



BRISBANE CHAMBER OF COMMERCE

Growing your business requires access to people, information and resources. Joining the Brisbane Chamber of Commerce gives you all that and much more. You can become a member now and connect to the most influential network of businesses in the San Francisco bay area. Call a Chamber membership expert at 415.467.7283 or e-mail membership@BrisbaneChamber.com today to learn about member categories and to become a member



BRISBANE CHAMBER OF COMMERCE MEMBER BENEFITS

- **Networking:** Meet potential customers and partners to build long-lasting relationships that are fundamental to business success.
- **Advocacy:** Join other businesses and leaders to connect with local, county, state legislative representatives about the critical policy issues that impact you and your company.
- **Increased Visibility:** Participate in Chamber programs and information channels that introduce you and your company to thousands of businesses.
- **Skill & Knowledge Development:** Participate in unique Chamber luncheons and seminars that are led and developed by recognized local leaders.

Membership Fee Chart

The Brisbane Chamber of Commerce offers three distinct membership classifications, as shown below; (based on employment level) - a one-time processing fee of \$20 is added to each application

Business Membership

Sole Proprietor (1-2 employees)	\$85
Small Business (3-5 employees) (6-10 employees) (11-20 employees)	\$100 \$180 \$250
Medium Business (21-30 employees) (31-50 employees) (51-75 employees)	\$325 \$400 \$500
Large Business (76-100 employees) (100+ employees) (200+ employees)	\$750 \$1000 \$2000

Non Profit Organizations - 5% discount based on number of employees

Resident (non-business) Member - \$50

Call the Chamber 415.467.7283 to learn about the about the opportunity of being a member of the Chairman's Circle and the Cornerstone Partner Recognition Program.

Brisbane Chamber of Commerce membership is open to all companies and organizations.

Making the right choice of membership level enhances your business and adds to your success. As the Shapiro Group discovered in their recent national survey¹ "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: and "they are 44% more likely to think favorably about the business.

¹The Shapiro Group Report can be read in full on the Brisbane Chamber web site at www.BrisbaneChamber.com/ShapiroGroupReport.html



BRISBANE CHAMBER OF COMMERCE

Benefits, Opportunities and Value of Membership in the Brisbane Chamber of Commerce

Support your community, grow your business, connect with partners and have a stake in key political discussions. You will be in good company.

The Opportunities and Benefits of Membership

Opportunity	Benefit
Chamber credibility	<i>“Membership Means Business”</i> according to a survey taken by the American Chamber of Commerce Executives, and detailed in the Shapiro Group Report. ¹
Networking, On-Line and Person-to-Person events	Chamber participation provides your business with <i>100 Opportunities to Meet your Next Qualified Prospect</i> <i>Person to Person</i> at Chamber events - NETwork@NITE after-hour networking, Chamber luncheons with guest speakers, Red Ribbon Cuttings, Election moderated debates, and “Meet your local government representatives” events. <i>On-Line Networking</i> using Social Media, the World Wide Web and E-mail. All Chamber events are personal communication opportunities . Chamber events provide you with the benefit of connecting with others on a personal basis, both in-person and on-line with e-events.
Local Advocacy	The Chamber is your dedicated business advocacy group and a valuable business resource. Knowledge is power, and the ability to have your voice heard within government circles is important. <i>Business leaders</i> speak at both the Chamber luncheons and present at the Tri-Chamber Seminars. <i>You Need to know</i> what is happening, who is doing it and what it means to your business - Ask the Chamber, that’s why we’re here. <i>Read the Luminary</i> , the monthly Chamber newspaper, for financial articles, business tips, and business and community news.

¹ The Shapiro Group Report can be read in full on the Brisbane Chamber web site [www.BrisbaneChamber.com/ShapiroGroup Report.html](http://www.BrisbaneChamber.com/ShapiroGroup%20Report.html)

The Opportunities and Benefits of Membership [continued]

Public policy positions affect local business	Helping to ensure that all businesses have the opportunity to operate their organizations without burdensome regulations and legal hurdles. Chambers of Commerce are the “voice of the business community”.
Representation in Local, County, State and Washington D.C.	<p>The Brisbane Chamber of Commerce is <i>your advocate</i> for you, your business, and the community we serve. We provide input to government officials in Brisbane, San Mateo County, the State of California and Washington D.C.</p> <p><i>Staying connected</i>, knowing what goes on, representing you on City and County committees.</p> <p><i>Member</i> of the San Mateo County Chamber Alliance, the Western Association of Chamber Executives and the California Chamber of Commerce.</p>
Workforce & Employee Development Business Resources	<p><i>An educated workforce is the key to success.</i></p> <p><i>The Chamber</i> connects with the education community by conducting programs such as the “Students in Business and Gov’t. Middle school event; High school Scholarship Recognition awards program, and working with elected leaders, school administrators and teachers from elementary schools through college to assist with ensuring that the needs of the business community are addressed.</p> <p>The monthly newspaper, <i>the Luminary</i>, helps to keep you up-to-date on events that impact your business, the job climate, employee health and skill development, HR and legal information and commentary on current business related topics.</p>

The Brisbane Chamber of Commerce is invaluable to your business and the Community. We are an involved, dynamic advocate for business and the community-at-large. You can help us make a difference and support the Brisbane and the local business community simply by becoming a dues paying member! Membership allows the Chamber to partner and assist you as a Business Advocate. The Brisbane Chamber of Commerce helps you and your business to succeed.



