

2022

MEMBERSHIP



 **CVBA**
CUMBERLAND VALLEY BUSINESS
ALLIANCE

A partnership between the Greater Chambersburg Chamber of Commerce & Greencastle-Antrim Chamber of Commerce.

TEAM MEMBERS

Stephen Christian

*President of Cumberland Valley Business Alliance & Greater Chambersburg Chamber of Commerce
Executive Director of Chambersburg Area Development Corp.
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Virginia Harriger

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Sam Thrush

*President of Downtown Chambersburg Inc.
sthrush@chambersburg.org*

PRESIDENT'S MESSAGE



Thank you for your interest in joining the Cumberland Valley Business Alliance (CVBA), a partnership between the Chambersburg and Greencastle-Antrim chambers. For more than 100 years, we have empowered local businesses and championed the community through thousands of business connections. We would not exist without the support of business and community leaders such as yourself, and we hope you will join CVBA. We are committed to our mission of helping our members prosper and enhancing the quality of life in the Cumberland Valley region.

We offer a wide variety of events and programs so every business can find ways to leverage their membership to best fit their business model. I encourage you to reach out to our membership director, Jordan Nace, with any questions you may have.

We look forward to the opportunity to support your business. Together, we can help everyone succeed and positively impact our community.

Stephen Christian
President
Cumberland Valley Business Alliance
Greater Chambersburg Chamber of Commerce

OUR MISSION

Serving more than 850 businesses, CVBA's mission is to help its members prosper and enhance the quality of life in the Cumberland Valley region. We are the largest business advocacy organization in the area.

The Cumberland Valley Business Alliance (CVBA) is a business partnership between the Greater Chambersburg Chamber of Commerce and Greencastle-Antrim Chamber of Commerce.



CORE BENEFITS

Join CVBA, the Cumberland Valley's largest business advocacy organization, to strengthen your business and community!

SUMMARY

- Networking opportunities year-round with member-pricing for specific programs and signature events
- SEO (Search Engine Optimized) listing in the Online CVBA Business Directory at CVBAlliance.org
- Business Listing featured in printed Business Directory distributed throughout the year to member businesses, visitor centers, hotels, banks, etc.
- Receive CVBA membership plaque and "Proud Member" online certificate
- Exclusive advertisement and sponsorship opportunities
- New Member orientations to explore benefits
- Subscriptions for all employees to CVBA Weekly E-News and Insider Newsletter; content submissions welcome!
- Participate in the Alliance Card, buy local program
- Access to exclusive member services (view on page 5)
- Invitations to workshops and networking events monthly
- Opportunity to post events to Community Calendar
- Join a CVBA Committee
- Free job postings on CVBAlliance.org/Jobs

**MEMBERSHIP
STARTING AT
\$350/yr**

***Special New Member Package: free radio advertising through VerStandig Broadcasting, business featured on 103.7FM Tri-State Business Report, advertising package from The Franklin Shopper and 30 days of free web banner ad space from Franklin County Free Press. Contact Jordan Nace today!**



"Since 2001, I have served in the nonprofit sector as a member of the Chambersburg and Greencastle-Antrim chambers. Both organizationally and personally, CVBA has been of benefit and well worth the member dues. I have found the newsletter and mixers to be a fantastic way to heighten awareness of our work within the community. We get more accomplished as a result of belonging."

**- Mark Story,
Habitat for Humanity of Franklin County**

NETWORKING AND EVENTS

The Cumberland Valley Business Alliance along with the Chambersburg and Greencastle-Antrim chambers, hosts more than 150 events and programs each year that strengthen the business community. As a member, you have the opportunity to participate, attend or sponsor events that align with your business goals.

