



# Core Benefits



*Be a part of Albany's most influential business organization.*

For many members, supporting the mission and purpose-driven strategy of the Albany Area Chamber is reason enough to join. For those who desire a more direct return on their investment, membership increases exposure opportunities, develops professional relationships throughout Albany and the Albany Area and provides exclusive access to programming and events.

Investment levels are specifically designed to help support your unique business goals, allowing you to access resources and solutions to help your business thrive, at any stage in its growth.

## Member-Only Opportunities

### EXPOSURE

- Chamber staff referrals to your business/organization
- Access to cost-effective advertising opportunities at member pricing
- "Proud Chamber Member" decal and online badge (virtual badge on request)
- Enhanced credibility as member of the Albany Area Chamber
- Searchable, SEO listing in Chamber's online Member Directory, the region's most comprehensive business directory
- Post your news in Member Announcements on Chamber web site
- Opportunity to promote business in "Welcome Wagon" program

### CONNECTION

- Networking opportunities throughout the year with member-pricing on programs, meetings, events and services
- Priority access to Chamber programming including Women in Business programs, Morning Mix & Mingle networking orientations, Business After Hours mixers and feature breakfast and lunch programs
- Access to workshops, seminars and programs designed to keep you informed and support your business

### ADVOCACY & COMMUNITY IMPACT

- Representation of business interests and concerns at all levels of government
- Participation in Chamber committees and task force initiatives
- Invitations to Chamber's Go See Tours, a talent development initiative

### COST SAVINGS & RESOURCES

- Exclusive Chamber-member discounts at Office Depot (up to 55%)
- Small business membership in the U.S. Chamber of Commerce and Georgia Chamber of Commerce, plus access to their resources for any size employer
- Business policy discounts with Auto-Owners Insurance Company (up to 12%)
- Media advertising discount program with WALB News 10 and The Albany Herald
- Access to SMART health insurance program for small businesses
- Access to 401K exchange program for small businesses
- Annual subscriptions to Chamber's award-winning Biz magazine and The Ray lifestyle magazine, as well as e-newsletter



**ANNUAL INVESTMENT**  
**\$525**  
**VALUED AT \$8,120**

## Build

While you're busy running your business, the Albany Area Chamber is working for you. The *Build* level provides marketing tools and opportunities to further promote your business. Peer-to-peer engagement, education and sharing of best practices will save you time and help you grow.

This investment level includes all Core Benefits and those listed below.

### EXPOSURE

- Enhanced listing in up to two categories in Chamber's online Member Directory, the region's most comprehensive business directory
- One Chamber-promoted grand opening or ribbon cutting celebration
- One month rotating banner ad in Member Business Directory
- Access to enhanced Member Information Center features
- Business information displayed in Chamber lobby
- One-hour marketing consultation with Chamber staff
- Early-bird discount for popular Biz Expo
- Eligible to sponsor Business After Hours
- Eligible to be featured as a Star Business of the Week (valued at \$4,000)
- Member spotlight in Chamber e-newsletter

### CONNECTION

- Four monthly passes to Business After Hours
- Two quarterly registrations to feature breakfast or lunch program
- One quarterly registration to Lunch & Learn seminar
- Access to Chamber Ambassador program
- Invitation to peer roundtables

### COST SAVINGS & RESOURCES

- Chamber Member Information Center training
- 25% Constant Contact discount

## Why I'm a Member

*"The 'Build' investment elevates our visibility through increased exposure opportunities and drives stronger brand recognition throughout the community and region."*

**Sheri Barlow**  
Chief Operating Officer, Englewood Health Care