



BRANDON CHAMBER OF COMMERCE



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MEMBERSHIP MANUAL

The Brandon Chamber of Commerce is an independent, membership funded, non-profit organization that represents Brandon business from the grassroots level. The Brandon Chamber of Commerce has existed as the voice of Brandon business since 1883. It consists of a diverse membership of over 750 delegates representing all business types, sectors and sizes.

OUR MISSION

To encourage growth in the Brandon community by fostering a progressive business environment, favourable to enhancing existing and attracting new business.

A BETTER COMMUNITY

As a member of the Chamber, you become part of a group of business people who are working to make your community more conducive to business success. In turn, this will ensure Brandon's growth in future, and will continue to make Brandon an even better place to live and work.

BE THE VOICE

Get involved, meet people and be available for other members. Use the Chamber to broaden your personal network. Other business leaders, who know the pressures of ownership, can offer insight to the local marketplace or can be a sounding board for your newest idea.



why am I a **MEMBER?**

I have been involved in team sports my entire life and when getting into the business environment, I quickly understood that the same theories of sports teams applies to business, and that success comes from the combined effort of a team and not an individual; this is why I feel the Chamber is so important, being a part of this team, you have the benefits and support of the entire team working towards the common goals. The Chamber is always there to support business, share information or needed contacts. Thank you to the Chamber for all they do!

*Barry LaRocque
Atom-Jet Industries*

SUPPORT THE ORGANIZATION THAT SUPPORTS YOU

The Brandon Chamber of Commerce acts as a unified voice for businesses of all sizes and interests. Active locally, provincially and nationally, the Chamber does not receive any government funding, making it a truly independent business advocacy organization. This absence of government funding allows the Chamber to advocate solely on the behalf of members and is not subject to influence or opinion.

We are part of the largest, strongest and most influential business network in the country, and collectively we work together advocating to all levels of government to make our community, province and country a better place to live, work and play.

As the voice of business in Brandon, the Chamber of Commerce works with its members on both policy and advocacy to ensure the strongest possible business environment for our members. This means hearing from members on what could be done.

HOW IT WORKS

Issues are identified by Chamber members and member firms, further research is done by Chamber staff, committees and other volunteers, approved by the Board, and then presented to the municipal, provincial, or federal government.

Often times, the Chamber is invited to offer opinion and feedback regarding all types of business issues. From legislation changes and the Workers Compensation Act to pre-budget meetings with provincial and federal Ministers of Finance, Chamber staff and volunteers are on the ground working for the rights of members.

We identify issues relevant to the business community and work with all three levels of government to ensure the economic health, prosperity and quality of life of our community. Our Chamber of Commerce is an active member of both the Manitoba and Canadian Chambers of Commerce and our members benefit from the highly respected advocacy initiatives of both organizations.

Policies are about ideas.

Advocacy is about action.

FIVE REASONS TO BE A CHAMBER MEMBER

1. LOBBYING AND ADVOCACY

With over 600 member companies, the Brandon Chamber of Commerce is the credible Voice of Business, speaking out on behalf of all members on a variety of topics, including working with the City of Brandon and Brandon School Division on business related issues. The Chamber also lobbies municipal, provincial and federal government representatives regarding issues that face our Chamber members.

2. LEADS, REFERRALS AND NETWORKING

The Brandon Chamber is about making connections...whether it's Chamber staff getting to know you and telling others about you or it's you attending a variety of gatherings from small group events (Committee meetings and Business After 5's) to larger functions (Luncheons, the Annual Dinner or Golf Tournament). Or whether it's you connecting with other Chamber members through our business directory, with its nearly 70 pages of listings and contacts - a who's who of the business community.

3. AWARENESS AND PROMOTION OF YOUR BUSINESS

Joining the Brandon Chamber is about raising your profile in the business community. The Chamber offers you numerous opportunities

to promote your business through sponsorship of a variety of events from luncheons and networking events to dinners and golf tournaments.

The Brandon Chamber of Commerce also provides digital advertising opportunities for your company.

4. COST REDUCTION PROGRAMS

The Brandon Chamber can save you money and make it easier to do business through member benefits such as group insurance, merchant discounts and payroll.

5. LEARNING, EDUCATION AND DEVELOPMENT

Whether it's attending our luncheons and hearing from key political, business and community leaders or coming out to our Special Events throughout the year, the Brandon Chamber keeps you up-to-date on topics of current interest.

The Brandon Chamber also provides you an opportunity to volunteer and grow as an individual - whether it's helping to develop policy, speaking at a Chamber meeting or welcoming guests at a Chamber event.



