



MEMBERSHIP PACKET

Dear Macomb County Business Owner,

I extend an invitation to you to become a member of the Macomb County Chamber. Momentum abounds as we offer activities and special events that you can be a part of. Our calendar is filling up, and we can't wait to include **YOU!**

The Macomb County Chamber is the leading voice of business in Macomb County, a catalyst for Economic Growth and Development throughout the County, and we encourage and support collaboration and networking among our membership and the business community at large. We are proud that our 1000 members can say there is always someone new to meet and network with.

This is an opportunity for your company to be seen in the county and beyond as a vital member of economic growth and strength of Macomb. With our large member base, there are opportunities to meet other members in your industry and connect or find a service or product that fits your unique requirements. The possibilities to grow your business are unlimited.

Stand out in Macomb County as a contributor to our International Athena Awards that honors women in Leadership and Mentoring or attend our Hall of Fame induction gala where companies are honored that have contributed to the growth and development of our County.

Some benefits of your membership are:

- A Ribbon Cutting Ceremony (For New establishments, Grand Re-openings, or Anniversaries)
- Joining one of our established networking groups that meet on a regular basis
- Attending our monthly morning Coffee Connections, and evening Member Mixers
- Website Listing (Includes Business Name, Info, Map & Link to your website)
- Weekly Newsletter via email to primary members and representatives
- Post on the Chamber Facebook, LinkedIn, Twitter, and YouTube pages
- Membership Directory Listing
- Marketing opportunities and sponsorship opportunities
- Attend *'Invite Only'* county forums
- Recognition as a credible company in the community
- Face-to-Face contacts with Mayors, County Executive Office & Government Officials during certain organized chamber events
- Committee involvement of interest to add value for your business

I always encourage potential members to visit our website at [MacombCountyChamber.com](http://MacombCountyChamber.com) to view all that is offered and available with membership.

Sincerely,

Director of Business Development



586-493-7600



28 FIRST STREET, SUITE B  
MOUNT CLEMENS, MI 48043



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A Macomb Chamber **L.E.A.D.S. (Learn. Expand. Associate. Develop. Succeed.)** group is a diverse group of chamber members to whom you effectively give and get worthwhile leads. There are currently several thriving Macomb Chamber L.E.A.D.S. groups available for Chamber members to join as a **FREE** perk of membership! Each group is limited to one person per industry. Industry availability will vary between the groups. If you are interested in focused direct networking, please call and we will help you find the group that best fits your needs!

For more information or to reserve your spot in one of the groups, please contact Heather Schmuckel – [membercare@macombcountychamber.com](mailto:membercare@macombcountychamber.com), 586-493-7600 ext. 107.

### Weekly Meetings

**L.E.A.D.S. – CLINTON TOWNSHIP**  
**Bender Chiropractic Health & Vitality Center**  
33580 Harper Ave – Clinton Township  
Thursdays | 8:30 a.m. – 9:30 a.m.

### Twice a Month Meetings

**L.E.A.D.S. – GATEWAY TO MACOMB**  
**Great Lakes Diner**  
36830 Harper Ave – Clinton Township  
1st and 3rd Tuesdays | 8:00 a.m. – 9:00 a.m.

**L.E.A.D.S. – MACOMB**  
**Country Inn**  
51292 Romeo Plank Rd, Macomb  
1st and 3rd Wednesdays | 8:30 a.m. – 9:30 a.m.

**L.E.A.D.S. – MOUNT CLEMENS**  
**CoLAB on the 1st Thursday**  
21 N Main St – Mount Clemens  
**Local restaurant on the 3<sup>rd</sup> Thursday**  
TBD  
1st and 3rd Thursday 11:30 a.m. – 12:30 p.m.

**L.E.A.D.S. by Example - CHESTERFIELD**  
**Fairfield Inn & Suites**  
45800 Marketplace Blvd - Chesterfield  
2nd and 4th Wednesday | 7:45 a.m. – 9 a.m.

