

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, Morning Coffees, Network Lunches, After Hours, 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!

- [\\$4,000 worth of free advertising!](#) A \$250 schedule to put towards an advertising package at 102.3 Jackfm, an ad package with KLAX valued at \$1000 for a discounted \$500 rate, and KALB-NBC offers \$2,500 towards an advertising campaign!
- Business/Organization's name in the Spotlight magazine and the Chamber's online directory
- Grand Opening, Ribbon Cutting, Groundbreaking ceremonies, plus multiple event promotions
- One FREE set of mailing labels for the entire Chamber directory (\$95 value; please call to request)
- Business/Organization highlighted on Chamber website, Spotlight magazine and social media platforms.
- 10% discount on an ad in Chamber Annual Membership Directory and Community Map
- Small businesses earn a free membership to the US Chamber of Commerce, qualifying [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 15	\$299	1
16 to 30	\$360	1
31 to 100	\$675	2
101+	\$1050	5
Leadership Circle	\$2500+	**
President's Circle	\$5500+	**

*Each additional Representative \$95

**Determined at time of Investment

FINANCIAL INSTITUTIONS (BANK/CREDIT UNION)

- Rate: \$299 + \$25 per million dollars in local deposits **not to exceed \$12,500 dues cap**
- Representatives: 1 per \$299 of dues

PROFESSIONALS

- Attorneys, doctors, accountants, real estate brokers and agents, insurance agents, stockbrokers and financial planners
- Rate: \$299 + \$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: \$299



Perks Chamber Members Receive

\$4,000

in advertising!

As a perk to joining the Central Louisiana Regional Chamber of Commerce in 2019, JWBP Broadcasting offers new Chamber members a \$250 schedule to use towards advertising, KLAX offers a \$1,000 advertising package at a \$500 discount and KALB-NBC offers a \$2,500 voucher towards an advertising campaign for your business! Combined, that's **\$4,000** worth of free advertising time to jump start your business and grow customer awareness.



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



- \$1,000 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
- YouTube link provided to new members to use on their Social Media



- \$2,500 Voucher towards an advertising campaign for your business on KALB-NBC and its affiliated stations and website www.kalb.com. Voucher is for Chamber members that joined in 2019 and only for one time use.

This voucher may be used at holders' discretion for any of the following services offered by KALB:

- Production of a television commercial
- Production of a digital ad
- Advertising Campaign



Perks Chamber Members Receive

\$4,000

in advertising!

As a perk to joining the Central Louisiana Regional Chamber of Commerce, JWBP Broadcasting offers new Chamber members a \$250 schedule to use towards advertising, KLAX offers a \$1,000 advertising package at a \$500 discount and KALB-NBC offers a \$2,500 voucher towards an advertising campaign for your business! Combined, that's **\$4,000** worth of free advertising time to jump start your business and grow customer awareness.



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



- \$1,000 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



- \$2,500 Voucher towards an advertising campaign for your business on KALB-NBC and its affiliated stations and website www.kalb.com. The voucher is for new Chamber members to be used within the first year of membership.

This voucher may be used at holders' discretion for any of the following services offered by KALB:

- Production of a television commercial
- Production of a digital ad
- Advertising Campaign



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: _____

Veteran 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 _____



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 followed 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 particular 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 that 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 making contact with 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 Polk 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 Polk'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