MAXIMIZE YOUR MEMBERSHIP

- ❑ **Stay Updated, Read Your Mail:** Chamber at a Glance newsletter, Chamber Insider E-newsletter and member emails
- ❑ **Get Noticed, Advertise in Chamber Publications:** Chamber Glance or Chamber Insider ads
- ❑ **What's New? Member News Section:** Share important news in the Chamber Insider
- ❑ **Website:** Log in and update your directory information including hours of operation
- ❑ **Website Upgrade:** Add your logo, expand your description, add photos, YouTube video, increased key word search, banner advertisement
- ❑ **The Chamber Roster Book:** Advertise along with your business listing in the directory
- ❑ **Brandon Business Review:** Participate in the annual Chamber magazine
- ❑ **Display Space:** Display your flyer or brochure in our front entrance
- ❑ **Spread the Word:** The Chamber receives countless calls from consumers and visitors who we refer to our members; let us know what you are doing and we will spread the word
- ❑ **Social Networking:** Follow us on Facebook, Instagram, LinkedIn and Twitter – we recognize Member achievements, awards and events on our social networking feeds
- ❑ **Community Calendar:** Add your events to our website that is visible to members and the community
- ❑ **Member Profile:** Answer a few questions, provide a photo and become famous in our publications
- ❑ **Special Delivery:** Purchase mailing labels for over 750 delegates for your own special announcement/event
- ❑ **Booth Sponsorship:** Showcase your products and services at one of our Luncheons
- ❑ **Special Event Sponsorship:** Take advantage of one of the many levels of sponsorship and show your support for the Chamber at our Annual Dinner or Golf Tournament
- ❑ **Too Busy at Lunch?** Join us at our complimentary networking event hosted by your fellow members at their place of business for Business After 5
- ❑ **Put out the Welcome Mat:** Host your own Business After 5 and invite customers to your place of business in a casual networking atmosphere
- ❑ **Add Your Voice:** Join a committee and learn about the Chamber business, develop your leadership skills and meet new people on a more personal level
- ❑ **Member-to-Member Deals:** Post your exclusive discounts for free on our website
- ❑ **Bring Your Card:** Arrive early and share your business cards with members at our monthly Luncheons and increase your profile. Be yourself; wear what you wear to work
- ❑ **Have a Goal:** "I want to meet three new people today at this event"
- ❑ **Out of Space:** Rent our boardroom during work hours in the historic Chamber building
- ❑ **Save Money:** With the many Chamber Affinity programs, there is bound to be a discount applicable to your business
- ❑ **Advertise for Free:** Refer a business that signs up for Chamber membership and earn a Chamber marketing credit

GET INVOLVED

Committees are a key component to becoming actively involved in policy development around various issues. It is this type of grassroots involvement that sets a Chamber of Commerce apart from other organizations, which claim to represent business but, in effect, only reflect the views of a small closed group.



BRANDON CHAMBER OF



GOVERNMENT RELATIONS COMMITTEE

Be a facilitator, promoter, gatherer and sharer of information for the Chamber with all levels of government including the City of Brandon and Province of Manitoba.

BUSINESS DEVELOPMENT COMMITTEE

Promote existing business, attract new business, provide educational seminars and informational sessions and address specific business development concerns within the community.

WORKFORCE ALIGNMENT COMMITTEE

This committee is a catalyst to foster a workforce that meets the evolving needs of employers and community through providing an understanding and awareness of employer and labour market issues within our community.

Get involved and make a difference!



BE NOTICED

Joining the Brandon Chamber is about raising your profile in the business community. The Chamber offers you numerous opportunities to promote your business.

BY PRINT:

MAILING LABELS

Do some direct mail marketing on your own by purchasing a set of Chamber member mailing labels that are pre-addressed to approximately 750 members.

MEMBERSHIP ROSTER

Be on the desk of over 750 Chamber members year round. Each year the Chamber publishes a business directory of all our Chamber members. Your business listing and a copy of the Membership Roster is included in your membership. It is the go to source to get information for contacts, suppliers and customers. You must be a Chamber Member to be listed or to advertise in this publication. Circulated only to Chamber Members and available to non-Chamber members for a fee.

BRANDON BUSINESS REVIEW MAGAZINE

Distributed in early fall to every business in Brandon, all Brandon Chamber members, potential members, companies and key business organizations in Southwestern Manitoba. This is a great tool to get your message out to a broad audience. It highlights Chamber members, news and business articles.



BY DIGITAL:

CHAMBER INSIDER E-NEWS

Sent to over 1300 contacts every week, The Chamber Insider keeps members informed of Chamber events and opportunities while also providing timely advertising means for our members. Various ad sizes are available, are in full colour and also link to your website or PDF document.

