

Schedule of Events

Training and Committee Meetings

All training and leadership committee meetings will be held at the Chamber.

Rookie Training

Jan. 30 | 8 – 10 a.m.

Veteran Training

Feb. 4 | 8 – 9:30 a.m.

Veteran Training

Feb. 6 | Noon – 1:30 p.m.

Veteran Training

Feb. 12 | 8 – 9:30 a.m.

Leadership Committee/ Team Leader Meeting

Feb. 13 | Noon – 1 p.m.

Rookie Training

Feb. 19 | 8 – 10 a.m.

Leadership Committee/ Team Leader Meeting

March 20 | Noon – 1 p.m.

Leadership Committee/ Team Leader Meeting

April 17 | Noon – 1 p.m.

Leadership Committee/ Team Leader Meeting

May 15 | Noon – 1 p.m.

Campaign Events

Locations and times are subject to change. We will let you know!

Campaign 2015 Kickoff

In It To Win It

Feb. 26

Noon – 1:30 p.m.

PNC Arena

Report Session 1

March 5

8 – 9 a.m.

Coquette

No report session this week!

March 12

Report Session 2

March 19

5:30 – 6:30 p.m.

Citrix

No report session this week!

March 26

Report Session 3

Bring Your Boss

April 2

8 – 9 a.m.

Triangle Rock Club

Report Session 4

April 9

Noon – 1 p.m.

Fleming's Prime Steakhouse & Wine Bar

Report Session 5

April 16

8 – 9 a.m.

Report Session 6

Protected Renewals Release

April 23

Noon – 1 p.m.

1705 Prime

No report session this week!

April 30

Report Session 7

May 7

8 – 9 a.m.

Report Session 8

May 14

5:30 – 6:30 p.m.

Hyatt Place West Raleigh

CLOSE OF SALES

May 22

5 p.m.

Campaign Victory Celebration

June 4

Noon – 1:30 p.m.

Marbles Kids Museum, Venture Hall

VIP Campaign Award Trip

Aug. 2 – 6

Grand Hyatt at Baha Mar, Bahamas

What happens at report sessions?

First half hour—Networking with other campaign volunteers; breakfast served at morning sessions; lunch served at noon sessions; hors d'oeuvres, beer, wine, and soft drinks served at afternoon sessions.

Second half hour—Remarks by a Campaign Leadership Committee member and sponsor; announcement of top teams; **recognition of top overall and top cash producers**; distribution of **cash prizes** and drawings.

Leadership Committee

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Campaign Goals

	2010 Actual	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Goal	
New Member Sales	\$113,210	\$141,968	\$78,628	\$95,500	\$111,994	\$115,000	6%
Membership Renewals	\$119,325	\$61,795	\$58,358	\$55,594	\$69,571	\$75,000	4%
Sponsorships	\$954,561	\$1,029,745	\$1,088,319	\$1,129,389	\$1,168,566	\$1,175,000	64%
Board of Advisors	\$159,205	\$137,225	\$110,260	\$123,516	\$123,516	\$125,000	7%
EDGE	\$42,250	\$78,450	\$98,085	\$88,670	\$88,670	\$75,000	4%
Other	\$222,372	\$214,752	\$267,743	\$229,457	\$270,673	\$260,000	14%
TOTAL	\$1,610,923	\$1,663,935	\$1,701,393	\$1,722,126	\$1,802,147	\$1,825,000	

Staff Roster (as of 1.1.15)

Communications

Vernessa Roberts, Vice President of Communications	919.664.7080	vroberts@raleighchamber.org
Alice Avery, Communications Manager	919.664.7022	aavery@raleighchamber.org
David Giles, Design Manager	919.664.7032	dgiles@raleighchamber.org
Paige Goodwin, Graphic Designer	919.664.7079	pgoodwin@raleighchamber.org
Jacques Nyemb, Web Designer	919.664.7038	jnyemb@raleighchamber.org

Economic Development

Adrienne Cole, Vice President, Economic Development Executive Director, Wake County Economic Development	919.664.7041	acole@raleighchamber.org
Jennifer Bosser, Assistant Executive Director	919.664.7045	jbosser@raleighchamber.org
Ashley Cagle, Project Manager	919.664.7047	acagle@raleighchamber.org
Brittany Cheatham, Marketing Assistant	919.664.7071	bcheatham@raleighchamber.org
Michael Haley, Director of Business Recruitment and Expansion	919.664.7042	mhaley@raleighchamber.org
Brenda Kalavsky, Operations Coordinator	919.664.7048	bkalavsky@raleighchamber.org
Kelly Maness, Research Manager	919.664.7066	kmaness@raleighchamber.org
Ashley Rogers, Research Assistant	919.664-7047	arogers@raleighchamber.org
Morgan Servie, Project Manager	919.664.7043	mservie@raleighchamber.org

