What We Deliver:
A supportive organization that gives our members the opportunity to be:
Connected, Involved and Informed.

Our Mission:
The Greater Utica Chamber of Commerce is a non-profit, member-based, business organization focused on the development of a prosperous economic climate that will enhance commercial growth and the quality of life for all who reside in the Utica region.

Our Vision:

To Play
a significant role in the expansion of existing businesses and the attraction of new enterprises that will create jobs and result in economic growth for the area.

To Campaign
for quality regional government, advocating the positive results that can be obtained through consolidation of elected offices and public services.

To Promote
the area enthusiastically with innovation to the residents, as well as nonresidents, championing those assets that many locally take for granted and outsiders may not realize exist.

To Foster
partnerships and relationships with other organizations or individuals who wish to meet these opportunities and challenges within the Utica area.

To Provide
benefits that will assist member businesses in becoming successful economic entities.
We’re so excited to introduce you to our new member dues structure.

Our leadership has spent the past year taking a hard look at our organization and how we would like to position ourselves to have a greater impact and support role as our region’s business community grows.

Too often we are asked ‘what exactly am I paying for?’ We needed to answer this question! Therefore, we underwent strategic planning, working with our board to survey our members for feedback. We asked how they felt we were doing as an organization and what tools/resources/benefits they look to the Chamber for. Looking at the previous dues structure, we recognized that our member benefits could no longer be “one-size-fits-all”. So, what did we do about it? We listened to our members and created a new dues structure that offers clear, affordable choices with specific benefits for every type of member.

The new structure focuses on two tracks. The first track, our Service Membership Levels, targets members needing our services to grow and develop their business. There are a multitude of options available to you to help you choose the Chamber offerings that best suit your business needs. The second track, our Investment Membership Levels, targets members who wish to invest in the Chamber as a community resource, helping us play a larger role in attracting and retaining talent, developing our downtowns and promoting our region. In 2019, we participated in and began discussions for implementing projects that help accomplish this. We only hope to grow our involvement in these types of projects moving forward, which would be made possible by the larger investments to our organization that are available in our Investment Levels. Keep in mind, available to any member at any level, is our a la carte menu of services which allows for the ultimate customized experience.

Any contribution to our organization, large or small, is essential for the Chamber to achieve our goal of growing and supporting our business community, which we believe you share. We hope you agree that our new structure offers you greater exposure, greater benefits and a greater Chamber.

Thank you for your support!

Meghan Fraser McGrogan
Executive Director, Greater Utica Chamber of Commerce
MEMBERSHIP

We’re looking at membership in a whole new way.

By putting the focus on a more modern, choice-driven approach, we put you in the driver’s seat to take your business where you’d like to go and offer you a variety of ways to get there! Whether you consider your membership an investment to help our business community grow, or you intend to take advantage of our member benefits to grow your business, we are confident you’ll find a strong community partner in the Greater Utica Chamber of Commerce.

Membership benefits tailored for your business.
Where do you begin? It all depends on your goals.

We share the goal of wanting you to succeed as you grow your business in our local community.

What else are you striving for?

Let’s start here:

**MEMBERSHIP SERVICE LEVELS**

**BASIC**

The Basic Level is anything but ‘basic’ and is a great place to start, especially if flexibility is important to you. This level provides overall simple benefits that you can take advantage of right away, while also giving you the opportunity to choose from a wide variety of a la carte options that could serve as useful ways to reach your individual goals when the spending feels right.

**ACCESS**

Here, we go a bit beyond basic and toss in even more flexibility with the addition of a universal credit to be used towards our a la carte menu in whatever ways suit your needs. Give networking a try and take advantage of small business education seminars that you won’t find anywhere else. The Access level gives you the ability to tailor your membership in a very affordable way.

**MARKETING**

If promoting your business and gaining exposure is one of your main goals, this level just might fit the bill. This level offers great opportunities for visibility, encourages regular networking, and helps spread exciting news and updates about your business. Also in this level, we bump up your universal credit for even more opportunities, making the Marketing Membership a solid investment for the business owner who is focused on being seen!

