



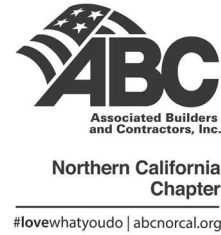
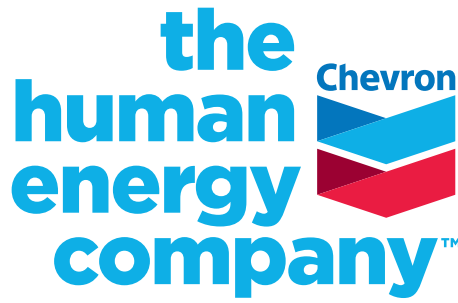
MEMBERSHIP INVESTMENT OPPORTUNITIES



Salinas Valley
CHAMBER OF COMMERCE

An Association Of Businesses Organized To Build A Strong Local Economy
By Promoting Sound Government & An Informed Membership & Community.

STAKEHOLDER INVESTORS



EXECUTIVE INVESTORS

1st Capital Bank | Alvarez Technology Group | AT&T | Bank of America
BlazerWilkinson LP | Central Coast College
Chukchansi Gold Resort and Casino | Cloverfield Management
Del Monte Fresh Produce - Mann's Division | Dole Fresh Vegetables
First 5 Monterey County/Bright Beginnings | Gourley Construction | Kings Oil Tools
Latitude 36 Foods | LAZ Parking | Lowell Farms
Mechanics Bank | Monterey County Housing Authority Development Corporation
Monterey Plaza Hotel & Spa | Natividad Medical Center
Natividad Medical Foundation | Northern Salinas Valley Mosquito Abatement District | Ocean
Mist Farms | Ocon Family Chiropractic | Pacific Gas & Electric Company
Pebble Beach Company | Santa Cruz County Bank | Scheid Family Wines
Vistra Moss Landing Power Plant and Energy Storage Facility | Wells Fargo
The Don Chapin Company | Valley Farm Management



SALINAS VALLEY CHAMBER OF COMMERCE

119 E. Alisal St., Salinas, CA 93901 | membership@salinaschamber.com | 831-751-7725



Salinasvalleychamberofcommerce



SalinasChamber



SalinasChamber



Salinas Valley Chamber of Commerce



SalinasValleyChamber

Why Join the Chamer

- 1 Joining brings credibility to your business
- 2 Increase your visibility in the community
- 3 Increase your visibility online
- 4 Gain a voice in government
- 5 Make business contacts



A circular graphic with a green border. Inside, a vertical scale is shown with a black arrow pointing upwards. The scale has five levels, each with a dollar amount on the left and a business role on the right. The bottom two levels are highlighted in red.

\$10,000	VISIONARY
\$5,000	STAKEHOLDER
\$2,500	LEADER
\$1,250	PARTNER
\$825	MARKETER
\$450	BUSINESS

“Your Salinas Valley Chamber of Commerce is working hard to create an environment where businesses, their employees, and our community thrive and excel through advocacy, collaboration, and leadership to meet Salinas Valley business challenges.”

STEVE McSHANE
CEO & Chief Member Advocate



CONSUMERS ARE **63% more likely** to buy from chamber members!

A national study by the Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members.

When consumers know a business is a member of the chamber, they are:

- 57% more likely to think positively of its reputation
- 63% more likely to buy goods & services

When business decision-makers believe that a business is a chamber member, they are:

- 58% more likely to think positively of its reputation
- 59% more likely to buy goods and services



WHEN YOU'RE A MEMBER OF THE CHAMBER, CUSTOMERS TRUST YOU MORE AND ARE MORE LIKELY TO BUY FROM YOU.



- Distribution of 14,000 copies including insertion into the Californian and MC Herald, Also mailed to 1,000 plus members and influencers. Dropped to 30 plus locations
- Business people are reading the Business Journal; the perfect customer
- Discount rates are available based upon the investment term
- Sent by email to over 2,000 members

STRENGTHENING OUR REGIONAL ECONOMY

VISIONARY \$10,000

ANNUALLY

You deserve recognition for making our region a prosperous place. As a community benefactor, we know you want to help the region attract and retain talent, build a robust workforce, and drive a growing economy.

POSITIONING IN OUR REGION

- Gift a one-year Marketer membership (\$825 value) to the non-profit, BIPOC or female-owned business of your choice, includes public presentation
- *Spirit of Salinas Award Sponsor* - you select and we present recognition to those who are doing great things in our community

TAILORED SERVICES

- Talent Recruitment Concierge services for up to four key recruits a year (\$2,000 value)
- Additional businesses or regional branches included, up to ten (\$4,500 value)

PLUS ALL OF THE SERVICES AND BENEFITS OF STAKEHOLDER, LEADER, PARTNER, MARKETER AND BUSINESS LEVELS ON THE FOLLOWING PAGES



“Being in local business is about investing locally. Chevron is proud of the contributions our employees and stakeholders make to our region. We are committed to partnerships and investments in education, health and economic development that advance progress and strengthen the Salinas Valley communities”

ANDREA BAILEY
Chevron

REPRESENTING YOUR INTERESTS WITH GOVERNMENTS

STAKEHOLDER **\$5,000** ANNUALLY

Everything begins with leadership; as an engaged stakeholder in the community, connecting with other business and civic leaders while supporting the growth of the community is vital. With a goal of making those connections and having an impact, we have made it easier to make your community a better place while keeping your business and employees at the forefront.