Executive

Harvey Schmitt, President and CEO	919.664.7020	hschmitt@raleighchamber.org
Lisa Harris, Office Manager	919.664.7021	lharris@raleighchamber.org

Government Affairs

Emily Atkinson, Vice President of Government Affairs	919.664.7023	eatkinson@raleighchamber.org
John Johnson, Community Development Manager	919.664.7061	jjohnson@raleighchamber.org
Abbie Mahoney, Government Affairs Events Manager	919.664.7090	amahoney@raleighchamber.org

Greater Raleigh Sports Council

Erich Horner	919.664.7070	sportscouncil@raleighchamber.org
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Information Center

★ Shannon Hamel, Information Center Manager	919.664.7007	shamel@raleighchamber.org
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Membership Development

★ Janet Carr, General Manager/Senior Vice President	919.664.7053	jcarr@raleighchamber.org
★ Ginger Baxley, Membership Development Director	919.664.7052	gbaxley@raleighchamber.org
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★ Mary Ellen Gray, Senior Sales Representative	919.664.7051	mgray@raleighchamber.org
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★ Jennifer Pina, Membership Operations Coordinator	919.664.7068	jpina@raleighchamber.org
★ Campaign Intern	919.664.7031	campaign@raleighchamber.org

Membership Services

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Greg McNamara, Educational Programs Manager	919.664.7082	gmcnamara@raleighchamber.org

Operations

Jim White, Controller	919.664.7012	jwhite@raleighchamber.org
Nadya Kakhovsky, Accounting Assistant	919.664.7098	nkakhovsky@raleighchamber.org

Regional Transportation Alliance

Joe Milazzo II, Executive Director	919.664.7065	joe@letsgetmoving.org
Natalie Griffith, Operations Manager	919.664.7062	natalie@letsgetmoving.org

★ Denotes Campaign Staff

Campaign Responsibilities

Campaign Chair

- Select Campaign Leadership Committee.
- Lead Campaign Kickoff, report sessions, and Victory Celebration.
- Report to the Chamber Board of Directors.
- Set and achieve campaign goal of \$1.825 million.
- Support the Leadership Committee in its tasks.
- Have fun!

Leadership Committee

- Assist in setting campaign goal.
- Recruit corporate teams to join the campaign.
- Work with your company team to achieve team goal.
- Work with assigned campaign teams to achieve their team goals.
- Manage team production by:
 - Contacting and working with assigned Team Leaders on weekly basis
 - Actively encouraging CEO involvement
 - Attending Team Leader meetings
 - Attending Leadership Committee meetings
- Attend Campaign Kickoff and Victory Celebration.
- Attend as many report sessions as possible and participate as assigned.
- Have fun!

Team Leaders

- Assist CEO with selecting team members.
- Commit to team goal.
- Ensure team commitment to team goal.
- Ensure 100 percent attendance at Campaign training sessions.
- Attend and encourage team attendance at Campaign Kickoff, report sessions, and Victory Celebration.
- Attend Team Leader meetings.
- Turn in sales reports by designated time (usually Mondays by 5 p.m.).
- Accept individual and team achievement awards.
- Achieve team goal.
- Have fun!

Team Members

- Attend sales training session.
- Prospect and sell Chamber sponsorships and memberships.
- Turn in your sales report to your team leader by the deadline established by your team.
- Meet the personal goal assigned to you by your team leader.
- Work with members of your team to meet the team's goal.
- Attend Campaign Kickoff, weekly report sessions, and Victory Celebration.
- Accept individual achievement awards and publicity for production.
- Have fun!

Prizes and Drawings

Door Prize Drawings Each Week

- Door prize drawings—qualify by attending weekly events or reporting sales!

Recognition and Cash Prizes Each Week

- \$20 bonus for each new cash Chamber member
- \$50 bonus for each new cash Board of Advisors member (does not include upgrades)
- Top 5 Cash Producers
- Top 5 Overall Producers
- Top 5 Teams
- Other prizes as announced

Recognition and Cash Prizes at End of Campaign

- Top 10 Cash Producers
 - Top cash producer receives room category upgrade on trip
- Top 10 Overall Producers
 - Top overall producer receives room category upgrade on trip
- Top 10 Corporate Teams
 - Top team leader receives room category upgrade on trip
- Top 5 Friends Teams
 - Top team leader receives room category upgrade on trip
- Top Sponsorship Producer
- Top Trade Out Producer
- Top Board of Advisors Producer
- Top EDGE Producer
- Top Regional Transportation Alliance Producer
- Top Young Professionals Network Producer
- Rookie of the Year
- Other prizes as announced

Campaign VIP PRIZE TRIP

The Grand Hyatt at Baha Mar, Bahamas

Aug. 2 – 6

Our annual Campaign Prize Trip is scheduled this year for Aug 2 – 6. This exciting trip for two—which had 130 participants in 2014—includes four nights' hotel accommodations, airfare, round-trip airport transfers, welcome party, cocktail receptions, and dinner salute to the Campaign's top producers. You'll want to be there!