CHAMBER AT A GLANCE DIGITAL MAGAZINE

Digitally published 12 times per year by the Brandon Chamber, this is one of your best connections to Brandon's business community. The publication contains updates on recent Chamber events, articles from our President and General Manager, resources for our members, and more. The Glance reaches over 1500 inboxes and over 600 different Brandon and area businesses!

ENHANCED WEBSITE LISTING

An enhanced membership listing on our Chamber website is like a mini-website for your business. With this upgrade you can include your logo, a map to your business, business bio, bulleted highlights about your business and you can even include photos or videos. Priority placement in the Business Directory is also included with enhanced listings. Online banner ads supporting business categories are also available and include a direct link to your business.



why am I a MEMBER?

I am so proud to be a Chamber Member – the variety of networking events allows us to connect with other small business owners. These connections become resources, networks and friends that support our community at large. The Chamber helps me stay connected to the pulse of business in my community and globally and is also there to advocate for us (business owners) when we don't have the time or knowledge to do it ourselves – there is always someone out there fighting for us.

Jenn McMillan, Rocked Community Fitness



THROUGH RECOGNITION:

Sponsorship of Chamber events and programs is a great way to build your company's brand and gain visibility with key business stakeholders. A variety of sponsorships are available to member businesses of all sizes.

CHAMBER LUNCHEON SPONSORSHIP

This unique opportunity captures the attention of 200-400 luncheon attendees. One sponsor per luncheon with many benefits including a speaking opportunity, eight tickets, featured advertisement of your company logo in mail out, your company banner displayed at event, and thank you advertisement in Chamber at a Glance with your logo. We also encourage you to put information at each place setting.

BOOTH SPONSORSHIP

Showcase your products and services at one of our luncheons! This opportunity includes a display table, thank you in Chamber at a Glance, MC recognition, and two luncheon tickets. Three display tables at each luncheon will be available.

BUSINESS AFTER 5 SPONSORSHIP

This is a great way to let other members and business colleagues know about your business, to promote a new product, service or your location. As the host, you will have the spotlight and be in charge of logistics. The Chamber provides marketing and registration services while fellow members and guests provide the buzz.

ANNUAL DINNER AND AWARDS GALA SPONSORSHIP

This event is the premier business event of the year with attendance reaching 400-500 guests. Create great visibility for your business with our various levels of sponsorship that are available.

GOLF TOURNAMENT SPONSORSHIP

Popular event amongst our business golfers, with lots of fun included. Our Annual Golf Tournament attracts around 170 players alone. Sponsor a hole, major flight, 19th Hole or sponsor with food and drink!

For more information about each sponsorship opportunity and how sponsorship can benefit your business contact the Brandon Chamber



why am I a MEMBER?

After one year as a new Chamber Member, I can honestly say as manager of Professional Transport Driver Training, it is an incredible group to be a part of. I have gained business associates, customers, and a vast wealth of knowledge and expansion ideas from Tanya, Connor and the entire staff and members at the Chamber. TOP NOTCH ORGANIZATION!

Ryan Kyle, Professional Transport Driver Training School

THROUGH APPRECIATION:

AWARDS

Be publically acknowledged and appreciated for your impact on the community through our Business Achievement Awards. Following nomination processing, award recipients will be revealed at our Annual Gala and receive additional recognition in the Brandon Business Review magazine, social media and post event follow up. Look for information on the nomination process in the fall.

MEMBER SPOTLIGHT

Gain some visibility in our Chamber at a Glance as a new member by answering a few questions and providing a photo. Let the Chamber know if you would like to be featured in our next issue.

MEMBER PROFILE

When your business deserves some special recognition why not be featured in our Member Profile in our Chamber Insider eNews? Shine some light on your business, let members know what you're up to or share something to the business community that may not be fully recognized by others.

BUSINESS ANNIVERSARIES

When your business celebrates a milestone anniversary ending in 5 or 0 (5 years, 10 years, 15, 20, etc.), we send you a Certificate from the Brandon Chamber of Commerce, and present this to you in-person at our October luncheon if you are in attendance.



STAY CONNECTED

Stay connected and current to the business community by attending Chamber events, workshops and luncheons. Meet new people and learn more about a range of topics relevant to business. The Chamber offers you a variety of events at different times of the day and caters to every budget.

LUNCHEONS (Monthly Sept-June)

Monthly events feature presentations from business, industry, government, and institutional CEO's on topical information of importance to the business community. These luncheons draw a large attendance with 200-400 attendees and provide prime networking opportunities.

ATTEND BUSINESS AFTER 5 EVENTS

A complimentary networking event to attend after business hours. Mingle with colleagues, learn about the business hosting the event and see what innovative and exciting things they have in their sights.

