



## GUIDE TO MEMBERSHIP

### Getting Started:

Review the membership levels and point options on pages 2 & 3. Continue to pages 4 - 7 to find more details on what is included in each point option, along with general information on different Chamber programs and events.

# MEMBERSHIP

We offer different membership levels for you to be able to choose your level of involvement with the Chamber.

## CHAMBER MEMBER BASIC BENEFITS

- Use the **Chamber Board Room**
- Display **brochures & business cards** at the chamber office
- Receive **Email Updates** for events and news
- Have your non-recurring, local events shared on the **Chamber's social media**
- Attend monthly **networking events**
- **Host a networking event** and feature your business/organization
- Take advantage of special **member pricing**
- Participate in a **Chamber committee**
- Have a **webpage** on ExploreHutchinson.com
- Manage information for your **Directory Listing**
- Use specific key words to improve **search results**
- Post **jobs, volunteer opportunities, events, hot deals, and press releases** on ExploreHutchinson.com
- **Market your business** through different events

## THE BASICS \$325

### ACCESS

\$500

\$725 VALUE

#### INCLUDES:

- Online Member Portal Enhancement
- Customize with **2 POINTS**

### STRATEGIC

\$1000

\$1625 VALUE

#### INCLUDES:

- Online Member Portal Enhancement
- Logo included in search results and on your webpage on ExploreHutchinson.com
- Eight photos include on your webpage on ExploreHutchinson.com
- Customize with **7 POINTS**

### CHAMPION

\$2500

\$3225 VALUE

#### INCLUDES:

- Online Member Portal Enhancement
- Logo included in search results and on your webpage on ExploreHutchinson.com
- Eight photos include on your webpage on ExploreHutchinson.com
- One banner ad on 3 Chamber webpages
- An additional owned business or additional business location included in membership
- One spotlight message in a Chamber update email (newsletter or mid-month update)
- Customize with **16 POINTS**

### VISIONARY

\$5500

\$7225 VALUE

#### THE "EVERYTHING" PACKAGE

Be included in all that we do at the Chamber. This is a highly respectable membership that is personalized to each business' needs.



# POINT OPTIONS

Any Membership beyond “The Basics” allows you to customize your Chamber experience with points. You’ll notice some point options are already built into your membership level and you have a number of points to allocate as you choose. Below we’ve laid out our point options by value - you can explore the details of these point options on the pages to follow. A \* indicates this option is included in one of the membership levels. **You can also add additional points to your membership for \$100 per 1 Point.**

## 1 POINT

- |                                 |  |
|---------------------------------|--|
| Two Annual Chamber Event Guests | Farm Fatigue Sponsor                     |
| ThinkLOCAL Sponsor              | PULSE Social Sponsor                     |
| Golf Challenge Hole Sponsor     | E-Newsletter Insert / Mailing List Combo |
| Golf Challenge - One Golfer     | Leadership Institute Contributor         |
| Arts & Crafts Sponsor           | Business Logo on ExploreHutchinson.com*  |
| Dairy Day Sponsor               | Email Blast - Spotlight Message*         |

## 2 POINTS

- |  |  |
|--|--|
| Online Member Portal Enhancement*                  | Golf Challenge Staffed Hole Sponsor          |
| Business Logo & 8 Photos on ExploreHutchinson.com* | Crop Management Input Seminar Bronze Sponsor |
| Banner Ads, per page or category, with ad design*  | Email Blast - Custom Email                   |

## 3 POINTS

- |   |  |
|---|--|
| Leadership Institute Builder                    | PULSE Lunch & Learn Sponsor                  |
| Member add-on for Additional Business Location* | Crop Management Input Seminar Silver Sponsor |
| Golf Challenge Welcome Sponsor                  |  |

## 4 POINTS

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| Banner Ad on Community Calendar | Golf Challenge - Full Team of Golfers |
|---------------------------------|---------------------------------------|

## 5 POINTS

- |   |                                    |
|---|------------------------------------|
| Annual Chamber Event Sponsor & Eight Guests | Crop Management Input Gold Sponsor |
| Arts & Crafts Event Partner                 | PULSE Program Sponsor              |

## 6 POINTS

- |   |  |
|---|--|
| Hutchinson Leadership Institute Program Sponsor | Leadership Institute 2.0 Sponsor                   |
| Hutchinson Leadership Institute Participant     | Leadership Institute 2.0 Participant               |
|   | Annual Chamber Event Welcome Sponsor, eight guests |

# PROGRAMS

## HUTCHINSON LEADERSHIP INSTITUTE

The Institute provides participants with a unique opportunity to turn knowledge into action with a variety of tools classroom experiences, and hands-on activities.