SEE FULL DETAILS ON NEXT PAGE
### Membership Service Levels

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Access</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Access to Member Only Events</strong></td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Window Cling</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Referrals</strong></td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Notary Services</strong></td>
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<td>X</td>
</tr>
<tr>
<td><strong>Certificate Presentation</strong></td>
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<td>X</td>
<td>X</td>
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<tr>
<td><strong>Access to Chamber Lounge</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Participation in Chamber Councils</strong></td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Directory Listing</strong></td>
<td>1 Category</td>
<td>1 Category</td>
<td>3 Categories</td>
</tr>
<tr>
<td><strong>Annual Meeting Tickets</strong></td>
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<td>2 Tickets</td>
<td>2 Tickets</td>
</tr>
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<td><strong>Credit Towards Add-ons or a la Carte Sponsorship Menus</strong></td>
<td>Access to Menus</td>
<td>$150</td>
<td>$350</td>
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<td><strong>Tickets to a Business After Hours</strong></td>
<td>-</td>
<td>2 Tickets</td>
<td>2 Season Tickets</td>
</tr>
<tr>
<td><strong>Small Business Series Event Admission</strong></td>
<td>-</td>
<td>2 Tickets</td>
<td>2 Tickets</td>
</tr>
<tr>
<td><strong>Membership Listing with Addresses</strong></td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Member Mentions</strong></td>
<td>-</td>
<td>-</td>
<td>1/week</td>
</tr>
</tbody>
</table>

**Total Costs:**
- Basic: $250
- Access: $500
- Marketing: $850

* Certificate Presentation: for grand openings, expansions, anniversaries, etc. per year. Does not include Ribbon Cuttings.
** Credit towards add-ons or a la carte sponsorship menus are non-transferable and does not roll over to the following year.
*** Excludes December Business After Hours
For those members who want to invest in building a thriving business community, we offer these levels to support our organization and our members who need us the most.

All investment levels include your membership dues.
Your investment membership level includes your membership dues. In addition to the Basic Membership Level benefits, Chamber Investors enjoy the following:

**BRONZE**
$1,500
- 1 Member Mention per week with Investor Recognition Badge
- 2 Season Tickets to Business After Hours (excludes December)
- Directory Listing with Investor Recognition Badge (Unlimited Categories)
- 1 Membership List with addresses per year
- 1 Ribbon Cutting per year
- Unlimited Conference Room and Education Room Rentals
- 2 Tickets to all special events*
- Sponsorship recognition at the Bronze Level for one special event of your choosing

**SILVER**
$3,000
- 1 Member Mention per week with Investor Recognition Badge
- 2 Season Tickets to Business After Hours (excludes December)
- Directory Listing with Investor Recognition Badge (Unlimited Categories)
- 1 Membership List with addresses per year
- 1 Ribbon Cutting per year
- Unlimited Conference Room and Education Room Rentals
- 4 Tickets to all special events*
- Sponsorship recognition at the Silver Level for one special event of your choosing

**GOLD**
$5,000
- 1 Member Mention per week with Investor Recognition Badge
- 2 Season Tickets to Business After Hours (excludes December)
- Directory Listing with Investor Recognition Badge (Unlimited Categories)
- 1 Membership List with addresses per year
- 1 Ribbon Cutting per year
- Unlimited Conference Room and Education Room Rentals
- 6 Tickets to all special events*
- Sponsorship recognition at the Gold Level for one special event of your choosing

*Events include: Business Person of the Year, Chamber Cookout, Business of the Year, Annual Meeting. The Choo Choo Golf Tournament is excluded in ticket benefits.

**BUT WAIT! THERE'S MORE...**
Take your membership to the top!
Our Platinum investment membership level guarantees maximum exposure all year.

