



PO Box 81 ♦ 13 W Main St.
Fincastle, VA 24090
540-928-2017
www.botetourtchamber.com
info@botetourtchamber.com

Welcome!

Thank you for inquiring about membership in the Botetourt County Chamber of Commerce. Joining the Chamber is one of the most important investments you can make. If your business is located in Botetourt or serves the county remotely or electronically, the Botetourt County Chamber of Commerce can increase your level of success. We're **the** pro-business voice to government and the public; we keep you on top of important, ever-changing issues and trends in the local marketplace.

Why the Chamber?

The Chamber and its members promote the local economy through networking, promotions, advocacy and professional development.

American Business Magazine reports "... consumers are more likely to do business with a company if it's a **member of their local chamber** of commerce." Research by Shapiro Group and Market Street Services shows "... when consumers know that a small business is a member of their local chamber of commerce, they are **44 percent more likely to think favorably of it** and **63 percent more likely to purchase goods or services** from the company in the future."

The Botetourt County Chamber of Commerce offers members-only benefits such as:

- **Better sales success** through *targeted referrals* through the Chamber office and website and from fellow members
- **A voice in decision-making** through *issues advocacy* ensuring the business needs and interests are heard on important issues
- **Better visibility** for your company, product and services with *showcasing* through a searchable website database, social media and traditional public relations such as ribbon cuttings
- **Better staff performance** through *professional development* designed to meet members' specific training needs
- **Community recognition** through sponsorships that highlight chamber and local involvement

The Chamber also brings members together with the wider business community through **networking, special events, educational opportunities** and the widely recognized **Botetourt Living** magazine, distributed throughout the region.

All members receive the following:

1. Directory Inclusion & Website listing
2. Referrals
3. Materials distributed in Chamber office
4. Newsletter:
 - o Business announcements
 - o Calendar listings
 - o Job listings (unlimited)
5. Facebook, LinkedIn connections
6. Event admission discounts
7. Member-to-member discounts
8. Affiliate programs
 - o Virginia Benefits Alliance
 - o Chamber Rx
9. Door Sticker for recognition
10. Chamber logo on your website
11. Certificate of origin
12. Marketing Opportunities

I've enclosed more details regarding membership, involvement and investment as well as an application. I encourage you to join other highly recognized and well-regarded members of the Botetourt County business community as a member of the Botetourt County Chamber of Commerce.

Please feel free to contact me by phone or email should you need additional information or have questions about this opportunity.

Best regards,

A handwritten signature in blue ink that reads "Doloris E. Vest". The signature is fluid and cursive, with the first name being the most prominent.

Doloris E. Vest
Executive Director



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Activities & Services

Referrals – Chambers serve as cheerleaders for their members. We make daily referrals to individuals and other businesses at the office, online and by phone and email. You can place business cards and other promotional materials in the office, list details on the website or provide specific information you'd like shared electronically.

Networking – a variety of events let you get to know other business people; offered at different times to accommodate your schedule. All events are presented in conjunction with member sponsors as an opportunity to showcase their business.

- **Breakfast with The Chamber** – presented in conjunction The Bank of Fincastle or other local chambers, early risers chat with other members and receive valuable information that can boost business.
- **Business After Hours** – hosted and sponsored by members; free to members and open to the public with paid admission. Relax, enjoy good food and drink and get to know your colleagues and neighbors.

Advocacy: From Exit 150 to signage regulations and more, the Chamber provides local and state government and agencies vital information on how rules, regulations, and mandates will likely impact businesses of all sizes. The Chamber is the business community's voice in the public debate on issues that impact the economy and the community.

Professional Development

- **Lunch with the Chamber** – a one-hour event that respects your busy schedule, includes great food from a restaurant/caterer chamber member and 30-minute presentations on a business topic important in today's world.
- **Partnerships Training** – teaming with educational institutions, members and other organizations to provide free and low-cost training to enhance business performance on a variety of topics and learning levels.

Special Events

- **Annual Dinner & Silent Auction** – Recognition for outstanding business efforts throughout the year. Proceeds from the Silent Auction fund scholarships for local high school students and other educational activities in the community.
- **Botetourt Golf Classic** - Annual Golf Tournament – Shake off the winter blues with a day of golf with friends and colleagues. Prizes for all sorts of accomplishments and plenty of bragging rights to go around.
- **Putt Putt Tournament** – And for those a little more relaxed in their approach to golf, the annual Putt Putt Tournament in late summer provides an evening of networking, family fun and contribution to a good cause. Proceeds are awarded to a local non-profit.

