



## 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 investment levels for you to be able to choose your level of involvement with the Chamber.

## CHAMBER MEMBER BASIC BENEFITS

- Use the Chamber Goebel Education Center
- Display brochures & business cards at the chamber office
- Receive email update newsletters
- Have your non-recurring, local events shared on the Chamber's social media
- Enjoy special member pricing on some events and programs.
- Participate on a Chamber committee
- Webpage on ExploreHutchinson.com with portal access.
- 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

### 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.



uponor



### CHAMPION

\$2500

\$3225 VALUE

#### INCLUDES ALL STRATEGIC LEVEL PLUS

- One banner ad on 3 Chamber webpages
- An additional owned business or additional business location included in membership
- One spotlight message in a Chamber newsletter
- Customize with 16 TOTAL POINTS- SEE PAGE 3

### STRATEGIC

\$1000

\$1625 VALUE

#### INCLUDES ALL ACCESS LEVEL PLUS

- Logo included in search results & on your webpage on ExploreHutchinson.com
- Eight photos include on your webpage on ExploreHutchinson.com
- Customize with 6 TOTAL POINTS- SEE PAGE 3

### ACCESS

\$500

\$725 VALUE

#### INCLUDES ALL BASIC BENEFITS PLUS

- Online Member Portal Enhancement
- Customize with 2 POINTS- SEE PAGE 3

### THE BASICS \$325

\*

monthly ACH payments available and require ACH form & deposit verification  
Non-profits with three or fewer full-time employees can receive a Basic Membership for \$150 annually





# POINT OPTIONS

Membership beyond “The Basics” allows you to customize your Chamber experience with points. Some point options are already built into your membership level and you have a number of points to allocate as you choose.

You can also add additional points to your membership for \$100 per 1 Point or as a one-time fee item.

A “\*” indicates this option is included in one of the membership levels.

## 1 POINT

Annual Event Sponsor	Newsletter Insert / Mailing List Auto
Two Annual Chamber Event Guests	Leadership Institute Contributor
Golf Challenge Hole Sponsor	Business Logo on ExploreHutchinson.com*
Golf Challenge – One Golfer	Newsletter– Spotlight Message*
Arts & Crafts Sponsor	Small Business Saturday Sponsor
Dairy Day Sponsor	Child Care Coalition Sponsor
Farm Fatigue Sponsor	

## 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	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	

## 5 POINTS

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

\*\* with one revision



# 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.

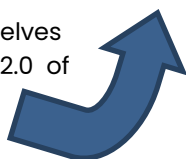
Leadership Institute Contributor - 1 Point

- 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

## SCORE

SCORE, the nation's largest network of volunteer, expert business mentors, is dedicated to helping small businesses plan, launch, manage and grow. SCORE is a nonprofit organization that is driven to foster vibrant small business communities through mentoring and educational workshops. New business leaders will be matched with an experienced business person to be mentored by and to learn from.

## CHILD CARE COALITION

The Coalition supports child care providers with training and recognition, assists in adding slots to alleviate the provider shortage, build an industry onramp to, and community support of, early childhood education. This group began through a working relationship with community stakeholders within the Hutchinson Rural Child Care Innovation Program.







# EVENTS

## ANNUAL CHAMBER EVENT

Every Q1, 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

## ARTS & CRAFTS FESTIVAL

This fall favorite gathers craft and food vendors from around the nation and brings 12000+ shoppers to Library square, the 2nd weekend after Labor day in 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 official kickoff to summer, hosted by the Agri-Business Committee in downtown Hutchinson the first Friday in June.

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

## FARM FATIGUE

To show appreciation for all of the hard work they do, the Agri-Business committee delivers "Buckets of Thanks" filled with safety, food, and health items to our farmers in the fields of McLeod County. They deliver 300 bags and buckets each year.

## HOMETOWN GOLF CHALLENGE

A collaborative Golf Tournament 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
- **Meal Sponsor** – 5 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. The Ag person of the year is presented here.

- **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
  - ⇒ Include PDF Flyers in 4 of our monthly Newsletters
  - ⇒ OR choose to get a physical address list for all our Chamber Members + 3 Newsletter inserts
- **Newsletter Sponsor** – 4 Points
  - ⇒ Business Logo will appear on all Newsletters
- **Newsletter Spotlight Message** – 1 Point
  - ⇒ Include a message in one of our monthly Chamber update emails
- **Custom Email Blast** – 2 Points
  - ⇒ Custom email specialized with your message & graphics, sent to our members.
- **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

\*\* With ONE revision

## 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.

### CHILD CARE COALITION

The Coalition supports child care providers with training and recognition, add slots to alleviate the provider shortage, build an industry onramp to, and community support of, early childhood education. This group began through a working relationship with community stakeholders within the Hutchinson Rural Child Care Innovation Program.

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

Ambassadors Meeting – 2<sup>nd</sup> Thursday  
Leadership Institute – 3<sup>rd</sup> Wednesday  
Leadership Institute 2.0 – 1<sup>st</sup> Wednesday  
Agri-Business – 3<sup>rd</sup> Thursday



# 2024 CALENDAR



## JANUARY

Business After Hours

## FEBRUARY

Annual Chamber Event

## MARCH

## APRIL

## MAY

Leadership Institute 2023 – 2024 Graduation

## JUNE

Dairy Day

## JULY

Chamber Golf Event

## AUGUST

## SEPTEMBER

Arts & Crafts Festival

Taste of Hutchinson

Leadership Institute 2023-2024 Begins

## OCTOBER

Farm Fatigue Buckets Delivered

## NOVEMBER

Taste of the Holidays

Small Business Saturday

## DECEMBER

Crop Management Input Seminar

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](https://ExploreHutchinson.com) for event details and information.

# MEMBERSHIP WORKSHEET

POINTS INCLUDED IN EACH MEMBERSHIP LEVEL	
<b>BASICS</b>	No additional points included
<b>ACCESS</b>	2 Points
<b>STRATEGIC</b>	6 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

## ARE YOU LOOKING TO....

### REACH...

a local audience  
Arts & Crafts Festival  
Small Business Saturday  
Dairy Days  
Farm Fatigue  
Annual Chamber Event  
Chamber Golf Challenge

a local and out of town audience  
Arts & Crafts Festival  
Crop Management Input Seminar

local businesses and organizations  
Chamber Golf Challenge  
Annual Chamber Event  
Hutchinson Leadership Institute  
Child Care Coalition

the agriculture community  
Farm Fatigue  
Dairy Day  
Crop Management Input Seminar

### SUPPORT...

education on spending money locally  
Small Business Saturday

developing community leaders  
Leadership Institute  
Leadership Institute 2.0

giving back to farmers  
Farm Fatigue

### BUILD A NETWORK...

with my points  
Chamber Golf Challenge  
Annual Chamber Event  
Hutchinson Leadership Institute

through things included in my membership  
Joining a Chamber Committee  
Volunteering at Chamber Events  
SCORE

## PROMOTE EVENTS & DEALS...

with my points  
E-Newsletter Inserts / Mailing List  
Email Blasts  
Newsletter Spotlight message

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  
Newsletter Spotlight message

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