



TRICOUNTY AREA CHAMBER OF COMMERCE

Building Communities, Creating Connections, Supporting Commerce

TIERS MEMBERSHIP 5 Options

TriCounty Area Chamber of Commerce (TCACC), the tri-county region's business advocate since 1927, is a membership based organization serving businesses in southeastern Berks, western Montgomery, and northern Chester Counties, as well as along the Route 422 Corridor.

Our Mission

Leveraging the power of membership to provide valued membership services and proactive leadership for the tri-county region.

Our Vision

The tri-county area has a strong sense of place – quality of life, economic opportunity, and generations of leaders- to support the region's businesses and communities.

WHY TCACC?



Because you want to advocate for the region. Becoming a TCACC Member adds increased credibility to your business.



Because you want to build relationships. Connect with over 400 other businesses and organizations and form beneficial business relationships.

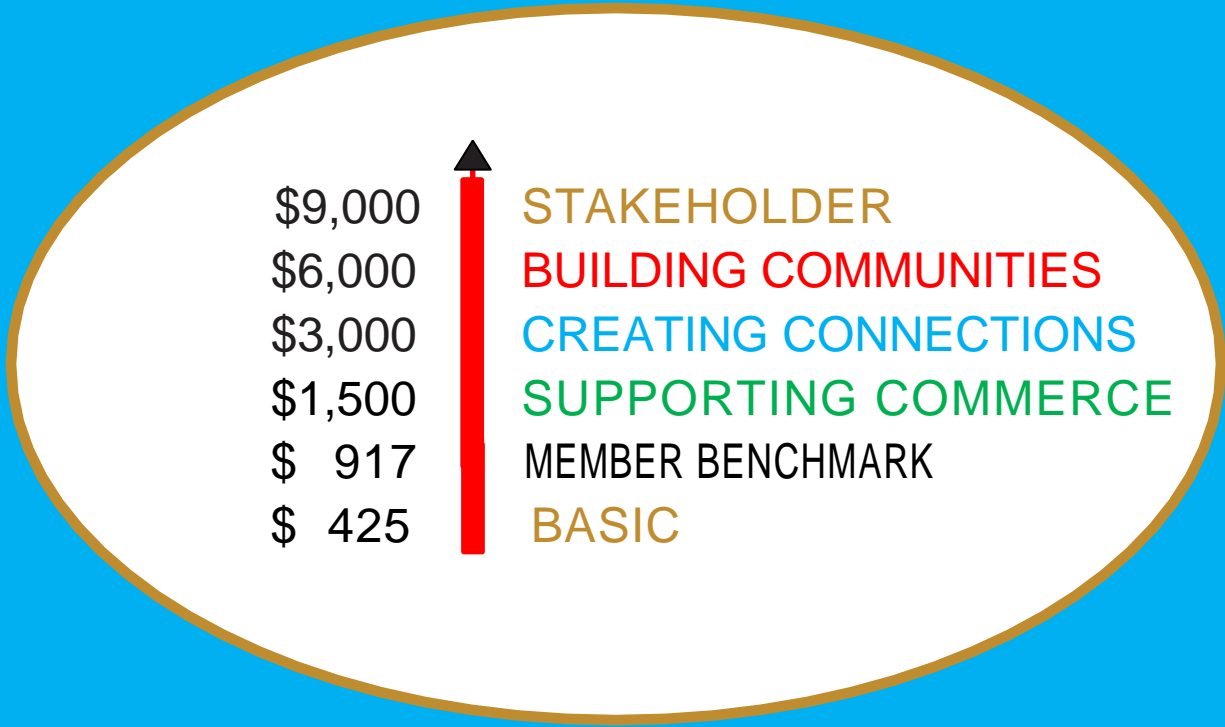


Because you want to grow and succeed by utilizing the many options offered by the Chamber. TCACC Members have access to a wide variety of tools and resources that facilitate business growth and development.

Integrity

Leadership

Progress



“With 20 years of experience in this industry, I come to work every day with a desire to help our Members succeed. My passion is to use my years of knowledge in this industry and my network to benefit our Members and to connect them to the resources that will make their decision to join the TriCounty Area Chamber of Commerce the best decision they make for their business.”

