

Growing the people who power the Okanagan

Membership Investment Opportunities



Making Business Better.

What is greater than?

Greater than is a philosophy that the Kelowna Chamber of Commerce brings to its members and the communities we serve. We grow the people who power the Okanagan, those individuals and organizations that are greater than they were, greater than their competition, and greater tomorrow than they are today.

We are a convener of collaboration, a catalyst for a stronger economy, and a champion for better business.

When you invest in the Kelowna Chamber you will be joining the largest and most influential business organization in Canada.



BC Chamber of Commerce
Know what's on BC's mind.



**Canadian
Chamber of
Commerce**

**Chambre de
Commerce
du Canada**

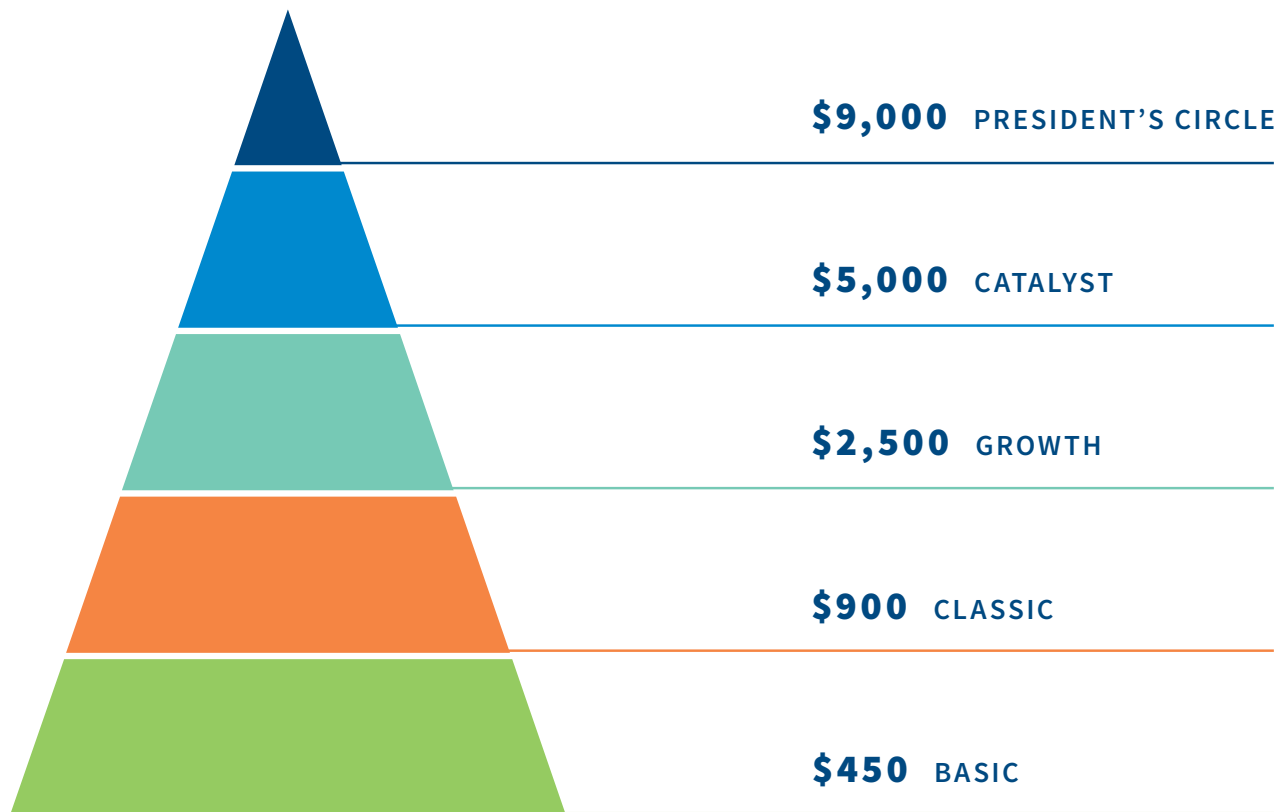


“We are one of the fastest growing regions in the country and our team is passionate about helping your organization grow and by extension, helping the community prosper.”

Dan Rogers
Executive Director

We believe in choice.

We've developed the following five tiers of membership to suit your unique business needs. Not sure which level would better position you for success? Connect with us for a free consultation (250) 861-3627 or email hello@kelownachamber.org.



