



## REASONS TO JOIN THE CHAMBER

### ADVOCACY

The Chamber President, Board Leadership and Legislative Committee lobby on behalf of business and industry on all levels of government-local, state, and federal to keep central Louisiana business friendly. The Infrastructure Committee works with local and parish governing authorities and private enterprise to advocate for projects for the region that support economic development.

### NETWORKING

Through Grand Openings, Ribbon Cuttings, Groundbreaking Ceremonies, Network Lunches, and Committee meetings, you will have the opportunity to market yourself and your business to our members. The Chamber is the largest Chamber in the region, with more than 1,000 member businesses representing more than 30,000 employees!

### REFERRAL NETWORK

Your name will be listed in the official Chamber Directory and on our website. When people call the Chamber for a list of businesses, only Chamber members' names, addresses, and phone numbers are given.

### MARKETING

Marketing through the Chamber is the most cost-effective way to reach a targeted audience of decision makers ready to do business with fellow members. Reach consumers through targeted marketing opportunities with special advertising offered for new members. Event sponsorships also offer high visibility through pre-publicity and logo prominence.

### EDUCATION/WORKFORCE

The Chamber works with partners such as the Orchard Foundation, Louisiana Central, LSBDC and the parish school systems and post-secondary education institutions to build a better prepared workforce. The Chamber encourages its member businesses to utilize the National Career Readiness Certificate WorkKeys system to enhance hiring processes. In 2014, with the Chamber's help, ACT gave Rapides a "Work Ready Community" certification.

### KNOWLEDGE

Through seminars and workshops, the Chamber provides opportunities for professionals to share their knowledge on topics related to best practices and increased market penetration.

### ECONOMIC DEVELOPMENT

The Chamber works with its regional economic development organization, Louisiana Central, in the lead to attract new businesses and industries to the area. The Chamber provides programming and services designed to help existing businesses grow and prosper.



# NEW MEMBER PERKS!

- Discounted advertising packages: \$250 schedule to put towards a monthly advertising package at 102.3 JackFM, a monthly discounted ad package with KLAX, including a monthly ad package with FOX48, Cenlanow.com, and 3 available ad packages to choose from with Stephens Media Group
- Business/Organization's name in the Spotlight magazine, highlighted on Chamber website, the Chamber's online directory and social media platforms.
- Grand Opening, Ribbon Cutting, Groundbreaking ceremonies, plus multiple event promotions.
- One FREE set of mailing labels for the Chamber directory (\$135 value; please call 318-442-6671 to request)
- 10% discount on an ad in Chamber Annual Membership Directory
- Small businesses earn a free membership to the US Chamber of Commerce, qualifying for up to 70% off FedEx services, as well as other member benefits.
- Membership Plaque
- Member to Member Discounts

## INVESTMENT SCHEDULE

### GENERAL BUSINESS

Employees include owners and all employees

| Employees          | Rate    | Representatives |
|--------------------|---------|-----------------|
| 1 to 10            | \$325   | 1               |
| 11 to 20           | \$380   | 1               |
| 21 to 30           | \$475   | 2               |
| 31 to 100          | \$675   | 3               |
| 101+               | \$1200  | 5               |
| Leadership Circle  | \$2500+ | **              |
| President's Circle | \$5500+ | **              |

\*Each additional Representative \$95

\*\*Determined at time of Investment

### FINANCIAL INSTITUTIONS (BANK/CREDIT UNION)

- Rate: \$325 + \$25 per million dollars in local deposits *\*not to exceed \$12,500 dues cap\**
- Representatives: 1 per \$325 of dues

### PROFESSIONALS

- Attorneys, doctors, accountants, real estate brokers and agents, insurance agents, stockbrokers, and financial planners
- Rate: \$325 + \$70 for each additional professional in firm
- Representatives: 1 per firm + \$70 for each additional representative

### INDIVIDUAL (NON-BUSINESS)

- Rate: \$110

### CLUBS AND ORGANIZATIONS

- Rate: \$325

### Hotels, Motels and Apartments

- Rate: \$325 + \$1.50 per room or apartment *\*not to exceed \$12,500 dues cap\**
- Representatives: 1 per \$325 in dues



# Advertising Perks



- \$500 monthly Advertising Schedule for \$250 monthly
- Non-transferable
- Only valid for first time radio advertisers and new Chamber members
- Subject to radio inventory availability
- (No Cash Value)