The Value and Benefits of Membership

Value	Benefit	Method of Calculation
\$350	Visibility	<u>6,000 referrals (minimum)</u> annually equals an average of 15 referrals – potential customers, prospects, clients see your brand monthly in the Chamber newspaper, <u>The Luminary</u> ; daily on the world wide web brisbanerchamber.com, the 2-year City wide directory and the 2-year Map. 15 referrals x 50% closing = 7 sales 7 sales x average sale of \$50 = \$350
\$900	Networking	<u>12 events per year attended x 6 contacts per event = 72 contacts per year.</u> 72 contacts x 25% closing = 18 sales 18 new customers x \$50 average sale = \$900
\$216	Monthly Newsletter, the Luminary	<u>Minimum of \$100 advertising for FREE each year.</u> 6 mentions of name/business per year resulting in: 3 lines of copy each = 18 lines of copy 18 lines x \$12 per line (classified ad rate) = \$216
\$360	Internet	<u>6 exposures per month [member website; plus web based city directory, map, and Chamber newspaper] x 12 months = 72 exposures per year</u> 72 exposure per year x 10% conversion rate = 7.2 sales per year 7.2 sales x \$50 average sale = \$360
\$150	Chamber display, Printed Chamber publications	<u>10,000 potential clients (minimum)</u> per year x 1% who see your brand, your materials, your marketing material, the Luminary, the Map, the Chamber directory in print = 100exposures 100 exposures x 2% closing = 2 sales 2 sales x average sale of \$75 = \$150
\$100	Membership Directory	<u>9,000 copies distributed = 2 sales per year x \$50 average sale = \$100 [with your listing only, no advertising], although advertising is available.</u>

The Schapiro Group study showed that when respondents were told that a particular business was a member of a chamber, they were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

Consumers believe that businesses that are involved in the community, care about their customers and that the company is reputable. When a consumer thinks more favorably of a company because the company is a member of its local Chamber of Commerce, it is because they infer that the company is trustworthy, connected to the community, listens to its customers is successful and is a leader in the business community. The value of membership: Chamber membership provides members with an opportunity to have a positive impact on their business community and to be part of a worldwide business network. It gives consumers a positive perception of the business; it provides opportunities for networking and value added discounts.



Advertising and Sponsorship — R.O.I. [Return on Investment]

Savings Value	Benefit	Method of Calculation
\$ 75	Newsletter Advertising opportunities	<u>4 small ads per year purchased through Your Chamber</u> \$80 per advertisement, [other ad pricing is available, call for rate sheet 415-467-8716] five line average \$95 – savings to you \$75
\$ 50	Map Advertising opportunities	<u>1 small advertisement every other year purchased through Your Chamber</u> \$450 per advertisement, [other ad pricing is available, call for rate sheet 415-467-8716] non-member price \$50 – savings to you \$50
\$1000	Sponsorship opportunities Your Savings on Just One Event!	<u>On average –</u> Chamber/Tri-Chamber luncheons @\$1,250, cost to market to 80 attendees only \$8 each – average cost each to cold call or mail market \$24 NETwork@NITE After Hours/Tri-Chamber Business to Business After-hours, cost food and space average \$600, cost to market to 60 attendees = cost to market to 80 attendees only \$8 each – average cost each to cold call or mail market \$24

Advertising and Sponsorship — V.O.I. [Value of Investment]

<p><i>Investment Intangible assets such as:</i></p> <ul style="list-style-type: none"> • <i>Introduction</i> • <i>Impact</i> • <i>Influence</i> • <i>Instruction</i> • <i>Integration</i> • <i>Innovation</i> • <i>Information</i> • <i>Initiative</i> 	<p>The intangibles tracked by VOI are roughly the same elements that are needed to expand your business in today’s knowledge-based market-ecology. Leveraging your well focused “I” effectively is clearly linked to business performance.</p> <p>ROI is an important component of VOI. In short your VOI is your connection to your client, your customer, your community.</p> <p>Companies today are now formally tracking and managing their intangible assets (V.O.I.) as well as measuring their investment vs. return on investment (R.O.I.)</p>
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The Real Reason to Join

But the real value of joining the Chamber of Commerce is the positive perceptions of consumers about membership. In a scientific survey of 2,000 U.S. adults, , an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.