Teams—Teams earn trips for their team members with sales of the following:

- ★ Trip + \$250 Room Credit = \$25,000 in cash sales or \$40,000 in trade sales
- ★ Trip + \$500 Room Credit = \$30,000 in cash sales or \$55,000 in trade sales
- ★ Trip + \$750 Room Credit = \$35,000 in cash sales or \$70,000 in trade sales

Team Leaders—“Purchase” the trip for two with \$1,250 in team leader incentives.

Leadership Committee—Win the trip with team sales greater than \$50,000.

Awards

Schedule 1

For cash, check, and credit cards sales

Level	Production Level	Award	Cumulative Value
1	\$500	\$50	\$50
2	\$1,000	\$50	\$100
3	\$1,500	\$50	\$150
4	\$2,500	\$50	\$200
5	\$3,500	\$50	\$250
6	\$4,500	\$50	\$300
7	\$5,500	\$50	\$350
8	\$6,500	\$50	\$400
9	\$7,500	\$50	\$450
10	\$8,500	\$50	\$500
11	\$10,000	\$50	\$550
12	\$11,500	\$75	\$625
13	\$13,000	\$75	\$700
14	\$14,500	\$75	\$775
15	\$16,000	\$75	\$850
16	\$18,500	\$75	\$925
17	\$20,000	\$75	\$1,000
18	\$22,500	\$75	\$1,075
19	\$25,000	\$75	\$1,150
20	\$27,500	\$75	\$1,225
21	\$30,000	\$75	\$1,300
22	\$32,500	\$150	\$1,450
23	\$35,000	\$150	\$1,600
24	\$37,500	\$150	\$1,750
25	\$40,000	\$150	\$1,900
26	\$42,500	\$150	\$2,050
27	\$45,000	\$150	\$2,200
28	\$47,500	\$150	\$2,350
29	\$50,000	\$150	\$2,500
30	\$52,500	\$150	\$2,650
31	\$55,000	\$150	\$2,800
32	\$57,500	\$150	\$2,950
33	\$60,000	\$200	\$3,150
34	\$62,500	\$200	\$3,350
35	\$65,000	\$200	\$3,550
36	\$67,500	\$200	\$3,750
37	\$70,000	\$200	\$3,950
38	\$72,500	\$200	\$4,150
39	\$75,000	\$200	\$4,350
40	\$77,500	\$200	\$4,550
41	\$80,000	\$200	\$4,750
42	\$82,500	\$200	\$4,950
43	\$85,000	\$200	\$5,150
44	\$87,500	\$200	\$5,350
45	\$90,000	\$200	\$5,550
46	\$92,500	\$200	\$5,750
47	\$95,000	\$200	\$5,950
48	\$97,500	\$200	\$6,150
49	\$100,000	\$1,000	\$7,150

Schedule 2

For trades based on value to Chamber

Level	Production Level	Award	Cumulative Value
1	\$1,000	\$50	\$50
2	\$2,500	\$50	\$100
3	\$5,000	\$50	\$150
4	\$7,500	\$50	\$200
5	\$10,000	\$50	\$250
6	\$12,500	\$50	\$300
7	\$15,000	\$50	\$350
8	\$17,500	\$50	\$400
9	\$20,000	\$50	\$450
10	\$22,500	\$75	\$525
11	\$25,000	\$75	\$600
12	\$27,500	\$75	\$675
13	\$30,000	\$75	\$750
14	\$32,500	\$75	\$825
15	\$35,000	\$75	\$900
16	\$38,000	\$75	\$975
17	\$41,000	\$75	\$1,050
18	\$44,000	\$75	\$1,125
19	\$47,000	\$75	\$1,200
20	\$50,000	\$75	\$1,275
21	\$52,500	\$75	\$1,350
22	\$55,000	\$75	\$1,425
23	\$57,500	\$75	\$1,500
24	\$60,000	\$100	\$1,600
25	\$62,500	\$100	\$1,700
26	\$65,000	\$100	\$1,800
27	\$68,000	\$100	\$1,900
28	\$71,000	\$100	\$2,000
29	\$74,000	\$100	\$2,100
30	\$77,000	\$100	\$2,200
31	\$80,000	\$100	\$2,300
32	\$83,000	\$100	\$2,400
33	\$86,000	\$100	\$2,500
34	\$89,000	\$100	\$2,600
35	\$92,000	\$100	\$2,700
36	\$95,000	\$100	\$2,800
37	\$98,000	\$100	\$2,900
38	\$101,000	\$200	\$3,100

Schedule 3

Team/individual credit given but no incentives paid

Win More!