Many Leadership Institute graduates find themselves asking, "What's next?" The answer is **Leadership 2.0**. This program takes a deeper dive into personal leadership and how it can impact the future of the entire community.

- **Leadership Institute Contributor** - 1 Point
- **Leadership Institute Builder** - 3 Points
- **Leadership Institute Program Sponsor** - 6 Points  
The three options listed above are your contribution to the program, helping fund speakers and programming for participants. Program sponsors are also recognized in various ways throughout the sessions.
- **Leadership Institute Participant** - 6 Points
- **Leadership 2.0 Participant** - 6 Points  
Send someone in your organization through one of the nine month leadership programs above.

## THINK LOCAL

ThinkLOCAL raises awareness on the benefits of spending money locally for personal and business needs.

- **ThinkLOCAL Sponsor** - 1 Point  
Your business name included on informational material and program promotions.
- **ThinkLOCAL Partner** - 2 Points  
Your logo included on informational material and program promotions. The Chamber features your business in a Facebook Live video.

## PULSE

PULSE is a group of **Professionals Under 40, Leading, Socializing, and Educating**. The group hosts monthly lunch & learn events and holds four social events throughout the year.

- **Social Event Sponsor** - 1 Point  
Logo on emails, social event pages and signage for quarterly social events.
- **Lunch and Learn Sponsor** - 3 Points  
Logo on emails, social event pages and signage for monthly Lunch and Learns.
- **Program Sponsor** - 5 Points  
Logo included on any promotions, materials, group communications, and events





# EVENTS

## BUSINESS CONNECTION

Business Connection is a morning networking event that takes place from 7am-8am on the FIRST FRIDAY of each month at different Chamber businesses. Chamber Members are invited to gather, enjoy coffee and a light breakfast, share a quick update or information on their business/organization, and learn more about the host business through a presentation. Contact the Chamber directly if you are interested hosting a Business Connection event.

## ANNUAL CHAMBER EVENT

Every January, the Chamber invites its members to join in a celebration of accomplishments at the Annual Chamber & Community Awards Gathering. Fun networking!

- **Two Guests** - 1 Points
- **Event Sponsor & Eight Guests** - 5 Points  
Business logo throughout the event
- **Welcome Sponsor & Eight Guests** - 6 Points  
Business logo throughout the event and on the event entrance sign

## DAIRY DAY

Dairy Day is the unofficial kickoff to summer, hosted by the Agri-Business Committee in downtown Hutchinson. It's a popular family-friendly event with many local attendees.

- **Event Sponsor** - 1 Point  
Business name included on posters, signage, and in social posts.

## HOMETOWN GOLF CHALLENGE

A crazy and collaborative Golf Tournament that takes place every July with opportunities to network or market your business.

- **One Golfer** - 1 Point
- **Hole Sponsor** - 1 Point  
Business logo on one hole
- **Staffed Hole Sponsor** - 2 Points  
Interactive booth on one hole
- **Welcome Sponsor** - 3 Points  
Includes a staffed hole sponsorship, business logo on signs and listed in program.
- **Full Team of Golfers** - 4 Points

## FARM FATIGUE

As harvest season arrives, our Agri-Business committee delivers buckets of safety, food, and health items to our farmers in the fields of McLeod County.

- **Farm Fatigue Sponsor** - 1 Point  
This is your contribution to the program. Your business name is included on the "Thank You" that is put into each bucket of thanks.

## ARTS & CRAFTS FESTIVAL

This fall favorite gathers craft and food vendors from around the nation and brings 10,000+ shoppers each September.

- **Event Sponsor** - 1 Point  
Business name present on brochures & posters
- **Event Partner** - 5 Points  
Business logo present on brochures, posters and social media

## CROP MANAGEMENT INPUT SEMINAR

This annual late fall event brings people from the diverse agricultural community, including farmers, lenders, suppliers, and speakers from all over the Midwest to Hutchinson's farming community.

