



AREA CHAMBER OF COMMERCE & VISITORS BUREAU

Dear Potential Member,

Thank you for your interest in membership in the Sturgis Area Chamber of Commerce. You're in good company. We are proud to represent a diverse business community and individuals both within Sturgis and the surrounding area.

The Chamber of Commerce is here to work with you and for you. We understand that in joining you are committing to a substantial investment, and we want to be certain you find value in that investment. Thus, the Chamber staff welcomes your opinions, comments and suggestions. They are a vital means of connecting us to your business and the larger community. Through them, we come to understand your needs and our ability to promote and advocate on your behalf.

Our aim and mission is to promote the city of Sturgis and our member businesses. Among your membership benefits are key advertising opportunities including the *Sturgis Visitors Guide / Chamber Membership Directory* and the Sturgis Tear Away Map. Additionally, provide us with business cards, brochures or rack cards to keep at the Chamber. We want the steady stream of visitors that come through our door each to day to find their way to your door as well.

We count more than three hundred area businesses among our members. We hope we can include yours among them.

Respectfully,

Heidi Kruse, Executive Director
Sturgis Area Chamber of Commerce & Visitors Bureau



2013 Shareholder Investment

Business with 0 Employees (owner/operator).....	\$185.00
Business with 1-2 Employees.....	\$250.00
Business with 3-4 Employees.....	\$330.00
Business with 5-6 Employees.....	\$395.00
Business with 7-9 Employees.....	\$460.00
Business with 10-24 Employees.....	\$530.00
Business with 25 plus Employees.....	\$650.00
Campgrounds with 1-100 Campsites.....	\$250.00
Campgrounds with 100-500 Campsites.....	\$400.00
Campgrounds with 500 + Campsites.....	\$500.00
Farm and Ranch Business..... (operational ag producers only)	\$125.00
Utilities.....	\$700.00
Non-Profit Organizations.....	\$100.00
Associate Membership.....	\$75.00
An associate member is an individual not actively involved in a business operation. Associate membership does not include advertising benefits.	
Manufacturing Business/Distributing.....	\$200.00
Seasonal Attraction.....	\$200.00
(To qualify must be in operation May—October <i>ONLY</i> of calendar year)	



Shareholder Investment Application

Date: ___ \ ___ \ ___

Shareholder Investment: _____

Method of Payment: Cash _____ Check # _____ Credit Card _____

Business _____

Business Description _____

Name of Owners and Contact Information _____

Number of Full-Time Employees _____

Number of Part-Time Employees _____

Contact Person/Title _____

Physical Address/Zip _____

Mailing/Billing Address/Zip _____

Work Phone _____ Cell Phone _____ Fax _____

Toll Free Number _____ Email _____

Website _____

Can We Thank Someone for Your Membership? _____

Reason for joining _____

Signature _____ Date ___ \ ___ \ ___

Please email your Business logo to: events@sturgisareachamber.com

Select the Business Category(s) below that best describes your business.

- | | |
|--|--|
| <input type="checkbox"/> Accommodations (hotel, motel, etc.) | <input type="checkbox"/> Farm/Ranch |
| <input type="checkbox"/> Advertising/Media/Printing | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Associate (Individual) | <input type="checkbox"/> Manufacturing/Distributing |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Medical |
| <input type="checkbox"/> Attractions/Tourism | <input type="checkbox"/> Non Profit Organization |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Churches | <input type="checkbox"/> Real Estate/Property Management/Housing |
| <input type="checkbox"/> Construction/Contractors | <input type="checkbox"/> Restaurant/Bar/Casino |
| <input type="checkbox"/> Education | <input type="checkbox"/> Services |
| <input type="checkbox"/> Events | <input type="checkbox"/> Utilities |
| <input type="checkbox"/> Financial | <input type="checkbox"/> Other |



Membership Value

What do you get from your investment?

	\$ Value
• Business Listing in the Sturgis Visitors Guide/Membership Directory, 25,000 annually	\$350
• Business Listing & Website Link to your Business from the Chamber Website	\$275
• Brochures/Rack Card Displayed in the Chamber Office	\$175
• Business Card Display in the Chamber Office	\$100
• Ability to Include News and Information in the Monthly Chamber Newsletter	\$75
• Receipt of the Monthly Newsletter	\$50
• Ability to Include News and Information in the Weekly E- Newsletter, The Scoop	\$50
• Receipt of the Weekly E-Newsletter	\$25
• Use of Meeting Room at the Chamber Building	\$100
• Exclusive Customer Service Referral Service	PRICELESS
• Being a Part of a Larger Cause to Promote the Sturgis Community	PRICELESS
<i>Your Total Dollar Value for the Return on Your Chamber Membership Investment</i>	<i>\$1025</i>

Remember, these are only the benefits of membership if you do not participate in any other cost saving programs!

The numbers matter. And they're in our favor.

A recent study was done by the Shapiro Group. statistics on Chamber Membership:

When consumers know that a small business is a member of the local Chamber of Commerce, they are **44%** more likely to think of it favorably and **63%** more likely to purchase goods and services from the company in the future.

59% of consumers think that being an active member of the Chamber of Commerce is an effective business strategy overall.

If a company shows that it is highly involved in the local chamber, consumers are **12%** more likely to think that its products stack up better against the competition.

When consumers know that a restaurant franchise is a member of the Chamber of Commerce, they are 40% more likely to eat at that restaurant.

Who We Are & What We Do

Vision Statement:

The Sturgis Area Chamber of Commerce & Visitors Bureau envisions uniting and leading the Sturgis area toward stronger economic, social and community betterment.