\$20 bonus for each new cash Chamber member

\$50 bonus for each new cash Board of Advisors member

WIN THE TRIP TO THE GRAND HYATT AT BAHAMA MAR

Teams earn trips for their team members with sales of the following:

Trip + \$250 Room Credit = \$25,000 in cash sales or \$40,000 in trade sales

Trip + \$500 Room Credit = \$30,000 in cash sales or \$55,000 in trade sales

Trip + \$750 Room Credit = \$35,000 in cash sales or \$70,000 in trade sales

THE RULES

- 1099 forms will be issued for all cash awards.
- Trip award is a trip for two—the participant and one guest.
- Participants unable to participate on the trip will receive a cash award of \$1,000 for the trip for two.
- Participants who receive room credits and are unable to participate on the trip will receive a cash award equal to 100 percent of the room credit.
- Unused room credits will revert to the Chamber.
- Trips are not transferable.
- Trips may not be purchased by non-qualifiers.
- Trips will not be awarded to non-participants.
- Participants may not be joined by additional adult guests except their own children older than 18.
- Additional hotel charges for children will apply regardless of age.

Product Overview

- The Chamber's program is divided into three key areas:
 - **Economic Development**—The Chamber markets Wake County and its municipalities to companies considering corporate relocation.
 - **Government Affairs**—The Chamber works to foster a dynamic business environment and enhance our community's quality of life.
 - **Small Business and Member Services**—The Chamber provides programs and services to enhance the value of Chamber membership.
- The **mission statement**—To sustain and further develop a thriving economy and to enhance our community's quality of life.
- A nonprofit business organization **founded in 1888**.
- Membership is **100 percent tax-deductible as a business expense**.
- Annual budget of \$5 million. Sources of income: membership investments, income from programs, and economic development funding from the public and private sectors.
- President and CEO is **Harvey Schmitt**, who joined the Chamber staff in February 1994.
- Chair of the Board is **Ed Willingham**, president, First Citizens Bank.
- Professional staff of 40 employees.
- Offices located downtown at 800 S. Salisbury St.—built and funded in the mid-80s.
- The only Chamber of Commerce in Wake County to receive funding from Wake County and the city of Raleigh for economic development program.
- The **largest chamber in the Triangle**; second-largest chamber in the Carolinas.

Highlights of 2013/14

- Announced 98 company relocations and expansions in Wake County, accounting for 5,384 new jobs and \$520.8 million in investment, a 104 percent increase from the previous year.
- Engaged more than 90 community leaders in the development of a \$12 million, campaign to boost economic and community development through 2019.
- Advocated for the successful passage of the \$810 million Wake County school bond.
- Successfully pushed legislation enabling study of 540 in Southern Wake to proceed.
- Advocated for I-495 and future I-495 designation along the U.S. 64 corridor which was approved and implemented.
- Sponsored Inter-City Visit & Leadership Conference with 110 attendees, benchmarking Indianapolis, Ind., with our market and bringing back for consideration the creation of a cultural trail.
- IPresented the Economic Forecast to 800 attendees, followed by a roundtable luncheon with Federal Reserve Bank of Richmond President Jeffrey Lacker.
- Exceeded \$1.75 million campaign goal by 3 percent with sales totaling \$1,802,147.
- Conducted the inaugural Women's Leadership Conference, a half-day educational and networking event with more than 340 in attendance.
- Increased Twitter followers by more than 57 percent in 2014 and surpassing 14,000 messages posted on Twitter.

Top Objectives for 2014/15

Named as the “No. 1 Place for Business” as well as the “No. 1 U.S. City Attracting the Most Families” by Forbes, Raleigh’s innovative culture and strong talent appeal to people and businesses around the globe. The Greater Raleigh Chamber recruits jobs for Raleigh and Wake County and advocates for public policies to ensure success for your business and our community.

Following are goals for the 2014/15 year:

- Launch Edge 5, a five-year initiative to build regional competitiveness and job attraction.
- Convey information on business positions and issues to elected officials and regulatory bodies.
- Present a new business conference featuring exhibits and speakers to meet the needs of business managers and owners.

Budget for 2014/15

-- Income (Operations)	
Small Business and Member Services	\$1,483,359.62
Membership Development	\$2,555,398.38
Communications	\$493,766.88
Economic Development	\$20,000.00
Government Affairs	\$541,246.88
Greater Raleigh Sports Council.....	\$165,679.07
Total Income.....	\$5,259,451
-- Expenses (Operations)	
Small Business and Member Services	\$1,401,458.36
Membership Development	\$1,547,113.87
Communications	\$1,236,747.22
Economic Development	\$277,541.37
Government Affairs	\$519,753.04
Greater Raleigh Sports Council.....	\$209,491.18
Total Expenses.....	\$5,192,106
-- NET INCOME—OPERATIONS.....	\$67,345
-- NET INCOME—EDGE4 AND REGIONAL TRANSPORTATION ALLIANCE.....	(\$7,243)
-- TOTAL NET INCOME	(\$74,588)

Greater Raleigh Chamber of Commerce budget for the period
Oct. 1, 2014 to Sept. 30, 2015