- **Bronze Sponsor** - 2 Points  
Booth area set up with 2 vendor tickets, business name on handouts, and 3 tickets to the seminar.
- **Silver Sponsor** - 3 Points  
Booth area set up with 2 vendor tickets, business name on handouts, signage, and local advertising, and 6 tickets to the seminar.
- **Gold Sponsor** - 5 Points  
Booth area set up with 2 vendor tickets, business name on handouts, signage, and local advertising, and 10 tickets to the seminar.

# ONLINE MARKETING

- **E-Newsletter Inserts / Mailing List** - 1 Point
  - ⇒ Include PDF Flyers in 4 of our monthly E-Newsletters that are emailed out to members and live on our website.
  - ⇒ OR choose to get a physical address list for all our Chamber Members and 3 E-Newsletter inserts.
- **Business Logo placed by web listing on ExploreHutchinson.com** - 1 Point
- **Email Blasts**
  - **Spotlight Message** - 1 Point
    - ⇒ Include a message in one of our monthly Chamber update emails (E-Newsletter or mid-month update)
    - ⇒ Company name in the email subject
  - **Custom Email** - 2 Points
    - ⇒ Custom email specialized with your message, sent to our members whenever you choose.
- **Online Member Portal Enhancement** - 2 Points
  - ⇒ Drive people from your web listing to specific pages on your website
  - ⇒ Display a description of your business in the search results
  - ⇒ Unlimited key search words
- **Business Logo & 8 Photos included in web listing on ExploreHutchinson.com** - 2 Points
- **Banner ads on a select page or category on ExploreHutchinson.com with ad design** - 2 Points
- **Banner Ad on Community Calendar (most viewed webpage)** - 4 Points

## COMMITTEES

### AMBASSADORS

The Ambassadors serve as the welcoming and social arm of the Chamber. Up to 35 ambassadors serve on the committee and host two large scale events every year including Taste of Hutchinson and Taste of Holidays The group also hosts Business After Hour events and visits new businesses in town to perform ribbon cutting ceremonies on a monthly basis. If you are interested in becoming an Ambassador, please ask about the application process.

### AGRI-BUSINESS

The Agri-Business Committee is a group of community members who focus on education and support the needs of our agricultural businesses. Throughout the year Agri-Business hosts the June Dairy Day, a special program in conjunction with our neighbor the Glencoe Chamber, Farm Fatigue, along with the annual MN Extension Crop Seminar.

### PULSE

PULSE (formally known as Hutchinson Young Professionals) is a group of **Professionals Under 40, Leading, Socializing, and Educating**. As the heartbeat of career development and networking for people in their 20's & 30's, the group meets through networking gatherings once a month and hosts education events four times a year. By being a part of the steering committee, you'll have a chance to help plan events, drive awareness, and develop skills.

### HOMETOWN GOLF CHALLENGE

Every summer, the Chamber hosts a crazy and collaborative Golf Tournament. It's a great networking opportunity and offers people a fun, unique way to get their name in front of other business people. The Golf Challenge committee handles the planning and execution for the event.

### THINK LOCAL

ThinkLOCAL is a program focused on raising awareness on the benefits of spending money locally, rather than traveling out of town for personal and business needs. As a member of this committee, you will work to emphasize the importance of each dollar spent at a locally owned and operated business. You will also have the chance to help organize Crazy Days and assist with Small Business Saturday.

### REGULARLY SCHEDULED MONTHLY MEETINGS

Made in McLeod - 2<sup>nd</sup> Tuesday  
ThinkLOCAL Committee - 2<sup>nd</sup> Wednesday  
PULSE Lunch & Learn - 2<sup>nd</sup> Wednesday  
Ambassadors Meeting - 2<sup>nd</sup> Thursday  
Leadership Institute - 3<sup>rd</sup> Wednesday  
Agri-Business - 3<sup>rd</sup> Thursday

# 2019 CALENDAR



## JANUARY

- 9 PULSE Lunch & Learn
- 10 Business After Hours
- 18 Annual Chamber Event - 80's Prom

