



# MEMBERSHIP 2022

GREATER EXPOSURE. GREATER BENEFITS. GREATER CHAMBER.



## **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.

Dear Future Chamber Member,

***Thank you for your interest in the Greater Utica Chamber of Commerce. We are excited to partner with you! I'm eager to get to know you, your business, and to learn how the Greater Utica Chamber of Commerce can help your business grow and succeed.***

The Chamber is a strong voice for the business community and provides members with essential services and many opportunities to promote their businesses. These include:

**Business Advocacy, Programs and Events, Online Tools, Exclusive Perks, and Marketing & Visibility**

By joining the Chamber, you are helping people live, work, and thrive in the Greater Utica Area and supporting our mission to "focus 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 dues 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 downtown, and promoting our region. 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.

We are confident that you will find value in joining the Greater Utica Chamber of Commerce. In the words of our members, the Chamber is "an unparalleled resource for networking and current, critical information for business."

***Thank you for your support!***



*Kari*

**Kari Puleo**  
**Executive Director**



An aerial, black and white photograph of a city, likely Utica, New York. The image shows a dense urban landscape with various buildings, including a prominent tall, modern skyscraper in the center. A red banner is positioned at the top of the image, containing the word 'MEMBERSHIP' in white, bold, sans-serif capital letters.

# MEMBERSHIP

# Membership benefits tailored for your business.

## **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 SERVICE LEVELS

## **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:**

### **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

	BASIC	ACCESS	MARKETING
ACCESS TO MEMBER INFO HUB	X	X	X
PERSONALIZED MEMBER LISTING PAGE	X	X	X
UNLIMITED JOB POSTINGS	X	X	X
ACCESS TO MEMBER-EXCLUSIVE RESOURCES	X	X	X
ACCESS TO MEMBER ONLY EVENTS	X	X	X
DIGITAL WEBSITE BADGE	X	X	X
REFERRALS	X	X	X
NOTARY SERVICES	X	X	X
RIBBON CUTTING/CERTIFICATE PRESENTATION*	X	X	X
ACCESS TO CHAMBER LOUNGE	X	X	X
PARTICIPATION IN CHAMBER COUNCILS	X	X	X
DIRECTORY LISTING	1 CATEGORY	1 CATEGORY	3 CATEGORIES
ANNUAL MEETING TICKETS	2 TICKETS	2 TICKETS	2 TICKETS
CREDIT TOWARDS ADD-ONS OR A LA CARTE SPONSORSHIP MENUS **	ACCESS TO MENUS	\$150	\$350
TICKETS TO A BUSINESS AFTER HOURS***	-	2 TICKETS	2 SEASON TICKETS
SMALL BUSINESS SERIES EVENT ADMISSION	-	2 TICKETS	2 TICKETS
MEMBERSHIP LISTING WITH ADDRESSES	-	1	1
MEMBER MENTIONS	-	-	1/WEEK
	<b>\$250</b>	<b>\$500</b>	<b>\$850</b>

\* 1 Certificate Presentation per year includes: grand openings, expansions, anniversaries, etc.

\*\* 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



# INVESTMENT MEMBERSHIP LEVELS

An aerial, grayscale photograph of a city street, likely downtown, showing a wide road with multiple lanes, various buildings of different heights, and some greenery. The image is used as a background for the text.

**Take your  
membership to  
the next level.**

**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.**

# INVESTMENT MEMBERSHIP LEVELS

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

## BRONZE \$1,500

- Digital recognition badge with Investor Level for your website
- 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
- 1 stand alone email

## SILVER \$3,000

- Digital recognition badge with Investor Level for your website
- 1 Member Mention per week with Investor Recognition Badge
- 4 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
- 2 stand alone emails

## GOLD \$5,000

- Digital recognition badge with Investor Level for your website
- 1 Member Mention per week with Investor Recognition Badge
- 6 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 with preferred seating\*
- Sponsorship recognition at the Gold Level for one special event of your choosing
- 3 stand alone emails
- Verbal recognition during Leveling Up Podcast
- Free member hosted even at the Chamber

\*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...**



# TOP INVESTMENT MEMBERSHIP LEVEL

**Take your membership to the top!**  
**Our Platinum investment membership level guarantees maximum exposure all year.**

*Platinum*  
**INVESTMENT  
LEVEL  
\$7,000**

- Limited spots available - Only 6 total (2 remaining) - **INDUSTRY EXCLUSIVE!**
- 8 tickets to all special events with preferred seating\*
- Brand recognition at all Chamber events (approximately 20 throughout the year)
  - Verbal & visual recognition at every special event
  - Recognition at every Business After Hours event
- Signage at the Chamber Offices recognizing you as a 2022 Chamber Platinum Investor
- Logo in "Platinum Investor" footer across entire website
- 4 stand alone emails per year
- 1 Member Mention per week with a "Platinum Investor Badge" and prime placement in our top #1-6 spots
- 8 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
- Podcast guest & sponsorship
- Free member hosted event at the Chamber

\*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.

