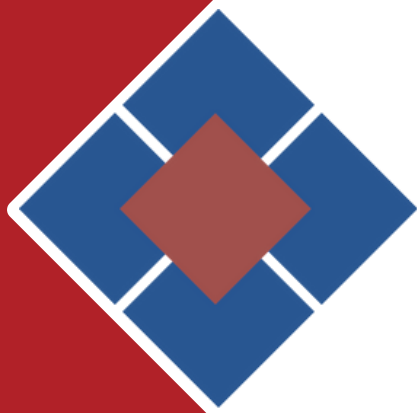


Membership Investment Guide

Fredericksburg Regional
CHAMBER OF COMMERCE



**LEADERSHIP
COLLABORATION
GROWTH**

AT THE CHAMBER, WE MEAN BUSINESS

When you invest in the Fredericksburg Regional Chamber, you invest in your success, as well as the success of the entire Fredericksburg region. Over 800 local businesses trust us to help their business grow and prosper. Our members include small and large businesses, nonprofits, government, and educational institutions. The Fredericksburg Regional Chamber is the hub of business in the fastest growing region in the Commonwealth.



*"you're a valued community partner
and we are your advocate"*



Wendy Zelazny

MEET THE SENIOR VICE PRESIDENT OF MEMBERSHIP & STRATEGIC GROWTH

Welcome to the best place in Virginia to grow your business! I'm passionate about the work we do in the business community and the relationships we've built. As a Chamber member, you're a valued community partner and we are your advocate. We will help you find the resources you need to be successful. I look forward to partnering with you, supporting your growth and celebrating your successes. As the leading convener of business in our region, we've built a community that is indeed "Chamber Strong!" Join us! Let's write your story together: a story of Leadership, Partnership, Innovation and Growth!

Wendy



Susan Spears
President & CEO

MEET THE CEO

- ◆ Executive Director of Leadership Fredericksburg
- ◆ Right Path Profiles Instructor
- ◆ Host of the Leader2Leader Podcast
- ◆ Executive Leadership Coach

*Listen to my
Leader2Leader podcast!*



MESSAGE FROM THE PRESIDENT

Thank you for your interest in the Fredericksburg Regional Chamber! We appreciate you and your business for your desire to grow your organization while also connecting with your community.

Our professional staff is a lean team with a large program of work that supports our vibrant business economy. We'd love for you to join us! Together, we will build relationships and create competitive advantages for a healthy business environment.



MEET THE BOARD



Your Board of Directors



Michelle Caldwell-Thompson
Chair
CTI Real Estate



Ginni Matern
Vice Chair
Matern Staffing



Shawn Sloan
Treasurer
The Media Partners, LLC



Susan Spears, IOM
President & CEO
Fredericksburg Regional Chamber of Commerce



Kevin Dillard
Immediate Past Chair
LifeCare Medical Transports



George Barnick
Director
Fredericksburg Technology



Rev. Dr. Raymond Bell
Director
Mount Hope Baptist Church



Chip Boyles
Director
George Washington Regional Commission



Latasha Brooks
Director
A & B Creative Events



Ryan DeWeese
Director
Spotsylvania Regional Hospital



Janel Donohue
Director
Rappahannock United Way



Joel Griffin
Director
Gwyneth's Gift



Janet Gullickson
Director
Germanna Community College



Barbara Gustavson
Director
Discover Next Step



John Hewa
Director
Rappahannock Electric Cooperative



Werner Jansen
Director
Bloomia



Stephen Kingsley
Director
Truist



Tyrone Logan
Director
Obsidian Solutions Group



Jennifer McGovern
General Counsel
Parrish Snead Franklin Simpson, PLC



Xavier Richardson
Director
Mary Washington Healthcare



Ryan VanderWist
Director
SimVentions

CONNECTIONS

GOLF TOURNAMENT

Organizing a foursome for the Chamber Challenge golf tournament is a fantastic way to combine business networking with the enjoyment of a round of golf. The Chamber Challenge provides a unique platform for professionals to build connections and enjoy a little friendly competition

CHAMBER'S NETWORK OF ENTERPRISING WOMEN

Network and build relationships at quarterly events designed to inspire and empower women at all levels in the workplace. Events include the Women's Symposium and Silent Auction & Awards Luncheon.

BUSINESS MATTERS

An outward-focused approach, fostering engagement within our business community. Business Matters serves as a platform where industry leaders, professionals, and thought influencers connect to tackle hot topics that impact business decisions and strategies.