A High Standard

Why Accreditation is Important

Accreditation is a formal acknowledgement that the Kelowna Chamber is one of only a handful of Chambers in B.C. that has been successfully evaluated against rigorous national standards of policy, service, and performance as established by the Accreditation Council of Canada (CACC).

63%

of consumers feel more confident doing business with a Chamber member.*

*Market St. Research Report, The Schapiro Group

President's Circle

Your investment offers premier positioning and exclusive recognition while supporting our efforts to strengthen the regional economy and accelerate prosperity for all.



“Interior Savings is proud to be in the Kelowna Chamber of Commerce President’s Circle. Engaging with local business and community leaders aligns with our values of providing knowledge and expertise to help our region grow and prosper.”

Kathy Conway
President & CEO
Interior Savings Credit Union

\$9,000

ANNUAL INVESTMENT
VALUED AT \$29,700

Advantages of President's Circle Membership

Exclusive Events

- Local elected officials roundtable twice a year
- Invitation to all roundtable discussions with business leaders, elected officials, and visiting dignitaries
- Annual business planning session with President & Executive Director

Prime Recognition

- Verbal and visual recognition at AGM and Chamber signature events
- Logo in special PC banner at top of Kelowna Chamber homepage
- Annual e-newsletter advertising total credit of \$350

Prestigious Sponsorships

- Annual Business Excellence Award Sponsorship (includes two tickets to Awards Gala)
- Special bonus of an additional 10% discount on event sponsorships
- Annual Sponsorship credit of \$500

Exceptional Networking

- Foursome for our Annual Golf Tournament
- Four AGM luncheon vouchers
- Eighteen total vouchers to our networking and professional development events

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This membership tier includes all of the benefits of:
Catalyst, Growth, Classic, and Basic levels

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PRESIDENT'S CIRCLE

CATALYST

GROWTH

CLASSIC

BASIC

Catalyst

Catalyst membership gives your team access to the most valuable programs and events in our region while also supporting our efforts to ensure the voice of business is heard by every level of government.



“We are passionate about this community and know the Kelowna Chamber is also a champion for creating a better business environment. We are one of the fastest growing companies in B.C. and being associated with the Kelowna Chamber positions us as a leader in supporting their efforts to advocate for positive change while helping to connect us with many of the entrepreneurs that are fueling the Okanagan’s success.”

Jim & Nikki Csek
Now Media Group

\$5,000

ANNUAL INVESTMENT
VALUED AT \$17,400

Advantages of Catalyst Membership

Signature Programs

- Invitation to Annual Policy Development Forum
- Eighteen tickets annually to our monthly Speaker Series
- Two tickets to our Annual Business Excellence Awards Gala

Elevated Service & Recognition

- Membership concierge for a customized membership
- Recognized as partner in our Annual Report and Leadership Wall
- Ten total vouchers to our networking and professional development events

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This membership tier includes all the benefits of:
Growth, Classic, and Basic levels
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This membership is not generally recommended for companies with 100 or more employees

High Visibility

- Annual kelownachamber.org double location advertising package (\$8,400 total value)
- Annual e-newsletter advertising total credit of \$300
- Additional businesses or branches, up to five total (\$1,000 total value)

Sponsorship Opportunities

- First option for new/available sponsorships
- Annual event sponsorship total credit of \$500

○ PRESIDENT'S CIRCLE

○ CATALYST ●

○ GROWTH

○ CLASSIC

○ BASIC

Growth

Growth membership has increased exposure built into the annual investment, promoting your business in this fast-growing region while helping us act on issues that are important to you.



“ We value Chamber Membership for the community building and networking, and for the growth opportunities that are available. Membership allows us to engage with and support other local businesses.”

Shannan Schimmelmann & Rhona Stanislaus
Managing Partners
Liquid Kudos Wine Club

\$2,500

ANNUAL INVESTMENT
VALUED AT \$9,600

Advantages of Growth Membership

Expanded Influence

- Annual Growing Our Economy Breakfast with the Chamber Board
- Two tickets to our member welcome receptions
- Nine total vouchers to our monthly Speaker Series
- Ten total vouchers to our networking and professional development events

Brand Building

- Logo included at monthly Speaker Series (PowerPoint)
- Annual event sponsorship total credit of \$250
- kelownachamber.org double location advertising package for a total of six months (\$4,200 total value)
- Additional businesses or branches, up to three total (\$600 total value)

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This membership tier includes all the benefits of:
Classic, and Basic levels

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This membership tier is not generally recommended for companies with 75 or more employees.