Promotions

- **Website** – Member listings (including company and product descriptions, and contact information) make your business easy to find, especially to the growing audience that relies on electronic media and references resources for all their information.
- **Social Media** – From kudos to calendars the Botetourt County Chamber of Commerce Facebook and LinkedIn pages get timely information out fast and easy.
- **Botetourt Living** magazine – Our annual publication highlights the best of the county. Distributed throughout the county and serving as a great relocation guide, the magazine has everything you could want to know about

Botetourt. It covers business, recreation, education, health and fitness. Advertising opportunities promote your organization year round to a wide audience from long-time residents to new arrivals.

- **Sponsorships – Annual Corporate Sponsorships** (at levels affordable for all members) and **Special Event Sponsorships** lend a special highlight of your company to a wide audience. Sponsors receive special perks such as free tickets to chamber events and special recognition throughout the year.
- **Ribbon-cutting events** - No Chamber would be full-service without the traditional ribbon-cutting services. Available for new businesses or those with major expansions, ribbon-cuttings provide an opportunity to showcase your facility or business, emphasize your dedication to the community and garner favorable media coverage.
- **Virtual Ribbon Cutting** – Free to new businesses in lieu of an open house or ribbon cutting. Announce your business and chamber membership through an eblast to chamber members and the community

Membership Investment

General Business/Organization Membership is based on the number of employees. Part-time employees are counted by the full-time equivalent. (I.e. four part-time people count as 2 employees)

Number of Employees	1 Year	2 Years
1 – 5	\$135	\$240
6 – 10	\$165	\$300
11 – 20	\$245	\$440
21 – 30	\$300	\$540
31 – 50	\$355	\$635
51 – 75	\$415	\$745
76 – 100	\$525	\$945
101 – 150	\$630	\$1,135
151+	\$745	\$1,340

Category	1 Year	2 Years
Non-Profits [501(c)(3)]	\$100	\$175
Educational Institutions		
Non Profit:	\$175	\$315
For-Profit :	See Standard Rates	
Associate members*	\$75	\$125
Individuals	\$50	NA
Multi-business (second business)	\$100	NA

***Associate Membership** are available to agents and contract employees affiliated with an active Chamber-member business or firms. In good standing. (e.g. real estate or insurance agents).

****Multi-business:** First corporate member pays regular membership investment; additional businesses pay \$100 each.

Corporate Sponsorships, which are available at the beginning of each calendar year, are defined in four levels, with an increasing level of visibility and benefits. Packages vary from year to year and are announced in the fall for the next year.

Special Event Sponsorships are available prior to four major activities (Annual Golf tournament, Annual Dinner, Publication of Botetourt Living Magazine, Putt Putt Tournament) and a special “After Hours” package. Opportunities become available approximately three months prior to the event.

MISSION

The Botetourt County Chamber of Commerce is committed to provide business leadership and a higher quality of life for all citizens of Botetourt County and surrounding communities.

For more information or to request an application, please visit our website at <http://www.botetourtchamber.com/members.html>, email us at info@botetourtchamber.com or call the office at 540-928-2017.



Membership Application/ Information Update

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Organization: _____ **No. of Employees (FTE):** _____

Primary Industry/ Occupation: _____ **Primary Product/ Services:** _____

Contact _____ **Title** _____

Phone _____ **Email** _____

Street Address _____ **City** _____ **State** _____ **Zip** _____

Billing/Mailing Address _____ **City** _____ **State** _____ **Zip** _____

Billing Preference USPS Email **Website** _____

Other Contacts:

	Name	Title	Phone	Email
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____

Your membership is important to promoting your business and the business community in Botetourt County. You can help further by becoming a program, activity/event or corporate sponsor. We also need volunteers in a number of area to assist in the growth and success of the Chamber. Please indicate your interests:

- Networking Events: (Breakfast, Lunch, After Hours) Corporate Sponsorships
- Sponsoring or presenting a learning/professional development event
- Major Event Sponsorship (Golf, Annual Dinner, Chamber Magazine)
- Volunteering** Event Staff Member recruitment Committee Board of Directors

Payment \$ _____ (See membership investment chart or contact the Chamber office at 540-928-2017)

Check Enclosed Payable to Botetourt County Chamber of Commerce

Please Invoice me Charge my credit card: Visa MasterCard American Express Discover

Card Number: _____ **Expiration Date** _____

Signature _____ **CVV (on card reverse)** _____

Return completed form with your payment: Credit Card payments may be emailed [info@botetourtchamber.com] or mailed. For more information, contact the Chamber office at 540-928-2017 or info@botetourtchamber.com

Office Use	Date	Type	Ref	DataΔ	Ent	Ack
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