Eileen Dautrich, *President*



STAKEHOLDER

\$9,000 ANNUALLY (\$14,000 Value)

You deserve recognition for making our region a prosperous place. As a community benefactor, we know you want to help the tri-county region attract and retain talent and develop your own team, build, and support a vibrant community and quality of life, and drive a growing economy.



POSITIONING YOURSELF IN OUR REGION

- EXCLUSIVE!** Gift a membership to the charity or veteran-owned startup of your choice; includes public presentation
- NEW-** Presentation of "Spirit of (your name)" Award
- REACH Conference Empowerment Sponsor
- COMING SOON-** Developing Teams Champion
- Economic Development Luncheon Stakeholder Sponsorship

SERVICES

- "Stakeholder" includes personal membership concierge to guide you through a customized membership plan and effective use of the following opportunities: annual Chamber sponsorship exposure on: tricityareachamber.com; Facebook; LinkedIn; Chamber Chat; YouTube; constant contact emails; Rt. 422 Business Advisor Listing; Logo on marketing for 2022 9 In 5 Membership Breakfasts/Luncheons; Chamber office conference room and lobby; bi-annual membership mailing; and up to four additional business listings
- NEW!** Full-Service Ribbon Cutting/Milestone Celebration

"The TCACC is the mechanism that helps to drive the economic success of Pottstown and the Tri County area. The members that take advantage of all that the Chamber has to offer get so much value out of their membership. The best advice I can give is to be involved. The relationships that we have built and maintained through the TCACC have been essential to our growth and sustainability of our hospital." – Rich Newell, President and CEO at Pottstown Hospital - Tower Health

ANNUAL MEMBERSHIP DUES INCLUDED

PLUS THE VARIETY OF SERVICES AND BENEFITS OF THE BUILDING COMMUNITIES, THE CREATING CONNECTIONS, THE SUPPORTING COMMERCE TIERS AND THE BASIC MEMBERSHIP LEVEL ON THE FOLLOWING PAGES



BUILDING COMMUNITIES

\$6,000 ANNUALLY (\$8,500 Value)

Because you want to Advocate for the region. The Chamber provides pro-business leadership to enhance economic opportunity and quality of life in the tri-county region through strategic partnerships. Contribute to the Chamber realizing its Mission and Vision.

ENGAGEMENT

- NEW AND EXCLUSIVE!** Reserved seat on the Business Leader Advisory Board and Roundtable
- Opportunity to be content provider for Professional Resource Blog on tricityareachamber.com
- Pair of tickets to 2022 *9 In 5 Membership Breakfast/Luncheon* Events and sponsorship of one breakfast/luncheon in 2022
- Pair of tickets to REACH 2022 Luncheons and REACH Conference Connecting Sponsor
- COMING SOON-** Developing Teams Supporter
- Economic Development Luncheon Building Communities Sponsorship



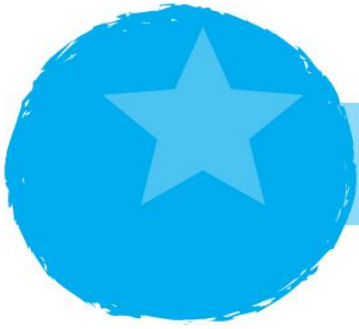
SERVICES

- "Building Communities" includes annual Chamber sponsorship exposure for: tricityareachamber.com internal page; Facebook; LinkedIn; constant contact emails; Rt. 422 Business Advisor Listing; up to 2 additional business listings with our Chamber, and lobby recognition

ANNUAL MEMBERSHIP DUES INCLUDED

PLUS THE VARIETY OF SERVICES AND MEMBERSHIP BENEFITS OF THE CREATING CONNECTIONS, THE SUPPORTING COMMERCE, AND THE BASIC MEMBERSHIP LEVEL ON THE FOLLOWING PAGES

