



2012 Benefits & Programs

Helping your Business and the Bartlett Area Prosper



Utilize the Chamber for Your

- Targeted Advertising
- Business Exposure
- Community Outreach
- Public Policy Issues
 - ROI



The Bartlett Area Chamber of Commerce (BACC) is the largest business membership organization representing Bartlett & Northeast Shelby County. It is comprised of over 600 members from a broad array of industries and professions within a market of over 250,000 people.

The BACC's primary mission is to sustain and grow the economy of the region by representing the interests of its members through developing and implementing programs that assist in the growth of existing businesses, market the community's assets and attract new capital investment.

Membership in the BACC is one of the best investments your company can make. The Chamber becomes your voice and ally in matters that affect your bottom line. The BACC is always looking for ways to assist your business in becoming more profitable, and it is tirelessly working to strengthen the economic vitality of the region.



The Best Resource for Business Growth

Let the BACC Staff assist you

The first step is to let the experienced BACC Staff members assist you with identifying your needs. The Chamber staff excels in knowing area businesses and the market. As a member, our staff is available to provide customized, expert consultation on business growth, development and planning at no charge.



Target Your Customer

This catalog is designed to familiarize the BACC Member with the numerous opportunities available to help your business grow. Whether you are B2B or B2C the Chamber offers effective yet inexpensive ways to get your message across

Standard or Tailored Products

Each BACC Member is unique and requires special consideration. The Chamber can offer a wide array of products and can even tailor make products that are best suited for the Member.

Programing to Grow Your Business and the Economy

The BACC is a full service economic development organization. It is staffed with dedicated professionals offering guidance and programing to help existing businesses grow and to market the area to prospective investors. We are your company's "First Stop" for helping your business succeed.

Benefits, Programs & Products

- ◆ Professional Staff
- ◆ Chamber Website & Directory Listings
- ◆ Referrals
- ◆ Networking Events
- ◆ M2M Discounts
- ◆ Workshops and Seminars
- ◆ Legislative Agenda
- ◆ Vision 20/20 Economic Development Initiative
- ◆ Team Green Zone
- ◆ *Bartlett Insights & Membership Directory*
- ◆ *Suburban Living Quarterly*
- ◆ *BACC News You Can Use* e-Newsletter
- ◆ Relocation Packets
- ◆ Bartlett Area Street Map
- ◆ Ambassador Club
- ◆ Bartlett Business EXPO
- ◆ Board of Directors & Board of Advisors Joint Meetings
- ◆ Chamber Event Invitations (Bartlett a la Carte, Golf Tournament, Fashion Show, Gala)
- ◆ Monthly Membership Meetings
- ◆ Nashville Legislative Trip - Chamber Delegation
- ◆ Public Forums

Maximize Exposure



Price: \$5,000 +

Benefits: Membership & Community Exposure

Items: Industry Exclusive for Center Stage Level

BACC Center Stage & Encore Sponsors

Two of the most visible sponsorships within the BACC Membership and the Community are Center Stage Sponsors & Encore Sponsors. These sponsorship levels create so much visibility it is like having your Company Name shouted from the mountain tops on a daily basis!

- ◆ **Center Stage Sponsors** are the Chief Underwriters for Membership Services. Their investment ensures that the Bartlett Area Chamber maintains a viable program that helps the membership grow and prosper. Center Stage Sponsors are the backbone of the Membership and as such are entitled to certain privileges.
- ◆ **Encore Sponsors** support the Chamber through their membership and in purchasing BACC products that promote their company to fellow members and the general public.



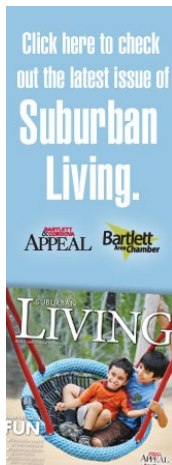
“Bartlett Insights Magazine & Membership Directory”

This annual publication is a primary marketing tool given to existing and prospective businesses, visitors, newcomers and current residents. Classified listings give Chamber members visibility to existing and potential customers. It is distributed within the Northeast Shelby County community, including area Visitors' Centers. 15,000 are published each year.