- \$1,000 Monthly Advertising Package at a \$500 discounted rate
- Free Production
- 20 (30) second announcements on ABC 31 to run the first or last 10 days of the month
- 1 (2) minute interview to run between 9am-5p Monday-Friday
- 2-minute interview from the above line will be posted on KLAX-TV.com during the month of the schedule
- You tube link provided to new members to use on their social media



- \$1,250 Monthly Advertising Package at a \$555 discounted rate (6 Month Package)
- 40 (30) second commercials that will air on WNTZ between the 1st and 22nd each month for a total of 480 commercials annually
- Banner ads (300x250, 728X90, 320X50) that rotate on Cenlanow.com and links to your site. Cenlanow.com generates over 100k view per month (production included)
- 1 High-definition commercial



*The power of local radio and digital media*

- 3 discounted advertising packages to choose from
- Included in Central Louisiana Chamber of Commerce "Welcome" promos



# MEMBERSHIP APPLICATION

DATE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

LOCATION ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

WEB ADDRESS: \_\_\_\_\_

BUSINESS CATEGORY: \_\_\_\_\_ NUMBER OF EMPLOYEES: Full \_\_\_\_\_ Part \_\_\_\_\_

PRIMARY CONTACT OR KEY REPRESENTATIVE: \_\_\_\_\_

TITLE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Military Owned Business \_\_\_\_\_ Minority Owned Business \_\_\_\_\_ Woman Owned Business \_\_\_\_\_

\*\*ADDITIONAL REPRESENTATIVES: \_\_\_\_\_

SALESPERSON: \_\_\_\_\_ AMOUNT OF DUES: \_\_\_\_\_

PAYMENT TYPE: \_\_\_ Cash \_\_\_ Credit Card \_\_\_ PayPal \_\_\_ Check (Check # \_\_\_\_\_)

BILLING ADDRESS: \_\_\_ Location Address \_\_\_ Mailing Address

COMMITTEE INTEREST: \_\_\_\_\_

\*\*Having additional representatives may incur additional charges.

----- **FOR OFFICE USE ONLY** -----

JOIN DATE OF MEMBER: \_\_\_\_\_ TYPE OF MEMBERSHIP: \_\_\_\_\_

DUES INFORMATION : Equity Amount: \_\_\_\_\_ Actual Amount: \_\_\_\_\_

INITIALS OF PERSON ENTERING NEW: \_\_\_\_\_ Group Participation: \_\_\_\_\_

Category \_\_\_\_\_

# COMMITTEE PREFERENCE FORM

The Central Louisiana Regional Chamber of Commerce accomplishes its annual Plan of Work through six divisions composed of multiple committees. The Chamber invites you to become involved in one or more committees working to enhance the local business community. Listed below are the divisions and committees from which to choose. Please place a check by your committee choice(s) and fax the form to the Chamber at (318)442.6734. Or you can mail the form to: The Central Louisiana Chamber of Commerce, 1118 Third Street, Alexandria, LA 71301

\*\*\*MUST BE A DUES PAYING COMPANY REPRESENTATIVE TO QUALIFY TO SERVE ON COMMITTEES\*\*\*

## GOVERNMENTAL AFFAIRS DIVISION

\_\_\_ **Legislative Committee:** Meets regularly during State Legislative Session to review bills affecting business and industry and recommends positions of support or opposition when appropriate. Plans and hosts meeting with elected officials on state and federal levels to discuss legislative priorities. Helps to plan and host Central Louisiana Day at the Legislature.

\_\_\_ **Infrastructure Committee:** Meets regularly throughout the year to discuss infrastructure needs and develops an annual list of priorities to support economic growth in the region. Assists in communicating infrastructure priorities to local, state, and federal officials.

## EDUCATION/WORKFORCE DIVISION

\_\_\_ **Workforce Development Committee:** Helps link business and industry to secondary and post-secondary education. Works with partner organizations to increase the number of Chamber member businesses using WorkKeys system in hiring new employees. Conducts surveys to assess the technical and certificate program needs of area businesses. Reports information gathered to secondary and post-secondary institutions.

