



Green Bay Area Chamber of Commerce scorecard

The benefits of being a member of the Green Bay Area Chamber of Commerce are numerous and invaluable. We repeatedly hear that the connections, reach and relationships our members develop are priceless.

Here are a few examples of the quantifiable, bottom-line benefits of Chamber membership:

MEMBER DISCOUNTS

Smart Business Savings/Group Purchasing, Inc. (GPI)

\$228,000

Members who enrolled in and took advantage of these exclusive benefits in 2010 each saved an average of:

- Office Depot –\$327
- Cellcom – \$1,000
- Hertz - \$177
- Associated Merchant Card Services - \$120

Collectively, more than 304 member companies saved more than \$228,000 by buying endorsed products in 2010.

BUSINESS EXPOSURE OPPORTUNITIES AND SAVINGS

Web site business description

Members can pay \$40 per year for an extended description of their business (up to 50 words) in our online business directory at titletown.org. Compare this presence online, accessed by thousands of people, to the cost of a comparably sized ad in print media would cost upwards of \$1,000.

\$1,000+

Web site click-thrus via titletown.org online business directory

In 2010, visitors to titletown.org searching our online business directory clicked through to hundreds of member businesses' Web sites – to the tune of 221,105 clicks!

75,282

Unique visitors to titletown.org

178,075 unique people visited titletown.org last year, checking out information on programs, events, benefits and more. Members' banner ads can be placed on key pages of the Web site for just \$600 a year, providing access to thousands of potential customers.

Chamber member mailing labels/CD

Members can purchase a mailing list of fellow members' addresses for targeted direct mailings for \$175, a savings of 50 percent off the non-member price. The list is ideal for multiple mailings and can be sorted by ZIP Code, number of employees or other criteria.

The Business News feature

Member businesses featured in a Member Spotlight story in the Chamber's section of each issue of The Business News – valued at \$1,800.

\$1,800

NationJob job listings

Chamber members can post local jobs on the NationJob website for free. Chamber members posted almost 1,000 jobs on the Chamber's job page thanks to Community Job Network, hosted by NationJob.com. Each job posting is a \$500+ value. Those jobs generated more than 1.3 million job views and almost 30,000 clicks to apply.

Publicity for ribbon cuttings and groundbreakings

We promote member business grand openings, ribbon cuttings and groundbreakings, of which the Chamber is a part, in our Friday Report newsletter for FREE. If you coordinate your ribbon cutting, groundbreaking or grand opening with us, we can provide Chamber ambassadors for your event as well as a current media list so you can properly promote the event. The up-to-date media list alone is worth \$100.

\$500-\$1,000

Publicity for awards, new developments, etc., in our Friday Report

We exclusively promote member businesses' honors, awards, new hires, promotions, etc., in the Friday Report business briefs for FREE. The Friday Report reaches more than 3,800 members every other week.

Networking exposures

One of the most prominent benefits of Chamber membership is the qualified and targeted networking opportunities. In 2010, the Chamber hosted a number of networking opportunities, including the Business Expo; monthly Business & Breakfasts, Business After Hours, Power Networking Breakfasts; annual meeting; Golf Classic; Welcome Back Packers Luncheon; Manufacturing Awards of Distinction and many more, participated in by more than 10,000 attendees.

10,000+

OTHER PRICELESS BENEFITS

Government and community affairs

Chamber lobbyists watch the political arena, alert you about pending regulations that may affect your business and take your concerns to public officials.

Chamber credibility

When consumers know a business is a Chamber member, they are 44 percent more likely to think favorably about it and 63 percent more likely to purchase goods or services from the company in the future, according to a study by The Schapiro Group. In addition, a 2010 Cortera study showed Chamber members consistently have better credit scores.

Free subscriptions to the Chamber's BBJ magazine and *The Business News*

Valued at \$36 per year.

Vital facts

The Green Bay Area Chamber is comprised of approximately 1,250 member businesses who employ 94,000+ employees.



To learn more about taking full advantage of your Chamber benefits, please contact us at (920) 437-8704.

titletown.org