two Signature Networking Events. Over the last four years, upwards of \$300,000 of business has been passed during these casual, no frills, no pressure networking events.

We also recently introduced our newest opportunity to grow your business **60 MPH Speed Networking** where we gather 40+ professionals for a fast paced 1-hour speed networking event to start their mornings.

All three of these are a places where the playing field is leveled and everyone is there to help each other grow their businesses. Whether you are a morning person or prefer to talk over drinks, we have the opportunity for you.



We have the honor of greeting thousands of visitors and new residents each year. We take this opportunity to recommend our locally owned and operated businesses.

From where to grab a meal, find your outfit for the next night out, who to use for residential services or simply what's going on around town this weekend, we look forward to helping Visitors and residents alike find the next reason they will #LoveLocal.

We also offer our LOVE LOCAL ROCKWALL COUNTY USA E-Gift Card. This card, accepted at dozens of restaurants across Rockwall County, is the perfect gift for anyone that loves keeping their dollars in Rockwall. Get one for a friend or yourself!

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 Rockin' Deals
Visit RockwallChamber.org/HotDeals
to see or add your own offers.

RIBBON CUTTINGS



Every New Partner has the option of hosting a Ribbon Cutting.



In Person Ribbon Cuttings are perfect for:

- Retail
- Restaurants
- Entertainment Venues

Virtual Ribbon Cuttings are perfect for:

- Medical Offices
- Home Based Businesses
- If you just can't set aside an hour to host an in person Ribbon Cutting

SIGNATURE EVENTS

The Chamber offers many **SIGNATURE EVENTS** throughout the year. These are opportunities for our Partners to not only sponsor and advertise, but to grow the personal relationships that are the core of any Chamber. Our annual Signature Events include:

- Annual Meeting
- Rockwall County Days
- Caddyshack Golf Tournament
- Clay Shoot
- Rockwall ISD New Teacher & Employee Welcome
- Partner Appreciation Mixer
- First Responders Appreciation

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 it's inception in 2013, PWA has:

- Over 100 active members
- Hosted an Annual Women's Conference
- Hosted Annual Ladies Night Out
- Bi-yearly luncheons
- Bi-yearly mixers
- Donated over \$4,000 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 it's inception in late 2017, RVBA has:

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

Contact Shaun@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 it's 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.

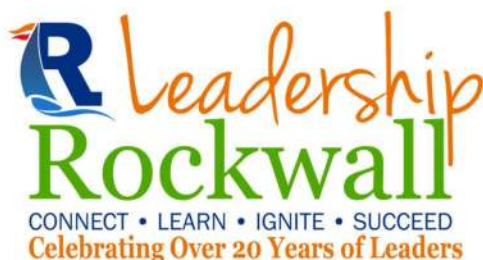


The Young Professionals of Rockwall engage and support future community leaders through professional development, philanthropic, networking and social opportunities designed for young professionals.

Since it's inception in 2014, YPR has:

- 68 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 Shaun@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.

Concurrently, 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 MENU



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

Email | Reach of 1.4k+ | 30% Average Open Rate

*Monday Newsletter Advertisement \$125/ Two Consecutive Weeks
\$200/ Four Consecutive Weeks
\$75/ Each Additional Week*

Stand Alone Email (Entire database) \$150/ea.

Stand Alone Email (Affiliate database) \$75/ea.

**Ad Creation \$75 includes one revision*

Website Ad | 3k-8k Visitors/Month

*RockwallChamber.org & \$150/One Month
VisitRockwall.com \$300/ Three Consecutive Months
\$500/ Six Consecutive Months*

**Home Page, Event Page & Directory Page available.*

**Ad Creation \$75 includes one revision*

Social Media | 8.5K+ Followers | 3 Platforms

*Social Media Post \$125/ Two Posts
\$200/ Four Posts
\$75/ Each additional Post*

Social Media Share \$75/Each Share

**Ad Creation \$75 includes one revision*

***All paid posts & shares will have #Sponsored disclaimer added*

New! Chamber TV Digital Display

*Three Months \$375
Six Months \$600
Twelve Months \$1,000*

**Still & Video options available*

**Provide your own still ad or have video created for \$200*

2022 Community Guide

*Back Cover \$2,995
Inside Cover \$2,595
Full Page \$1,995
1/2 Page \$1,495
1/4 Page \$1,195
1/8 Page \$695*