- Limited spots available - Only 6 total - INDUSTRY EXCLUSIVE!
- 8 tickets to all special events*
- Brand recognition at all Chamber events
  (approximately 20 throughout the year)
  - Recognition at every special event
    • Logo on “Platinum Investor” banner
    • Verbal recognition
  - Recognition at every Business After Hours event
    • Logo on Chamber step & repeat (shared)
    • Logo on “Platinum Investor” banner
- Signage at the Chamber Offices recognizing you as a 2020 Chamber Platinum Investor
- Logo in “Platinum Investor” footer across entire website
- 2 standalone emails per year
- 1 Member Mention per week with a “Platinum Investor Badge” and prime placement in our top #1-6 spots
- 2 Season Tickets to Business After Hours (transferable)
- Directory Listing with Platinum Recognition Badge (Unlimited Categories)
- 1 Membership List with addresses per year
- 1 Ribbon Cutting per year
- Unlimited Conference Room and Education Room Rentals
- All Basic Membership Level benefits
- First right of refusal for following year

*Events include: Business Person of the Year, Chamber Cookout, Business of the Year, Annual Meeting. The Choo Choo Golf Tournament is excluded in ticket benefits.
Get noticed with affordable add-ons

Customize your membership to pick the items that make the most sense for your business or organization.

A wide variety of services available whenever you need them.
Get noticed with affordable add-ons. Available at all Membership Levels!

Customize your membership to pick the items that make the most sense for your business or organization. Access & marketing level memberships may use universal credit dollars towards add-ons and/or a la carte sponsorships.

**Business After Hours Season Ticket-$80**
Includes one ticket to each Business After Hours for the year. Tickets do not roll over and must be used at each Business After Hours. Tickets are transferable. December is not included.

**Stand Alone Email-$250 for 1, $800 for 4**
Sent to the Chamber’s 2,700 subscribers email list. Your email is designed by your business or organization. Includes one link.

**Week In Action Ad-$100 for one week or $350 for one month**
Exclusive! Square ad in top portion of the Chamber’s Week in Action e-newsletter featuring the Chamber’s weekly news. Includes one link.

**Member Mention-$150 for one month**
Your business or organization’s news featured in our weekly Member Mentions e-newsletter. Includes headline, teaser copy and link to the Chamber’s website where your full story including one link will be listed.

**Member Mailing List-$100**
Delivered as an Excel document. Includes member name, key contact and mailing address.

**Extra Category Listing-$25**
Add an extra category to your listing in our member directory.

**Ribbon Cutting-$250**
Includes stand alone email promoting event to our members, press release and media alert sent to media, email invitation sent to elected officials and your contacts, Chamber Executive Director as emcee of event, ribbon, scissors, plaque recognizing your business, live broadcast on the Chamber’s Facebook page, post event pictures posted on Chamber’s social media, and a feature in the next edition of Week in Action and on the Chamber’s website.

**Podcast Sponsorship-$150-$550**
Logo displayed during on-screen rotation throughout entire show. 60 times per hour – 6 Episodes=$150, 12 episodes=$275, 24 episodes=$550

**Enhanced Podcast Sponsorship-$300-$1,100**
Includes all benefits above plus live mention during broadcast, and commercial airing before and after show (play your own, or production services available for additional fee) 6 episodes=$300, 12 episodes=$575, 24 episodes=$1,100

**Conference Room Rental-$50**
Reserve the Chamber’s Conference Room for your next meeting or for the entire day. Seats 8. Coffee, water and select A/V equipment is included.

**Education Room Rental-$100**
Reserve the Chamber’s Education Room for your next meeting or for the entire day. Seats 30 at training tables, 40 for auditorium-style seating. Coffee, water and select A/V equipment is included.
A LA CARTE SPONSORSHIPS

Sponsorships opportunities for our yearly events;
Available to all membership levels!

Our event sponsorship opportunities offer multiple benefits including brand exposure, tickets and recognition, depending on the level of support. Access & Marketing Level Memberships may use universal credit dollars towards a la carte sponsorships.