**L.E.A.D.S. – WARREN**  
**Big Boy, Warren**  
11587 E 12 Mile Road – Warren  
2nd and 4th Wednesday | 8:30 a.m. – 9:30 a.m.



## MEMBERSHIP APPLICATION

To complete your membership enrollment process, simply complete this membership application and return it with your form of payment. (Cash, Check, Credit Card)

### Member Info

Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_ Email \_\_\_\_\_

### Physical Address

Address line 1 \_\_\_\_\_ Address line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

### Mailing Address ☐ Same as Physical Address

Address line 1 \_\_\_\_\_ Address line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

### Additional Info

Business Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business Keywords \_\_\_\_\_

\_\_\_\_\_

Directory Category/Industry \_\_\_\_\_ Full-time Employees \_\_\_\_\_ Part-time Employees \_\_\_\_\_

### Primary Contact

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Job Title \_\_\_\_\_ Email \_\_\_\_\_

### Billing Contact ☐ Same as Primary Contact

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Job Title \_\_\_\_\_ Email \_\_\_\_\_



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## Membership Package

**Annual Membership Investment** (Processing fee for 1st time or expired membership reinstatement is \$25)

☐ Charitable Organizations (5 or Less Employees) \$200

☐ 1 - 4 Employees - \$335

☐ 5 - 9 Employees - \$405

☐ 10 - 14 Employees - \$475

☐ 15 - 29 Employees - \$605

☐ 30 - 59 Employees - \$745

☐ 60 - 100 Employees - \$885

☐ 101 - 149 Employees - \$1,025

☐ 150 - 249 Employees - \$1,235

☐ 250+ Employees - \$1,680

## Payment Info

Amount: \$\_\_\_\_\_ + Application Fee of \$25 = Total: \$\_\_\_\_\_

Method of Payment: ☐ Cash ☐ Check (Check #: \_\_\_\_\_) ☐ Visa ☐ MasterCard ☐ AMEX

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Security Code (back of card): \_\_\_\_\_

Name On Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

I agree to pay the total amount according to the card issuer agreement. ☐ YES ☐ NO

## ☐ Social Media

Add your social media profiles

☐ LinkedIn

☐ Facebook

☐ Twitter

☐ Instagram

☐ Pinterest

## Disclaimer

Your membership in the Macomb County Chamber is non-refundable. Renewal will happen automatically on your anniversary date unless you notify the Chamber, in writing, 60 days prior to your renewal date.



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## RIBBON CUTTING REQUEST FORM

Please list below the information on your upcoming scheduled Ribbon Cutting! Please include an electronic invitation (if available) and a press release (if available) **at least three weeks prior to the scheduled date**. Please confirm the date with The Chamber prior to inviting guests. Send high quality logo in JPEG format to [info@macombcountychamber.com](mailto:info@macombcountychamber.com). The Chamber will need this information to include to those invited (see checkboxes below).

This is a: ☐ Grand Opening ☐ Milestone Anniversary ☐ New Location ☐ Ground Breaking

Desired Date for Event: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_ ☐ A.M. ☐ P.M.

Second Desired Date of Choice: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_ ☐ A.M. ☐ P.M.

Third Desired Date of Choice: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time: \_\_\_\_ ☐ A.M. ☐ P.M.

Exact Time to Cut Ribbon: Time: \_\_\_\_ ☐ A.M. ☐ P.M.

Joint Chamber Event: ☐ Yes ☐ No If yes with: \_\_\_\_\_

Are your Inspections Complete? ☐ Yes ☐ No\*

\*Please provide any additional information about where you are in the inspection process.