AMBASSADOR PROGRAM

A program designed to get acquainted with fellow Chamber members and events

ANNUAL AWARDS AND GALA

This year's largest celebration! Celebrate the regions business and leadership accomplishments with annual awards that include dinner and dancing.

LEADSHARE

Bi-weekly networking meetings designed to help members generate and share business leads and warm referrals. Grow your network and sales organically, by building strong relationships with a diverse cross-section of the business community. Share best practices, marketing and branding tips, and resources. Groups are non-compete with one seat per industry.

BUSINESS CONNECT

Connect with fellow Chamber members at this monthly lunch. This series provides you the opportunity to network and hear from local business owners as guest speakers.

NETWORK AT NIGHT

Develop relationships with other business professionals during this evening networking event in a relaxed atmosphere.

Awards & Gala



INVESTING IN THE CHAMBER IS AN INVESTMENT IN YOUR BUSINESS. DRIVE YOUR BUSINESS GROWTH WITH ACCESS TO VISIBILITY, MARKETING, NETWORKING AND LEADERSHIP.

MARKETING & VISIBILITY

CELEBRATE BUSINESS MILESTONES & ANNIVERSARIES WITH THE CHAMBER

Recognize your business achievements with ribbon cuttings, groundbreakings and more, on a Facebook premier video feature. You will be joined by a member of our Board of Directors, Chamber members and local elected officials.

PROMOTION

Share your company's social media posts, events, press releases, specials/hot deals, and job openings to the Chamber website. They will be published in the weekly e-newsletter. Display your brochures and business cards in the Chamber lobby.

SPONSORSHIP

Sponsorship of Chamber events is the perfect tool to put your company front and center before hundreds of businesses from the region.

**PUT YOUR BUSINESS IN
FRONT OF THE REGION**

LEADERSHIP

LEADERSHIP FREDERICKSBURG

Advance your leadership skills in this highly selective, nine-month course offering leadership training and direct access to the region's top leaders of every sector.

MEMBER MEETINGS

Members build relationships while hearing from guest speakers about topics impacting local business. These meetings always give the Chamber the opportunity to celebrate YOU, the membership.

COMMITTEES

Represent the interests of the business community and regional transportation before the local, state and federal government with the Legislative Affairs Committee.

LEADERSHIP EVENTS

Opportunities for members to attend professional development workshops, summits, and other activities that are typically led by Leadership Fredericksburg faculty and/or alumni members.

Chamber Review



ACCESS

LEGISLATIVE BREAKFAST

Sit down with local and elected officials and policy experts at this premier legislative advocacy event to discuss the biggest issues and policies affecting our region.

FIRST RESPONDERS APPRECIATION BREAKFAST

Honor and thank our dedicated First Responders for the service they provide our region.

BUSINESS UNPLUGGED

Network with our top industry leaders as they share opportunities as well as the challenges their businesses are experiencing.

CYBER NEVER SLEEPS SUMMIT

Bringing together leaders on the front lines of the cyber battle. Hear from state, DoD and operational-level experts on the latest challenges in cyberbersecurity as well as practical tips for protecting the data and physical assets most important to you.

OUR MILITARY, OUR MEMBERS

This event will give a comprehensive overview of the accomplishments and needs of our local military bases and how the community can help and contribute to local military success.

WORKFORCE

WORKFORCE NOW

Promote and support workforce readiness and development while collaborating with area experts for seminars, expos, and workshops.

MOCK INTERVIEW DAY

Seeking professional volunteers representing all industries to engage with our local students (high school and college) in a simulated job interview experience to provide a practice session, allowing them to hone their interview skills, gain confidence, and receive constructive feedback.

INTERN EXPO

A vendor event for area secondary and college students that highlights local internships and provides students the ability to interact with future employers.

HIRING SERIES

Chamber Workforce NOW Committee is here to help with your hiring needs! This series of lunch time meetings covers non-traditional hiring, how to be an attractive employer, success with interns and more!

First Responders Appreciation



ONCE YOU'RE A MEMBER

1

Place your member logo on your door and add the Chamber's Logo to your website.

2

Create a password and log into ChamberMaster. Add representatives to receive the weekly e-newsletters and complete your company's profile in your account.

3

Share your social media posts on Instagram, upcoming events, press releases, job postings, Member to Member or Hot Deals with us.

4

Register for upcoming Chamber events on the calendar and check out a LeadShare.