Signature Events Include:

- CVBA Awards Breakfast (200+ attendance)
- CVBA Business Breakfast: Annual Meeting (250+ guests)
- Monthly Mixers (50-200 guests)
- Economic Development Breakfast (150+ guests)
- Franklin County Education Summit (100+ guests)
- Women's Leadership Seminar (100+ guests)
- Franklin County Legislative Breakfast (180+ guests)
- Economic Development Tour
- Holiday Mixer (300+)



850+
MEMBERS

150+
EVENTS & PROGRAMS

400K
DIGITAL REACH

900+
MEMBER EVENTS



MEMBER SERVICES & SAVINGS

Providing extra savings through partnerships.

Medical Insurance

We are partnered with My Benefit Advisor to offer employee benefit solutions to our member businesses. Benefits include: in-depth consulting, assistance with planning, management and communication of employee benefits, individual/family health insurance including dental and vision coverage. [Contact Jordan Nace at 717-264-7101 ext. 202 or jnace@chambersburg.org.](mailto:jnace@chambersburg.org)

Staples Discount

CVBA has partnered with Staples to offer exclusive discounts for members, including 20% off in-store print and marketing services as well as 10% off in-store purchases of regularly priced items. [Call CVBA to enroll at 717-264-7101.](tel:717-264-7101)

ChamberChoice

Offers employer sponsored health insurance, individual health insurance, energy solutions, business insurance and administrative and HR services for CVBA members. [Learn more at ChamberChoice.com.](http://ChamberChoice.com)

ChamberPlus Business Insurance Program

Offers enhanced coverage options for auto, business owners, property, workers compensation and general liability insurance. [Learn more at CVBAlliance.org/MemberServices.](http://CVBAlliance.org/MemberServices)

CVBA Job Board

Free job postings for members on the high-traffic regional job board on CVBAlliance.org/Jobs. [Contact Ginny Harriger at gharriger@chambersburg.org or 717-264-7101 ext. 205.](mailto:gharriger@chambersburg.org)

What's In Your Neighborhood

CVBA Members receive 25% off advertising in the quarterly magazine. [Contact Amy Burton at amy@wiynn.com.](mailto:amy@wiynn.com)

World Kinect Energy Services

Offers energy solutions for members that can help your business save money on energy costs. [Contact Jordan Nace at 717-264-7101 ext. 202 or jnace@chambersburg.org.](mailto:jnace@chambersburg.org)

Franklin Shopper Discount

CVBA Members receive 25 percent off any Help Wanted ad that runs for at least two weeks. Offer is valid once per year. [Contact Mark Hollar at mhollar@franklinshopper.com for details.](mailto:mhollar@franklinshopper.com)

Adventure in Fun Discount

CVBA Members receive 10 percent off all services by Adventure in Fun! They provide quality family entertainment and balloons for all your events. [Contact Shonna Flanigan for details at info@adventureinfun.com.](mailto:info@adventureinfun.com)

Chambersburg Neighbors with Best Version Media Discount

CVBA Members receive 25 percent off all campaigns. Sponsorship campaigns available with monthly publications, Facebook ads, Google Display ads or BVMSports.com. [Contact Grace Waller at gwallier@bestversionmedia.com.](mailto:gwallier@bestversionmedia.com)

BUY LOCAL PROGRAM

Providing additional exposure for your business.

The Cumberland Valley Business Alliance's buy local program, known as the Alliance Card, is designed to help promote your business directly to consumers seeking to shop small. The program enables shoppers to easily support local businesses.

