

CONSUMERS ARE  
**63%\* more likely  
to buy from  
chamber members!**

When consumers know a  
business is a member of  
the chamber, they are:

- 57% more likely to think positively of its reputation
- 63% more likely to buy goods and services

When business decision-  
makers believe that a  
business is a chamber  
member, they are:

- 58% more likely to think positively of its reputation
- 59% more likely to buy goods and services

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

“Your Salinas Valley Chamber of Commerce is working hard to create an environment where businesses, their employees, and our community thrive and excel through advocacy, collaboration, and leadership to meet Salinas Valley business challenges.”

VISIONARY INVESTOR



STAKEHOLDER INVESTORS



EXECUTIVE INVESTORS

1st Capital Bank | Alvarez Technology Group | AT&T |  
Brad Slama Development | CannaCruz Inc. | Central Coast College  
Chukchansi Gold Resort and Casino | Del Monte Fresh Produce -  
Mann's Division | Dole Fresh Vegetables  
First 5 Monterey County/Bright Beginnings | Hartnell College |  
Kings Oil Tools | Latitude 36 Foods | LAZ Parking | Lowell Farms  
Monterey County Housing Authority Development Corporation  
Monterey County Mosquito Abatement District | Monterey Plaza  
Hotel & Spa | Natividad Medical Center | Natividad Medical  
Foundation | Ocean Mist Farms | Ocon Family Chiropractic |  
OrganicGirl | Pacific Gas & Electric Company | Pebble Beach  
Company | RAC3 Logistics | Rancho Cielo Youth Campus | Santa  
Cruz County Bank | Scheid Family Wines | T-Mobile |  
Wells Fargo | Western Pre-Cooling Systems

JOIN FOR  
MEMBER BENEFITS



An Association of Businesses Organized  
to Build a Strong Local Economy  
by Promoting Sound Government &  
an Informed Membership & Community

Why join the  
Chamber?

- 1 Joining brings credibility to your business
- 2 Increase your visibility in the community
- 3 Increase your visibility online
- 4 Gain a voice in government
- 5 Make business contacts



STRENGTHENING OUR  
REGIONAL ECONOMY

## VISIONARY

\$10,000  
ANNUALLY

REPRESENTING YOUR INTERESTS  
WITH GOVERNMENTS

## STAKEHOLDER

\$5,000  
ANNUALLY

STANDING OUT AS A  
COMMUNITY INFLUENCER

## LEADER

\$2,500  
ANNUALLY

JOINING FORCES WITH THE  
STRONGEST BUSINESS ADVOCATE

## PARTNER \$1,250

VALUED AT MORE THAN \$3,500 ANNUALLY

PROMOTING YOUR BUSINESS  
AS A DESTINATION

## MARKETER \$825

VALUED AT MORE THAN \$2,000 ANNUALLY

(For organizations with MORE than 25 employees)

NEW OPPORTUNITIES  
THROUGH RELATIONSHIPS

## BUSINESS \$450

VALUED AT MORE THAN \$1,000 ANNUALLY

(For organizations with LESS than 25 employees)

| MEMBERSHIP BENEFITS   | VISIONARY<br>\$10,000 | STAKEHOLDER<br>\$5,000 | LEADER<br>\$2,500 | PARTNER<br>\$1,250 | MARKETER<br>\$825 | BUSINESS<br>\$450 |
|---|-----------------------|------------------------|-------------------|--------------------|-------------------|-------------------|
| Sponsorship of the Salinas Valley Chamber Business Expo & Spirit of Salinas Award                   | ✓                     |                        |                   |                    |                   |                   |
| Talent Recruitment Concierge Services for key recruits  | ✓                     |                        |                   |                    |                   |                   |
| Gift a 1-year marketing membership to an organization of your choice                                | ✓                     |                        |                   |                    |                   |                   |
| Reserved seat on the CEO Advisory Board   | ✓                     | ✓                      |                   |                    |                   |                   |
| Invitation to past chairs luncheon  | ✓                     | ✓                      |                   |                    |                   |                   |
| Sponsorship of our website as a premier investor  | ✓                     | ✓                      |                   |                    |                   |                   |
| Recognition in each issue of our Business Journal & e-newsletter                                    | ✓                     | ✓                      |                   |                    |                   |                   |
| Article on your organization or leader in the Business Journal                                      | ✓                     | ✓                      | ✓                 |                    |                   |                   |
| Opportunity to speak to our Board & Staff   | ✓                     | ✓                      | ✓                 |                    |                   |                   |
| Reserved seat to our Annual Legacy of Leadership Gala   | ✓                     | ✓                      | ✓                 |                    |                   |                   |
| Personal membership benefits concierge  | ✓                     | ✓                      | ✓                 |                    |                   |                   |
| Benefits for additional businesses or locations/branches  | ✓                     | ✓                      | ✓                 |                    |                   |                   |
| Invitation to our Exclusive Power Lunch with our President  | ✓                     | ✓                      | ✓                 | ✓                  |                   |                   |
| Invitation to be our CEO's guest at a Downtown Salinas Rotary meeting                               | ✓                     | ✓                      | ✓                 | ✓                  |                   |                   |
| Chamber re-writes and distributes press releases to enhance your visibility with local news outlets | ✓                     | ✓                      | ✓                 | ✓                  |                   |                   |
| Reserved seat to our Annual Awards Luncheon   | ✓                     | ✓                      | ✓                 | ✓                  |                   |                   |
| Membership benefits for up to 3 locations/branches  | ✓                     | ✓                      | ✓                 | ✓                  |                   |                   |
| Highlighted business listing on our website   | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 |                   |
| Banner ad rotating on our website   | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 |                   |
| Ribbon cutting ceremony or two Member Message ads per year  | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 |                   |
| Organization spotlight featured in our Business Journal & e-newsletter                              | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 | ✓                 |
| Invitation to popular networking events   | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 | ✓                 |
| Access to no and low-cost marketing   | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 | ✓                 |
| Business listing in our member directory on our website   | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 | ✓                 |
| Trusted member plaque and sticker and logo for your organizations' website                          | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 | ✓                 |
| Member-to-member discounts  | ✓                     | ✓                      | ✓                 | ✓                  | ✓                 | ✓                 |

JOIN  
TODAY!



## MORE EXCITING MARKETING OPPORTUNITIES AVAILABLE

### GET PUBLISHED MONTHLY! IN OUR BUSINESS JOURNAL:

- Advertise your Business or Event
- Submit Articles of Interest
- 15,000+ Distributed Monthly

### ENGAGE YOUR AUDIENCE! IN OUR WEEKLY E-BLASTS:

- Build Customer Relationships
- Update & Keep Customers Informed
- Reasonable Rates Starting at \$75/week

### NETWORK AND CONNECT! HOST OR PARTICIPATE IN:

- Happy Hour Mixers
- Ribbon Cuttings
- Lunch & Learns and more...