



CHAMBER

INVESTOR OPPORTUNITIES



LAKELAND
CHAMBER
of COMMERCE



The Chamber is...



The Chamber provides...

VISIBILITY

If you are looking to increase your company's prominence and access to business influencers, the Lakeland Chamber's networking, seminars, sponsorship, and advertising opportunities will help connect you with your target markets in a cost-effective way. Chamber investors have access to a variety of exclusive opportunities to promote your brand, offerings, visibility, and generate business leads.

ADVOCACY

Advocacy is the heart of the Chamber's mission of being a champion for our thriving community. Chamber staff and leadership are dedicated to working to promote policies at a federal, state, and local level that are conducive to a strong business climate. BusinessVoice, the political arm of the Chamber, works to support and endorse pro-business candidates and to promote issues impacting our business community.

RESOURCES

The Chamber serves as a clearinghouse for a wide array of businesses resources and publications. Our website, e-newsletter, blog, SHIFT podcast, and social media continuously update our investors with the metrics and data necessary to understand markets to optimize sales.

BENEFITS FOR INVESTORS

The Chamber continues its "shift" by ensuring that investors are receiving the access to timely, relevant information that is paramount for business success. Through leadership development, educational seminars, and special events, the Chamber offers an array of opportunities to stay on the cutting-edge of business trends.



Investment Benefits



LAKELAND CHAMBER
of COMMERCE



Board of Directors

- Investor volunteers elected to:
 - Review and approve internal documents and procedures
 - Establish policies and protocols
 - Other duties deemed to be in the best interest of the Chamber and its investors



CEO Roundtable

- High tier investors (\$6k+) and civic leaders
- Serve as a visioning group and sounding board for proposed Chamber initiatives



Advocacy

- Monthly Advocacy Committee Meetings
- Annual Capitol Connection trip to Tallahassee
- Annual Legislative Wrap-Up Breakfast
- Bi-Annual Political Hob Nob
- BusinessVoice of Greater Lakeland, Inc. - Political Action Committee



Leadership Development

- Leadership Lakeland
- EMERGE Lakeland - Young Professionals
- Management Training



Communications & Business Visibility

- Weekly e-newsletters
- SHIFT Podcast
- Annual Lakeland Business Guide
- Basic and enhanced web directory listings
- Website and email banner ads
- Local business deals
- Job postings



Programs

- New Business 101
- Business After Hours/Biz & Brews
- Small Business Awards
- Travel with the Chamber
- Nod to Nonprofits
- Good Day, Lakeland!



Ambassadors

- Valued investors mentor new investors for the first three months of their membership, helping target what services/benefits are best for their business



Small Business Council & Leads Groups

- Small Business Council Roundtable Discussions focusing on:
 - overcoming adversity
 - kick-starting the economy
 - the entrepreneurial spirit
 - growth and fear
 - industry worth
- Leads Groups meet weekly to exchange sales leads and learn more about fellow investor businesses



Special Events

- Lakeland Chamber Honors
- Economic Forecast Breakfast
- ATHENA Awards
- The Healthies
- Mid-Year Economic Update Luncheon
- CarBQ
- Tiger BBQ
- Chamber Golf Scramble
- Lakeland's Employment Advancement Partnership (L.E.A.P.)
- Polk Goes Global

Chamber Investment Levels & Benefits



Designed for small businesses seeking to enhance visibility and build business relationships that contribute to the Lakeland community.

Available to businesses with 15 or fewer full-time employees.