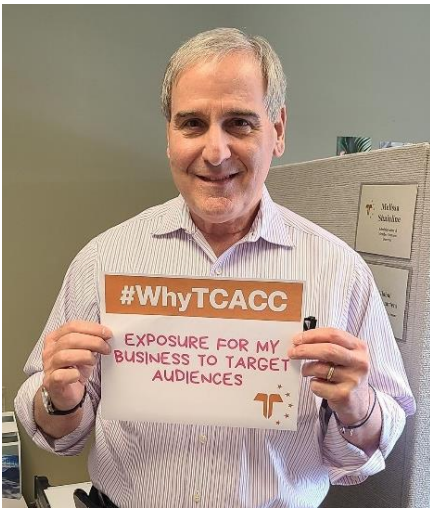
"One of our company's core values is being involved in the communities we serve and being part of the Chamber has been a valuable partnership for Boyertown Oil & Propane. Our team has been able to assist members with their home's heating and cooling needs to finding opportunities for Chamber businesses with savings on their energy and fleet fueling needs. Personally, I love being able to network with other business leaders at meetings, during REACH coffee chats and am looking forward to growing my leadership skills through this year's Leadership TriCounty class." -Heather Stehman, Brand Marketing Manager at Boyertown Oil & Propane



CREATING CONNECTIONS

\$3,000 ANNUALLY (\$4,250 Value)

Because you want to build relationships. Designed for business professionals and entrepreneurs looking for connections which lead to business growth. Help us expand the Chamber in its role as a premier organization for connecting people, business, business organizations, government, and strategic partners.



“The Chamber is the backbone of building relationships amongst the membership. Face to face consistent interactions help promote business and the Chamber provides this opportunity.” -David Drubin, Director of Sales at Fairfield Inn & Suites by Marriott Pottstown Limerick

ANNUAL MEMBERSHIP DUES INCLUDED

PLUS THE VARIETY OF SERVICES AND BENEFITS OF THE SUPPORTING COMMERCE AND THE BASIC MEMBERSHIP LEVEL ON THE FOLLOWING PAGES

ACCESS AND EXPOSURE

- COMING SOON!** Exclusive October Breakfast with the Board of Directors with fellow Building Community and Creating Connections Sponsors
- A ticket to the 2022 *9 In 5 Membership Breakfast/Luncheon Events*
- A ticket to 2022 REACH Luncheons and 2 tickets to REACH 2022 Annual Conference
- Chamber Chat Sponsor and Co-host for one month
- Business Card Exchange Host and/or Sponsor- one month
- Eats and Greets Sponsor (Invitational Lunch With Eileen) – one month
- 2022 Annual Dinner Bronze Sponsorship

SERVICES

- “Creating Connections” includes annual Chamber sponsorship exposure for: tricountyareachamber.com, Constant Contact emails, Rt. 422 Business Advisor Listing, and lobby recognition
- Premium Ribbon Cutting/Milestone Celebration
- A dedicated email to the Chamber Membership



SUPPORTING COMMERCE

\$1,500 ANNUALLY * (\$2,100 Value)

Because you want to Grow and Succeed by utilizing the many options offered by the Chamber. Make the business community even stronger and be a resource for business and consumers. Aid the Chamber in establishing our organization as a means to enhance all businesses in the tri-county region.

MARKETING VISIBILITY

- NEW!** Online Social Spotlight
- Chamber Chat Sponsor – one month
- Email Sponsor – one month
- Plus \$50 Credit in Event Participation
- 2022 *9 In 5 Membership*
Breakfast/Luncheon Event Coffee Sponsor

SERVICES

- Supporting Commerce includes annual Chamber sponsorship exposure for: tricountyareachamber.com, constant contact emails, Rt. 422 Business Advisor listing, and lobby recognition
- Insert in bi-annual membership mailing



"TriCounty Chamber Membership is a great way to familiarize yourself and your business in the economic climate and activity of the region." - Elaine Schaefer, Executive Director of Schuylkill River Greenways National Heritage Area

ANNUAL MEMBERSHIP DUES INCLUDED

PLUS THE VARIETY OF SERVICES AND BENEFITS OF THE BASIC MEMBERSHIP LEVEL ON THE FOLLOWING PAGES

*This membership is not available to companies of 50 employees or more.

