

# 2011 BUSINESS MEMBERSHIP APPLICATION



*Mason Area*  
Chamber of Commerce  
Mason, Michigan

## YOUR DESIRED MEMBERSHIP BENEFITS LEVEL

*(See following pages for details. Please check one. Upgrades accepted at any time.)*

- |  |  |
|--|--|
| <input type="radio"/> <b>Business</b> Membership Level     | <input type="radio"/> <b>Corporate</b> Membership Level        |
| <input type="radio"/> <b>Professional</b> Membership Level | <input type="radio"/> <b>Second Business</b> of Current Member |
| <input type="radio"/> <b>Executive</b> Membership Level    |  |

Second or subsequent businesses of current members are added in as members with the same benefits as the first member business.

## YOUR MEMBERSHIP INFORMATION

Business/Organization/Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website \_\_\_\_\_

Owner/Manager's Name or Contact Person \_\_\_\_\_

Write a current 25-word (or less) description of your business below. Please e-mail us a copy of your logo for inclusion, as well. This information will be included on our website.

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Signature \_\_\_\_\_ Date \_\_\_\_\_



*Please complete and return with check - made payable to MACC.*

**Mason Area Chamber of Commerce**  
148 E. Ash Street ~ Mason, Michigan 48854  
Phone: (517) 676-1046 ~ Fax: (517) 676-8504  
E-mail: [masonchamber@masonchamber.org](mailto:masonchamber@masonchamber.org)  
Website: [www.masonchamber.org](http://www.masonchamber.org)

***"The Mason Area Chamber of Commerce was established in 1972 as a non-profit, voluntary association of businesses and civic-minded people seeking to improve their lifestyle by being the leading action organization and voice of the business community."***





*Mason Area*  
**Chamber of Commerce**  
Mason, Michigan

## 2011 TIERED DUES BUSINESS MEMBERSHIP BENEFITS LEVELS

Associate and Basic memberships are available for non-affiliated individuals, non-profit organizations, and home-based businesses at a reduced yearly dues investment. Call or e-mail for details.

### Business Membership Level

Total value \$2,651. Yearly Membership Investment \$200 or more.

*This level has all the following benefits and services:*

- Member pricing for Chamber events. Value \$50 per year.
- Opportunity to volunteer to assist special events -- community or networking. Value \$50.
- Up to 20 e-mailed Mason in Motion Updates per month w/ link to newsletter online. Value \$10.
- Member exclusive event, program, and publication sponsorship opportunities. Value \$100.
- Member exclusive "News of our Members" submissions for newsletter and Update. Value \$50.
- Place and maintain promotional materials in the Mason Area Visitors center. Value \$100.
- Chamber e-mail alerts for upcoming events of vital interest to local businesses. Value \$25.
- Alphabetical and categorical listing in printed Chamber directory. Value \$50.
- Highlighted alphabetical listing in the white pages of the annual CRG Directory phone book. Value \$100.
- Mailing labels for Chamber members and prospects printed at cost. Value \$30.
- One-on-one business counseling, research and information services. Value \$200.
- Alphabetical and categorical listing in the online member directory at masonchamber.org. Value \$50.
- Access to MACC member and prospect lists in Excel spreadsheet formats. Value \$50.
- Event planning and promotion of member ribbon cuttings, open houses, etc. Value \$200.
- Opportunity to promote your business by contributing items for door prizes, etc. Value \$25.
- Listings on online community events and poster for member events and promotions. Value \$25.
- Free admission to "Chamber 101" member benefit orientations twice a year. Value \$25.
- In-person, e-mail, and telephone referrals to your business from the Visitors center. Value \$250.
- Payment plan options for dues and sponsorships. Value \$20.
- Automatic participation in the MACC Gift certificate program. Value \$100.
- Access to the Lansing Regional Chamber's BCBSM insurance pool if qualified. Value \$350.
- One year webpage ad on an "inside" Chamber webpage. Value \$100.
- Access to the Chamber's bulk rate standard mail discount program. Value \$300.
- Up to two offer listings for the member-to-member Mason Value Card. Additional value \$50.
- Special request for annual MACC Awards program nominations. Value \$25.
- Up to two subscriptions for mailed Mason in Motion newsletter each month. Additional value \$35.
- Up to two member plaques with current year to proudly display in your business. Additional value \$3.
- Up to two copies of the annual Chamber membership directory for the region. Additional value \$50.