Company Name: \_\_\_\_\_

Address of Ribbon Cutting: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

**Listed below are some services the Macomb County Chamber can assist with or provide. Please check the items you would like our assistance to facilitate:**

- |   |  |
|---|--|
| <input type="checkbox"/> Scissors & Ribbon  | <input type="checkbox"/> Invite Elected Officials/Community Leaders/State Representative |
| <input type="checkbox"/> Chamber Rep. 'Welcome'   | <input type="checkbox"/> Ambassador Presence Request                                     |
| <input type="checkbox"/> Samples of Press Releases<br>(You provide the Chamber with your own written one) | <input type="checkbox"/> Provide a List of Member Caterers                               |
| <input type="checkbox"/> Media Contact<br>(No guarantee on media presence or publication of your event)   | <input type="checkbox"/> Eblast to Members - \$200                                       |
| <input type="checkbox"/> Chamber Window Cling   | <input type="checkbox"/> Deluxe Ribbon Cutting - \$250 (Details on next page)            |

**Please note:** The Chamber can only guarantee the attendance of one Chamber staff representative. The Chamber will take photos for Chamber publications. Out of respect of our volunteers and staff, the Chamber does not offer these services outside of normal business hours **(Mon-Fri 9-3)**. If special arrangements are needed, please call our office to discuss this further.

Please sign and date here that you have read and understood the outline of what the Macomb County Chamber will assist with. You must return this form at least three weeks prior to the scheduled date.

For Internal Use Only

Submitted by: _____	Today's Date: ____/____/____
Coordinator: _____	Follow Up: ____/____/____ Final Contact: ____/____/____
	(Date) <span style="float: right;">(2-3 Days prior to event)</span>



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## DELUXE RIBBON CUTTING

- A 2 minute video invite recorded with you at your business
  - A Chamber Rep. will record an interview style video with you
  - An interview script will be provided to you, if requested
  - Your ribbon cutting will be added to the Chamber's Facebook events
  - This video averages 1.2K views, can reach up to 3.9K views
  - Final cut of video can be provided for your records, if requested
- Publicize the event on Chamber social media channels the day of
  - Photos include candid ceremony photos, shots of the crowd, and the official cutting
- Include a photo from event in Chamber Newsletter, a weekly email blast to all members
- A recording of the ceremony that will appear in Chamber social media and can be provided to you if requested
- A certificate recognizing your Chamber membership, at no additional cost

## PAYMENT INFO

Amount: ☐ \$250 – Non Refundable | ☐ \$200 - Eblast to 3,300 Members Non Refundable (Add-On Item)

Method of Payment: ☐ Cash ☐ Check (Check #: \_\_\_\_\_) ☐ Visa ☐ MasterCard ☐ AMEX

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_

Security Code (back of card): \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

I agree to pay the total amount according to the card issuer agreement. ☐ YES ☐ NO



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## **“MEMBER TO MEMBER” DISCOUNT PROGRAM**

The Macomb County Chamber appreciates your participation in this program. We are happy to offer you this opportunity to promote your business and hope you find it beneficial.

Your participation in the program is voluntary and can be withdrawn or updated at your discretion. Macomb County Chamber staff will contact you annually to verify your continuation in the program and refresh or update as needed.

Please note: the Macomb County Chamber reserves the right to remove your company from participation should you withdraw your membership or become delinquent for more than 90 days.

For additional information on savings opportunities as a member, visit our website under "Member to Member Discounts"

Included below are the details of your offer to your fellow Chamber members.

Firm:	
Contact Name, Phone & E-mail:	
Program Description:	
Restrictions:	

The above listing is an accurate description of the 'Member to Member' program my company would like to offer to Macomb County Chamber members. This description will be displayed on the Chamber's website and in the new member Welcome Kit. Members will approach my firm to take part in this offer. Should the need arise; I will contact the Chamber office to verify if a participant is a member in good standing.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Chamber Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Please email this form to Macomb County Chamber at [Info@MacombCountyChamber.com](mailto:Info@MacombCountyChamber.com) or mail to 28 First Street, Suite B, Mount Clemens, MI 48043. For further information, please contact the Macomb County Chamber office at (586) 493-7600.



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## **FINANCE & OPERATIONS COMMITTEE**

The Finance and Operations Committee maintains a complete understanding of the Macomb County Chamber's financial position at all times. The committee provides oversight of monthly financial statements, membership reports and accounts receivable. The Committee reviews bookkeeping systems and the budget. The Finance committee reviews all expenses and revenue generating activities to ensure their adequacy in meeting the desired membership and financial base of the Chamber. The Committee monitors operations of the Chamber to strive for maximum efficiencies through oversight on personnel, quarters and equipment.

