

The cover features a dark blue header with white and yellow text. Below the header is a photograph of the Marshall Chamber building, a white circular structure with columns, situated next to a pond with trees in the background. The bottom of the cover contains a white table of contents.

GOVERNED BY MARSHALL AREA ECONOMIC DEVELOPMENT ALLIANCE

MARSHALL CHAMBER

2019-2020 MEMBERSHIP PACKET

WELCOME LETTER.....	PAGE 2
CHAMBER BENEFITS.....	PAGE 3
DUES STRUCTURE.....	PAGE 4
SPONSORSHIP OPPORTUNITIES...	PAGE 5
TESTIMONIALS.....	PAGE 6



Greetings!

It is an exciting time to be a member of the Marshall Chamber. We are always creating new networking and promotional opportunities to help our member businesses succeed and grow, including continuing education, monthly networking opportunities, business referrals and enhanced website listing. Great events that allow our member businesses to gain visibility include Cash Mob Monday, What's Brewing, The Annual Chamber Dinner and ribbon cutting presentations.

We continue to partner with local government and other organizations to pursue improvements in the overall quality of life for the city, county and region, particularly in the areas of small business development, economic and community development and tourism. Our success in achieving our mission and purpose is due to a collaborative effort from our Board of Directors, Chamber Ambassadors, City of Marshall and Chamber and community members.

Joining your local Chamber can be a huge credibility booster. When consumers know that a business is a member of the Chamber they are 49% more likely to have a favorable view of your company, it can increase your local reputation when compared to the competition by 68%, there is a 73% increase in consumer awareness of your business and an 80% increase in the likelihood that a consumer will patronize your business according to the Schapiro Group Study on Chamber Effectiveness.

To renew or become a member of the Marshall Chamber, complete and return the enclosed Contact Information Form with your membership dues to: Marshall Area Economic Development Alliance, 323 West Michigan Avenue, Marshall, MI 49068. For more information, contact Jane Reid at 269-781-5163 or jreid@marshallaeda.org.

Thank you to our current members for your continued support. For those of you opening a business in Marshall or considering membership, you will find that becoming a member of the Marshall Chamber is of great value to you. Marshall is thriving, join us as we continue to grow.

Scott Fleming
Scott Fleming
CEO

Jane Reid
Jane Reid
Chamber Coordinator

Membership has its Benefits!

The Marshall Chamber is dedicated to promoting the local business community to help owners network and grow. The Chamber's goal is to work toward improving the quality of life for all through the support and commitment of its members. Your Marshall Chamber membership includes these valuable benefits to help your business thrive and grow!

ADVERTISING

MAEDA sponsors cooperative advertising programs through avenues such as West Michigan Tourist Association (WMTA), Pure Michigan, social media and area newspapers.

ADVOCACY

As the need arises, the Chamber organizes political candidate forums.

AMBASSADOR COMMITTEE

The Chamber Ambassadors work to promote Chamber businesses and enhance the visibility of the Marshall Chamber.

BUSINESS COUNSELING

In concert with SCORE and the SBDC, members may obtain business counseling and mentoring at no charge.

BUSINESS PROMOTIONS

MAEDA promotes Marshall Chamber members in several ways including Ribbon Cuttings, We Noticed and New Member presentations with a press release and photo. Organizes and promotes monthly Cash Mob Monday events which encourage shopping local at Chamber member businesses. Utilizes several social media platforms to promote Marshall and Chamber members.

COMMUNITY EVENTS

The Chamber sponsors, participates and promotes a number of events for the enjoyment and enrichment of the community and to promote tourism.

PHONE BOOK BOLD LISTING

Marshall Chamber members receive a special bold listing and icon in the Marshall phone book identifying them as a member.

DISCOUNTS

Marshall Chamber members receive one Buy Smart membership discount card which allows special discounts. The list of available discounts is posted at www.choosemarshall.com.

EDUCATION

Seminars and workshops are held routinely to address a variety of business issues to assist businesses to succeed and grow.

EQUIPMENT USAGE

Specialized event equipment such as ceremonial scissors, raffle hopper, and large insulated drink coolers are available upon request for short-term use.

INSURANCE

Medova Healthcare and VSP Vision Care insurances are available for Chamber member businesses. Contact VantagePointe Benefit Group, 269-781-7199.

MAILING LABELS

Members may request one set of member mailing labels each fiscal year.

MARSHALL BUCKS PROGRAM

Marshall Bucks is a gift certificate that works like a check. Marshall Bucks may be used to purchase goods and services at participating Chamber member businesses.

MEETING ROOM

Use of City Hall training room on a first-come basis for the purpose of tourism, training or development.

MEMBER REFERRALS

The MAEDA office receives multiple inquiries each day asking for information about area businesses and services. Marshall Chamber members are prioritized when making referrals.

MICHIGAN CHAMBER BENEFITS

MAEDA is a member of the Michigan Chamber of Commerce; therefore, Marshall Chamber members receive significant discounts on many products and services offered by the Michigan Chamber of Commerce which includes Michigan & Federal Labor Law posters, Certificates of Origin, and credit card processing.

NETWORKING

The Chamber sponsors events such as *What's Brewing* and *5:01 Thursday*, for networking with people who may be potential customers to your business.

NOTARY PUBLIC SERVICES

Marshall Chamber members may receive free notary public services by appointment.