ACCESS

- Reserved seat on the CEO Advisory Board *Exclusive!*
- Invitation to Past Chairs Luncheon
- Additional businesses or branches, up to five (Business Level, \$2,250 value)

VISIBILITY

- SalinasChamber.com annual sponsor - special recognition on our website as a premier investor with your logo linked to your company's website (\$1,000 value)
- Recognition in each issue of the *Salinas Valley Business Journal* nine times per year and each e-newsletter twice per month

PLUS ALL OF THE SERVICES AND BENEFITS OF EXECUTIVE, PARTNER, MARKETER AND BUSINESS LEVELS ON THE FOLLOWING PAGES



“Housing, public safety, infrastructure, advocating for less burdensome taxes and fees on businesses: These are the core of what the Salinas Valley Chamber does.”

ADRIENNE LAURENT
Salinas Valley Memorial
Healthcare System

STANDING OUT AS A COMMUNITY INFLUENCER

LEADER \$2,500 ANNUALLY



“The Chamber advocates for business growth within the Salinas Valley; membership gives me a voice in this process and in the community.”

DON CHAPIN III
The Don Chapin Company

You want to work with the other influencers in our community, so you never have to worry about missing out on the very opportunities you’ve been striving for. Watch as your team gets stronger as they are better informed. Enjoy being among influential leaders who are shaping our region.

ACCESS

- Article on your organization or leader published annually in the *Salinas Valley Business Journal*
- Opportunity to speak before the Chamber Board & Staff or invite to your worksite
- Reserved seat at our annual Legacy of Leadership Gala

SERVICES

- Banner ad on SalinasChamber.com for the lifetime of your membership
- Personal membership concierge to help facilitate your extensive benefits
- Additional businesses, locations or branches included, up to three (\$1,350 value)

PLUS ALL OF THE SERVICES AND BENEFITS OF PARTNER, MARKETER AND BUSINESS LEVELS ON THE FOLLOWING PAGES

JOINING FORCES WITH THE STRONGEST BUSINESS ADVOCATE

PARTNER \$1,250

VALUED AT MORE THAN \$3,500 ANNUALLY

Partnering with the Salinas Valley Chamber gives you greater access and influence. When you join at the Partner level, you obtain a seat at the table with decision-makers and influencers of the Salinas Valley and beyond.

ACCESS

- Annual invitation to our exclusive Power Lunch with our President, hosted by the Salinas Valley Chamber
- Complimentary ticket to our Annual Awards Luncheon
- Pre-invitation to Chamber Special Events
- Special invitation to be the Chamber CEO's guest at a Downtown Salinas Rotary meeting

SERVICES

- Chamber re-writes and distributes your press releases (up to two per year) to enhance your visibility with local news outlets
- Single membership includes up to three organization locations or branches
- Complimentary use of the Chamber's conference room, up to four times per year

PLUS ALL OF THE SERVICES AND BENEFITS OF MARKETER AND BUSINESS LEVELS ON THE FOLLOWING PAGES



“Our ability to network through the Salinas Valley Chamber of Commerce is crucial for building relationships with companies that hire Hartnell students both as interns and as long-term members of the local workforce.”

BELEN GONZALES
Director of Job and
Internship Placement
Hartnell College

PROMOTING YOUR BUSINESS AS A DESTINATION

MARKETER \$825

VALUED AT MORE THAN \$2,000 ANNUALLY



Who doesn't want to promote themselves or their business? The Salinas Valley Chamber is committed to helping you grow and become famously visible by providing the opportunity to make keen connections that will save you time and money. Let us provide you with the support and services to take your business to the next level.

MARKETING VISIBILITY

- Online Business Card includes highlighted business listing and search-engine-optimized profile on SalinasChamber.com (\$300 Value)
- Ribbon Cutting services for your grand opening or business growth celebration, OR two member message ads per year to over 2,500 email subscribers (\$300 value)
- Banner ad on SalinasChamber.org for the first year of your membership (\$500 Value)

PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS LEVEL ON THE BACK PAGE

This membership is recommended for organizations with **MORE than 25 employees.**

NEW OPPORTUNITIES THROUGH RELATIONSHIPS

BUSINESS \$450

VALUED AT MORE THAN \$1,000 ANNUALLY

Business can be very challenging and your Chamber of Commerce can be trusted with representing you to local, state & federal government. We monitor the issues and open opportunity in the community for you. You can expect us to advocate strongly for a safe, vibrant and livable community.

