



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 on 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

MONTHLY RATE: *\$27

ACCESS

\$500

\$725 VALUE

INCLUDES:

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

*\$41

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**

*\$83

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**

*\$208

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.



CITIZENS BANK
& TRUST CO.



MIDCOUNTRY
BANK

uponor



*monthly ACH payments may have a varied first month payment

Non-profits with three or fewer full-time employees can receive a Basic Membership for \$150 annually



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 or as a one-time fee item.**

1 POINT

Two Annual Chamber Event Guests	Farm Fatigue Sponsor
ThinkLOCAL Sponsor	Newsletter Insert / Mailing List Auto NEW
Golf Challenge Hole Sponsor	Newsletter Insert / Mailing list Custom NEW
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
	ThinkLOCAL Partner

3 POINTS

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

4 POINTS

Banner Ad on Community Calendar	Golf Challenge - Full Team of Golfers
Newsletter Sponsor NEW	

5 POINTS

Annual Chamber Event Sponsor & Eight Guests	Crop Management Input Gold Sponsor
Arts & Crafts Event Partner	

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.

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

Many Leadership Institute graduates find themselves asking, "What's next?" The answer is **Leadership 2.0** of course!



LEADERSHIP INSTITUTE 2.0

Leadership 2.0 is open to all graduates of the Hutchinson Leadership Institute with a class limited to participants.

This program takes a deeper dive into personal leadership traits 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 2.0 Participant** - 6 Points

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.





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

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.

*Items of 150 or 300 may be donated to be placed in buckets

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

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

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
Choose Auto or customizable month placements [NEW](#)
 - ⇒ Include PDF Flyers in 4 of our monthly 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 + 3 Newsletter inserts
- **Newsletter Sponsor** - 4 Points [NEW](#)
 - ⇒ Business Logo will appear on all Newsletters
- **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
- **Business Logo placed by web listing on ExploreHutchinson.com** - 1 Point
- **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.

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.

Thinking about joining a Committee? Perfect, all Chamber Members and their employees are welcome to join our committees. Reach out to the Hutchinson Chamber with any questions you have and/or to find our more information.

REGULARLY SCHEDULED MONTHLY MEETINGS

ThinkLOCAL Committee - 2nd Wednesday
Ambassadors Meeting - 2nd Thursday
Leadership Institute - 3rd Wednesday
Leadership Institute 2.0 - 1st Wednesday
Agri-Business - 3rd Thursday

2023 CALENDAR



JANUARY

Business Connection
Business After Hours

FEBRUARY

Annual Chamber Event
Business Connection
Business After Hours

MARCH

Business Connection
Business After Hours

APRIL

Business Connection
Business After Hours

MAY

Business Connection
Business After Hours
Leadership Institute 2022 - 2023 Graduation

JUNE

Business Connection
Dairy Day

JULY

Chamber Golf Event

AUGUST

Business Connection

SEPTEMBER

Business Connection
Arts & Crafts Festival
Taste of Hutchinson
Leadership Institute 2023-2024 Begins

OCTOBER

Farm Fatigue Buckets Delivered
Business Connection
Business After Hours

NOVEMBER

Business Connection
Taste of the Holidays
Small Business Saturday

DECEMBER

Crop Management Input Seminar
Business Connection
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 for event details and information.

MEMBERSHIP WORKSHEET

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

NUMBER OF
POINTS IN
OUR LEVEL

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

NOTES / POINTS WE WANT TO USE

ARE YOU LOOKING TO....

REACH...

a local audience

Arts & Crafts Festival
ThinkLOCAL
Dairy Days
Farm Fatigue
Annual Chamber Event
Hometown Golf Challenge

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

SUPPORT...

education on spending money locally
ThinkLOCAL

developing community leaders

Leadership Institute
Leadership Institute 2.0

giving back to farmers

Farm Fatigue

BUILD A NETWORK...

with my points

Hometown Golf Challenge
Annual Chamber Event
Hutchinson Leadership Institute

through things included in my membership

Business Connection
Business After Hours
Joining a Chamber Committee
Volunteering at Chamber Events

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

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

Questions? Need more info? Contact the Chamber Office at 320-587-5252