



ASHEVILLE

AREA CHAMBER OF COMMERCE



“The Asheville Chamber is the only organization that thinks about our community’s prosperity in a comprehensive way.”

KIT CRAMER
President & CEO



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Growing jobs.
Representing business interests.
Helping members prosper.

The Chamber works in collaboration with local businesses, institutions and community leaders to nurture and grow a thriving community and quality of life.

Ask almost any Chamber member why they are a member and they’ll tell you—if you want your business and our community to prosper, you need to be a Chamber member. As North Carolina’s third largest Chamber, the Asheville Chamber includes more than 1,700 businesses, organizations and coalitions. Find out how members find value with the Asheville Chamber.

SUPPORT OUR ABILITY TO STRENGTHEN
OUR REGIONAL ECONOMY

CHAMPION \$8,000 ANNUAL INVESTMENT

Your Champion membership offers exclusive positioning while supporting our work to strengthen the regional economy.

EXCLUSIVE ACCESS

- Invitation Only meetings with political leaders
- Private dinner invitations for CEO's
- Economic development advisor and research concierge available to you

POSITIONING & VISIBILITY

- AshevilleChamber.org Package (\$4,000 Value) includes a rotating logo on AshevilleChamber.org home page linked to a customized company profile
- Ten complimentary annual memberships in Young Professionals of Asheville for your rising stars
- Featured Job Postings through AshevilleChamber.org
- Up to 5 additional businesses, locations or categories (\$2,025 value)

PLUS ALL OF THE SERVICES AND BENEFITS OF INFLUENCE, INNOVATION, GROWTH AND ESSENTIAL LEVELS ON THE FOLLOWING PAGES



ASHEVILLE
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"The Chamber of Commerce paves the way for businesses to succeed in any economy."

Champion Member
Aspirational Local Business

SUPPORT OUR EFFORTS TO REPRESENT
YOUR BUSINESS INTERESTS IN GOVERNMENT

INFLUENCE PARTNER \$4,000 ANNUAL INVESTMENT

Your Influence Partner membership gives you and your team access to some of the most valuable programs and events in the region.

POSITIONING IN OUR REGION

- Exclusive Leadership Circle Benefits
- Legislative kick-off and wrap-up event tickets for two (\$180 Value)
- AshevilleChamber.org package, 6 months (\$2,000 Value)

ACCESS & SERVICES

- Early registration to events that sell out
- Additional businesses, locations or categories, up to three (\$1,215 Value)
- Chamber Challenge Team of Four (\$100 Value)
- Personal membership concierge and a customized membership plan

PLUS ALL OF THE SERVICES AND BENEFITS OF INNOVATION, GROWTH AND ESSENTIAL PARTNER LEVELS ON THE FOLLOWING PAGES



“The Chamber of Commerce paves the way for businesses to succeed in any economy.”

Influence Member
Commercial Real Estate Business



ASHEVILLE

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This membership is not available to companies of 100 employees or more.

SUPPORT OUR ABILITY TO TAKE POLITICAL
ACTION ON BEHALF OF YOUR BUSINESS

INNOVATION PARTNER \$2,000 ANNUAL INVESTMENT



“The Chamber of Commerce paves
the way for businesses to succeed in
any economy.”

Growth Member
Commercial Services Business

Innovation Partner membership puts your business among an elite group of investors helping the Chamber to invest more into our mission.

BUILDING OUR COMMUNITY

- Exclusive Growth Breakfast (*Coming soon!*)
- Metro Economy Outlook (\$35 Value)
- Reserved seat at our Annual Meeting (\$90 Value)

ACCESS & SERVICES

- AshevilleChamber.org package, 3 months (\$1,000 Value)
- Enhanced business directory listings (\$350 Value)
- Additional locations or categories, up to 2 (\$270 Value)

PLUS ALL OF THE SERVICES AND BENEFITS
OF GROWTH AND ESSENTIAL PARTNER
LEVELS ON THE FOLLOWING PAGES



ASHEVILLE

AREA CHAMBER OF COMMERCE

This membership is not available to companies of 75 employees or more.

PROMOTING YOUR BUSINESS
GROWTH AND OUR REGION

GROWTH PARTNER \$800

VALUED AT MORE THAN
\$1,300 ANNUALLY

Growth Partner members receive even more exposure built in to your annual membership.