CHAMBER FRIDAY COFFEES

No RSVPs, no speeches, complimentary and open to all members. Chamber Coffees are a great way to catch up with colleagues, meet new comers and practice your networking skills in a casual setting. Chamber Coffees promote the exchange of ideas and discussion.

ANNUAL DINNER

The premier business event of the year. This gala event is a spectacular night of great food, entertainment and celebration as we recognize the success of our thriving business community with the presentation of our Business Excellence Awards.

CHAMBER 101

This how-to session offers new and long-standing members guidance on how to get the most value from their membership. We discuss what a Chamber is, the value proposition and what's in it for you.

GOLF TOURNAMENT

A special sporting event designed to help you build that all-important business network. This popular team-based event is a great networking opportunity featuring a fun day of golf, lots of prizes and a hearty supper at the end of the day.

OTHER CHAMBER EVENTS

The Chamber is always looking to provide other great events. Past events we have hosted include: election forums, roundtables, member input sessions, membership BBQ's, conferences, Meet & Greets with visiting dignitaries and more.

Check our website for upcoming events!



STAY CONNECTED

SAVE MONEY

The Brandon Chamber can save you money and make it easier to do business through several affinity/discount programs that are offered exclusively to Chamber members through your local Chamber, the Manitoba Chambers and the Canadian Chamber. Members are also offered exclusive deals from other members that make doing business more affordable!

Some programs include....

THE CHAMBER OF COMMERCE GROUP INSURANCE PLAN

The Chambers of Commerce Group Insurance Plan is Canada's #1 insurance plan for small to medium businesses. The plan creates a solid foundation for

security, based on a benefit program designed for small business owners. Guaranteed coverage, plan flexibility, rate stability, competitive pricing and more!

FIRST DATA

Merchant services including low credit and debit card processing costs, an online reporting tool and the latest technology including ecommerce and mobile pay terminals.

For a list of current Affinity Programs, cost saving programs and Member Discounts visit:

www.brandonchamber.ca

www.mbchamber.mb.ca

www.chamber.ca



OTHER WAYS TO SAVE MONEY THROUGH MEMBERSHIP...

- Cut marketing costs with our affordable marketing options in our publications and mail outs.
- Qualify for Member Discounts to events, workshops, luncheons and more that are not exclusively for members.
- Rent out one of our boardrooms in the historic Chamber building (available day & evening).

AUTOMATIC BENEFITS INCLUDED IN YOUR MEMBERSHIP:

- ❑ **The Chamber Roster Book:** Advertise along with your business listing in the directory
- ❑ **Social Networking:** Follow us on Facebook, Instagram and Twitter – we recognize member achievements, awards and events on our social networking feeds
- ❑ **Website:** Proven to be a great place to market your business - get your individual member page and update your business profile anytime
- ❑ **Community Calendar:** Add your events to our website that is visible to members and the community
- ❑ **Member-to-Member Deals:** Post your exclusive discounts for free on our website, Hot Deals, Job Postings and News Releases
- ❑ **Display Space:** Display your flyer or brochure in our front entrance
- ❑ **Stay Updated, Read Your Mail:** Chamber at a Glance newsletter, Chamber Insider E-newsletter, and member emails
- ❑ **Member Profile:** Answer a few questions, provide a photo and become famous in our publications
- ❑ **Add Your Voice:** Join a committee and learn about the Chamber business, develop your leadership skills and meet new people on a more personal level

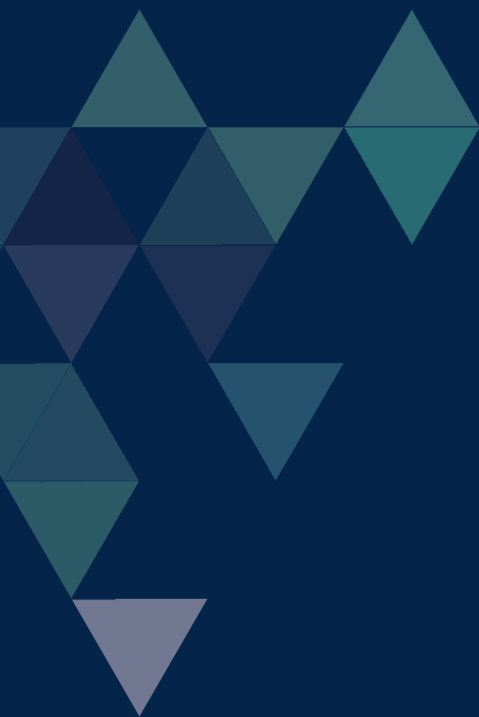
REFER AND EARN!

Contact the Chamber for more details on the referral program reward!

Ph: (204) 571-5340

info@brandonchamber.ca





Brandon Chamber of Commerce

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