

Please join the Thatch team to learn more about our Chamber Partner Program— designed to strengthen your chamber’s role as the trusted resource for local businesses while creating a powerful, recurring revenue stream.

Momentum for ICHRAs is accelerating nationally. In addition to the CHOICE bills that emerged from the United States Senate on 9/18/2025, members of the United States House of Representatives introduced legislation this week requiring the U.S. Small Business Administration to proactively educate small businesses about ICHRAs. If passed, this bill would launch a nationwide ICHRA education campaign through the SBA’s 1,000+ Small Business Development Centers supporting entrepreneurs across all 50 states and D.C. That makes **three pro-ICHRA bills in just one week**—a clear signal of where the market is headed.

About the Thatch partnership model

Through this program, your members gain access to modern, flexible health benefits that are:

- Supported by local brokers for seamless, hands-on guidance
- Integrated with payroll systems like ADP, Paychex, and more
- Supported by local carriers. Thatch is the only ICHRA company who guarantees 0% premium delinquency and has the most robust integrations in the space.
- Discounted exclusively for chamber members with a 20% referral discount
- Customizable for employees, allowing each to choose the plan that best fits their needs
- A better alternative to AHPs, PEOs, and MEWAs—eliminating employer cost volatility, ending annual RFPs, and supporting multi-site and out-of-state employers

For chambers, the model is simple and impactful. You’ll earn a \$5.00 PEPM (per employee per month) referral fee, paid annually, plus sponsorship bonuses as enrollment grows:

- 10 employers / 95 employees → \$5,700 annually
- 250 employers / 4,500 employees → \$270,000 annually

Annual Sponsorship Incentives

- \$1,000 at 100 employees
 - \$1,500 at 500 employees
 - \$2,500 at 1,500 employees
 - \$5,000 at 2,500 employees
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By partnering with Thatch, you can help local employers control healthcare costs, empower their employees with personalized coverage, and build a recurring revenue stream for your chamber—all under your chamber's brand.

You can see how this works in practice by reading our customer success story. We'd love to explore how we can bring this same impact to your community.

Gary Daniels

Thatch | Chief Growth Officer

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