## **MARKETING & PROGRAMS COMMITTEE**

The Marketing and Programs Committee provides oversight to growing awareness of Macomb County Chamber value and programs/services, as well as increasing the effectiveness and professionalism of communications to all stakeholders. It is also responsible for directing and growing the Macomb County Chamber's brand and franchise. This committee provides oversight of the programs/events and member benefits.

## **MEMBERSHIP COMMITTEE**

The Membership Committee develops the Macomb County Chamber's membership recruiting and retention plan. This committee also works to strengthen and grow networking groups.

## **AEROSPACE & DEFENSE COMMITTEE**

The committee has four main functions: • Orientation of board members to their role within the organization frame work • Strategic planning and bylaws review • Bi-annual assessment of the overall effectiveness • Plan board succession to assure diversity of industry types and geographic representation.

## **PUBLIC POLICY COMMITTEE**

The Public Policy Committee provides a forum for reviewing public policy issues that impact the economic health and pro-business climate of the community. The Macomb County Chamber is highly respected for its public policy influence and impact. This committee also conducts an extensive interview & rating process for elected officials.

## **AMBASSADOR COMMITTEE**

This committee works as a public relations committee and helps members get other members involved. It also hosts ribbon cuttings and attends community events as chamber representatives.



## COMMITTEE INFORMATION

We have several committees available for our members to join. Most meet on a monthly basis (the only exceptions being our event-specific committees).

Please note any committees you might be interested in joining and include your contact information and we will follow-up with you soon.

- ☐ **FINANCE & OPERATIONS**
- ☐ **MARKETING & PROGRAMS**
- ☐ **MEMBERSHIP**
- ☐ **AEROSPACE & DEFENSE**
- ☐ **PUBLIC POLICY**
- ☐ **AMBASSADORS**
- ☐ **GOLF OUTING**
- ☐ **ATHENA AWARDS**

Company:

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Contact:

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## ■ BASIC

**\$400\*** PACKAGE INCLUDES:

- Two Eblasts
- One Month Banner Ad
- (1) Newsletter Placement

## ■ PREMIUM

**\$960\*** PACKAGE INCLUDES:

- Three Eblasts
- Three Months Banner Ad
- (1) Newsletter Placement
- Enhanced Listing in Directory

## ■ PREMIUM +

**\$1,300\*** PACKAGE INCLUDES:

- Four Eblasts
- Six Months Banner Ad
- Two Newsletter Placements
- Two Social Media Shares
- Enhanced Listing in Directory

## ■ ELITE

**\$2,600\*** PACKAGE INCLUDES:

- Six Eblasts
- Full Year Banner Ad
- Two Newsletter Placements
- Two Social Media Shares
- Enhanced Listing in Directory