Sales Guidelines

Chamber Membership—New and Renewal

- **Any business or professional firm is eligible for membership**; the Chamber has members in all communities throughout the Triangle and beyond.
- There are more than 37,000 businesses in Wake County—the Chamber has 2,300 members.
- Before beginning, **check to see if your prospect is already a member** by using the membership directory at www.raleighchamber.org or by calling the Membership Development Department at 919.664.7052.
- Credit will be given when cash, check, credit card payment, or approved trade out form is received by the Chamber. To determine if a payment has been received at the Chamber, contact Hunter Corn at 919.664.7035 or hcorn@raleighchamber.org.
- Renewals are membership accounts **sold by your team** in Campaign 2012, Campaign 2013, and Campaign 2014.
- Each team leader will receive his/her team's renewals and is responsible for distributing them to team members.
- Do NOT work on renewals unless they are assigned to you by your team leader.
- Renewal payments may be collected by team members or mailed to the Chamber.
- Renewals are protected **until the end of business on April 23**.
- After April 23, renewals received by mail at the Chamber will be credited to the original salesperson/team unless correspondence from the member indicates otherwise.

Board of Advisors

- A special membership category for members who pay \$2,500 or more per year in annual dues.
- Existing Chamber members can be upgraded to the \$2,500 level, and new members can join at the \$2,500 level.
- Check your Board of Advisors member listing first or contact Ginger Baxley at 919.664.7052 or gbaxley@raleighchamber.org.
- A completed Membership Application or Board of Advisors Upgrade Form and payment are required to receive credit for the sale.
- To request an invoice, contact Hunter Corn at 919.664.7035 or hcorn@raleighchamber.org. Credit will not be given until payment is received.

Sponsorships

- Sponsorships of Chamber events are only available to Chamber members unless the company is not located in Wake, Durham, or Orange counties. If the company is located outside of these three counties, membership is not required to sponsor a Chamber event. The Chamber membership requirement is also waived for Greater Raleigh Sports Council and Regional Transportation Alliance events.
- Completed sponsorship application and method of payment are required for campaign credit, except for companies with representatives on the Chamber's Board of Directors. There are no other exceptions to this requirement.
- To request an invoice, contact Hunter Corn at 919.664.7035 or hcorn@raleighchamber.org. Credit will not be given until payment is received.
- Companies that sponsored events last year have "right of first refusal" on that event if there is a "non-compete" restriction on the sponsorship or the number available is limited.
- Typically there is more than one sponsor per event and event category, unless restrictions are noted in the Sponsorship Opportunities brochure.
- Renewals of sponsorships are protected for the team that made the original sale.
- A PDF of the Sponsorship Opportunities brochure is available on the home page of the Chamber's website, www.raleighchamber.org, and on the Campaign website, www.raleighchamber.org/campaign.
- A PDF of the sponsorship application is available at www.raleighchamber.org/campaign. Click the "Applications + Brochures" button located on the left side of the page.

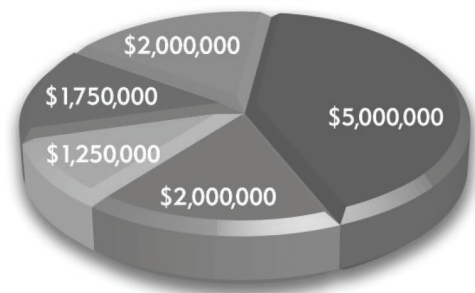


EDGE4

EDGE4 – Growing Great is a five-year, \$12 million **regional community and economic development plan**, supported by private sector investment in partnership with Wake County and the City of Raleigh. The plan aims to **create 50,000 net new jobs** in Wake County, **increase effective buying income** by 25 percent, and **increase the industrial and commercial tax base** by 25 percent by 2014.

EDGE4 initiatives for 2010 – 2014 include:

- ◆ **Regional Competitiveness and Cooperation** to expand employment in industry clusters including advanced medical technologies, life sciences and biotechnology, interactive software/games, defense technologies, electric vehicles, smart grid, software/IT, nonwoven textiles, and photonics
- ◆ **New Business Attraction and Career Creation** to attract 50,000 net new jobs to Wake County, by providing site location services, access to an extensive database of site criteria, and information on incentives
- ◆ **Existing Industry Retention and Support** for existing industries in Wake County
- ◆ **“Work in the Triangle” Talent Recruitment** strategy to position the Triangle nationally and internationally as a top destination for talented, skilled professionals
- ◆ **Talent Retention and Community Quality** to promote business and talent retention by supporting business-friendly policies and investments



Five-Year Budget

- Regional Competitiveness
- New Business Attraction and Job Creation
- Existing Industry Support
- Talent Recruitment
- Talent Retention and Community Quality

Keeping our
community
competitive.