### Professional Membership Level

Total value \$3,262. Yearly Membership Investment \$300 or more.

*This level has all the benefits and services of the previous level, but in addition has added the following:*

- One year webpage ad on a "newsletter or Update archive" Chamber webpage. Value \$200.
- Up to four offer listings for the member-to-member Mason Value Card. Additional value \$100.
- Special request for nominations for ad hoc committees. Value \$25.
- Up to four subscriptions for mailed Mason in Motion newsletter each month. Additional value \$70.
- Up to four member plaques with current year to proudly display in your business. Additional value \$6.
- Up to four copies of the annual Chamber membership directory for the region. Additional value \$100.
- Visual and public announcement recognition at all Chamber events of "Professional" status. Value \$200.

*(continued)*



## Executive Membership Level

Total value \$4,063. Yearly Membership Investment \$400 or more.

***This level has all the benefits and services of the previous levels, but in addition has added the following:***

- One year webpage ad on a "Community Events" Chamber webpage. Value \$300.
- Up to six offer listings for the member-to-member Mason Value Card. Additional value \$100.
- Special request for nominations for standing committees. Value \$25.
- Up to six subscriptions for mailed Mason in Motion newsletter each month. Additional value \$70.
- Up to six member plaques with current year to proudly display in your business. Additional value \$6.
- Up to six copies of the annual Chamber membership directory for the region. Additional value \$100.
- Visual and public announcement recognition of "Executive" status. Additional value \$200.

## Corporate Membership Level

Total value \$5,190. Yearly Membership Investment \$500 or more.

***This level has all the benefits and services of the previous levels, but in addition has added the following:***

- One year webpage ad on the Chamber's homepage. Value \$500.
- Up to ten offer listings for the member-to-member Mason Value Card. Additional value \$200.
- Special request for nominations for the Board of Directors. Value \$25.
- Up to ten subscriptions for mailed Mason in Motion newsletter each month. Additional value \$140.
- Up to ten member plaques with current year to proudly display in your business. Additional value \$12.
- Up to ten copies of the annual Chamber membership directory for the region. Value \$50.
- Visual and public announcement recognition of "Corporate" status. Additional value \$200.

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**Note:** Second businesses of current members are added in at a nominal dues investment as members with the same benefits as the first member business's level. Additional Value typically \$150. Yearly Membership Investment \$50 or more.

**Also Note:** "Trade" memberships for needed products and services are allowed at fair market value, but such value assigned may not exceed an Executive level membership.



## MACC LEADERSHIP AND VOLUNTEER OPPORTUNITIES

Volunteers are a driving force behind all that the Chamber accomplishes each year. From coordinating networking events to overseeing the Chamber's economic development efforts, volunteers provide the critical resources needed to help the Chamber serve its members and the community. You can volunteer a few hours to help on a particular event or you can choose to be even more involved, as over 300 people in the Mason area already do each year.

Volunteers serve on our event groups (also called ad hoc committees) that only meet a few times a year and volunteers also serve on our standing committees that meet monthly. They enable the Chamber to provide services that strengthen the economic vitality and quality of life in our region by generating economic development, influencing public policy, and providing services that help our local businesses prosper and grow. These committees are also a great way to meet fellow members, network and contribute to the community. They're a great way to share your expertise and increase your company's visibility.



Chamber volunteer opportunities are open to all associates and employees of Chamber member companies and organizations. Previous years' volunteers and committee members usually are encouraged to repeat their service in subsequent years. For more information on where you fit in or to discuss the committee, activity, and event opportunities, just call the Chamber office at (517) 676-1046.

You'll find us to be great company! The following are reasons given by the over 300 people who volunteer to be part of the Chamber's various leadership teams each year. Certainly, several of these reasons will also be good reasons for you to also be more involved:



- Favorably impact our community's quality of life.
- Make and maintain professional contacts.
- Gain recognition for my organization.
- Learn and develop leadership skills.
- Gain valuable transferable skills.
- Socialize and have fun.
- Increase activity to improve health.
- Meet new and interesting people.
- Enjoy cultural, educational and recreational events.
- Feel needed and valued by peers.
- Make a difference in the lives of people.
- Express gratitude for what I've received.