**More ad sizes available!*

2021 PARTNERSHIP INVESTMENT BENEFITS



	ENTREPRENEUR	BUSINESS	EXECUTIVE	PRESIDENT'S CLUB	CHAIRMAN'S CIRCLE
\$400 ENTREPRENEUR LEVEL <i>PERFECT FOR THE SOLOPRENEUR OR THOSE JUST STARTING OUT</i> CHAMBER PLAQUE & WINDOW DECAL 50% OFF RIBBON CUTTING NEW PARTNER ANNOUNCEMENT PERSONALIZED DIRECTORY LANDING PAGE <i>- SEO'D & INDEXED</i> <i>- TRACKABLE VIEWS, CLICKS & ENGAGEMENT</i> <i>- DIRECT CONTACT TO YOUR BUSINESS</i> 1 COMPLIMENTARY LUNCHEON TICKET ACCESS TO CHAMBER EVENTS LISTING IN ANNUAL DIRECTORY <i>- 1 CATEGORY IN BOTH DIGITAL AND PRINTED DIRECTORY</i> ACCESS TO FREE BUSINESS CONSULTING SERVICES BASIC WEB MARKETING PACKAGE ACCESS TO PARTNER ONLY NETWORK, JOB POSTINGS, ROCKIN' DEALS AND PROGRAMMING CALENDAR					
\$750 BUSINESS LEVEL - MOST POPULAR WITH OUR PARTNERS <i>ALL OF THE ABOVE PLUS</i> RIBBON CUTTING INCLUDED 2 MONTHS WEBSITE BANNER ADVERTISEMENT <i>- OR 3 SOCIAL MEDIA ADS -</i> 2 MONDAY NEWSLETTER ADS 1 ADDITIONAL PARTNERSHIP LUNCHEON TICKET ENHANCED WEB MARKETING PACKAGE					
\$1500 EXECUTIVE LEVEL - MAKE A SPLASH! <i>ALL OF THE ABOVE PLUS</i> 4 HOUR USAGE OF CHAMBER COMMUNITY ROOM ADDITIONAL MONTH OF WEBSITE BANNER AD <i>- OR ADDITIONAL SOCIAL MEDIA ADS -</i> ADDITIONAL PARTNERSHIP LUNCHEON TICKET BUSINESS AFTER HOURS BOLD BUSINESS LISTING IN ANNUAL DIRECTORY ADDITIONAL MONDAY NEWSLETTER AD \$250 SPONSORSHIP AT GOLF TOURNAMENT OR CLAY SHOOT					
\$2250 PRESIDENT'S CLUB - BE IMPACTFUL <i>ALL OF THE ABOVE PLUS</i> FEATURED BUSINESS LISTING IN ANNUAL DIRECTORY ADDITIONAL MONTH OF WEBSITE BANNER ADVERTISEMENT <i>- OR ADDITIONAL SOCIAL MEDIA AD -</i> 2 ADDITIONAL MONDAY NEWSLETTER ADS CHAMBER ACADEMY SPONSORSHIP					
\$5250 CHAIRMAN'S CIRCLE - LEAD THE PACK <i>ALL OF THE ABOVE PLUS</i> HIGHLIGHTED BUSINESS LISTING IN ANNUAL DIRECTORY ADDITIONAL CATEGORY IN PARTNERSHIP DIRECTORY 2 ADDITIONAL MONTHS WEBSITE BANNER AD <i>- OR 2 ADDITIONAL SOCIAL MEDIA ADS -</i> 1/8TH PAGE AD IN ANNUAL DIRECTORY 1 STAND ALONE EMAIL OFFERS SUSTAINING SUPPORT OF THE CHAMBER AND OUR INITIATIVES IN THE COMMUNITY					

STRATEGIC ALLIANCE PARTNER PACKAGES



Our Strategic Alliance Partner Packages are perfect for any business that wants to get the maximum ROI out of the Chamber and support our Mission. Strategic Alliance Partners concierge service from Chamber Staff that includes hand picked sponsorships and advertisements based on your industry.

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 community initiatives, advertisements or sponsorships

GOLD - \$9,000

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 community initiatives, advertisements or sponsorships

SILVER - \$6,000

Executive 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 community initiatives, advertisements or sponsorships

BRONZE - \$3,000

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



PARTNER APPLICATION

Date: ____/____/____

Company Name: _____

Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

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: _____

Business Category for Directory _____ Veteran Owned Business: ☐ Yes ☐ No

Number of Employees _____

Annual Partnership Investment Levels

☐ Chairman's Circle \$5,250 ☐ President's Club \$2,250 ☐ Corporate \$1,500

☐ Business \$750 ☐ Entrepreneur \$400 ☐ Non-Profit \$250

Strategic Alliance Partnership Investment

☐ Platinum \$15,000+ ☐ Gold \$9,000 ☐ Silver \$6,000 ☐ Bronze \$3,000

Why are you investing in the Chamber?

☐ Networking/Leads ☐ Professional Development ☐ Referrals

☐ Community Involvement ☐ Exposure/Promote Business

☐ Other _____

By signing below, I agree to pay the above Partnership Investment within the timeframe discussed with the Chamber Representative.

Signature: _____

Print Name: _____ Date: _____

Chamber Rep Signature: _____



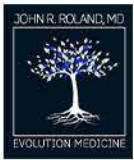
Rockwall Area Chamber of Commerce
**STRATEGIC
ALLIANCE
PARTNERS**



Platinum



Gold



Silver



Bronze



ROCKWALL AREA CHAMBER OF COMMERCE

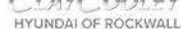
Sustaining Supporters

COMMITTED TO THE BUSINESS COMMUNITY

Chairman's Circle



President's Club



Executive Level



I'VE JOINED THE CHAMBER, NOW 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 by mail
- ___ Receive a Chamber plaque
- ___ Schedule my Ribbon Cutting
- ___ Be contacted by an Ambassador
- ___ Attend complimentary Partnership Luncheon
- ___ 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 community initiative 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





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.



/RockwallChamber



@RockwallChamber



@rockwallchamberofcommerce



Rockwall Chamber of Commerce



rockwallchamber

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