Price by Page Size:

Full: \$2,910 Half: \$ 1,835

Quarter: \$ 1,100 Sixth: \$849



“Suburban Living”

Published in conjunction with *The Commercial Appeal* it is inserted into the *Bartlett Cordova CA* Sunday edition as its own section four times per year. The circulation is 20,000+ households. Ads are available at specially reduced rates for members. Suburban Living is an effective yet inexpensive way for BACC Members to promote their products & services.

Price by Page Size:

Full: \$1,029 Half: \$ 618

Quarter: \$ 370 Eighth: \$ 222

Bartlett Business Expo



Held in March, this one day event allows businesses and organizations to showcase their products and services. Over 1500 people from both the general public and the business community attend. It's a great way to introduce your company to the buying public.

Title Sponsor: \$5,000

Gold Sponsor: \$2,500

EXPO Booth \$ 385

"BACC News You Can Use"

The Official Chamber Weekly e-Newsletter distributed to over 2000 recipients throughout the Memphis Metro Area.

Premium Banner Ads \$250

Standard Banner Ad \$200

BACC Monthly Meetings

The Monthly Chamber Meetings are held the second Tuesday of each month from 11:30–1:00. The program addresses business and community related topics and is a great networking opportunity for all. Located at various member facilities, the meetings attract over one hundred each month.

Monthly Sponsor \$750.00

Relocation Packets

These packets are the primary source of information for the communities of Northeast Shelby County. Hundreds are requested each year by individuals and businesses that are thinking about moving to the area or are coming to visit.

Packet Underwriter \$

Chamber Mixer/After Hours

Held quarterly, this has become a popular socializing and networking event held at various member locations. About 100-150 usually attend.

Title Sponsor \$1,000

Host Sponsor (Food & Bev.)

Ambassadors Club

This core group of volunteers is among the first to greet new businesses in the area with Ribbon Cuttings and Grand Opening events, help at various Chamber events, visit new members and a wide variety of other "duties."

Club Sponsor \$500

Chamber Golf Tournament

Held in the spring, this activity not only gets you away from the daily grind, but provides some networking, friendly competition and lunch! ...And of course, prizes!

Title Sponsor: \$10,000

Gold Sponsor: \$ 5,000

Supporting Sponsors: \$200-\$2,500

Nashville Legislative Trip

Each March in conjunction with Leadership Bartlett, the BACC invites its members to accompany the Class to meet with government leaders and legislators representing Shelby County. Sponsorship covers incidental costs associated with the trip.

Single Sponsor \$1000

Dual Sponsors \$ 600

Public Forum Sponsors

As the old saying goes...everyone is in danger when the legislators are in session. The BACC's role is to make certain that public policy remains friendly to business whether local, state or national. Public debate and forums help ensure that elected officials know the mind of their constituents.

Forum Sponsors \$1,000

Vision 20/20 Economic Development Initiative



The Bartlett Chamber serves as the principal economic development facilitator for Bartlett and Northeast Shelby County. The Vision 20/20 Initiative is a ten year growth strategy aimed at enhancing our community's wealth. Investors in Vision 20/20 are interested in stable growth over the long term and share a commitment to the community's future.

Economic Investor \$3000

Tactical Advisor \$6000

Strategic Leader \$10,000

Medical Device Council



Premier group of Medical Device companies committed to the growth and sustainability of one of the region's largest and most promising industries. These companies represent OEM's, suppliers and providers.

Price by Employees:

1-25	\$500	Auxiliary Members
26-100	\$1,200	\$3,000
100-999	\$3,000	
1000+	\$10,000	

Team Green Zone



One of a kind initiative dedicated exclusively to lowering a business' operating costs by improving their energy and environmental efficiencies. TGZ is a national trend setting model that originated at the BACC in late 2010. It's concept is simple yet revolutionary.....industry experts providing objective advice on a national benchmarking model.