\*THIS OFFER MUST BE CLAIMED WITHIN ONE (1) CALANDAR YEAR OF PURCHASE DATE

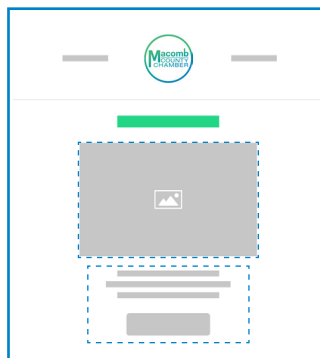
MEMBERSHIP \$ \_\_\_\_\_

+ MARKETING \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## TECH-SPECS FOR MARKETING MATERIAL

### EBLAST SPECS



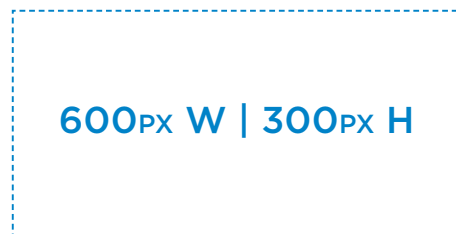
**IMAGE - JPEG, PNG, OR GIF**

MIN - 600px x 600px  
MAX - 1080px x 1080px

#### **TEXT**

Keep to 1-2 Paragraphs

### BANNER AD SPECS



CHAMBER HOMEPAGE AD

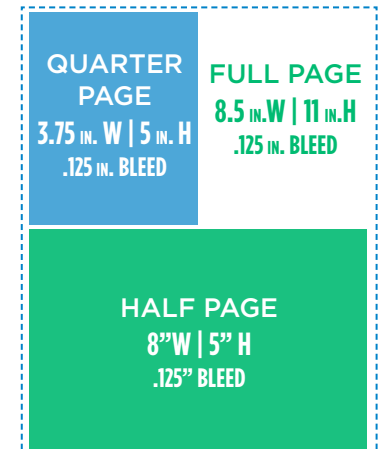


CHAMBER LEADERBOARD AD

#### **IMAGE FORMAT**

JPEG OR PNG

### DIRECTORY AD SPECS



#### **IMAGE FORMAT**

PDF OR JPEG



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## BANNER ADS

Rotating Banner Ads displayed across the our website.  
Average of 100 views per day | 10% clickthrough rate

- ☐ **\$200** - One Month Banner Ad
- ☐ **\$450** - Three Month Banner Ad
- ☐ **\$750** - Six Month Banner Ad
- ☐ **\$1200** - Twelve Month Banner Ad

## NEWSLETTER ADS

Ad placed in our weekly newsletter  
Sent to 3,300+ destinations

- ☐ **\$200** - Advertorial (Members Only)
- ☐ **\$200** - Advertisement | **\$400** for non-members
- ☐ **\$2,000** -Bi-Weekly Ads | **\$3,500** for non-members
- ☐ **\$5,000** - Exclusive annual Ads | **\$7,500** for non-members

## EBLASTS

Email message sent out to 3,300+ destinations

- ☐ **\$200** - Single Eblast | **\$500** for non-members
- ☐ **\$400** - Two Eblast | **\$1,000** for non-members
- ☐ **\$600** - Four Eblasts Bundle (Members Only)

## ANNUAL DIRECTORY ADS

Printed Membership Directory Advertisement  
Printed each year and distributed throughout Macomb County  
Reaches Chamber Members, Elected Officials, and Municipal Offices

- ☐ **\$150** - Enhanced Listing in Print + Online
- ☐ **\$1,850** - Full Page Advertorial | 7.5" W x 10" L
- ☐ **\$350** - Eighth Page | 4" W x 2.5" L
- ☐ **\$650** - Quarter Page | 4" W x 5" L
- ☐ **\$950** - Half Page (Vertical) | 4" W x 10" L
- ☐ **\$950** - Half Page (Horizontal) | 8" W x 5" L
- ☐ **\$1,850** - Full Page | 7.5" W x 10" L - .125" Bleed
- ☐ **\$2,100** - Premiere Position | 8.5" W x 11" L - .125" Bleed
- ☐ **\$2,100** - Inside Back Cover | 8.5" W x 11" L - .125" Bleed
- ☐ **\$2,250** - Inside Front Cover | 8.5" W x 11" L - .125" Bleed
- ☐ **\$2,350** - Back Cover | 8.5" W x 11" - .125" Bleed
- ☐ **\$4,750** - Centerspread | 15" W x 11" L - .125" Bleed