As a supporter of EDGE4, you will:

- ◆ Increase your **access to relocating companies**
- ◆ **Make contact with C-level executives** who share your commitment to economic development
- ◆ Boost income levels, government revenues, and local businesses by **creating a dynamic and growing economy**
- ◆ Support a **thriving economy** and **business-friendly** legislative and regulatory environment

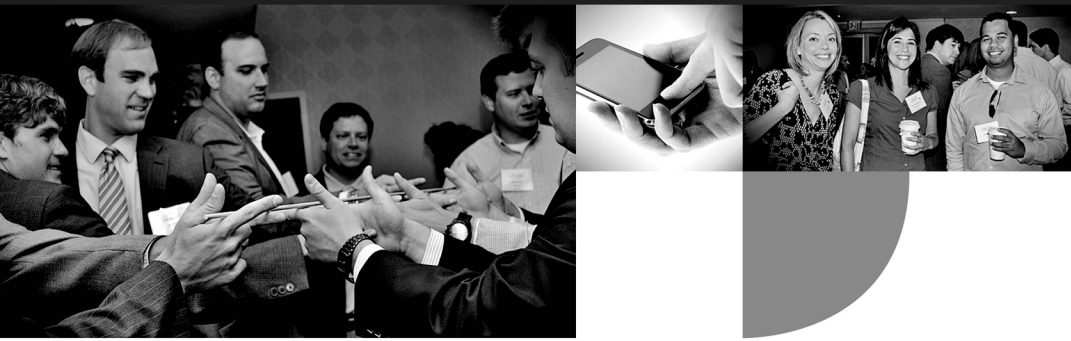
Your Membership Includes

- ◆ Profile in the EDGE4 directory, distributed to businesses interested in relocating to Wake County
- ◆ Quarterly update meetings, offering intriguing speakers and opportunities to build business relationships
- ◆ Email notification of economic development news
- ◆ Priority referrals to clients in need of goods or services
- ◆ Opportunity to participate on trips to meet site location consultants and promote Wake County at trade shows
- ◆ Link to your website from the Wake County Economic Development website
- ◆ Invitations to VIP events

Annual Membership—\$5,000 to \$125,000

For information or to join, call 919.664.7000
or email sales@raleighchamber.org

See reverse side for a current list of investors.



Young Professionals Network

You've launched your career—now you want to take your leadership ability to the next level, find more purpose, and expand your circle of professional contacts. If you're a Triangle business professional age 23 – 39, the Chamber's Young Professionals Network—a business organization including more than 430 individuals from more than 175 companies—is for you.

As a member, you will:

- Interact with more than 350 young professionals at events where you'll hear from inspirational speakers and leaders on topics including work/life balance, generational diversity, and innovation
- Build your personal and professional brand and make new friends
- Enhance your understanding of community issues and discover how you can make a difference
- Give back at our semi-annual Community Involvement Days
- Stay connected 24/7 on Facebook
- Connect with other YPN members at after-work socials

What Members Are Saying

Connecting
future
Triangle
leaders.

"YPN is an energetic and dynamic group of people. It provides an outlet for education, connection, and contribution. At every event I learn something, connect with new friends or reconnect with old friends, and the service days are great way to give back to the community."

Ben Hedgepeth
Think Promotional Group

"YPN has been really great for my personal and business development. Through YPN I have met a lot of great people and broadened my scope of connections. By arriving early to the events and engaging with my peers, and through the excellent speakers and roundtables, the membership has more than paid for itself."

Gray Pendleton
Pendleton Financial

Your Membership Includes

- CORPORATE MEMBERSHIP

- ~ All of the benefits of an Individual Membership with registration for up to eight representatives
- ~ Recognition on the YPN Web page

Annual Membership—

\$1,500 for Chamber member companies
\$1,250/each for two or more memberships

- INDIVIDUAL MEMBERSHIP

- ~ Registration to six breakfast programs
- ~ Registration to three evening socials
- ~ Participation in two Community Involvement Days
- ~ Special invitations to other Chamber programs
- ~ Exclusive invitations to unique events showcasing community attractions
- ~ Monthly e-newsletter
- ~ Opportunity to serve on YPN committees

Annual Membership—

\$250 for Chamber members
\$350 for non-members

For information or to join, call 919.664.7000
or email sales@raleighchamber.org

See reverse side for a current list of members.

Regional Transportation Alliance

The Regional Transportation Alliance is the business voice for transportation policy for the Triangle. RTA's goals are to:

- Complete 540 in southeast Wake County
- Develop vetted regional transit plan for Wake County
- Expand domestic and international air service
- Extend future Interstate to Hampton Roads, Va.
- Upgrade U.S. 70 and U.S. 1 north to freeways
- Reduce freeway congestion with express lanes



LETSGETMOVING.ORG

Our achievements in 2013/14 include:

- Saved 540 southeast study; accelerated 540 in western Wake
- Elevated bus rapid transit (BRT) as viable regional solution
- Pushed for RDU Global Entry Kiosks to speed international travel
- Received Interstate designation (I-495) for U.S. 64 East
- Secured funding for interchanges on U.S. 70 and I-40
- Implemented Bus on Shoulder System (BOSS) in Triangle region

As a member, you will collaborate with other community leaders to shorten commute times and help your company attract top talent, move products to market faster, enhance the safety of our transportation systems, and make efficient use of tax dollars. Join fellow business leaders with demonstrated success in accelerating key highway, transit, intercity higher speed rail, and air service improvements.

