



COLUMBIA CHAMBER OF COMMERCE

*Engaging Business
for Community Excellence*

MEMBERSHIP MENU





Role	Cost
STAKEHOLDER	\$8,000
VISIONARY	\$4,000
ADVISOR	\$2,500
INNOVATOR	\$1,500
PARTNER	\$800
BUSINESS	\$425

MATT MCCORMICK
Chamber President & CEO

THE COLUMBIA CHAMBER OF COMMERCE WORKS HARD FOR YOU AND YOUR BUSINESS.

The Chamber is and has been the voice of business and professionals in our region for more than 110 years. We support policies that foster a positive business climate through job creation and economic development. We also supports innovative ideas to educate, attract and retain a quality workforce.

As a not-for-profit membership organization, the Chamber provides leadership to achieve a diverse balanced economy that enhances the quality of life and work in our region.

The Chamber is a bridge that links businesses, organizations and residents together with unique programs that strengthen our long-term economic vitality, business success, job creation and quality of life.

STAKEHOLDER \$8,000

ANNUAL INVESTMENT

Your Stakeholder level membership offers exclusive positioning while supporting our work to strengthen the regional economy

POSITIONING IN OUR REGION

- Permanent rotating logo on ColumbiaMOChamber.com linked to your company profile written about your company's regional economic and community footprint
- Ability to offer a one-year Chamber member scholarship at Business level
- Personal membership concierge

EXCLUSIVE ACCESS

- Twelve-month Digital Marketing Package on ColumbiaMOChamber.com (\$3,600 value) includes Digital Display in the chamber lobby (\$1,800 value)
- Up to six additional businesses, locations or directory categories, seven total (including your primary business/category - \$2,975 value)
- Six EPIC punch cards and four Women's Network luncheon registrations per membership year
- One complimentary *Business Line Newsletter* advertisement
- Logo on event marketing banner

PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS LEVEL INCLUDING A COMPLEMENTARY MAILING LIST AND ONLINE BUSINESS CARD



“Each of our Walmart locations want to show our commitment to the community, and developing relationships with fellow businesses. We also appreciate the opportunity to promote our presence as civic leaders in the community with the partnership of the chamber.”

Dawn Moritz
General Manager, Walmart #80

VISIONARY \$4,000 ANNUAL INVESTMENT

Your Visionary level membership gives you and your team access to some of the most valuable programs and events in the region

POSITIONING IN OUR REGION

- Three Economic Outlook Conference registrations per membership year
- Four Lunch with a Leader registrations per membership year
- Personal membership concierge

ACCESS & SERVICES

- Six-month Digital Marketing Package on ColumbiaMOChamber.com (\$1,800 value) includes digital display in the Chamber lobby television (additional \$900 value)
- Up to four additional businesses or directory categories, five total (including your primary business/category - \$2,125 value)
- Four EPIC punch cards or three Women's Network Luncheon registrations per membership year (your choice)
- Business name placed on event marketing banner

PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS LEVEL INCLUDING A COMPLEMENTARY MAILING LIST AND ONLINE BUSINESS CARD



"The Chamber is an important organization in our community, as it allows business owners to have a unified voice for some important decisions in Columbia."

Jay Lindner
President, Lindner Properties

This membership is not available to companies of 120 employees or more.

ADVISOR \$2,500 ANNUAL INVESTMENT

Your Advisor level membership provides an opportunity to help shape the structure of our business community



“Stephens College is pleased to be a member of the Columbia Chamber of Commerce. We look forward to a partnership that will allow us to share our many offerings with the community.”

Dianne Lynch
President, Stephens College

SHAPING OUR BUSINESS COMMUNITY

- Two registrations at the Economic Outlook Conference per membership year
- Two Lunch with a Leader registration per membership year

ACCESS & SERVICES

- Four-Month Digital Marketing Package on ColumbiaMOChamber.com (\$1,200 Value) includes digital display on the Chamber lobby television (additional \$450 value)
- Up to three additional locations or directory categories, four total (including your primary business/category - \$1,700 value)
- Two EPIC punch cards (\$180 value) or one Women’s Network luncheon registration per membership year (your choice)

PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS LEVEL INCLUDING A COMPLEMENTARY MAILING LIST AND ONLINE BUSINESS CARD

This membership is not available to companies of 90 employees or more.

INNOVATOR \$1,500

ANNUAL INVESTMENT

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



“Our Chamber membership has opened so many doors for us. Without it, we would be years away from those relationships being created.”

Rutsy Strodtman
General Manager, Columbia Mall

BUILDING OUR COMMUNITY

- One registration at the Economic Outlook Conference per membership year
- One Lunch with a Leader registration per membership year

ACCESS & SERVICES

- Three-Month Digital Marketing Package on ColumbiaMOChamber.com (\$900 Value) includes digital display on the Chamber lobby television (additional \$450 value)
- Up to two additional locations or directory categories, three total (including your primary business/category - \$1,275 value)
- One EPIC punch card (\$90 value)

PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS LEVEL INCLUDING A COMPLEMENTARY MAILING LIST AND ONLINE BUSINESS CARD

This membership is not available to companies of 75 employees or more.