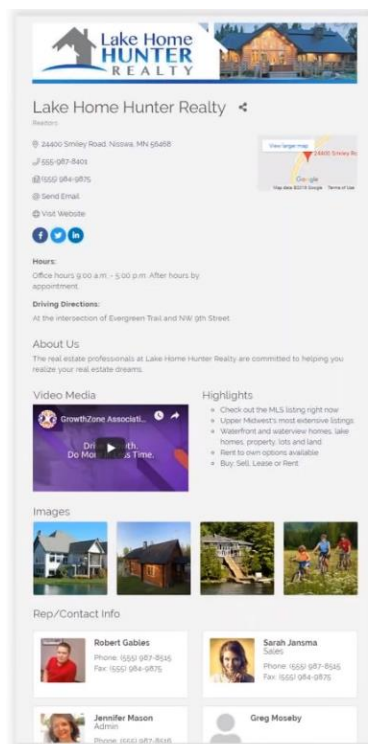
## ENHANCED LISTINGS - \$150

- Your listing will be **Highlighted & Bold** in our printed directory under the alphabetical listing only (This publication comes out once per year. Your listing will be highlighted in the alphabetical section when the directory is printed in the edition/year that payment is made.)
- Your logo is listed and your business name will be brought to the top of the alphabetical listing on the website [macombcountychamber.com](http://macombcountychamber.com) Image format: JPEG or PNG
- A map to your physical location will be listed. Your listing on the map will also include your logo
- Hours of Operation can be listed separately
- You have the opportunity to describe your business in a few brief sentences
- Add your company reps with a headshot to the listing
- The ability to upload images of your business, YouTube hosted video to your listing, and highlights

### Printed Listing



### Online Listing



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## Email Blast Best Practices

Whether it's your grand opening or your company is already well-established, an effective marketing email plan is key to promoting and growing your business, increasing revenue and sales.

### Technical Details

Use PNG, JPG, or GIF format. You can use PNG. Images should be saved with the RGB color profile or mode, under 5 MB and the max image size is 600 pixels wide, so it's best to size your images with that maximum width in mind. Video is also possible but it must be uploaded by you or your company and a link must be provided. Supported services are YouTube, Vimeo, Bliptv, Vzaar, and Wistia.

### Subject Lines

A successful campaign starts with a subject line that grabs the attention of your subscribers.

It's good to think about which emails in your inbox you open and which ones you delete immediately when you're creating your own campaigns. What makes you want to open an email?

Most people are bombarded with emails every day, so keep yours to the point to make it easy for your subscribers to scan them quickly if they need to.

Use emojis carefully. If your email has a serious tone, or your contacts expect conservative content, you may not want to add an emoji unless it's relevant. i.e. 📅 Save the date for our Ribbon Cutting

Write short subject lines that *tell* rather than *sell* what's in your email. And be sure to avoid pushy sales copy and gimmicky catchphrases that can annoy subscribers and get your emails caught in spam filters.

### Preview Text

Your preview text is really just another opportunity to message alongside your subject line. This is key to reaching the most subscribers who use mobile and most major email applications, the character they show does vary, so it's often a good idea to:

- Keep preview text on the shorter side, 35-50 characters
- Include main points and buzzwords towards the front
- Include a sense of urgency call out

A simple but effective way to increase your open rates using the preview text is to simply tell people to open the email.



## Email Content

What do you want to say to your audience? You'll want to send emails with purpose, which really speak to your subscribers. Below is an example of content types:

- Upcoming events
- Introduce your business
- Popular posts from social media, like Instagram or Facebook
- News coverage
- Benefits/Saving/Opportunities

When designing email blasts, focus on your message and keep your design straightforward. We suggest keeping your email in a hierarchy, putting your most important information or the main takeaway toward the top so people can quickly scan your email if they're short on time. Less is more, since you're trying to get people to visit your site. Spam filters look for certain types of content, so avoid using all capital letters, too many exclamation points, and gimmicky words or phrases.

It's best to have:

- A striking **Photo** to catch people's attention.
- A well written **Headline** and pre-header (if necessary)
- **A Sentence** or two that describes your business, product, service, or news, i.e.
  - a. Here's what's happening
  - b. Location
  - c. Start and end times
  - d. **A link** directing subscribers where to go. This can be a button or link in your sentence.

It sometimes helps to get a second pair of eyes on a campaign before you send it. If you have any friends or coworkers who can check your email for typos and give you some feedback on the layout.

## Schedule Your Email

Now that you've got your email built you might be thinking "well when is the best time to send it?" simple answer is midmorning during the work week. We will do our best to work with you to find a time that best fits into ours and your schedule.



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