Many member businesses and organizations sponsor our Chamber activities and events, such as the Independence Day Celebration, Thursday Night Live! concerts, the Christmas Tree Lighting and Lighted Parade, and other special events. Those events add value to businesses by enhancing the quality of life in our community. Fill out the form on the opposite page indicating your areas of interest for sponsorship and value opportunities.

However, while we need sponsorships, the Chamber also depends on individual volunteers like you to contribute their time and energy in making things happen. If you have enjoyed networking events such as Good Morning, Mason!, the Awards Dinner, the MACC Raffle & Party, our golf outing, the holiday party mixer, or other member mixers -- you have benefited from the value created by the hard work of volunteers.

In addition, individuals organize and work on other programs that are of value to the Chamber and the community. Contact the Chamber office and volunteer today to get in on the action! Fill out the form indicating your areas of interest and return it to MACC, 148 E. Ash Street, Mason, MI 48854 or fax it to (517) 676-8504. We'll contact you about upcoming meetings.





# YOUR 2011 LEADERSHIP AND VOLUNTEER OPPORTUNITIES

Details on these opportunities are found at the [www.masonchamber.org](http://www.masonchamber.org) website. Write in the names of people from your organization to the left of the committee or group they are interested in helping. We'll contact them about upcoming meetings.

## BOARD AND STANDING COMMITTEES:

_____	_____	Board of Directors
_____	_____	Membership Services Committee
_____	_____	Ambassadors Committee
_____	_____	Economic Development Committee
_____	_____	Hometown USA Committee



## OTHER SPECIAL EVENT COMMITTEES AND VOLUNTEER SERVICE OPPORTUNITIES:

_____	_____	Spring Fling / Down Home Days Committee
_____	_____	MACC Golf Classic Committee
_____	_____	Mason Area Entrepreneurs Club
_____	_____	Independence Day Celebration/Parade Committee
_____	_____	Holidays Celebration/Parade Committee
_____	_____	Thursday Night Live! Committee
_____	_____	Business-to-Business Expo Committee
_____	_____	Sponsorship Recognition Committee
_____	_____	MACC Raffle and Party Committee
_____	_____	Annual Awards Committee
_____	_____	Good Morning, Mason! Committee
_____	_____	Member Mixer/Holiday Party Committee
_____	_____	Aggie Corner Scholarship Committee
_____	_____	Community Cultural Organization Committee
_____	_____	Community Service Organization Committee
_____	_____	MACC Special Fundraising Committee

# YOUR 2011 SPONSORSHIP AND VALUE OPPORTUNITIES

Please let us know which Chamber and community events you are interested in supporting. **Checking the blank to the left of each event only indicates your interest, not your commitment.** We will then contact you with more information about these sponsorship and value opportunities. Commitments by some businesses and organizations for sponsorship opportunities may have already been made and may no be longer available. Previous year's sponsors usually have the right of first refusal for subsequent years. Sponsorship types and details are on [www.masonchamber.org](http://www.masonchamber.org) under Sponsorship & Value Opportunities.

_____ <b>10<sup>th</sup> Annual MACC Raffle and Party</b> Thursday, October 13, 2011	_____ <b>3<sup>rd</sup> Annual Business-to-Business Expo</b> Thursday, March 10, 2011
_____ <b>Good Morning Mason!</b> -- Thursday mornings February 24, April 28, June 30, August 25, October 27, & December 15, 2011	_____ <b>Ribbon Cuttings, Member Open Houses, "After Hours" Events, and Facility Tours</b> (Scheduled by appointment)
_____ <b>28<sup>th</sup> Annual Spring Fling</b> -- May 5 to May 8, 2010 (Courthouse Show on Saturday, May 7)	_____ <b>Annual Awards Dinner</b> -- Wednesday, February 9, 2011
_____ <b>38<sup>th</sup> Annual Down Home Days</b> -- September 15-18, 2011 (Courthouse Show on Saturday, September 17)	_____ <b>December Mixer Holiday Party</b> -- Thursday, December 8, 2011
_____ <b>38<sup>th</sup> Annual MACC Golf Classic</b> -- Thursday, July 28, 2011	_____ <b>Thursday Night Live!</b> -- evenings of May 26, June 9, June 23, July 7, July 21, August 11, August 25 & September 15, 2011
_____ <b>Independence Day Celebration and Parade</b> Monday, July 4, 2011	_____ <b>"Mason in Motion" Monthly Newsletter Advertising</b>
_____ <b>Holidays Celebration &amp; Lighted Parade</b> -- Friday, November 25, 2011	_____ <b>Chamber-Endorsed Group Advertising and Promotional Programs</b>





