



ROWAN CHAMBER

Chamber of Commerce

Be an original.
**Investment
Guide**



National Award-Winning Chamber of Commerce

*2016 Top 10 Retention Award – Association of Chamber of
Commerce Executives (ACCE)*

2015 Chamber of Year Finalist ACCE

Mission:

The Mission of Rowan Chamber of Commerce is to enhance quality of life
and nurture a thriving economy through pro-active and consensus-building leadership.



\$7,000 Chairman's Club

\$3,500 Trustee

\$1,500 Advisor

\$879 *Cost per Member Benchmark*

\$700 Champion

\$350 Entrepreneur

The Rowan Chamber is a sound business investment

For over 90 years, the Rowan Chamber has been working hard for you and your business. We are dedicated to helping our investors be successful and grow their businesses. We have various levels of investment designed to maximize your Return on Investment (ROI) and answer specific needs.

Whether you are looking to connect individually with the most influential senior executives of leading businesses or seeking the maximum amount of exposure in our area, we have the level of offerings right for your business model.



This is a summary of your benefits, not an all-inclusive list.	Chairman's Club \$7,000	Trustee \$3,500	Advisor Value = \$4,000 \$1,500	Champion Value = \$1,3000 \$700	Entrepreneur Value = \$900 \$350
Business Directory Listing in Printed Guide	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Business Directory Listing on Website	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Interaction on Social Media Sites	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Receive Bi-monthly Email Newsletter	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Business After Hours Mixers	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Free Job Postings and Event Listings on Website	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Brochure Placement in Chamber's Welcome Center	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Ribbon Cutting Services	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
200-Character Description on Website Listing	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Member Recognition, Opportunity for Additional Advertising & Sponsorships at Chamber Events	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Two Business Listings in Print & Web Directories	<div></div>	<div></div>	<div></div>	<div></div>	Not available to companies of 25 or more employees
Chamber Database in Excel Format Annually	<div></div>	<div></div>	<div></div>	<div></div>	
Special Recognition at Annual Banquet	<div></div>	<div></div>	<div></div>	<div></div>	
Free use of Gateway Meeting Rooms Quarterly	<div></div>	<div></div>	<div></div>	<div></div>	
Special Invite to VIP Reception at Annual Gala	<div></div>	<div></div>	<div></div>	Not available to companies of 50 or more employees	
Additional Category Listing in Print & Web Directories	<div></div>	<div></div>	<div></div>		
Four Business Listings in Print & Web Directories	<div></div>	<div></div>	<div></div>		
15% Discount on Chamber Advertising	<div></div>	<div></div>	<div></div>		
10% Discount on Multiple Chamber Sponsorships	<div></div>	<div></div>	<div></div>		
1600 Character Description on Website Listing	<div></div>	<div></div>	<div></div>		
Facebook Post on Chamber Page by Request 3x/year	<div></div>	<div></div>	Not available to companies of 75 or more employees		
Free Use of Gateway Meeting Rooms Monthly	<div></div>	<div></div>			
Two Free PIP Power Cards	<div></div>	<div></div>			
CEO Profile in Membership Directory	<div></div>	<div></div>			
Company Recognition on Plaque in Welcome Center	<div></div>	<div></div>			
VIP Insiders Briefing Annually	<div></div>	<div></div>			
25% Discount on Chamber Advertising	<div></div>	<div></div>			
15% Discount on Multiple Chamber Sponsorships	<div></div>	<div></div>			
Material Placement in VIP Relocation Packets	<div></div>	<div></div>			
Free Table for 10 at Annual Gala	<div></div>				
Six Free PIP Power Cards	<div></div>				
Six Free Hospitality Tent Seats for Dragon Boat	<div></div>				
Logo on Banner Displayed at All Chamber Events	<div></div>				

For details, please call the Rowan Chamber of Commerce at 704-633-4221 or info@rowanchamber.com

Support Our Ability to Strengthen Our Regional Economy

Chairman's Club \$7,000

Annual Investment

Your Chairman's Club membership offers exclusive positioning while supporting our work to strengthen the regional economy.

Positioning In Our Region

- Your logo on Major Investors webpage, Chamber e-news and all digital communications (over \$3,500 value)
- CEO Profile in Business Overview section of Membership Directory
- Free table for 10 at Annual Gala
- Six free Power Cards to monthly Power in Partnership breakfast (September – May)
- Six free VIP Hospitality seats for Dragon Boat Festival
- Logo on Stakeholders Wall and banner displayed at all Chamber events
- Free material placement in VIP Relocation Packets

Business Advocacy

We know your time is valuable. Even when you can't show up, we advocate for your business interests.