TGZ Trustee	\$10,000
TGZ Tactical Advisor	\$6,000
TGZ Economic Investor	\$3,000
TGZ Sustaining Member	\$1,200

Bartlett a la Carte

The premier dining event for Northeast Shelby County. Once a year the area's finest restaurants offer a taste of their signature dishes in a beautiful setting. Proceeds go to Youth Villages, Bartlett Chamber Foundation and the Rotary.

Title Sponsor : \$6,000
 Gold Sponsor:: \$3,500
 Table Sponsors: \$1,000

Board of Directors & Advisors Joint Meetings

Three times yearly the major Stakeholders of the Chamber come together to share information and network. These meetings provide an excellent vehicle to get your message to an elite group of business leaders.

Exclusive to Board of Advisors

\$1,000 per meeting

Spring, Summer & Holiday Season

Annual Chamber Gala

Held in early November, this fun event is exclusively for members and their guests. Music, excellent food, a silent auction and good company makes this an event you do not want to miss.

Title Sponsor : \$3,500
 Table Sponsors: \$1,000

Staying Ahead of the Curve

This one hour monthly workshop is designed to assist the small business-person with the tools needed to stay ahead of the competition. Informative, timely and fun these sessions draw a diverse group of professionals that never tire of learning.

Free to BACC Members

Industry Appreciation Picnic

Each May the BACC salutes the primary industries inside the I-40 Corridor and their employees. These companies represent the economic backbone for the area and our appreciation is shown by serving free Hamburgers and Hot Dogs to the managers and their associates.

Grill Sponsors \$500

Autumn Fashion Show

The Bartlett Area is home to one of the country's largest bridal and evening gown distributors. Their headquarters serves as the backdrop for an evening of high fashion when area merchants display their wares. A great night out for the ladies, proceeds go to the Bartlett Chamber Foundation .