5

Use the 'Members Only' section of the website and download your referral report to gauge the online exposure you've received through being a member after only 90 days.

6

Look back through your membership benefits for your tiered level to make sure you are using your benefits to the full advantage.

VISIONARIES



Mary Washington Healthcare



Spotsylvania Regional
Medical Center
HCA^{Va}



University of
Mary Washington



ATLANTIC
BUILDERS



By choosing to be part of our Visionary Sponsorship Program, your business helps to fund regional development initiatives that the Chamber endorses, such as defense, tourism, transportation, education, workforce development and technology.

PREMIER

\$6,825 INVESTMENT

- ◆ Receive 5 letters of introduction from Chamber CEO to members of your choice and annual presentation to Board of Directors (15 minutes).
- ◆ Premier Event Package for 2 and recognition as a Visionary Member at all signature events and programs (4,000 attendees annually)
- ◆ Recognition as Visionary Member in any print or digital materials distributed by the Chamber.
- ◆ Recognition as Visionary Member with a permanent plaque in the Chamber lobby.
- ◆ Recognition on Chamber website as Visionary Member with company logo and profile linking back to your website.
- ◆ Annual rotating banner advertisement on homepage and footer of every Chamber website page.
- ◆ Up to 4 locations or categories in our online business directory.

\$36,750	PINNACLE
\$19,425	PRESIDENTIAL
\$12,075	CORNERSTONE
\$6,825	PREMIER
\$3,150	ELITE
\$1,575	INNOVATOR
\$840	CHOICE
\$446.25	CLASSIC

PLUS ALL BENEFITS OF ELITE, INNOVATOR, CHOICE AND CLASSIC LEVELS ON THE FOLLOWING PAGES.

Lobby Installation



ELITE

\$3,150 INVESTMENT

- ◆ Annual rotating banner advertisement on an internal page of Chamber website selected in consultation with Chamber.
- ◆ Company name displayed on lobby plaque in Chamber office.
- ◆ 4 tickets to each Member Meeting (or an event of equal value).
- ◆ 3 annual tickets to an Advocacy event (or an event of equal value).
- ◆ Access to all VIP receptions at events.
- ◆ Up to 4 half days of Chamber conference room usage.
- ◆ Host an Instagram story takeover for a day highlighting your business with advance promotion on social media.

\$36,750	PINNACLE
\$19,425	PRESIDENTIAL
\$12,075	CORNERSTONE
\$6,825	PREMIER
\$3,150	ELITE
\$1,575	INNOVATOR
\$840	CHOICE
\$446.25	CLASSIC

PLUS ALL BENEFITS OF INNOVATOR, CHOICE AND CLASSIC LEVELS ON THE FOLLOWING PAGES.

**Not available to companies of 100 employees or more*

Instagram



INNOVATOR

\$1,575 INVESTMENT

- ◆ 6 month rotating banner advertisement on an internal page of Chamber website selected in consultation with the Chamber.
- ◆ 1 VIP event: attend exclusive Annual Breakfast with the Board of Directors.
- ◆ 2 tickets to each Member Meeting.
- ◆ Up to 3 locations or categories in online business directory.
- ◆ Up to 3 half days of Chamber conference room usage.

\$36,750	PINNACLE
\$19,425	PRESIDENTIAL
\$12,075	CORNERSTONE
\$6,825	PREMIER
\$3,150	ELITE
\$1,575	INNOVATOR
\$840	CHOICE
\$446.25	CLASSIC

PLUS ALL BENEFITS OF CHOICE AND CLASSIC LEVELS ON THE FOLLOWING PAGES.

**Not available to companies of 75 employees or more*

VIP Cocktail



CHOICE

\$840 INVESTMENT

- ◆ Celebrate business milestones (ribbon cuttings, groundbreakings, anniversaries) with the support of the Chamber with a Facebook Premier Video and social media promotion.
- ◆ 3 month rotating banner advertisement on an internal page of Chamber website selected in consultation with the Chamber.
- ◆ Unlimited postings of your company's press releases and events to Chamber website.
- ◆ Enhanced presence and logo in online business directory.
- ◆ Up to 2 locations or categories in online business directory.
- ◆ Up to 2 half days of Chamber conference room usage.
- ◆ Option to host a Network at Nite.

\$36,750	PINNACLE
\$19,425	PRESIDENTIAL
\$12,075	CORNERSTONE
\$6,825	PREMIER
\$3,150	ELITE
\$1,575	INNOVATOR
\$840	CHOICE
\$446.25	CLASSIC

PLUS ALL BENEFITS OF CLASSIC LEVEL ON THE FOLLOWING PAGE.