TO GET CONNECTED:

1. Join today
2. Schedule an orientation with our membership director
3. Attend your first event and meet other business owners just like you

JOIN TODAY! Get the connections you need to feel capable and well-informed. Build relationships with other business owners who often become life-long friends.

CONNECTING YOU TO OUR REGION

- Business spotlight featured on our social media and in our e-newsletter and our *Salinas Valley Business Journal* (\$400 value)
- Invitation to popular Chamber networking events (lunches and no-cost mixers) (\$125 value)
- Access to no and low-cost marketing through social media, e-newsletters, and our *Salinas Valley Business Journal*
- Business referrals exclusively to members
- Profile on SalinasChamber.com with your logo and contact information
- Post job openings, events, and company news on SalinasChamber.com
- Subscription to the *Salinas Valley Business Journal*
- Office Depot Purchasing Card and other member-to-member discounts
- Member pricing on Chamber events
- Trusted Member Plaque and Member Sticker to display in your business and logo for your company's website

***This membership is an option for organizations with
LESS than 25 employees.***

SALINAS VALLEY BUSINESS JOURNAL

AD RATES

*Prices are per issue

	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Full Page - 10.125 x 9.5417	\$882	\$806	\$728	\$653
Half Page Vertical or Horizontal — 4.9375 x 9.5417	\$694	\$637	\$578	\$523
Quarter Page - 4.9375 x 4.6459	\$510	\$470	\$430	\$395
Back Cover Full Pg - 10.125 x 9.5417	\$1,119	\$1,022	\$918	\$823
Inside Front or Inside Back Cover Full Page	\$951	\$868	\$784	\$700

Pricing for Prospective Members of the Salinas Valley Chamber of Commerce

	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Full Page	\$1,058	\$967	\$873	\$783
Half Page Vertical or Horizontal	\$833	\$764	\$694	\$628
Quarter Page	\$612	\$564	\$516	\$474

- **Pay in full discount:** If your organization wishes to pay in advance for the full advertising package, we offer a 5% discount off the total.
- **Circulation:** 15,000 printed copies (Salinas Californian, MC Herald, direct mail to members), Distribution to 30+ locations, plus digital distribution.
 - One issue each year will be designated as a “Super Issue” and double as a visitor’s guide and membership directory.
- **Deadline:** Articles and Ad Copy must be submitted by the 10th of each month.
- **Ad Specifications:** Camera-ready art to be provided by client in either .jpg, .pdf, CMYK, no higher than 300 DPI
- **Advertorials:** The Chamber will accept written content in lieu of an ad subject to approval by the Editor and CEO.
- **Submitted Content:** The Chamber will consider submitted content with a priority given to members that are under agreement with a frequency discount for advertising. Please contact our sales director for more information.

The Chamber of Commerce reserves the right to reject materials based on quality, space, inaccuracies, or inappropriate nature.

For more information or to advertise please contact the Salinas Chamber at 831-751-7725 or membership@salinaschamber.com .



SUMMARY CHART OF

MEMBERSHIP BENEFITS

List of Benefits	Visionary \$10,000	Stakeholder \$5,000	Leader \$2,500	Partner \$1,250	Marketer \$825	Business \$450
Sponsorship of the Salinas Valley Chamber Business Expo & Spirit of Salinas Award	X					
Talent Recruitment Concierge Services for key recruits	X					
Gift a 1-year marketing membership to an organization of your choice	X					
Reserved seat on the CEO Advisory Board	X	X				
Invitation to past chairs luncheon	X	X				
Sponsorship of our website as a premier investor	X	X				
Recognition in each issue of our Business Journal & e-newsletter	X	X				
Article on your organization or leader in the Business Journal	X	X	X			
Opportunity to speak to our Board & Staff	X	X	X			
Reserved seat to our Annual Legacy of Leadership Gala	X	X	X			
Personal membership benefits concierge	X	X	X			
Benefits for additional businesses or locations/branches	X	X	X			
Invitation to our Exclusive Power Lunch with our President	X	X	X	X		
Invitation to be our CEO's guest at a Downtown Salinas Rotary meeting	X	X	X	X		
Chamber re-writes and distributes your press releases to enhance your visibility with local news outlets	X	X	X	X		
Reserved seat to our Annual Awards Luncheon	X	X	X	X		
Membership benefits for up to 3 locations/branches	X	X	X	X		
Highlighted business listing on our website	X	X	X	X	X	
Banner ad rotating on our website	X	X	X	X	X	
Ribbon cutting ceremony or two Member Message ads per year	X	X	X	X	X	
Organization spotlight featured in our Business Journal & e-newsletter	X	X	X	X	X	X
Invitation to popular networking events	X	X	X	X	X	X
Access to no and low-cost marketing	X	X	X	X	X	X
Business listing in our member directory on our website	X	X	X	X	X	X
Trusted member plaque and sticker and logo for your organizations' website	X	X	X	X	X	X
Member-to-member discounts	X	X	X	X	X	X

**JOIN
TODAY!**

119 E. Alisal St., Salinas, CA 93901 | membership@salinaschamber.com | 831-751-7725

SALINASCHAMBER.COM