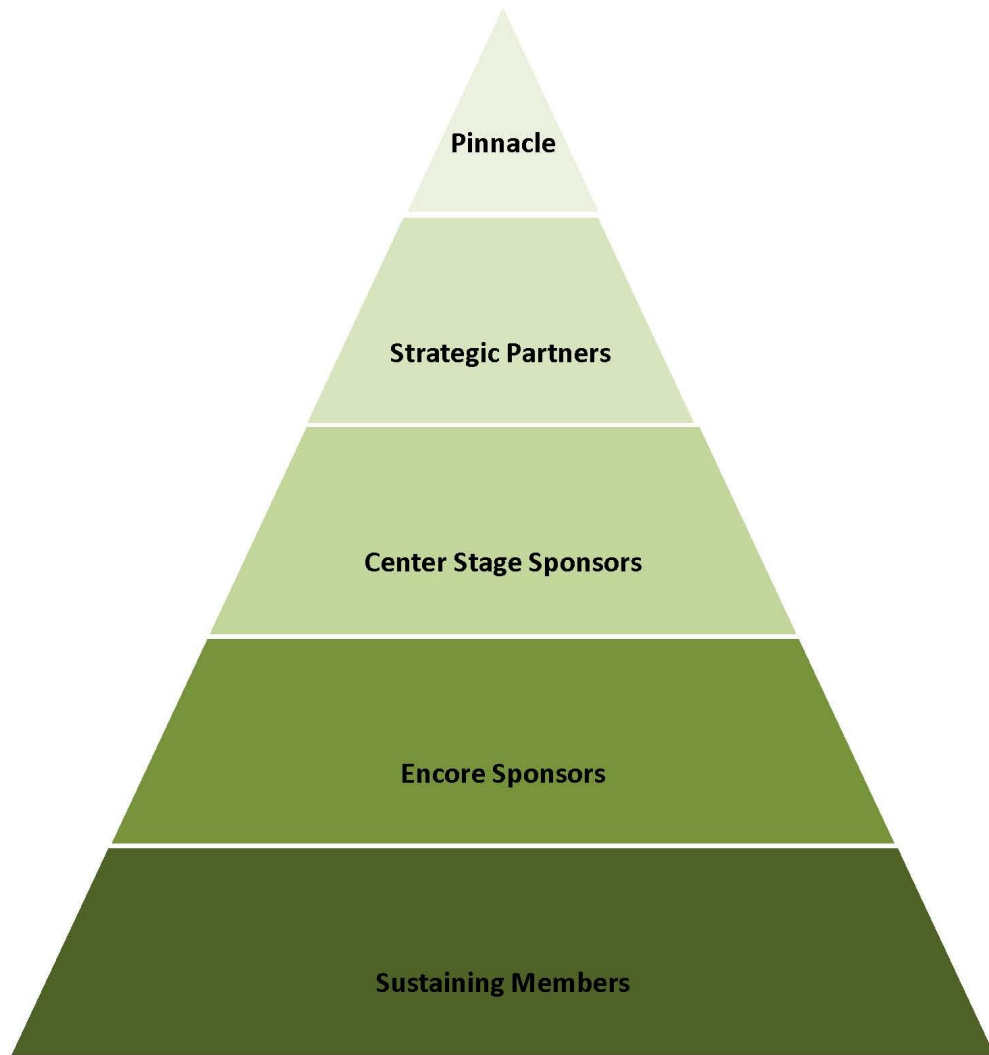
Table & Event Sponsors Available

Office & Tech Sponsor

Help the BACC maintain a modern and efficient office, support the Chamber in its pursuit for better furniture and equipment which sends a positive message to visitors and potential investors. Sponsor a room, and/or equipment .

TGZ Lunch & Learns

Support TGZ in its mission to educate area businesses in the benefits of energy, environmental, and manufacturing efficiencies. Underwrite the costs associated with a session or simply serve as a host in your facility.



This pyramid represents the major stakeholders in the Bartlett Area Chamber of Commerce. From our Sustaining Members that provide the BACC with a strong foundation to the Pinnacle Level that comprise our largest investors; these companies provide the building blocks that create a successful Chamber.

These membership levels constitute the BACC Board of Advisors

2011 Stakeholders

Pinnacle Investors

*Brother International Corporation
The City of Bartlett
Saint Francis Hospital-Bartlett
Shelby County Government*

Strategic Partners

Strategic Leaders

A2H
Brother International Corporation
The City of Bartlett
Commercial Appeal
Kele, Inc
Patterson Graham Design Group
Saint Francis Hospital-Bartlett
Shelby County Government
Smith & Nephew
Southwest Tennessee Community College

Tactical Advisors

Baptist Memorial Healthcare
CBRE
Comfort Systems USA
EM Printing
Ewing Kessler, Inc.

Economic Investors

Bancorp South
Bank of Bartlett
BWSC, Inc.
Brimhall Foods, Inc.
Colliers International
First Tennessee Bank
Home Healthcare of West Tennessee
Impact Logistics, Inc.
Methodist Healthcare North Hospital
Summerall Electric
Top RX, Inc.
Wolfchase Galleria

Center Stage & Encore

Sponsors

Appling Manor Banquet & Conference Center
AT & T
Coletta's Italian Restaurant
Emergency Mobile Healthcare, LLC (EMHC)
First South Financial
Holiday Inn & Suites—Wolfchase
Kelley & Associates Advertising
Rockin' Robin's Mobile DJs
Saint Francis Hospital-Bartlett
Tennant Quality Printing
Unique Screen Media Prefix

Sustaining Members

American Paper Optics, LLC
Audiographics Masterworks, LLC
Behind the Scenes
Buffalo Wild Wings
Classic Party Rentals
First Citizens National Bank
Fred's Smallmart
Gyrus ACMI
Hicks Convention Services & Special Events
M & F Bank
Magnetic SEO
Media Source
Memphis Grizzlies
Memphis & Shelby County Airport
Precision Laser Art, LLC
Premium Refreshment Service
Radians, Inc.
Regions Bank
RevText
Romano's Macaroni Grill-Wolfchase
Torin Drive International
Trustmark National Bank
Walmart Supercenter
Wolfchase Honda/Nissan
Wynn Infiniti at Wolfchase