Alliance Card

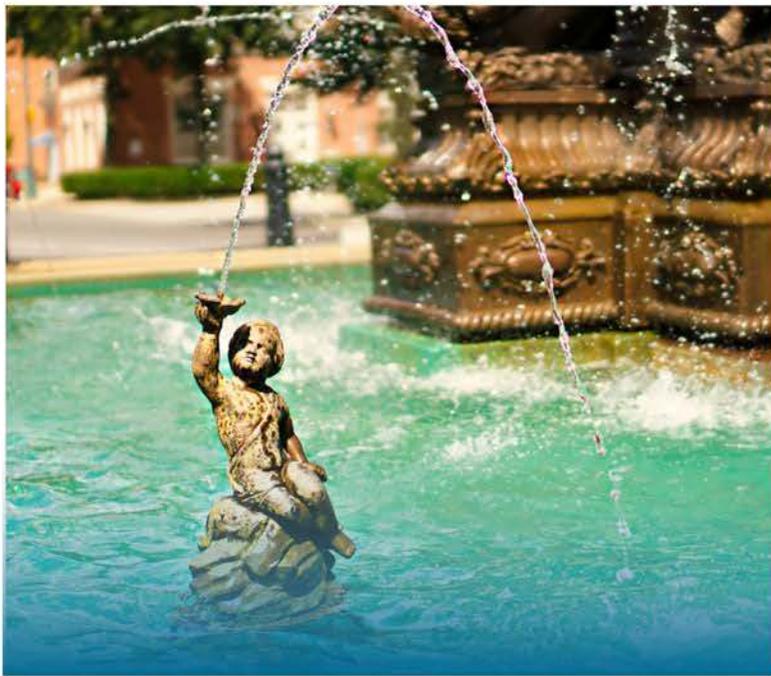
For less than \$1 per week, your business can reach thousands! The Alliance Card is a free discount key card that consumers present at participating businesses for deals and specials. More than 35,000 cards are in circulation! [Contact Sarah Smith at 717-264-7101 ext. 214 or smith@chambersburg.org.](mailto:ssmith@chambersburg.org)

Participating Businesses:

- 2B Accessible
- Applebee's
- Bartlett Tree Experts
- Belle Jewelers
- Best Friends Animal Hospital
- Big Oak Cafe
- Chambers' Apothecary
- Chambersburg Chiropractic
- Decorating Den Interiors
- Dental Solutions of Chambersburg
- DICE Office Equipment
- Floor Trader Outlet of Chambersburg
- Franklin Clothing Outlet
- Hamilton Hyundai
- Heritage Center Gift Shop
- Kenny's Grill & Ice Cream
- LA Cameras
- Ledo Pizza
- Ludwigs Jewelers Inc
- M.C. Plum, Inc Plumbing, Heating & A/C
- Meadows Original Frozen Custard of Chambersburg
- Modnur Pharmacy
- The Orchard's Restaurant
- Printaway
- Salvation Army Thrift Store
- Sam's Flooring Inc.
- Shafer Equipment Rental
- Shively Motors
- The Shook Home at The Quarters
- Snavely's Garden Corner
- Solinkit
- Subway at Chambersburg Crossing, 947 Nortland Ave., Chambersburg
- Subway, 965 Wayne Ave., Chambersburg
- Tommy's Express Car Wash

Local Savings!

FREE @ YOUR LOCAL CHAMBER



CVBA NEWSLETTER PUBLISHED BI-MONTHLY

2,000+
INDIVIDUALS / EDITION

800+
BUSINESSES / EDITION

1,550+
CONTACTS RECEIVE DIGITALLY

4,500
PRINTED COPIES / YEAR

NEWSLETTER EDITIONS:

JAN/FEB, MAR/APR, MAY/JUNE, JULY/AUG, SEPT/OCT, NOV/DEC

CVBA NEWSLETTER ADS AVAILABLE

HALF PAGE AD

\$150 each or 3 for \$399. Size: 7" w x 4" h

BLOCK AD

\$99 each or 3 for \$255. Size: 7" w x 2" h or 3.5" w x 4" h

BIZ CARD AD

\$50 each or 3 for \$125. Size: 3.5" w x 2" h

Submit all ads by the 10th of the month before publication date.

FLYER INSERTS 8.5"x11"

Businesses: \$195/insert and provide 750 copies

Nonprofits: \$125/insert & provide 750 copies. Two free inserts/edition.

*Digital insert files must be submitted by the 10th of the month prior to publication date. 750 copies due by 20th of month before publication date.

Reserve early, space is limited. All ads linked to advertiser website in digital edition.