*Platinum* INVESTORS:

 **THE KELBERMAN CENTER**  
AUTISM SERVICES ACROSS THE LIFESPAN

 **MASTROVITO**  
HYUNDAI

 **MVHS**<sup>TM</sup>  
Mohawk Valley Health System

 **Staffworks**  
The PerfectFit



**ADD-ONS**

**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.



# ADD-ON MENU

## 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.

### **Additional 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**

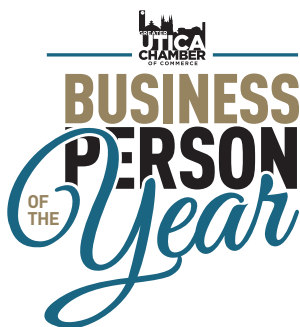
Reserve the Chamber's Education Room for your next meeting or for the entire day. Seats 30 at training tables, 40 for auditorium-style seating. Coffee, water and select A/V equipment is included.

# 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:**

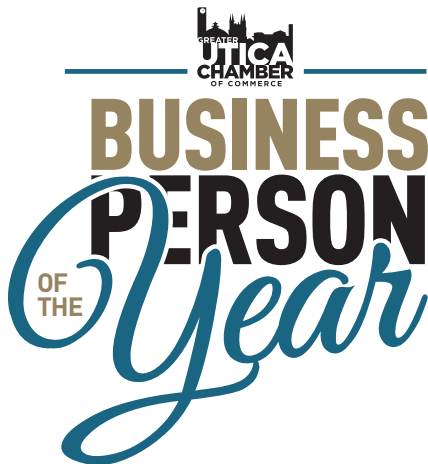


**Other sponsorship opportunities throughout the year**



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

# A LA CARTE SPONSORSHIPS



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.

## **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 2023

## **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



# A LA CARTE SPONSORSHIPS



Back this year to Celebrate our 125th Anniversary is the Chamber Clambake!

The event is casual and takes place in early summer, on a weeknight.

This event is open to both members and non-members of the Chamber.

## **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 2023

## **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

# A LA CARTE SPONSORSHIPS



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!

## **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 2023

## **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

# A LA CARTE SPONSORSHIPS



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!

PASSALACQUA  
— ASSOCIATES —

## **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 2023

## **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)



# A LA CARTE SPONSORSHIPS



## 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]**

- Opportunity to formally welcome attendees upon entry at registration, and at opening of meeting
- Promotional video from your CEO or company representative to be used leading up to event
- Promotional table for your company at event
- Prime recognition on all marketing materials including print, digital, and social media
- First right of refusal for 2023
- 8 tickets with reserved seating
- Visual and verbal recognition at event
- Opportunity to sponsor a swag bag or giveaway

### **Anniversary Cocktail Sponsor – \$1,896**

- Provide your creative input to help us to craft the signature cocktail for the event
- Your logo to appear on cocktail napkins
- Opportunity to provide the toast at the event
- Visual recognition of your sponsorship at the bar
- Premier recognition on all marketing materials, including print, digital, and social media
- 4 tickets with reserved seating
- Verbal recognition of your sponsorship level at the event
- Opportunity to sponsor a swag bag or giveaway

### **Anniversary Cake/Dessert Sponsor – \$1,250**

- Your logo to appear on dessert napkins
- Visual recognition of your sponsorship at the dessert table
- Premier recognition on all marketing materials, including print, digital, and social media
- 4 tickets with reserved seating
- Verbal recognition of your sponsorship level at the event
- Opportunity to sponsor a swag bag or giveaway

### **Entertainment Sponsor – \$520**

- Recognition on all marketing materials
- Visual and verbal recognition of your sponsorship level at the event

### **Toast Sponsor – \$125**

- Visual recognition of your support in a scrolling digital message at the event

# A LA CARTE SPONSORSHIPS



Unique Networking Opportunity Limited to 30 spots, Members only. Each participant gets 2 minutes to deliver elevator pitch to entire group. Held either Morning, Noon, or Early Evening.

## **Leads Sponsor – \$750 [Exclusive]**

(3 Available-1 Event Each Per Year)

- Recognition on all promotional marketing materials as presenter, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch

## **Latte Host Sponsor (1 Available)**

- Host provides morning refreshments, including beverages, at their location
- Recognition on all promotional marketing materials as host, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch

## **Lunch Host Sponsor (1 Available)**

- Host provides lunch, including beverages, at their location
- Recognition on all promotional marketing materials as host, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch

## **Lager Host Sponsor (1 Available)**

- Host provides light refreshments, including beverages, at their location
- Recognition on all promotional marketing materials as host, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch



Two annual seminars offered by the Chamber's Small Business Council, to inform and discuss issues pertinent to the small business owner with select panel of professionals, with varying subject matter. Events take place in the spring and fall.

## **Presenting- \$250 [Exclusive]**

(2 Available)

- Logo displayed on promotional marketing materials
- Visible Recognition at Event



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.

# A LA CARTE SPONSORSHIPS



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



## **What is Catalyst?**

**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.

## **Who is Catalyst?**

**All young professionals who are employed by Chamber member businesses, under 40, are members of Catalyst!**

There is no separate sign-ups or additional fees. Catalyst is led by a Steering Committee with task forces operating within its structure:

**Events, Membership and Community Action.**

**Visit [greateruticachamber.org/catalyst](http://greateruticachamber.org/catalyst) for more information.**



# Are you ready to join?

**Great!**

We invite you to visit our website at

**[greateruticachamber.org/membership-2022](https://greateruticachamber.org/membership-2022)**

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](mailto:info@greateruticachamber.org)

**In person:** 520 Seneca Street, Utica, NY 13502