With your membership, you receive:

- Someone working every day to make a better business climate; to attend meetings so you don't have to; and to answer your local, State or Federal government questions
- Successful advocacy on issues important to your business community

Plus all of the services and benefits of Trustee, Advisor, Champion and Entrepreneur levels on the following pages



"Because of our membership and our long history with the chamber, we know that the chamber is actively advocating for both business growth and quality of life in our community – that's really important for our employees and for our patients."

Dari Caldwell

Novant Health Rowan Medical Center
Chairman's Club Member



Support Our Efforts to Represent Your Business Interests in Government

Trustee \$3,500

Annual Investment

Your Trustee membership fuels our work to build a community where business thrives. Plus, you'll get some great perks along the way!

Building Our Community

- Free use of Gateway Meeting Rooms monthly
- Two free Power Cards to the monthly Power in Partnership breakfasts (September-May)
- Company recognition on plaque in Welcome Center
- VIP Insiders briefing annually
- Facebook post on Chamber page by request 3X/year
- 25% discount on Chamber advertising
- 15% discount on multiple Chamber sponsorships
- Material placement in VIP Relocation Packet

"The Chamber represents us well in business advocacy and community leadership. We get a great return on our investment!"

Tim Norris
Healthcare Management Consultants
Trustee Member

Education & Workforce

Whether we see you or not, we are working hard every day to improve education and workforce training.

- An organization that is the bridge between employers and education
- Priority project advocacy on key education and workforce training needs in the community

Plus all of the services and benefits of Advisor, Champion and Entrepreneur levels on the following pages



Support Our Ability to Provide Leadership Training Programs

Advisor \$1,500 Annual Investment

Your Advisor membership puts your business among an elite group of investors helping the Chamber to invest more into our mission.

Building Our Community

- Free use of Chamber Conference Room Quarterly
- Special invite to VIP Reception at Annual Gala
- Additional Category Listing in Print & Web Directories
- Four business listings in Print & Web Directories
- 15% Discount on Chamber Advertising
- 10% Discount on Multiple Chamber Sponsorships
- Expanded character description on website listing

Business Resources

For over 90 years the Chamber has been the Gateway to the community.

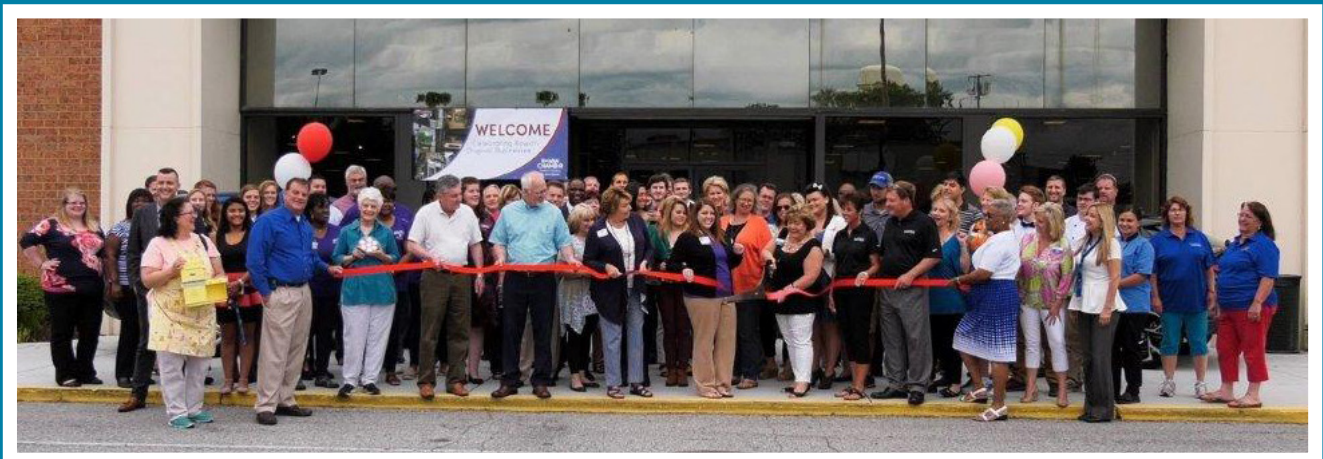
- Newcomer packets, maps, business overview and directories
- Economic Indicators, small business assistance, ribbon cutting services



"The Chamber of Commerce paves the way for businesses to succeed in any economy."