Your Membership Includes

Platinum Level

- All features of Gold Level membership
 - Partner-level sponsor of all RTA events
 - Presenting sponsor of Leadership Briefing and Tour
 - Registration for one to any RTA Leadership Tour destination in the U.S.
 - Exclusive sponsor of RTA 1-minute e-newsletter
- Annual Membership—\$15,000

Gold Level

- All features of Silver Level membership
 - Membership on RTA Steering Committee
 - Exclusive meetings with RTA chairs council
 - Logo recognition at all RTA events
 - Logo placement throughout RTA website
- Annual Membership—\$10,000

Silver Level

- All features of Bronze Level membership
 - Membership on RTA Leadership Team
 - Special invitations to VIP roundtables and events
 - Name recognition and registration for two at all RTA events
- Annual Membership—\$5,000

Bronze Level

- All features of Standard Level membership
 - Registration for one at the RTA Leadership Retreat
 - Registration for two and verbal recognition at all events
 - Link to company website from RTA membership Web page
- Annual Membership—\$2,500

Standard Level**

- Opportunity to participate in RTA Action Teams
- Registration for one to The State of Mobility annual meeting
- Receive RTA 1-minute e-newsletter subscription
- Company name listed on RTA membership Web page

** Standard level minimum annual investment based on number of employees in extended Triangle market

1 – 4.....	\$200	100 – 199	\$1,000
5 – 24.....	\$500	200 – 499	\$1,500
25 – 99.....	\$750	500+	\$2,000

Business leadership for regional mobility

Questions?

Call 919.664.7000 or
email sales@raleighchamber.org

The Sales Process and Prospecting Tips

The Sales Process

- Know why companies join: to network, make more sales, to learn more about running their companies, for the credibility of association with the community's leading businesses, to support economic development in the Triangle, and for advocacy on business and quality-of-life issues.
- Know the product: take time to familiarize yourself with the Chamber's programs.
- Identify and research your prospects: consider the benefits that are most likely to answer the question "What's in it for me?"
- Determine who in the company has the authority to make purchasing decisions.
- Introduce yourself and your company as a Chamber volunteer.
- Ask questions about your prospect's business needs.
- Share how the Chamber's programs match up with the prospect's needs.
- Ask for the prospect's commitment.
- Complete applications, secure signatures, confirm billing procedures, request invoices if necessary, and secure payment.
- To request an invoice, contact Hunter Corn at 919.664.7035 or hcorn@raleighchamber.org. Credit will not be given until payment and completed paperwork is received.

General Prospecting Tips

- Check your prospect against the list of Chamber members provided to you to confirm the prospect's membership status.
- The **best prospects** are:
 - Companies with which you do business personally
 - Your own clients and customers
 - Your competitors
 - Your company's vendors (ask purchasing manager or accountant for a list)
 - Other companies in your office building or complex
 - Relatives, neighbors, and friends
 - Your "personal accounts payable" list (your doctor, dentist, dry cleaners, vet, lawyers, etc.)
 - Referrals—you should **ask everyone**—companies you've just sold memberships, people you know who are already members, friends, family, co-workers, other companies' vendors, etc.
 - Professional organizations
 - Special interest associations
- Other sources of prospects:
 - List of the places you visit and people you call each day
 - Directories—trade associations, industrial parks, professional associations
 - Newspaper business sections
 - Civic club membership lists
 - Advertising—billboards, newspapers, local magazines, radio, television, and social media
 - New business listings
 - Prospecting by driving around—new construction, grand openings, etc.

Sponsorship Prospecting Tips

- Companies interested in additional exposure, especially exposure to the business market, are interested in the variety of sponsorships available.
- Check your membership list to determine what member companies you can contact for sponsorships.
- When you sell a new membership, also present the sponsorship opportunities that are available.
- Familiarity with a company's marketing objectives will help you determine which sponsorships are the best products to sell. For example, a company with an active lobbying effort may be interested in the Elected Officials Holiday Reception or Legislative Reception.

EDGE Prospecting Tips

- A company does not have to be a Chamber member to participate.
- Check your EDGE member listing first, or call the Economic Development department at 919.664.7045.
- Check the Chamber membership roster to see if you can sell both a Chamber membership (or Board of Advisors membership) and EDGE membership.
- EDGE investors are typically supportive of economic growth in Wake County or benefit directly from EDGE objectives and business opportunities with expanding and relocating companies.