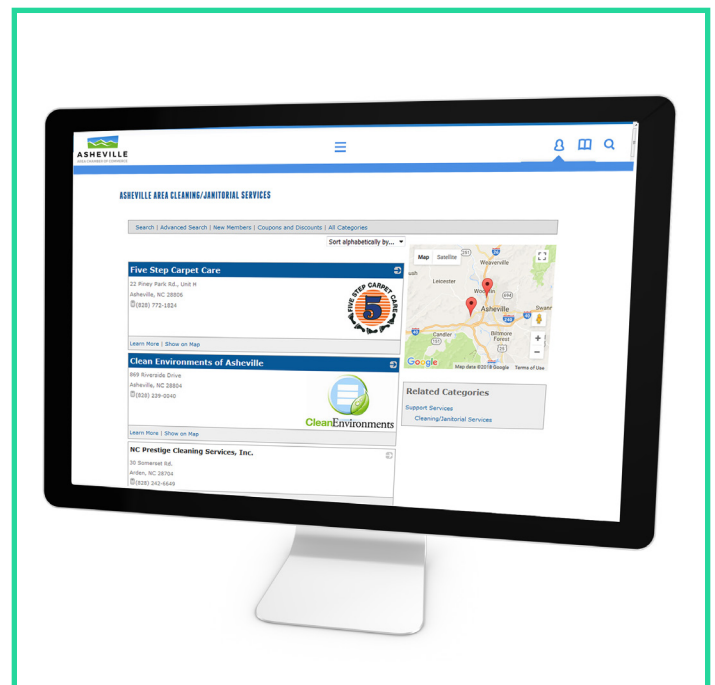
MARKETING VISIBILITY

- AshevilleChamber.org package includes Asheville Spotlight on our blog and distribution social channels PLUS your visual message, 45 days (\$500 Value)
- Online Business Card in the business directory at AshevilleChamber.org (\$200 value)

ACCESS & SERVICES

- Keyword consultation
- Additional category listing (\$135 Value)

PLUS ALL OF THE SERVICES AND BENEFITS OF THE ESSENTIAL PARTNER LEVEL ON THE OPPOSITE PAGE



This membership is not available to companies of 50 employees or more.

PROVIDING NEW OPPORTUNITIES
THROUGH CONNECTIONS AND RELATIONSHIPS

ESSENTIAL PARTNER \$405

VALUED AT MORE THAN
\$900 ANNUALLY

CONNECTING YOU TO OUR REGION

- Increased exposure through your AshevilleChamber.org business listing with a direct link to your website
- Distribute your brochure in the Asheville Visitor Center with an average of 600 daily visitors
- Share your company news in the e-newsletter distributed weekly to 7,000 subscribers
- Celebrate grand openings and milestones with ribbon cuttings
- Be recognized by award programs that applaud leaders and outstanding businesses in our community
- Get exclusive referrals to inquiries received by Chamber staff
- Establish business relationships at networking events held at least twice a month
- Receive invitations to Chamber events at special member pricing

MARKETING & VISIBILITY

- Build your company image by sponsoring economic development, member services, public policy programs and events
- Advertise your business to more than 220,000 visitors through premium exposure in the Asheville Visitor Center
- Increase your exposure through advertising opportunities in the e-newsletter, on the Chamber website which receives 15,000 visits per month or in the Asheville magazine distributed locally and to relocation inquiries
- Share your expertise by applying to present at member workshops held twice a month

ADVOCACY

- Benefit from a unified voice advocating for business-friendly legislation at local, state and federal levels
- Be assured that your interests are covered through monitoring of public policy issues impacting business
- Meet and network with elected officials during legislative receptions and visits
- Access to Young Professionals of Asheville, monthly workshops and more for you and your employees

RESOURCES & INFORMATION

- Stay informed about Chamber events and news through our weekly e-newsletter
- Access economic development research you can use to grow your business
- Get updates from senior staff on Chamber programming, advocacy and initiatives at Open House & Orientation
- Request Asheville magazines to share with clients or customers
- Save up to 30% on office supplies and other business expenses
- Offer and take advantage of member-to-member discounts
- Display your membership sticker
- Digital member badge for your website
- Include the Chamber logo on your materials



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Business Study:

CONSUMERS 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members.

For example:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.



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**Building Community
Through Business**

Asheville Chamber of Commerce
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