Janet Spriggs
Rowan-Cabarrus Community College
Advisor Member

Plus all of the services and benefits of Champion and Entrepreneur levels on the following pages



Promote your business growth and make this a better place to live, work and play

Champion \$700

Valued at more than \$1,300 annually!

Our Champion members receive even more exposure built into their annual membership.

Marketing Visibility

- Enhanced business size card BOLD listing in Membership Directory
- Two business listings in Print & Web Directories
- Chamber database in excel format annually
- Special recognition at Annual Gala

Save Money

- Discounted Office Supplies
- Discounted Workers' Comp. Insurance
- Access to Member-to-Member Benefits

Leadership Development

For over 25 years, the Chamber has been developing community leaders.

- Leadership Rowan has over 500 graduates that are better prepared to serve our community
- Graduates serve on local Boards and Commissions to make this a better place to live, work and play

Plus all of the services and benefits of Entrepreneur level on the following page



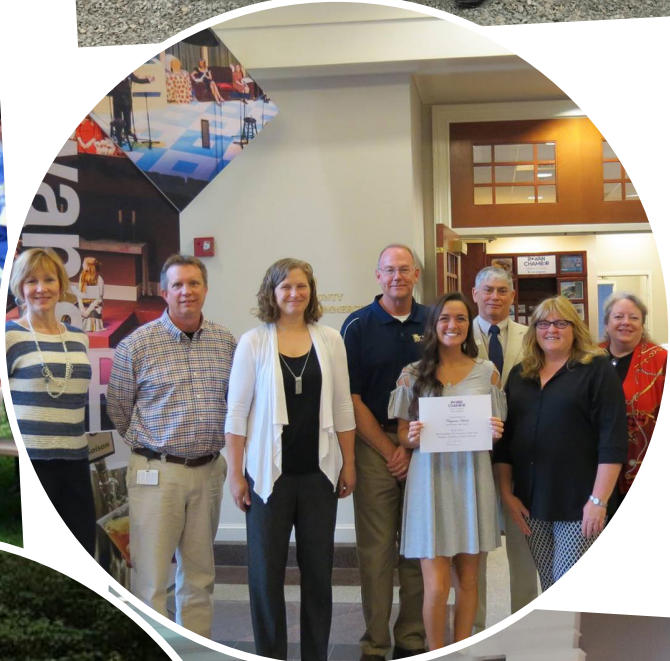
**Daniel Matangira &
Nicole Holmes-Matangira
Matangira Business Recycling and
Garbage Disposal Services
Champion Members**



This membership is not available to companies of 50 or more employees

The Chamber at Work





*Providing new opportunities through connections
and relationships*

Entrepreneur \$350 **Valued at more than \$900 Annually!**

Connecting you to our region

- Online and in person referrals
- Chamber will support your Ribbon Cuttings and Grand Openings
- Inclusion in the Chamber's Member Referral Program
- Business After Hours Mixer invitations
- Opportunity to participate on Chamber Committees
- Access to RCCC Small Business Center seminars and workshops
- FREE one-on-one business counseling at the Gateway Building
- Business Directory Listing in printed guide
- Business Directory Listing on website
- Interaction on social media sites
- Receive bi-monthly e-newsletter
- Free job postings and event listings on website
- Brochure placement in Chamber's Profile Display
- Constant Contact – up to 25% off plus free in-person training and product support
- Description on website listing
- Opportunity for additional Advertising & Sponsorships
- Discounted memberships in the Charlotte and North Carolina Chambers
- Chamber member decal

Online member news coverage of:

- Awards and accomplishments
- Appointments and promotions
- Community involvement
- Mergers, name changes and expansions
- Relocation and new construction

Members-Only Services Available for Purchase:

- Discounted Workers Comp. Insurance
- Discounted Office Supplies
- Trade Show display table opportunities
- Certificate of Origin – \$150 fee per visit for non-members
- Opportunity to attend Chamber events – non-members \$20 per event
- Rowan County map discounted advertising – available only to members
- Profile Display Sponsorships – available only to members
- Business Overview / Membership Directory advertising – available only to members



Business Study:

Consumers 63% more likely to buy from Chamber Members

A 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. For example:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself.

- Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear:

Positive perception increases among consumers and business owners when a business is identified as a member of the local Chamber of Commerce.





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