BRISBANE CHAMBER OF COMMERCE

BENEFITS & PRIVILEGES OF YOUR MEMBERSHIP INVESTMENT

STANDARD BENEFITS:

- Free listing on Chamber website directory
- Free Ribbon Cutting or Grand Opening Ceremony
- Free subscription to the monthly newspaper, "The Luminary"
- Free copies of 2-year Map of Brisbane
- Free copies of Business & Residential 2-year Directory
- Free Business Referrals
- Free Business Counseling
- Advocay AND representation at all levels of government -- city, county, state and federal government
- Certificate of Origin Services
- Free admission to NETwork@NITE after-hour mixers
- Mailing Labels
- Free subscription to the Chamber's E-mail Calendar and Alerts
- Credibility as a Chamber Member
- Membership wall plaque
- San Mateo Credit Union membership

MARKETING & PROMOTIONS:

- Highlighted member designation in alphabetical and categorical listings in Business & Residential 2-year Directory
- Free 200-word article in Chamber newspaper, the Luminary
- Free 50-word description on Chamber website member directory
- Free logo on Chamber website member directory
- Publication of Members Special Events and Promotions
- Display your company literature in Chamber office
- Submit articles for publication in the Chamber's monthly newsletter "The Luminary"
- Free Hotlink to your business's website from the Chamber's website member directory
- Free map link provides exact driving directions for your potential customers on Chamber's website member directory
- Free e-mail link provides easy communication with your business and your existing clients and potential customers
- Active presence on social networking sites - facebook, twitter, LinkedIn.
- Advertising on the Brisbane Chamber's website: www.brisbanechamber.com Advertising in the monthly newsletter, "The Luminary" Advertising in the 2 year publications: Map and/or Directory published in alternating years
- Elite membership in the Chairman's Circle
 - Name displayed prominently on the front page of the Chamber's monthly newsletter, "The Luminary"
 - Logo and Name displayed on front page of website with HotLink to your business.
 - Name displayed prominently and read at Chamber events.
- Sponsor one of the Chamber monthly luncheons (call for date and program availability)
 - Prominent marketing of event in the monthly newsletter, "The Luminary"
 - Marketing of event via e-mail blasts and social networking, i.e., FACEBOOK, twitter
 - 5-minute introduction at the beginning of the luncheon of your business
 - Photographs placed on website and social network sites.
- Register to have your business host a Chamber networking event (call for venue specifications)
 - Prominent marketing of event in the monthly newsletter, "The Luminary"
 - Marketing of event via e-mail blasts and social networking, i.e., FACEBOOK, twitter
 - 5-minute introduction at the beginning of the luncheon of your business
 - Photographs placed on website and social network sites

ADVOCACY

- Representing you at all levels of government -- city, county, state and federal government
- Active Participation in the Western Association of Chamber Executives
- Membership in the San Mateo County Chamber Alliance
- Progress Seminar - California businesses, government and community leaders discuss key issues impacting business and the region
- Economic Development Representation in the California Chamber of Commerce

SPECIAL EVENTS & NETWORKING

ANNUAL EVENTS

- Scholarship Recognition Awards
- Brisbane Marina Car Show
- Annual State of the City Luncheon
- Students in Business & Government
- Excellence in Business Award
- Business of the Year

NETWORKING EVENTS

- Chamber luncheon
- NETwork@NITE after-hour mixers
- Red Ribbon / Open House Celebration

STAY CONNECTED / BE INFORMED / BE INFORMED

- Join the Brisbane Chamber of Commerce by calling 415.467.7283 or e-mail GrowYourBusiness@brisbanechamber.com.





BRISBANE CHAMBER OF COMMERCE

YES! Count me in, I want to join the Brisbane Chamber of Commerce. The link between a thriving economy and the Chamber of Commerce is absolute.

Company Name: _____

Address: _____

Address: _____

City: _____ State, Zip: _____

Phone: _____ No. of Employees: _____

Contact Person: _____ Title: _____

E-mail: _____ Phone: _____

Contact Person: _____ Title: _____

E-mail: _____ Phone: _____

Business Category: _____

Web address: _____

YES! Count me in. As a valued chamber member, I want to participate in the Chamber and be part of the winning team of businesses, community, and government. Contact me to help promote a positive business climate in Brisbane by contributing my time and services as follows:

Hosting a Luncheon Meeting

Speaking at a Luncheon Meeting

Scholarship Awards

Annual Awards Dinner

After Hours Mixer

Economic Development

Publications

Writing an article for The Luminary/Web

We appreciate your time and consideration in joining the Brisbane Chamber of Commerce and look forward to counting you as a member in the Chamber.