## FEBRUARY

- 5 PULSE Social Event
- 13 PULSE Lunch & Learn

## MARCH

- 1 Business Connection
- 13 PULSE Lunch & Learn
- 14 Business After Hours

## APRIL

- 5 Business Connection
- 10 PULSE Lunch & Learn
- 11 Business After Hours

## MAY

- 3 Business Connection
- 8 PULSE Lunch & Learn
- 9 Business After Hours
- 15 Leadership Institute 2018-2019 Graduation

## JUNE

- 7 Dairy Day
- 12 PULSE Lunch & Learn

## JULY

- 10 PULSE Lunch & Learn
- 18-20 Crazy Days - ThinkLOCAL Committee
- 22 Chamber Golf Event - Oakdale

## AUGUST

- 14 PULSE Lunch & Learn
- 14-18 Made in McLeod @ County Fair

## SEPTEMBER

- 11 PULSE Lunch & Learn
- 13/14 45<sup>th</sup> Arts & Crafts Festival
- 13/14 Taste of Hutchinson
- 19/20 Leadership Institute 2019-2020 Begins

## OCTOBER

- Farm Fatigue Buckets Delivered
- 4 Business Connection
- 9 PULSE Lunch & Learn
- 10 Business After Hours

## NOVEMBER

- 1 Business Connection
- 13 PULSE Lunch & Learn
- 21 Taste of the Holidays
- 30 Small Business Saturday

## DECEMBER

- Crop Management Input Seminar
- 6 Business Connection
- 11 PULSE Lunch & Learn
- 12 Holiday Business After Hours

**DATES ARE SUBJECT TO CHANGE AND EVENT CANCELLATIONS MAY OCCUR**

Follow Hutchinson Area Chamber of Commerce & Tourism on Facebook and visit [ExploreHutchinson.com](http://ExploreHutchinson.com) for event details and information.

# MEMBERSHIP WORKSHEET

POINTS INCLUDED IN EACH MEMBERSHIP LEVEL	
<b>BASICS</b>	No points included
<b>ACCESS</b>	2 Points
<b>STRATEGIC</b>	7 Points
<b>CHAMPION</b>	16 Points
<b>VISIONARY</b>	You are involved in all the Chamber does at the highest possible levels.

NUMBER OF POINTS IN OUR LEVEL

NUMBER OF EXTRA POINTS WE'RE USING (\$100/ADDITIONAL POINT)

## NOTES / POINTS WE WANT TO USE

### LOOKING TO REACH...

#### a local audience

Arts & Crafts Festival  
ThinkLOCAL  
Dairy Days  
PULSE  
Farm Fatigue  
Annual Chamber Event

#### a local and out of town audience

Arts & Crafts Festival  
Crop Management Input Seminar

#### local businesses and organizations

Hometown Golf Challenge  
Annual Chamber Event  
Hutchinson Leadership Institute  
ThinkLOCAL

#### the agriculture community

Farm Fatigue  
Dairy Day  
Crop Management Input Seminar

#### a younger generation

PULSE

### LOOKING TO SUPPORT...

#### education on spending money locally

ThinkLOCAL

#### developing community leaders

Leadership Institute  
PULSE

#### giving back to Farmers

Farm Fatigue

### LOOKING TO BUILD A NETWORK

#### with my points

Hometown Golf Challenge  
Annual Chamber Event  
Hutchinson Leadership Institute

#### through things included in my membership

PULSE (for people under 40)  
Business Connection  
Business After Hours  
Joining a Chamber Committee  
Volunteering at Chamber Events

### LOOKING TO PROMOTE EVENTS & DEALS

#### with my points

E-Newsletter Inserts / Mailing List  
Email Blasts

#### through things included in my membership

Community Calendar  
Hot Deals  
Asking the Chamber to share on Social Media  
Getting a member discount on the Table Tents

### LOOKING TO MARKET YOUR BUSINESS

#### with my points

Online Member Portal Enhancement  
Business logo & eight photos on website  
Banner ads on ExploreHutchinson.com  
Email Blasts  
E-Newsletter Inserts

#### through things included in my membership

Update your member portal  
Post Job Openings  
Post Volunteer Opportunities  
Post Hot Deals  
Post Press Releases  
Display business cards and brochures