# *Mason Area* Chamber of Commerce Mason, Michigan

## **WHAT IS A CHAMBER OF COMMERCE?**

There are over 5,000 Chambers of Commerce in the United States today. Each Chamber has something special to offer to its members and community. More than anything else the Chamber is *people* -- dedicated, concerned, action oriented people. Its effectiveness is related directly to the ability of its leadership to motivate people to function as volunteers, efficiently and with continuity. In short, Chambers serve as problem solvers, organizers, coordinators, economy builders, innovators and advisors.

## **WHO RUNS OUR CHAMBER OF COMMERCE?**

The members! The Chamber is overseen by a Board of Directors elected from among Chamber member volunteers. Committees assist in planning and carrying out the activities of the Chamber. The administrative duties of the Chamber are done by a part-time staff employed by the Chamber. Volunteers supplement the office staff and volunteers run the events of the Chamber.

## **WHAT DOES THE CHAMBER DO FOR YOU?**

The Mason Area Chamber of Commerce is a valuable business resource. It works on your behalf in a number of ways. Among other things, it offers you the following:

- ❖ Provides the best and least expensive way for you to invest in Mason's future and in turn, your own
- ❖ Works closely with other Chambers and civic organizations on all areas of mutual concern
- ❖ Serves as your sales manager, selling your area, your products and your services to people and firms everywhere
- ❖ Puts money in your pocket by referring business to members every day in our visitors' center
- ❖ Offers *MACC Gift Certificates* and *Member Value Cards* - specials for Chamber members
- ❖ Has reduced fees to Chamber members for many Chamber-sponsored events and programs
- ❖ Provides information and statistical data on the area to assist in economic development and business decision making
- ❖ Helps bring people to Mason who will buy from you, work for your company, or start businesses
- ❖ Works to maintain and improve the quality of life in Mason
- ❖ Offers a fully-deductible business expense for membership dues and sponsorship opportunities
- ❖ MACC members are listed in bold print and with the MACC logo in the white pages of the CRG Directory
- ❖ Networking opportunities ~ Member Mixers, Good Morning, Mason!, MACC Golf Classic, MACC Awards Dinner
- ❖ Bulk mailing service to reduce postage costs
- ❖ Members are included on the MACC website and links are provided to help those looking for you
- ❖ Opportunity to participate in community events, such as parades, concerts, shows, and more
- ❖ Ribbon cuttings for business milestones with publication in the media
- ❖ Monthly newsletter printed and mailed to members and e-mailed updates to share information

## **WHO ARE YOUR FELLOW MEMBERS?**

The Chamber of Commerce members are caring businesses, industry, civic groups, organizations and individuals in our community. They have pledged their support for the Mason community by joining the Chamber. In return, the Chamber provides support for its members. The current listing is on [www.masonchamber.org](http://www.masonchamber.org)

## **WHAT CAN YOU DO FOR THE CHAMBER OF COMMERCE?**

Volunteer to help lead the Chamber. Take advantage of sponsorship and value opportunities. By joining forces with other businesses, industries and individuals, we are able to create a stronger, caring community to work and reside in.

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*The Mason Area Chamber of Commerce is a non-profit organization that is tax exempt under section 501(c)(6) of the Internal Revenue Code. However, contributions to the Chamber are not deductible as charitable donations for federal income tax purposes. Instead, membership dues and fees are deductible as business expenses. Sponsorships and other acknowledged contributions are deductible as a part of a business's ordinary and necessary advertising expenses. Since our Chamber promotes the common economic interests of all the commercial enterprises in our community, contributions from members and others are considered as membership support of our goals and activities. The MACC is prevented by policy from direct contributions to 501 (c)(3) organizations, except in the case of provided services. The MACC is allowed to engage in only limited advocacy activities that may inform, educate, and promote our mission. The MACC is prevented by policy from endorsing any candidate for public office or supporting any public issue or cause. We may not engage in direct expenditures advocating a vote for a political candidate or cause. Therefore, contributions are not required to be disclosed in the way they might be when you give to political organizations. See your tax advisor for specific details.*