Advocacy

- Legislative alerts
- Eligibility to join BusinessVoice & the Advocacy Committee
- Invite to Public Affairs events at investor rate
- Invitation to Capitol Connection, an exclusive delegation trip to Tallahassee

Cost Savings

- Discounts from Office Depot, Constant Contact, LKLD HAVEN, The Ledger and more
- 25% discount on Chamber meetings room upon availability
- Complimentary Certificates of Origin

Networking

- 1 ticket per month to Business After Hours or Biz & Brews
- Brand Ambassador Program
- Leads Groups

Training & Education

- Access to Florida Chamber of Commerce resources
- SCORE professional workshops
- New Business 101
- QuickBooks training
- Management training
- Good Day, Lakeland! events at investor rate
- One-on-one Consulting with SBDC

Visibility

- Business and category listing in online investor directory (including map, directions, link to company website, and keywords for improved SEO)
- Eligible for discounted advertising rates for Chamber media and promotional activities
- Ability to place discount coupons on investor listing
- Community events listing
- List employment opportunities
- Small Business Award nomination eligibility
- Recognition of initial investment on LakelandChamber.com homepage, e-newsletter, and on social media
- Recognition of renewal on social media and in the e-newsletter

Additional

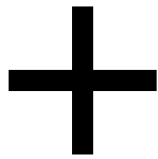
- Opportunities to participate on Chamber committees
- Opportunity to participate in EMERGE Lakeland

\$365 Annually



PARTNER

Designed for those wanting additional exposure for their business. Offers the advantages of the Business Builder level, PLUS additional benefits.



Cost Savings

- 1 complimentary use of Chamber meeting rooms upon availability

Training & Education

- Advance information concerning key issues and announcements

Visibility

- Enhanced listing on LakelandChamber.com allowing photos, videos, unlimited keywords, and more
- Opportunity for guest post on Blog.LakelandChamber.com
- Online listing in 2 business categories
- Sponsorship opportunities at Chamber events

Additional

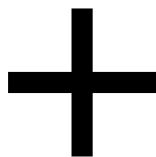
- Complimentary ribbon cutting/grand opening services
- Tracked e-referrals

\$750 Annually



ADVOCATE

Offers the advantages of the Partner level, PLUS additional benefits.



Cost Savings

- 2 complimentary uses of Chamber meeting rooms upon availability

Networking

- 2 tickets per month to Business After Hours or Biz & Brews
- 5 CarBQ lunches

Visibility

- Opportunity for 2 guest posts on Blog.LakelandChamber.com
- Online listing in 3 business categories
- Tier level banner displayed above business listings on LakelandChamber.com

Additional

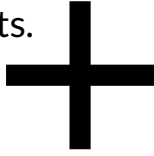
- \$75 advertising credit
- \$65 event ticket bank credit
- \$250 event sponsorship credit

\$1,750 Annually



KEY STAKEHOLDER

Offers the advantages of the Advocate level, PLUS additional benefits.



\$3,000 Annually

Networking

- 10 CarBQ lunches
- 3 tickets per month to Business After Hours or Biz & Brews

Visibility

- Online listing in 4 business categories
- Ability to list 1 additional business location

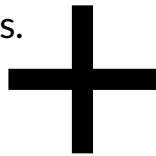
Additional

- \$150 advertising credit
- \$150 event ticket bank credit
- \$400 event sponsorship credit



VISIONARY

Offers the advantages of the Key Stake Holderlevel, PLUS additional benefits.



\$6,000 Annually

Networking

- CEO Roundtable membership including 4 exclusive meetings
- 15 CarBQ lunches
- 4 tickets per month to Business After Hours or Biz & Brews

Visibility

- Opportunity for 4 guest posts on Blog.LakelandChamber.com
- Online listing in 5 business categories
- Business name recognition at Chamber events
- Ability to list 2 additional business locations
- 1/6 screen advertisement on TV in Chamber lobby
- Business name on the front on each e-newsletter and logo scrolling on bottom of homepage at LakelandChamber.com

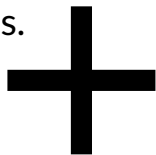
Additional

- \$300 advertising credit
- \$280 event ticket bank credit
- \$750 event sponsorship credit



AMBASSADOR

Offers the advantages of the Visionary level, PLUS additional benefits.