## MILITARY AFFAIRS DIVISION

\_\_\_ **Military Affairs Committee:** Maintains relationships and supports Louisiana's military installations, soldiers, and families through a variety of initiatives and events. Supports JRTC/Fort Johnson, Louisiana National Guard Training Center - Pineville and National Guard, V.A. Medical Center, Coast Guard Station at Colfax, and USS ALEXANDRIA. (Additional fee to participate - \$150)

## QUALITY OF LIFE DIVISION

\_\_\_ **Young Professionals Group of Central Louisiana (YPG):** The Young Professionals Group of Central Louisiana, sponsored by the Central LA Chamber, is a network of community leaders and in their 20s, 30s and early 40s to enhance the development of Central Louisiana for attraction and retention of young professionals. (Additional fee to participate - \$50)

## MEMBERSHIP DIVISION

\_\_\_ **Red Coat Ambassadors:** Hosts Ribbon Cuttings/Groundbreaking, Morning Coffees, After Hours Receptions, and other networking events.

## SMALL BUSINESS & RETAIL COMMITTEE

\_\_\_ **Small Business & Retail Committee:** Works to develop Chamber programming and resources to enhance small business and retail sector. Committee members will continue to assist the Chamber with "Come Together Locally" multi-media campaign to promote shopping, dining and doing business at locally owned businesses.

.....  
NAME: \_\_\_\_\_ BUSINESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_



## EVENTS & SPONSORSHIP OPPORTUNITIES

The Central Louisiana Regional Chamber of Commerce hosts a wide variety of annual events that help benefit its membership and the central Louisiana community. Each event is unique and offers different sponsorship levels for businesses and organizations to take an active role in steering the direction of the event's agenda, initiatives, and goals. Annual events are as follows and sponsorship levels are available closer to the event's date. For more information about the Chamber's annual events please contact the Chamber at 318-442-6671 and ask to speak with the Chamber's Membership & Events Director.

### ANNUAL EVENTS

#### **Central Louisiana Day at the Legislature**

Chamber of Commerce Day at the Legislature provides members an opportunity to hear from their Governor and state legislators and weigh in on vital issues at the State Capitol. During the day of legislative briefings and events, the Chamber hosts a Legislative Luncheon where the entire legislature is invited to attend.

#### **Business Awards – Average Attendance: 350**

The Chamber celebrates the hard work of local businesses every day of the year. Yet on one night, it takes the festivities to the next level with a red-carpet event called the Central Louisiana Business Awards, commonly known as the Bizzys. It's an annual gala that honors chamber member companies who have excelled in 12 categories.

#### **Women in Business Conference – Average Attendance: 200**

The conference provides a unique opportunity for business professionals, community leaders, and students to engage with distinguished speakers from a wide variety of industries and professions to discuss some of the most important issues facing business leaders today. Keynote speakers and presenters will provide diverse thoughts and opinions on how to be an effective leader and build career success and fulfillment.

#### **Annual Meeting/Business Expo – Average Attendance: 350**

The Chamber's Annual Meeting & Business Expo, held on the first Thursday in December, provides an opportunity to celebrate the Chamber's accomplishments and thank the outgoing officers and board of directors. The new chair of the board, officers and board of directors are introduced, and a timely keynote speaker rounds out the program. The Come Together Locally Business Expo, held in conjunction with the Annual Meeting, gives participants and attendees the opportunity to see the latest products, programs and services offered locally at the same time, all at the same place. With more than 60 exhibit booths and hundreds of attendees, the Business Expo is a must-see in exploring the latest and greatest in the central Louisiana marketplace.

### MONTHLY EVENTS

#### **Strategic Luncheons – Average Attendance: 200**

Strategic Luncheons are informational networking events featuring dynamic speakers on topics of importance to your business. New members are introduced at the events, which are held at various locations throughout the Chamber service area.

#### **Business After Hours & Morning Coffees – Average Attendance: 75**

Casual and friendly networking opportunities hosted by different Chamber members held after or before the business day. These get-togethers are a wonderful resource for contacting both current and prospective clients.



## MEMBER 2 MEMBER DISCOUNT SIGN UP FORM

The Member-2-Member (M2M) Discount Program is offered by the Central Louisiana Regional Chamber of Commerce to its business members to provide special pricing on goods or services for fellow Chamber members. Participation in this program is FREE and designed to increase sales & visibility among Chamber Members.