Mission Statement:

The Sturgis Area Chamber of Commerce & Visitors Bureau advocates on behalf of our members to support business, agriculture and tourism resulting in an enhanced quality of life for the entire community.

**The Chamber looks forward to partnering with your business.
Thank you for investing in your community.**

Business Development & Promotion

- Winter Frostival (Holiday Expo)
- Scrooge Day
- Parade of Lights
- Leadership Sturgis
- Food For Thought Luncheons
- Shop Local Campaigns
- Monthly Newsletter
- The Scoop—weekly email of local news & events
- Community event calendar
- Local and area Calendar of Events
- Ribbon cuttings
- Mixers

Marketing the Greater Sturgis Area

- Sturgis Visitors Guide/Chamber Membership Directory
- Sturgis Events Rack Card Promotion
- SD Vacation Guide
- Sturgis Rally Magazine
- Sturgis Map
- Co-op projects with SD Department of Tourism
- Travel Shows
- Chamber Staff proudly market the area daily with member recommendations to our guests
- FAM Tours of Sturgis and area attractions
- Co-op marketing with Black Hills Badlands & Lakes
- Facebook campaign

Government Affairs

- Cracker Barrel Legislative Updates
- Candidate Forums
- Legislative Updates with President of SD Chamber of Commerce
- Business Day at the Legislature

Chamber Hosted Events

- Northern Hills Ag Fest
- Black Hills Volksmarch
- Post Sturgis Motorcycle Rally Community Picnic
- Harvest Days/Ag Appreciation Banquet
- Chamber's Crypt Haunted House
- Community Showcase
- Sturgis Wine & Stein
- Winter Frostival—Parade of Lights/Holiday Expo



AREA CHAMBER OF COMMERCE & VISITORS BUREAU

Membership Recognition & Promotion

Congratulations and thank you. Please complete the following form to make the most of your investment. Also, please let us know if you have any special events happening throughout the year. We'd be happy to promote them through our channels.

Ribbon Cutting Ceremony

Please select a date to schedule a ribbon cutting ceremony. *Monday through Friday, 9 AM – 4PM*

Preferred Date: ____ \ ____ \ ____

Preferred Time: _____

Business Name: _____

Contact Name: _____

Phone: _____ Email: _____

Location for ribbon cutting: _____

Business Mixer

Please select a date to schedule a mixer. *Monday through Friday, 5PM to 8:00PM*

Preferred Date: ____ \ ____ \ ____

Preferred Time: _____

Business Name: _____

Contact Name: _____

Phone: _____ Email: _____

Location for Mixer: _____

Additional Membership Benefits

(small fee involved)



AREA CHAMBER OF COMMERCE & VISITORS BUREAU

Labels— Receive labels of the membership mailing list at a cost of \$60.00.

Newsletter Inserts— Quarterly Newsletter (March, June, September and December)

A quarterly publication will be sent to over 700 readers (members and nonmembers). The cost to include an insert in the quarterly newsletter will be \$75.00 if you supply 700 copies of material, \$100.00 if we design and print 700 black & white copies, and \$150.00 if we design and print 700 colored copies.

Newsletter Inserts—Monthly Newsletter

A monthly newsletter will be sent to our members and community leaders. 450 total. The cost to include an insert in the monthly newsletter will be \$40.00 if you supply the 450 copies of material, \$65.00 if we design and print 450 black & white copies, and \$115.00 if we design and print 450 colored copies.

Office Services —Black and white copies	Member \$.10/sheet	Non-member \$.15/sheet
Colored printing	Member \$. 50/sheet	Non-member \$.75/sheet
Fax (send or receive)	Member \$1.00 /sheet	Non-member \$2.00/sheet
*Lattice Rental	Member \$150.00 flat rate	
	(\$100 refundable deposit required)	

**Lattice available for use ONLY at the Sturgis Community Center or the Sturgis Armory due to transportation difficulties and potential damage.*

Sponsorship — Promotional Opportunities at Chamber Sponsored Events

- *See enclosed information on sponsorship
- Ag Appreciation Banquet/Harvest Days
- Annual Chamber Banquet Awards Ceremony
- Winter Frostival—Holiday Expo/Parade of Lights
- Northern Hills Ag Fest & Home Show
- Legislative Cracker Barrels
- Leadership Sturgis
- Young Sturgis Professionals Group
- Chamber’s Crypt Haunted House
- Sturgis Wine & Stein

Please contact us if you have any questions regarding any of our benefit programs.



Committee Opportunities

We never forget that the commitment and energy of our members and volunteers are integral to our success. You *are* the Chamber. If you are interested in being on a committee, please fill out this form and return it to the Chamber office.

We know that it is no small thing to commit time and energy to something new. We appreciate your generosity and the talents you bring to the table.

On behalf of the Board of Directors and the entire Chamber Staff—thank you.

Heidi Kruse, Executive Director
Sturgis Area Chamber of Commerce & Visitors Bureau

Ag Committees

Promote and support the agricultural community

Ag Banquet _____

Northern Hills Ag Fest & Home Show _____

Ambassadors Committee _____

Represent the Chamber at social events such as ribbon cuttings, mixers, and tourism promotions such as familiarization tours to our area.

Business Leadership Committee _____

Represent business needs and business education. Assist in the development of new methods to support commerce.

Legislative Committee _____

Support membership and the democratic process by keeping our members and the public informed on local, state, and federal levels.

Tourism Committee _____

Assist in development of future events, marketing, and planning events sponsored by the Chamber of Commerce and Visitors Bureau