\$8,500 Annually

Networking

- 2 players in Chamber Golf Scramble
- 20 CarBQ lunches
- 5 tickets per month to Business After Hours or Biz & Brews

Visibility

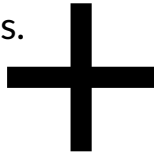
- Online listing in 6 business categories
- Ability to list 3 additional business locations
- Business listing in Lakeland Business Guide
- 1/3 screen advertisement on TV in Chamber lobby
- Business logo on the front of each e-newsletter and logo scrolling on bottom of homepage at LakelandChamber.com

Additional

- \$500 advertising credit
- \$660 event ticket bank credit
- \$1,000 event sponsorship



Offers the advantages of the Ambassador level, PLUS additional benefits.



\$12,000 Annually

Advocacy

- 1 all-inclusive registration for Capitol Connection, an exclusive delegation trip to Tallahassee

Cost Savings

- Unlimited use of Chamber meeting rooms upon availability

Networking

- Priority seating at signature events
- 3 players in Chamber Golf Scramble
- 25 CarBQ lunches
- 6 tickets per month to Business After Hours or Biz & Brews
- Invitation to annual Board of Directors planning retreat
- Invitation to annual briefing and reception with President & CEO and Board Chair

Visibility

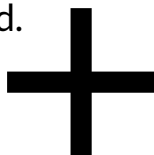
- Opportunity for 4 guest posts on Blog.LakelandChamber.com
- Online listing in 7 business categories
- Ability to list 4 additional business locations
- 1/2 screen advertisement on TV in Chamber lobby

Additional

- \$750 advertising credit
- \$1,300 event ticket bank credit
- \$2,500 event sponsorship credit



Our highest tier of membership, offering ALL the advantages of the previous levels, PLUS increased company exposure and all the benefits listed.



\$20,000 Annually

Advocacy

- Phone conversation with President & CEO to receive legislative updates

Networking

- Premium seating at signature events
- 6 players in Chamber Golf Scramble
- 35 CarBQ lunches
- 8 tickets per month to Business After Hours or Biz & Brews

Visibility

- Opportunity for 5 guest posts on Blog.LakelandChamber.com
- Online listing in 8 business categories
- Ability to list 5 additional business locations
- Full screen advertisement on TV in Chamber lobby

Additional

- \$1,000 advertising credit
- \$2,350 event ticket bank credit
- \$6,000 event sponsorship

The Lakeland Chamber of Commerce

TIER OF INVESTMENT

	BOARD OF GOVERNORS \$20,000	COUNCIL OF ADVISORS \$12,000	AMBASSADOR \$8,500	VISIONARY \$6,000	KEY STAKEHOLDER \$3,000	ADVOCATE \$1,750	PARTNER \$750	BUSINESS BUILDERS \$365
Business listing in online directory	x	x	x	x	x	x	x	x
Share 30-second promo video posted on social media	x	x	x	x	x	x	x	x
Membership window cling	x	x	x	x	x	x	x	x
Receive e-newsletter	x	x	x	x	x	x	x	x
Money saving programs	x	x	x	x	x	x	x	x
Ribbon cutting services	x	x	x	x	x	x	x	50% off
Monthly tickets to "Business After Hours"	8	6	5	4	3	3	2	1
Social media linked in online directory	x	x	x	x	x	x	x	x
Business categories	8	7	6	5	4	3	2	1
Enhanced web listing	x	x	x	x	x	x	x	
CarBQ lunches	35	25	20	15	10	5		
Event sponsorship credits	\$6,000	\$2,500	\$1,000	\$750	\$400	\$250		
Event ticket bank credits	\$2,350	\$1,300	\$660	\$280	\$150	\$65		
Advertising credits	\$1,000	\$750	\$500	\$300	\$150	\$75		
Advertising on lobby TV screen	full	1/2	1/3	1/6				
Additional business locations at no cost	5	4	3	1				
Exclusive CEO meetings/events	x	x	x	x				
Players in Chamber Golf Scramble	6	3	2					
Business listing in Lakeland Business Guide	x	x	x					
Priority seating at events	x	x						
Registration to attend Capitol Connection	1 seat	1 seat						
Invite to Board of Directors planning retreat	x	x						



LAKELAND CHAMBER
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CATALYST. CONVENER. CHAMPION.

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