PROPERTY LISTING

MAEDA assists in listing commercial or industrial properties in a national database at no charge.

WEBSITE LISTING

As a member, your business will have an enhanced listing on the Chamber website, www.choosemarshall.com.

JULY 2019-JUNE 2020

MEMBERSHIP DUES

The Chamber offers:

Opportunities for growth • Access to resources
Community involvement • Camaraderie

Join today!

Dues are based on Full-Time Employees (FTE)

1-10 FTE.....	\$200
11-50 FTE.....	\$300
51-100 FTE.....	\$500
101-500 FTE.....	\$750
500+ FTE.....	\$1,000

Educational.....	\$500
Government.....	\$500
Individual.....	\$100
Retired Individual.....	\$50

- Businesses having additional businesses with 100% identical ownership receive 50% off membership for each additional business.



GIVE YOUR BUSINESS MORE EXPOSURE... BE A SPONSOR!
IT'S EASY..JUST ADD ONE OF THESE SPONSORSHIP PACKAGES
TO YOUR MEMBERSHIP AND YOU'RE SET FOR THE YEAR!

PLATINUM \$2500

- **Sponsorship of Annual Chamber Dinner** - \$1,500 value
Includes banner at event, 4 tickets to event, logo on invitation, logo on front cover and inside program, logo featured in video loop at event six times, and acknowledgement in press release and at the event.
- **Sponsorship of one What's Brewing** - \$350 Value
Includes 10-minute presentation slot, 2 breakfasts, logo on program and acknowledgment in the event listing on choosemarshall.com.
- **Sponsor one Small Business Academy** - \$250 Value
Includes acknowledgment in press release, website, email newsletter and at event.
- **Sponsor of 5:01 event** - \$250 Value
Includes acknowledgment in press release, website, newsletter and at event.
- **Sponsor four "Marshall LOOP Chamber" email newsletters** - \$400 Value
Includes business logo with link to business plus 2 sentences of text.
- **Two Annual Passes for breakfast at What's Brewing** - \$192 Value

GOLD \$1500

- **Sponsorship of Annual Chamber Dinner** - \$1,000 value
Includes 2 tickets to event, logo on invitation, logo inside program, logo featured in video loop at event four times, and acknowledgment in press release and at the event.
- **Sponsorship of one What's Brewing** - \$350 Value
Includes 10-minute presentation slot, 2 breakfasts, logo on program and acknowledgment in the event listing on choosemarshall.com.
- **Sponsor one Small Business Academy** - \$250 Value
Includes acknowledgment in press release, website, newsletter and at event.
- **Sponsor two "Marshall LOOP Chamber" email newsletters** - \$200 Value
Includes business logo with link to business plus 2 sentences of text.

SILVER \$750

- **Sponsorship of one What's Brewing** - \$350 Value
Includes 10-minute presentation slot, one breakfast, logo on program and acknowledgment in the event listing on choosemarshall.com.
- **Sponsor of Small Business Academy event** - \$250 Value
Includes acknowledgment in press release, website, newsletter and at event.
- **Sponsor of 5:01 event** - \$250 Value
Includes acknowledgment in press release, website, newsletter and at event.
- **Sponsor one "Marshall LOOP Chamber" email newsletter** - \$100 Value
Includes business logo with link to business plus 2 sentences of text.

BRONZE \$250

- **Sponsor one Small Business Academy** - \$250 Value
Includes acknowledgment in press release, website, newsletter and at event.
- **One "Marshall LOOP Chamber" email newsletter** - \$100 Value
Includes business logo with link to business plus 2 sentences of text.





THE MARSHALL CHAMBER IS HERE FOR YOU!

"We love the opportunity to make new friends and valuable connections through the Chamber. There's a great energy in Marshall right now, and it's clear that MAEDA is helping provide that momentum. Being a part of that excitement and positivity has been beneficial to the zoo in countless ways."

And, did I mention that Chamber gatherings are fun?"

- Leslie Walsh
Binder Park Zoo

"The Marshall Chamber is ready to help in any aspect at all. The gatherings they provide to network are so valuable to my organization. I would highly recommend any new business in town to get involved with The Marshall Chamber through MAEDA."

- Dennis McKeen, Owner
Marshall Carriage Company and TopHat Productions

"The Marshall Chamber does so much to create a positive atmosphere. It is great to be part of such an awesome group of individuals."

- Tom Soules, Manager
Marshall Country Club

"MAEDA has been a great help to us establishing a new business in downtown Marshall. From critical suggestions regarding possible locations, supporting local retailers' meetings, hosting outside business consultants, as strong advocates of tourism, to keeping everyone informed of local events and government activity, MAEDA is a real local asset. By combining several important functions under one umbrella, Marshall appears to be a tight, well organized community poised for future controlled growth"

- Jim Donahue, Co-Owner
The Mitten Word Bookshop

"Marshall Chamber and MAEDA were instrumental in helping us find a store location. Their help didn't stop there. They continue to help with promoting our downtown and activities that keep customers loving our downtown area and, therefore, returning to shop."

- Kathy Pryor and Michele Wilkerson, Owners
Living MI



Marshall Area Economic Development Alliance
323 West Michigan Avenue
Marshall, MI 49068
269-781-5163
info@marshallaeda.org
www.choosemarshall.com