**Sponsorship levels available for our core events:**

- **3... Business Person of the Year**
- **CHamber CHoo CHoo Open**
- **ANNUAL MEETING**
- **Small Business Series**
- **Business After Hours**
- **Jingle Jam Fun-Raiser**

Other sponsorship opportunities throughout the year

Please contact the Chamber for up-to-date availability.
A LA CARTE SPONSORSHIP

Presenting-$3,000 [Exclusive] Includes:
• Headline Recognition on all promotional marketing materials including print, digital, and social media
• 8 tickets with reserved seating
• Promotional video from CEO or company representative of your choosing for use on social media and email marketing
• Visual and verbal recognition of your investment level at event
• Opportunity to formally welcome attendees at event
• Promotional Table at event
• First right of refusal for 2021

Gold-$2,000 Includes:
• Recognition on all marketing materials including print, digital, and social media
• 4 tickets
• Visual and verbal recognition of your investment level at event

Silver-$1000 Includes:
• Recognition on all promotional print and digital marketing materials
• 2 Tickets
• Visual and verbal recognition of your investment level at event

Bronze-$500 Includes:
• Recognition on all print promotional marketing materials
• 1 Ticket
• Visual recognition of your investment level at event

Logo-$250
• Visual recognition of your investment level at event

The Business Person of the Year Award is given to one or more individuals who have shown exemplary service to the Chamber and/or community.

This event is an informal reception, offering light hors d’oeuvres and cocktails, and features a video presentation for the honoree. Attended by a variety of Chamber members, the recipient’s business and personal associates, and the community at large.

Please contact the Chamber for up-to-date availability.
A LA CARTE SPONSORSHIPS

Presenting-$3,000 [Exclusive] Includes:
• Headline Recognition on all promotional marketing materials including print, digital, and social media
• 8 tickets with reserved seating
• Promotional video from CEO or company representative of your choosing for use on social media and email marketing
• Visual and verbal recognition of your investment level at event
• Opportunity to formally welcome attendees at event
• Promotional Table at event
• First right of refusal for 2021

Gold-$2,000 Includes:
• Recognition on all marketing materials including print, digital, and social media
• 4 tickets
• Visual and verbal recognition of your investment level at event

Silver-$1000 Includes:
• Recognition on all promotional print and digital marketing materials
• 2 Tickets
• Visual and verbal recognition of your investment level at event

Bronze-$500 Includes:
• Recognition on all print promotional marketing materials
• 1 Ticket
• Visual recognition of your investment level at event

Logo-$250
• Visual recognition of your investment level at event

The Chamber Cookout, hosted by our Catalyst Young Professionals Group, is a unique offering as it is family friendly! The event is casual and takes place in early summer, on a weeknight. We serve traditional cookout fare and guests enjoy entertainment, lawn games, family-friendly activities and contests, and more.

This event is open to both members and non-members of the Chamber and the demographic is mainly young families.

Please contact the Chamber for up-to-date availability.
A LA CARTE SPONSORSHIPS

Presenting-$3,000 [Exclusive] Includes:
• Headline Recognition on all promotional marketing materials including print, digital, and social media
• 8 tickets with reserved seating
• Promotional video from CEO or company representative of your choosing for use on social media and email marketing
• Visual and verbal recognition of your investment level at event
• Opportunity to formally welcome attendees at event
• Promotional Table at event
• First right of refusal for 2021

Gold-$2,000 Includes:
• Recognition on all marketing materials including print, digital, and social media
• 4 tickets
• Visual and verbal recognition of your investment level at event

Silver-$1000 Includes:
• Recognition on all promotional print and digital marketing materials
• 2 Tickets
• Visual and verbal recognition of your investment level at event

Bronze-$500 Includes:
• Recognition on all print promotional marketing materials
• 1 Ticket
• Visual recognition of your investment level at event

Logo-$250
• Visual recognition of your investment level at event

Please contact the Chamber for up-to-date availability.

Our Business of the Year Awards event honors 15 finalists across 5 categories for their commitment to the region, staying power, and Chamber involvement. The winners in each category are announced at the event.

This event is a luncheon, that takes place in early-mid December annually. Attendees include finalists and their networks, and fellow Chamber members to hear the finalists announced and help celebrate!
A LA CARTE SPONSORSHIPS

Presenting-$3,000 [Exclusive] Includes:
- Headline Recognition on all marketing materials including print, digital, and social media
- 1 Golf Foursome
- Promotional video from CEO or company representative of your choosing for use on social media and email marketing
- Visual and verbal recognition at event
- Opportunity to formally welcome attendees at event
- Promotional Table at event
- First right of refusal for 2021

Gold-$2,000
Gold sponsors are recognized on all promotional marketing materials including print, digital, and social media and are also visually recognized at this level on Golf Carts.

