



*Ribbon Cutting*

January 16<sup>th</sup> 4-6pm

Whitney Mork



# 2020 MEMBERSHIP AND SPONSORSHIP GUIDE

## A Letter from the Director

The Greater Irondale Chamber of Commerce is a non-profit, voluntary organization of Irondale and Greater Birmingham area businesses. The GICC unites business, industry, and professional individuals to improve the economy in which we live and work and to build a more vibrant and prosperous community.

Irondale is growing! Potential residents and businesses alike have awakened to the opportunities offered in our own city. On the residential real estate side, inventory is low and home values have risen thanks to the influx of new people moving to our city. Easy access to the interstate, downtown Birmingham, and Georgia makes Irondale one of the most convenient locations in central Alabama, which is attractive to business owners and potential residents and employees.

The City of Irondale is not the only thing that is growing! The Chamber itself, hired a new director this year and saw 38% growth in membership. The Chamber's strength lies in its membership, which enables us to accomplish collectively what no one of us could do individually. The wisdom and insight in each member makes a collective brain trust that helps propel all of our businesses to increased success.

The Chamber's focus for 2020 is "Relationships Matter". The connections and community in Irondale and the Greater Birmingham area are valuable resources. The Chamber's goal is to support employers in leveraging relationships that will help their businesses grow and prosper. Your sponsorship support your Chamber's continued growth and help us to provide even more of the support you deserve. Please review the levels of membership and sponsorship below and choose how you would like to partner with us in 2020 and beyond.

THANK YOU FOR PARTNERING WITH US!

Julie Gardner, Director



# WHY JOIN?

- **Online Directory:** Your business is featured in our website's directory. Your directory listing includes: Name, Address, Phone Number, Email, Website Link, etc.
- **Website:** Members receive a free listing on the Chamber's enhanced online directory, which links to your website and leads consumers to you.
- **Social Media:** The Chamber promotes members and events via Facebook and Instagram.  
<https://www.facebook.com/IrondaleChamber/>  
Instagram: irondalechamber
- **Newsletter:** Members may place an announcement in the Chamber's bi-monthly e-blast, which are sent to more than 900 contacts for FREE.
- **Mailing Labels:** Reach your target market with the Chamber's mailing list.
- **Referrals:** When consumers contact the Chamber for goods and services in our area, we refer them to our members. Whenever the chamber director is meeting new people, she refers to services provided by our members.
- **Brochures Displayed:** At the monthly luncheons, 3 tables are available for businesses to register to display their brochures.
- **Business Development Swap Meet:** This group meets monthly with a focus of specifically problem solving sales and marketing challenges, making introductions, and offering accountability. This is an additional charge of \$5 per meeting.
- **Education Opportunities:** Various educational opportunities are offered throughout the year to help develop your team and company.
- **Free Job Postings:** Submit job postings up to the deadline of the 2nd and 4th Friday of the month to be included in the Newsletter which is published the 1st and 3rd Monday of the month.
- **Recognition:** Chamber Spotlight videos celebrate you and your achievements and give your fellow Chamber members an opportunity to learn from the wisdom which made your success possible.

# SPONSORSHIPS

## Platinum Sponsor \$3000

- Premier member logo placement on website
- Recognition in all weekly newsletters for the year
- Recognition at major Chamber Events
- 20 Luncheon registrations
- Luncheon Sponsorship, exclusive 5 minute talk at Luncheon and marketing on tables
- *Includes Annual Membership Dues*

## Gold Sponsor \$2000

- Premier member logo placement on website
- Recognition in all weekly newsletters for the year
- Recognition at major Chamber Events
- 20 Luncheon registrations
- Luncheon Sponsorship, exclusive 3 minute talk at Luncheon and marketing on tables
- *Includes Annual Membership Dues*

## Silver Sponsor \$1000

- Premier member logo placement on website
- Recognition in all weekly newsletters for the year
- Recognition at major Chamber Events
- 10 Luncheon registrations
- Luncheon Sponsorship, 2 minute talk at Luncheon and marketing on tables
- *Includes Annual Membership Dues*

## Executive Membership \$500

- 4 Exclusive Invitations to Executive Think Tank Events (Mayor town hall, CDA, etc.)
- 12 Spots reserved for C-Level executives and owners
- Executive member logo on website
- Luncheon sponsorship 2 minute talk

# SPONSORSHIPS



**Business After Hours** is our premier afternoon/evening networking opportunity for Chamber members and their businesses.

Sponsors are responsible for food and beverage for the event.

Sponsors are also asked to have a Check-In giveaway.

Attendee check-in sheet will be given to sponsor.

One BAH per business is allowed per year. A business may only host for two years in a row before potentially being put on the waiting list to give other businesses the opportunity to host.



**Christmas in Ironton** is \$100 a sponsorship for a big community event. Your logo will be displayed and you will have time to speak into the microphone.

We need signage, decorations, and other supplies for the event. Your support will help this be a great event to connect the community.

Christmas with Santa – pancake breakfast, give books to kids, kids crafts

Parade

Carols & Chocolate at the Caboose



**Awards Sponsor:** is \$300 and will help us celebrate the Business of the Year, Chamber Champion and Community Contributor. You will have the opportunity to present the award at the event.



**Door Prize Sponsor:** Your company will donate 4+ door prizes for the year. We only need to know how many door prizes you will sponsor. You get recognition at each event as we announce who is donating the prize.



**Luncheon Sponsor:** Your company will be highlighted and featured as the Luncheon Sponsor for \$500. This gives you 5 minutes to speak on the services and benefits of your company. You will be the only one to exclusively put marketing materials on the lunch tables. Your logo is also displayed at the luncheon.



# Membership:

Membership Level	
1-5 employees	– \$125
6-24 employees	– \$175
25-49 employees	– \$200
50-90 employees	– \$250
90+ employees	– \$300
Non-Profits	– \$90
Individual Adult	– \$50
Student	- \$20

You can pre-pay for luncheons by adding \$200 to your dues..

Individual Membership is not eligible to be listed on the website directory and does not get to have content in the newsletter.

**Add On:** \$100 for the year, you get 2 exclusive Constant Contact email blasts in the year. Accessing over 900 emails. (Limited to 10 members) Contact director for more details.

## CONTACT INFORMATION:

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Director

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