○ PRESIDENT'S CIRCLE

○ CATALYST

● GROWTH

○ CLASSIC

○ BASIC

Classic

With this membership you gain expanded opportunities to make connections and accelerate your growth. Designed specially for businesses looking to get some serious facetime with the region's business leaders. You'll also be promoting our region as a great place to do business.



“Translating our professional ag training into a viable business while raising a young family—is quite an experience and joining the Chamber was a key investment we knew we had to make in order to accelerate our success. We appreciate all the work the Kelowna Chamber has done to support small businesses like ours.”

Monde Janzen

Owner / Janzen Garlic Acres

\$900

ANNUAL INVESTMENT
VALUED AT \$3,900

Advantages of Classic Membership

All of the benefits of Basic Membership PLUS:

Increased Exposure

- kelownachamber.org advertising package for a total of two months (\$500 total value)
- Enhanced web listing, includes higher position on pages, logo and photo, keyword-rich profile for improved SEO
- Additional business or branch, up to two total (\$400 total value)
- Opportunity for your content to be promoted through the Chamber's social media channels

Advancing Connections

- Four vouchers each year to our Speaker Series event
- No charge to present as subject matter expert at the Chamber's Business Smarts professional development series

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This membership tier includes all the benefits of:
Basic level
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This membership tier is not generally recommended for companies with 50 or more employees.

○ PRESIDENT'S CIRCLE

○ CATALYST

○ GROWTH

● CLASSIC

○ BASIC

Basic

Basic membership provides abundant opportunities to be recognized and acknowledged in the community through connections, events, and participation in programs. It provides you with profile, access, and credibility.



“Project Literacy has been providing free literacy support programs and services in Kelowna since 1986. We support community equity by empowering individuals to achieve their literacy goals and as a not-for-profit organization our involvement with the Kelowna Chamber not only helps us in fulfilling our mission but we also know it helps build a stronger and more resilient community.”

Paul Zuurbier
Executive Director
Project Literacy

\$450

ANNUAL INVESTMENT VALUED AT \$1,050

Advantages of Basic Membership

Making Connections

- Ten vouchers to Chamber networking and professional development events
- Opportunity to participate in Chamber tradeshows
- Ribbon-cutting for milestones and new business openings

Getting Noticed Online

- Annual e-newsletter advertising credit of \$100
- kelownachamber.org business listing on our Business Directory, linked to your website or Facebook page
- Social media links to your business platforms: Twitter, LinkedIn, Facebook, and others
- Chance to be featured in Member Spotlight
- Promote coupons for your business on Chamber website
- Post events on the Chamber's online Community Events Calendar

Sponsorships & Programs

- Annual \$100 event sponsorship total credit
- Opportunity to present at 'Business Smarts' program and gain brand exposure with our network and broader business community
- Opportunity to sign up as an Ambassador, and get involved in our community and with our members

Local Perks

- Member Rates to all Kelowna Chamber events
- Weekly e-news updates on business insights and local issues
- Use of Chamber logo on your website and promotional materials
- Access to Chamber affinity program partners and discounts

○ PRESIDENT'S CIRCLE

○ CATALYST

○ GROWTH

○ CLASSIC

● BASIC

This membership is not recommended for companies of 25 employees or more.

The added value of joining.

People buy from people they know, like and trust. And sometimes the biggest challenge for a business is just getting the word out. Take a look at some key stats from a research study that highlights the additional benefits of membership.

59%

of consumers think that being active in the local Chamber of commerce is an effective business strategy overall.

When consumers know that a business or organization is a member of the Chamber, they are:

When a consumer knows the business is involved in its local Chamber, they infer that the company is:

- ▶ **Trustworthy**
- ▶ **Involved in the community**
- ▶ **An industry leader**

44%

more likely to think favorably of it.

63%

more likely to purchase goods or services from the company.

Small businesses with Chamber memberships see the following increases:

51%

Increased consumer awareness



57%

Increased local reputation



Connecting with our network

1000+

Active Chamber members

60+

Yearly networking events

17,700+

Social media followers

2,600+

Monthly newsletter subscribers

6,000+

Monthly website pageviews

34%

Average newsletter open rate

Let's connect.

Set up a one on one consultation with us to discuss the membership that's right for you.

Contact Us

Phone: 250 861 3624

Email: hello@kelownachamber.org



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@kelownachamber