Silver-$1000
Silver sponsors are recognized on all promotional marketing materials including print, digital, and social media, and are visually recognized at this level during lunch at the turn.

Bronze-$500
Bronze sponsors are recognized on all promotional marketing materials including print, digital, and social media and are visually recognized on the train.

Logo-$250
Logo sponsors are visually recognized with a Tee Sign placed at a hole along the course.

Hospitality
Provide snack or refreshment offering for golfers at designated location along course (must provide own transportation to Thendara Golf Course, Must provide all required materials as well as staffing to run your offering for the day. No fee to participate, hospitality provider assumes all associated costs)

Our annual Choo Choo Golf Open starts as you board the Adirondack Scenic Railroad in Utica. Golfers enjoy refreshments and cocktails on the train from Thendara Station where they spend the day golfing at Thendara Golf Course, enjoying hospitality, lunch, dinner, and awards.

Participants are comprised of a captive audience of key decision makers and company owners!

Please contact the Chamber for up-to-date availability.
ANNUAL MEETING

Serves as the opportunity for members to receive updates from Chamber’s leadership where we demonstrate our members’ investment impact over the past year.

A brief presentation is given, followed by refreshments and networking. Attended to by any members in good standing.

Presenting – $3,000 [Exclusive]
- Headline Recognition on all marketing materials including print, digital, and social media
- 8 tickets with reserved seating
- Promotional video from CEO or company representative of your choosing for use on social media and email marketing
- Visual and verbal recognition at event
- Opportunity to formally welcome attendees at event
- Promotional Table at event
- First right of refusal for 2021

Logo – $250
- Visual Recognition at event

Please contact the Chamber for up-to-date availability.
A LA CARTE SPONSORSHIPS

The Chamber’s most popular networking event, hosted by a different member business each month. Chamber and community members are invited into your business where they network, tour and learn about you and what you do. Host offers hors d’oeuvres and beverages (minimum of beer, wine, soft drinks) and assumes all costs for such food and drink.

Contact the Chamber to host a Business After Hours

Please contact the Chamber for up-to-date availability.
The mission of Catalyst is to provide the spark to engage young professionals with the Greater Utica Chamber of Commerce. We offer our members a place to grow personally and professionally by hosting networking events, volunteering together to serve our local community, and supporting each other through business with the Chamber.

What is Catalyst?

The Catalyst Group Annual Jingle Jam FUNraiser raises funds for local charities that benefit teens and children during the holiday season. This happy hour social event features music, basket raffles, drinks, and food specials and contests. Attendees are young professionals.

Presenting – $750 [Exclusive]
- Headline Recognition on all promotional marketing materials including print, digital, and social media
- 6 tickets
- Visual and verbal recognition of your investment level at event

Santa – $500
- Recognition of investment level on all promotional marketing materials including print, digital, and social media
- Visual and verbal recognition of investment level at event

Snowball – $250
- Recognition of investment level on all promotional marketing materials including print, digital, and social media
- Visual recognition of investment level at event

Reindeer – $100
- Visual recognition of investment level at event

Basket Sponsor
- Donation of basket valued at $75 or more

Please contact the Chamber for up-to-date availability.
Great!

We invite you to visit our website at greateruticachamber.org/membership-2020 for a summary of the information in this booklet, along with our comprehensive membership application at the bottom. There you’ll have an opportunity to choose your membership level and if you’d like to, select any add-ons or a la carte sponsorships.

As you make your selections, your total will calculate at the bottom in real time allowing you to explore all of the options before finalizing your payment.

Have more questions?
That’s what we’re here for!

Contact us any time if you have any questions, or if you’d like to sit down with a member of our team to review our offerings. We’re here to understand what you’re looking for out of membership, and to help you maximize your budget.

Here’s how to reach us:
By phone: 315-724-3151
By email: info@greateruticachamber.org
In person: 520 Seneca Street, Utica, NY 13502