

MEMBERSHIP BENEFITS

Chamber Gift Certificates

- **Chamber gift certificates are available in denominations of \$5, \$10 and \$25.** They are redeemable at more than 200 Chamber members. Unlike gift certificates from a single location, Chamber gift certificates provide the recipient with many choices as to where to spend their gift.
- More than \$650,000 of certificates have been sold since 2006. These dollars remain in the Pontiac area and contribute to the success of local businesses and support critical services such as police, fire and infrastructure improvements through sales taxes.
- The Pontiac Area Chamber spent more than \$1,500 supporting the program in 2017 and does not pass those costs along to purchasers or members. The goal is to promote shopping locally.
- **ONLY Chamber members are eligible to redeem gift certificates.**



Business Recognition & Promotion

- When you join the Chamber, we will promote your business with a **ribbon cutting**. We also do ribbon cuttings for business relocations, renovations and significant anniversaries. We provide ribbon and 'big' scissors.
- **We strive to promote your business whenever possible** from Facebook mentions to stories on our website or from mentions on the radio to our weekly emails.
- The Chamber holds several **Shop Local Shop Chamber** promotions throughout the year to encourage people to shop local Chamber businesses. In 2017, the Chamber spend more than \$2,500 on this promotion at no cost to members.
- Chamber members can enjoy **a 25% savings on Constant Contact email marketing tool.** More than \$60 a year for the basic plan and more than \$135 a year for a more comprehensive plan.



Networking Opportunities

Networking is a critical element for personal and professional development along with supporting a company's success. Chamber's networking opportunities can help you generate new ideas, solve problems, learn from your colleagues, and inform others about your business.

- Network with other Chamber members at our **Mix & Mingle Events**. These events are hosted by local Chamber members and free to everyone to attend.
- **Issues & Eggs** offer an opportunity to network while also learning about issues that are important to the community.
- **Lunch & Learn** programs are a lunchtime program that focuses on educational topics for our members.
- Look at the Chamber event calendar at www.pontiacchamber.org for event days and times.



**This is not an exhaustive list of Member Benefits. Benefits may change throughout the year.*

MEMBERSHIP BENEFITS cont'd

Customer Connections

- Through your membership, you have access to the **Chamber's member list** for use in promoting goods/services. Contact the Chamber for full details.
- You also have access to the **Chamber's bulk mail permit** for costs on mass mailings. The Chamber pays the \$290 yearly fee for a bulk rate mailing permit and offers use of our permit as a free service. Call the Chamber for guidelines.
- **ChamberSaver mailings** to membership several times per year. This is a great opportunity for Chamber members to send offers or information to other Chamber members inexpensively. Call office for details on how to include your company coupons, fliers, etc. in the mailing.
- **Emails to the full membership.** Contact the office for information.



Special Events

The Chamber hosts several special events throughout the year which members can attend and/or sponsor.

- The **Annual Awards Banquet** is a celebration of the Chamber's successes. The Business Person of the Year, and the Agri-Business Person of the Year are honored along with top students from area schools including Pontiac, Odell, Graymont and Saunemin. In addition, the Rotary Citizen of the Year will also be presented.
- The **Pontiac Chamber Golf Outing** will be held on Friday, June 21, 2019.
- The **Threshermen's Parade** is a long standing Chamber tradition on the Sunday of Labor Day weekend. More than 10,000 people line the streets of Pontiac to watch the parade.
- The **ATHENA Award** goes to a local individual who personifies the highest level of professional excellence, devotes time and energy to the community, and, most especially, has generously assisted women in attaining their full potential. This award has been presented to an outstanding professional from the Pontiac area for more than 30 years.



Other Programs & Services

- Business Referral Program (we refer only Chamber members)
- Website listing with link to company website
- Leadership Livingston County (bi-annual program)
- Commercial Beautification and Yard of the Month Awards
- Adopt-a-Highway Program
- Office services: Black & white photo copies at 4¢ each, free faxing, free conference room

63%...# of consumers that are more likely to buy goods and services in the future from a company that they believe is a member of the local chamber.

The Real Value of Joining a Local Chamber of Commerce Research Study.