**Not available to companies of 50 employees or more*

Chamber Ribbon Cuttings



CLASSIC

\$446.25 INVESTMENT

- ◆ Ability to join a Chamber Committee and a LeadShare group.
- ◆ Up to 15 postings of your company's press releases and events to the Chamber website.
- ◆ Unlimited postings of "Hot Deals" and job openings to Chamber website.
- ◆ Display brochures and business cards in the Chamber's lobby.
- ◆ Sponsor Chamber programs and events.
- ◆ Subscription to weekly e-newsletter and opportunity to advertise on the Chamber website and e-newsletter
- ◆ Member pricing at all Chamber events and for Leadership Fredericksburg tuition upon acceptance into program.
- ◆ Ability to purchase mailing labels for membership.
- ◆ Unlimited Certificate of Origin.
- ◆ Access to Chamber conference room rental (projector, screen, and AV included) subject to availability.
- ◆ Chamber logo window decal, desk sign and use of Chamber logo on website and marketing materials.

**Not available to companies of 25 employees or more*

Advertise on our website!



CHAMBER MEMBERSHIP

AT A GLANCE



	CLASSIC	CHOICE	INNOVATOR	ELITE	PREMIER
Chamber window decal	✓	✓	✓	✓	✓
Unlimited Certificate of Origin and Notarization	✓	✓	✓	✓	✓
Ability to purchase mailing labels for membership <small>*Nonprofits receive 1 per year</small>	✓	✓	✓	✓	✓
Subscription to weekly e-newsletters and opportunity to					
Advertise on the Chamber website and e-newsletter	✓	✓	✓	✓	✓
Ability to sponsor & host Chamber program/events	✓	✓	✓	✓	✓
Display brochures & business cards in Chamber lobby	✓	✓	✓	✓	✓
Unlimited posting of Hot Deals & jobs to website	✓	✓	✓	✓	✓
Posting of press releases & events to website	15	unlimited	unlimited	unlimited	unlimited
Ability to join a Chamber Committee and LeadShare	✓	✓	✓	✓	✓
Access to Chamber conference room rental	✓	✓	✓	✓	✓
Chamber Conference Room Usage		2 half days	3 half days	4 half days	4 half days
Locations or Categories in Business Directory	1	up to 2	up to 3	up to 3	up to 4
Tickets to Member Meetings		2 tickets at start	2 tickets to each	4 tickets to each	4 tickets to each
Rotating banner ad on an internal page of website <small>* (Marketing team recommendation)</small>		3 months	6 months	annual	via home page ad
Enhanced presence + logo in online business directory		✓	✓	✓	✓
Celebrate business milestones <small>(Ribbon Cutting/Ground Breaking)</small>		✓	✓	✓	✓
Attend exclusive VIP Annual event with Board of Directors		✓	✓	✓	✓
Access to VIP receptions at events			✓	✓	✓
3 Annual tickets per year to the Business Matters series <small>Policy/Advocacy</small>				✓	✓
Host an Instagram Story takeover				✓	✓
Recognition on Chamber homepage as Visionary Member with Company logo and profile linking back to your website				✓	✓
Recognition as Visionary Member on an individual plaque with your logo in the Visionary Hallway <small>*Elite members receive Company Name displayed in the Visionary Hallway</small>				✓	✓
Premier Events Package for 2 and recognition as a Visionary Member at all signature events and programs					✓
	annual	annual	annual	annual	annual



Connect with us!

Susan Spears

President & CEO

susan@fxbgchamber.org

Carley Walker

*Senior Vice President, Workforce &
Community Development*

cwalker@fxbgchamber.org

Wendy Zelazny

*Senior Vice President, Membership &
Growth Strategies*

wendy@fxbgchamber.org

Bianka Palma

Finance Director

finance@fxbgchamber.org

Gretchen Rusden

Director of Marketing and Communication

marketing@fxbgchamber.org

April Milupi

Marketing Specialist

amilupi@fxbgchamber.org

Jessica Hewlett

Program & Events Manager

events@fxbgchamber.org

Trey Henderson

Events Coordinator

programs@fxbgchamber.org

@fxbgchamber



1701 Fall Hill Avenue #106
Fredericksburg, Virginia 22401
540-373-9400

www.fxbgchamber.org