PARTNER \$800
VALUED AT MORE THAN \$1650 ANNUALLY

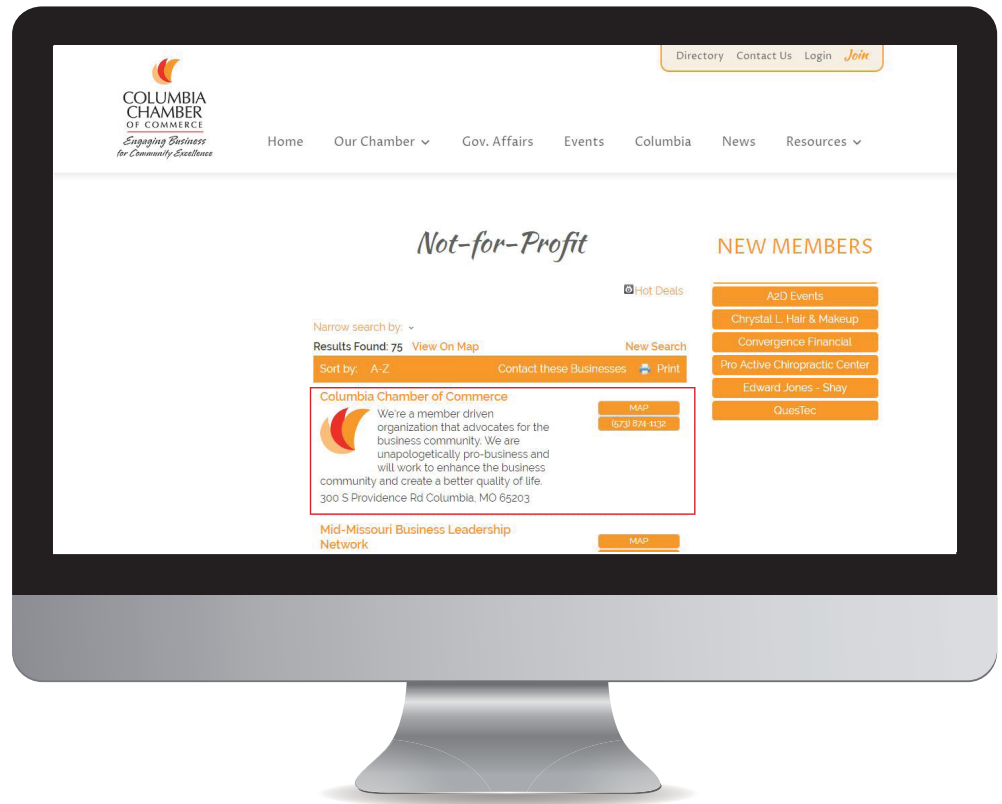
Your Partner level membership allows you to receive even more exposure to all Chamber members

MARKETING VISIBILITY

- Online Business Card in the business directory at ColumbiaMOChamber.com (\$300 value) includes your logo, social links, video profile, photos, descriptions & keywords
- Thirty-day Digital Marketing Package on ColumbiaMOChamber.com (\$300 value) includes Digital Display in the chamber lobby (additional \$150 value)

ACCESS & SERVICES

- Additional location or directory category listing, two total (including your primary business/category - \$425 value)
- Complementary mailing list (\$150 value)



PLUS ALL OF THE SERVICES AND BENEFITS OF THE BUSINESS LEVEL

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

BUSINESS \$425

VALUED AT MORE THAN \$900 ANNUALLY

Your Business level membership gets you in contact with decision makers and other Chamber members to improve your business

GROW YOUR BUSINESS

- Your business included in thousands of requests for referrals.
- Member plaque and decal.
- Your business listed in the online directory.
- You will receive the Chamber's monthly *Business Line Newsletter* and weekly *Chamber Activities Calendar* emails which keeps you up-to-date on Chamber activities.
- You have the opportunity to share your company's news and promotions, at no charge, in the Member News section of *Business Line Newsletter*.
- Ribbon Cuttings & Ground Breaking opportunities.
- Event sponsorship opportunities for Chamber programs.
- Exclusive cost-effective advertising opportunities through the Chamber to the business community.

MAKE NEW CONNECTIONS

- Chamber events feature local businesses and provide information about what's happening at the Chamber.
- Chamber committees offer members opportunities to work with other professionals with similar interests.
- One complementary registration to a Quarterly Membership Breakfast for first year of membership

PROFESSIONAL DEVELOPMENT

- Opportunity to apply for Leadership Columbia, a program that motivates and develops potential for community leadership by acquainting them with the realities, opportunities and challenges of Columbia and the state.
- Women's Network is a division of the Chamber which works to connect, empower and engage members through leadership development, educational opportunities and innovative outreach.
- EPIC (Emerging Professionals In Columbia) is the Chamber's young professionals group targeted toward business people ages 21-40 offering networking events and programming.

This membership is not available to companies of 25 employees or more.

CONSUMERS ARE 80 PERCENT MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A study by The Schapiro Group, an Atlanta-based market research firm, reveals numbers of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are its members. For example:

- When consumers know a business is a member of the local chamber, they are 44 percent more likely to think favorably about it.
- Consumers who are told a business is a chamber member are 51 percent more likely to be highly aware of it and 57 percent more likely to think positively of its local reputation.
- Consumers are 80 percent more likely to buy goods and services in the future from a company 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 a business is a chamber member, they are 37 percent more likely to think favorably of

the business, 51 percent more likely to be highly aware of it, 58 percent more likely to think positively of its local reputation, and 59 percent 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 percent 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.



**COLUMBIA
CHAMBER
OF COMMERCE**

*Engaging Business
for Community Excellence*

Columbia Chamber of Commerce

PO Box 1016

Columbia, MO 65205-1016

(573) 874-1132 | ColumbiaMOChamber.com

The mission of the Columbia Chamber of Commerce is to lead our community, drive commerce in our region and advance community and regional collaborations, thereby enhancing the quality of where we live, learn, work and play.