LEVERAGING THE POWER OF MEMBERSHIP TO
GROW YOUR BUSINESS

BASIC \$425 *

VALUED AT MORE THAN \$917 ANNUALLY

“And you don’t buy membership in your chamber – you buy the cooperation of the ablest men and women in business and industry, with whom you can join forces to do those things which cannot be done alone.”

At the Chamber, we believe you deserve to find a room full of people just like you who can share your story and become an army of salespeople for you. We understand how hard it is to get connected with the right people who can help you grow your business, which is why our goal is to be the number one connector of business owners.

Take pride!

Your Membership supports this business advocacy organization for the region as we work to enhance economic opportunity and quality of life for all in the region.

Membership has its benefits:

PEACE of Mind for your Business!

PROBLEM SOLVING:

Share these two benefits with HR to share with employees-

- **Discount Tickets to Area Attractions - ski slopes, theme parks, aquariums, and more!**
- **FREE tickets to our Night at the Reading Phillies**

Cost Savings-

- **Constant Contact - Sign up through us and get a discount of up to 25%, even if you are already a Constant Contact customer**
- **If you need Conference Room Space - Complimentary use of the Chamber Conference Room, based on availability**
- **Submit Job Postings – FREE and unlimited job postings on our website**

*This membership is not available to companies of 25 employees or more.

- Take advantage of our diverse Marketing Opportunities! Speak to the right audience with numerous opportunities to fit any budget! Sponsor an Event and maximize your visibility.

EXPOSURE:

- One complimentary admission and public recognition at Membership Breakfast when you join and again when you renew, recognizing you for your support
- An enhanced online listing on our Membership Directory, complete with links to your website and your business social media pages
- Offer HOT DEALS to the community and Member-to-Member discounts to encourage visits to your business.
- Submit Press Releases – FREE, unlimited. We also provide press release templates and news media list available through Member Login
- Submit Events to Community Calendar – FREE, unlimited
- Award Recognition Opportunities
- Listing and description in the TriCounty Chamber’s New Member section of the Rt. 422 Business Advisor (distribution - 14,000)
- Social Media – Tag the Chamber in your businesses’ social media posts so that we can share them and help you reach a new audience

ADVOCACY:

- The Chamber only refers Chamber Members
- Display your Chamber Member Decal on your front door, window, or vehicle—let customers know you support your local community through your Membership
- Chamber Membership Plaque - Display your membership plaque proudly and predominantly in your business
- Access Chamber logo to download and use on your marketing materials and website
- Ribbon Cuttings - Chamber Ambassadors and or Membership invited to celebrate the opening or re-opening of your business in the tri-county area as well as other accomplishments/investments you might want to celebrate
- FREE PA Chamber Membership (less than 10 employees)

CONNECTIONS:

- Complimentary annual invitation to Chamber “Eats and Greets”
- Numerous opportunities to network and build relationships at monthly, bi-monthly, and signature annual events
- Membership List – Members annually receive the current list of Members of the TriCounty Area Chamber of Commerce. Use it to reach out and make your new contacts
- Ask Chamber staff to introduce you to a fellow Member you are trying to connect with
- Make connections at The REACH Luncheons and Conference on November 3rd, 2022

EDUCATION:

Learn how to make the most out of your membership:

Training videos are available to share with the appropriate staff to use the benefits available through the Member Information Center (MIC).

We have 5 customer-service focused staff to support you and your business! Schedule an orientation with our staff to make sure you take full advantage of the opportunities above and on the previous pages.

Contact our team for assistance in connecting with the right Members using the best Member benefit to fit your goals and/or attending the right event.

Eileen Dautrich, IOM, PaCCE, President - eileen@tricountyareachamber.com

Alice Funk, Events and Member Programs Director - alice@tricountyareachamber.com

Hailey Heimbach, Marketing & Communications Director - hailey@tricountyareachamber.com

Megan McKee, Member Relations and Engagement Director - megan@tricountyareachamber.com

Melissa Shainline, Administrative & Member Services Director - melissa@tricountyareachamber.com

BUSINESS STUDY: CONSUMERS 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: **Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.**



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