Participation is easy and it's something every member business can do! Chamber members get to showcase their own products through the free advertising, as well as save money when purchasing products from fellow members.

M2M discounts are available exclusively to Chamber Members. Simply find the product or service you need in the discount directory and print the coupon. Then present the coupon at time of purchase to take advantage of the money saving discounts.

Please fill out and return this form to enroll in the Member 2 Member Discount Program.

**DATE:** \_\_\_\_\_

**NAME:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**PARTICIPATING LOCATION'S ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**DISCOUNT DESCRIPTION:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## MILITARY DISCOUNT SIGN UP FORM

The Chamber's Military Affairs Committee works with Fort Johnson and the Louisiana National Guard to encourage businesses to offer discounts to military families. These discounts help to make Alexandria/Pineville an attractive place for military families to shop, dine and enjoy cultural activities.

Participating businesses are listed on the Chamber's website and on Fort Johnson's website. The Chamber's Military Affairs Division offers a window sticker to identify those businesses. The sticker is available in two sizes: 8-1/2" x 11" and 8-1/2" x 5-1/2".

Call the Chamber at (318) 442-6671 if your business would like to offer a military discount. Or fill out and return the following form and a chamber representative will contact you soon.

**DATE:** \_\_\_\_\_

**NAME:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**PARTICIPATING LOCATION'S ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**DISCOUNT DESCRIPTION:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





# MEMBERSHIP APPLICATION

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact Number: \_\_\_\_\_

Cell Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

The Young Professionals Group of Central Louisiana, sponsored by the Central LA Regional Chamber of Commerce, is a network of community leaders in their 20s, 30s, and early 40s to enhance the development of Central Louisiana for attracting and retaining your professionals.

Please check the applicable box to denote your membership level.

- \$50/year - **Individual Membership**
- \$500/year – **Corporate Sponsor Silver** Package (Up to 2 memberships, event signage/mentions, listing on invitations/emails, logo on Website)
- \$750/year – **Corporate Sponsor Gold** Package (Up to 5 memberships, event signage/mentions, listing on invitations/emails, logo on Website, and 1 social media spotlights)
- \$1,000/year – **Corporate Sponsor Platinum** Package (Up to 10 memberships, event signage/mentions, listing on invitations/emails, logo on Website, sponsor quote on website, and 3 social media spotlights)
- Consent** to enroll in receiving information via email from YPG.
- Consent** to enroll in receiving information text from YPG.

Paid: Cash / Credit Card / Check \_\_\_\_\_ (check number) / Send Invoice (circle one)  
Please make checks payable to Central LA Regional Chamber of Commerce/YPG

# CIRCLE MEMBERSHIP

Circle Membership is the highest level of Chamber Membership. These are business that takes an active role in steering the direction of the Chamber's agenda, initiatives, programs, and legislative agenda.

To become a Circle Member please contact the Chamber at 318.442.6671

## OVERALL BENEFITS:

- ★ Company recognition at Chamber events via banners and announcements
- ★ Company recognition at Chamber Special Events such as Annual Meeting, Business Awards, and Women in Business Conference
- ★ Chamber Circle Member highlighted on Chamber website homepage and marketing materials
- ★ Logo listing on Chamber homepage with link to company webpage
- ★ Recognition and preferred seating at Chamber events
- ★ Logo displayed in the Chamber office lobby

## LEADERSHIP CIRCLE

dues \$2,500 - \$5,500 above

*Businesses wanting to participate at a higher level and receive more recognition*

### ALL BENEFITS LISTED ABOVE PLUS:

- ★ Specific recognition of company's CEO or top-level executive at Special Events
- ★ Exclusive Forum for Company's top local executive with other Leadership level CEO's
- ★ Special Leadership and President's Circle Only quarterly event with business, government leaders
- ★ Special Briefings on key issues affecting business and community
- ★ 10 additional sets of Chamber membership labels

## PRESIDENT'S CIRCLE

dues \$5,500 and above

*Businesses wanting to take a role in leadership and development of standards, programs and initiatives*

### ALL BENEFITS LISTED ABOVE PLUS:

- ★ Naming opportunities for Chamber events and programs
- ★ Special President's Circle only meetings with Chamber Executive Committee, other President's Circle CEO's and elected officials
- ★ Consultation and inclusion in Chamber Board planning processes and development of Chamber Work Plan