LARK KENNEDY



717 - 264 - 7101 EXT. 206



LKENNEDY@CHAMBERSBURG.ORG



PAST ADVERTISERS



CVBA DIGITAL ADVERTISING

LARK KENNEDY | LKENNEDY@CHAMBERSBURG.ORG | 717-264-7101 EXT. 206

PREMIER E-BLAST

\$99/EACH

NONPROFIT RATE \$75/EACH

Promote an event or program digitally to CVBA membership

Increase business exposure and reach 1,500+ contacts

24% avg. open rate (industry average 10%)

Sent daily Tuesday - Friday; Reserve early, limited space available

Any ad size available, 8.5"x11" preferred; Ad and URL due at least 3 business days prior to date for review.

E-NEWS AD

\$45/EACH

BUY 4 ADS FOR \$150

Gain exposure through the CVBA's Weekly E-news, sent each Monday

Reach 1,550+ individuals and 800+ businesses

Ad size is 800 x 200 pixels and due by 5pm the Thursday before delivery date

Ads must be secured at least one week prior to delivery date

WEBSITE ADVERTISING

\$25 - \$99/MO.

ADVERTISE ON OUR HIGH-TRAFFIC, MOBILE RESPONSIVE WEBSITE AT CVBALLIANCE.ORG

WEBSITE REACHES 15,000 PAGEVIEWS/MO. AND UP TO 200,000 AD IMPRESSIONS/YR.

Gold Level - \$99/mo. Includes banner ads (728x90 pixels) on all available pages including business category, business directory search; plus Enhanced benefits

Enhanced Level—\$25/mo. Includes priority placement in Business Directory Listing and upgraded category features such as logo, map, photos, description, etc.

PRINT & DIGITAL AD COMBO

~~\$420~~ **\$325**

Purchase 3 Business Card Ads and 6 E-news Ads and save \$95!



JOIN TODAY!

Representing 850+ Members

We are the business community at work; the enthusiastic business, industrial and professional people of the Cumberland Valley bonded together to promote the expansion and civic welfare of the community in which we live.

Connect with CVBA!

Let's talk about how we can help your business thrive! Call Jordan Nace at 717-264-7101 or email jnace@chambersburg.org.



MEMBERSHIP APPLICATION

Business Contact Information

Business/Organization Name: _____

Business Address/City/State/Zip: _____

Website: _____ Phone: _____ Fax: _____

of Full Time Employees: _____ # of Part Time Employees: _____ Business Category: _____

Primary Contact Name: _____ Primary Contact Email: _____

Billing Contact Name: _____ Billing Contact Email: _____

Please list additional employees who would like to receive e-mail communications from CVBA.

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Would you like your business to receive a printed copy of The Insider newsletter monthly? Please Circle: Yes No

Business Description

Please provide a brief description of your business, products, services and any other pertinent information. Up to **200 characters permitted**, free of charge in online and printed business directory.

Additional Information

How did you hear about CVBA? Circle all that apply:

Local Business Friend CVBA Website Google Attended Event Social Media Radio Billboard Other

Buy Local/Biz Alliance Card Participation

Please list your special offer to be marketed to 30,000+ community members

(Cost waived for all investment levels except Business Builder. \$50 annually for Business Builder members)

Authorized Signature: _____ Date: _____

Questions? Contact Jordan Nace at jnace@chambersburg.org or 717-264-7101 ext. 202.

MEET THE CHAMBERS

Learn more at CVBAlliance.org/About or call 717-264-7101.

GREENCASTLE-ANTRIM

The Greencastle-Antrim Chamber of Commerce (G-ACC) exists to help its members thrive by promoting economic prosperity and community vitality. It has been a resource for building a vibrant and prosperous community through business leadership and networking since 1955. The G-ACC is governed by a Board of Directors composed of twelve business associates and four individuals in the Greencastle-Antrim area.

Signature Events Include:

- 3rd Saturdays in the Square in Greencastle
- Golf Tournament (125+ guests)
- Sidewalk Days in downtown Greencastle (1,500+)
- Craft Beer & Wine Fest (1,000+ guests)
- Heritage Christmas (1,000+)



CHAMBERSBURG CHAMBER

The Greater Chambersburg Chamber of Commerce was founded in 1911 and serves its members and community through a variety of organizations and committees. Directed by a 23-person Board of Directors and staffed by 10 employees, the Chambersburg Chamber fosters business, economic and community growth through proactive leadership in the greater Chambersburg area.