BASIC MEMBERSHIP LEVELS

FAIR SHARE: \$250 plus \$5 per employee after first five

INDIVIDUALS, CHARITABLE ORGANIZATIONS AND CHURCHES: \$150

(Add \$5 per employee after first 10 for recommended investment level)

PREMIUM & CORPORATE : \$500

(Banks, businesses with 50+ employees, national/regional chains)

PROFESSIONAL, REAL ESTATE & INSURANCE AGENTS: \$50 per Agent of an existing Member

STAKEHOLDER LEVELS

SUSTAINING MEMBER: \$1,200

- ◆ Same benefits as Basic & Premium Member, plus
- ◆ Member of the **Board of Advisors (BOA)**
- ◆ Recognition in most BACC mediums
- ◆ Special Listing on Chamber Website
- ◆ Involvement in Chamber Planning Sessions
- ◆ Minimum of two BOA/Board of Directors joint meetings per year
- ◆ Invitations to participate in Focus Groups
- ◆ Invitations to participate on select Steering Committees and Councils:
- ◆ Primary and two secondary contacts

CENTER STAGE SPONSOR: \$5,000

Center Stage Sponsors are the Chief Underwriters for Membership Services. Their investment ensures that the BACC maintains a viable program for the membership to grow and prosper.

Same benefits as Sustaining Member, plus:

- ◆ Member of the **Board of Advisors (BOA)**
- ◆ Industry Exclusive Sponsorship
- ◆ Special discounts and entitlements to BACC events
- ◆ Major Recognition on Chamber Website & publications
- ◆ Major Recognition at Chamber Events
- ◆ Primary and four secondary contacts
- ◆ Chief Underwriter of designated Chamber Events throughout the Calendar Year

ENCORE SPONSOR: \$5,000 + (combined investments)

Encore Sponsors support the Chamber through their membership and in purchasing products that promote their company to fellow members and the general public.

Same benefits as Sustaining Member, plus:

- ◆ Recognition in most Chamber mediums and events
- ◆ Primary and four secondary contacts



STRATEGIC PARTNERS

The Bartlett Area Chamber of Commerce through its Public / Private Strategic Partnership is able to implement an economic development program committed to the long term growth of Bartlett and Northeast Shelby County. **VISION 20/20** is a Ten Year Plan aimed at growing the local economy with emphasis on four growth industries: Life Science, Agribusiness, Emerging Technologies, and Retail & Hospitality.

Strategic Partners are committed leaders of the Community who provide the resources and guidance necessary to ensure long term prosperity for all citizens. It is a Public / Private Partnership that brings all sectors together for the benefit of the community.

STRATEGIC PARTNERS are entitled to the following:

- ◆ Same benefits as Sustaining Member, plus
- ◆ Special listing with Company Logo and Website Linked on Chamber Website
- ◆ Special Recognition in BACC Economic Development Website
- ◆ Recognition in "BACC News You Can Use" Weekly Chamber e-Newsletter
- ◆ Recognition at Chamber Events
- ◆ Complimentary Tickets to all BACC Events
- ◆ Primary and four secondary contacts

ECONOMIC INVESTOR
\$3,000

TACTICAL ADVISOR
\$6,000

Advisors to the Strategic Leaders

STRATEGIC LEADER
\$10,000

Maximum Chamber Benefits, TGZ Trustee, Executive Committee Member of **Vision 20/20**

Full Voting Rights

Friends of the Bartlett Chamber Foundation

The Bartlett Chamber Foundation is a 501c3 charitable organization providing needed services to the community that does not fall under the typical chamber of commerce purview. Businesses and individuals may make a donation to the Foundation to further Community Development for the Bartlett Area.



Holiday Heroes

The gift of giving is nowhere better exemplified than during Christmas to disadvantaged children. The BACC began a tradition with Youth Villages and their Bartlett Campus nearly two decades ago. A Company adopts one or more kids and plays Santa Claus fulfilling their Christmas Wish List.

Maximum of \$80 per child.



**Serving The Business Community of
Bartlett & Northeast Shelby County**

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