Signature Events Include:

- ChambersFest & Restaurant Week (Thousands reached)
- Food Truck Fest (3,000+ guests)
- Scoop-a-Palooza (1,400+ guests)
- Golf Tournament (125+ guests)
- Lunch & Learns hosted monthly
- Young Professionals Conference (50+ guests)
- Tim & Susan Cook Memorial Race (150+ runners)



CBURG CHAMBER AFFILIATES

Learn more at Chambersburg.org/Affiliates or call 717-264-7101.



Chambersburg Area Development Corp.

Stephen Christian, Executive Director
717-264-7101 ext. 207

Since 1960, CADC has successfully invested in real estate throughout the community as well as the development of four business and commercial parks. In all, the businesses and industries provide more than 3,000 jobs. Funding from these investments is used to advance CADC's mission to enhance the economic health of the area.



Cumberland Valley Regional Development Corp.

Stephen Christian, Executive Director
717-264-7101 ext. 207

In 2002, the Chambersburg Area Development Corporation and the Shippensburg Area Development Corporation joined forces to form the Cumberland Valley Regional Development Corporation (CVRDC). CVRDC developed the 363-acre United Business Park, located just off of Exit 24 on I-81.



Greater Chambersburg Chamber Foundation

Virginia Harriger, Executive Director
717-264-7101 ext. 205

Founded in 1990, the Foundation was organized as a 501c(3) to support the greater Franklin County business community by promoting leadership, citizenship and workforce development. Programs include Leadership Franklin County Community, Leadership Franklin County Youth and various workforce development initiatives.



Downtown Chambersburg Inc.

Sam Thrush, President
717-264-7101 ext. 204

Downtown Chambersburg Inc. is a nonprofit 501c(3) focused on downtown revitalization through implementing the four points of the Main Street Approach: Design, Economic Vitality, Promotion and Organization. Events supporting its mission include Food Truck Fest, Sip & Stroll, Duck Derby and others.

SERVICE. DEDICATION. COMMITMENT.

Are you interested in learning more about local businesses and your community? Consider serving on a committee! We have amazing volunteers that are actively engaged in helping to support various CVBA events and programs, as listed below. For more details, contact Jordan Nace at 717-264-7101 ext. 202 or jnace@chambersburg.org.

Chambersburg Golf Committee

Works closely with our membership director to plan and implement the Chamber Golf Tournament, assisting with on-course activities, venue, sponsorships and other activities.

Craft Beer & Wine Fest Committee

Works with the Greencastle-Antrim executive director to plan and implement the Craft Beer & Wine Fest held in Greencastle.

CVBA Ambassador Committee

Actively supports CVBA by reaching out and engaging with members to ensure the most effective way to enhance CVBA and serve the community. Ambassadors are essential to many events and outreach including welcoming new members, attending ribbon cuttings, etc.

Government Affairs Committee

County-wide committee consisting of members from all five county chambers that works to review, recommend, and promote positions through the local chambers on topics of interest that will impact the business community.

Greencastle Heritage Christmas

Endeavors to create, coordinate and execute the many festivities that happen throughout the month of November and December in Greencastle.

Greencastle-Antrim Golf Committee

Engages with the Greencastle-Antrim executive director in planning, coordinating and executing the Greencastle-Antrim Golf Tournament. This includes assisting with on-course activities, venue, sponsorship needs, etc.



"With a variety of events and opportunities available to meet and get to know other members, the benefits of being a part of CVBA are both personally and professionally immeasurable. CVBA helps build your brand awareness while developing a terrific understanding about the opportunities for partnership within our community."

*- Jessica Brindle, CVBA Ambassador,
Boys & Girls Club of Chambersburg/Shippensburg*