Young Professionals Network Prospecting Tips

- Sell the Young Professionals Network as an add-on to the sale of a new membership (if the company employs young professionals, ages 23 – 39).
- Sell the Young Professionals Network to renewing members when you call them.
- Sell the Young Professionals Network to any individual or corporation with an interest in professional development opportunities for young professionals.

Regional Transportation Alliance Prospecting Tips

- A company does not have to be a Chamber member to participate.
- Consider which of your business contacts are impacted by transportation concerns, either as a human resources concern (employee commute time) or as an operational concern (fleet operations, vendor deliveries, etc.).
- Consider which of your business contacts would value being part of a select group of business leaders from across the Triangle who have real influence on the future of the region.
- Check the Chamber membership roster to see if you can sell both a Chamber membership (or Board of Advisors membership) and Regional Transportation Alliance membership.

Membership Sales Statistics and Opportunities

-- The average membership investment per member is \$1,155. Only 17 percent of Chamber members invest more than the average.

The chart below lists the largest membership categories based on the number of members. The top five categories (services, professional firms, nonprofit, retailers, and restaurants) represent 66 percent of Chamber members. Non-member companies in the top membership categories are notable for their absence, while non-member companies in the bottom membership categories have the opportunity to stand out with Chamber membership among a limited pool of competitors.

#	Category	# of Members	% of Members	#	Category	# of Members	% of Members
1	Services	925	40.3%	12	Amusement/Entertainment	52	2.3%
2	Professional	195	8.5%	13	Insurance	51	2.2%
3	Nonprofit	160	7.0%	14	Publishers/Printers	37	1.6%
4	Restaurants	121	5.3%	15	Apartments	33	1.4%
5	Retailers	118	5.1%	16	Banks/S&Ls	23	1.0%
6	Construction	101	4.4%	17	Automotive	23	1.0%
7	Other	101	4.4%	18	Transportation	20	1.0%
8	Real Estate	98	4.3%	19	Wholesale/Distributors	24	1.0%
9	Manufacturers	65	2.8%	20	Public Utilities	17	0.7%
10	Investment/Finance	55	2.4%	21	Radio/Television	16	0.7%
11	Hotels/Motels	55	2.4%	22	Grocers	3	0.1%

The chart below lists the largest membership categories based on the membership investment of members. The top three categories (services, banks, and professional firms) represent 50 percent of Chamber membership revenue.

#	Category	Membership Dues	% of Dues	#	Category	Membership Dues	% of Dues
1	Services	\$720,905	28.8%	12	Hotels/Motels	\$75,592	3.0%
2	Professional	\$285,995	11.4%	13	Public Utilities	\$68,590	2.7%
3	Banks/S&Ls	\$265,885	10.6%	14	Investment/Finance	\$63,130	2.5%
4	Manufacturers	\$153,980	6.2%	15	Publishers/Printers	\$48,810	2.0%
5	Construction	\$99,605	4.0%	16	Amusement/Entertainment	\$46,836	1.9%
6	Other	\$99,335	3.6%	17	Radio/Television	\$27,525	1.1%
7	Retailers	\$97,970	3.9%	18	Transportation	\$26,500	1.1%
8	Real Estate	\$91,076	3.6%	19	Apartments	\$24,116	1.0%
9	Nonprofit	\$86,220	3.4%	20	Automotive	\$22,700	0.9%
10	Restaurants	\$81,870	3.3%	21	Wholesale/Distributors	\$19,335	0.9%
11	Insurance	\$79,315	3.2%	22	Grocers	\$7,000	0.3%

Top 25 Online Directory Searches

This is a list of the business categories searched most often on the Chamber's website.

- 1 Nonprofit Organizations
- 2 Manufacturers
- 3 Construction Companies
- 4 Restaurants
- 5 Employment Agencies—Temporary
- 6 Insurance
- 7 Information Technology Services Company
- 8 Hotels & Motels
- 9 Attorneys
- 10 Accountants-Certified Public
- 11 Caterers
- 12 Financial Services
- 13 Banks
- 14 Marketing Firms
- 15 Restaurants & Caterers
- 16 Real Estate
- 17 Health Care Services
- 18 Real Estate – Commercial
- 19 Apartments
- 20 Telecommunications
- 21 Advertising & Media
- 22 Business Consultants
- 23 Health and Wellness
- 24 Education
- 25 Health Care

Understand Your Prospect's Needs

Questions to Ask

- What products/services does your company sell?
- What are your target markets for each product?
- Who is your ideal customer?
- What is the biggest challenge facing your business in 2015?
- Are you rolling out new products/services/locations in 2015, and if so, in which months?
(IF YES, GO TO SPONSORSHIPS BY MONTH ON PG. 2 – 5 OF SPONSORSHIP OPPORTUNITIES BROCHURE)
- Are you moving into new facilities in 2015?
(IF YES, GO TO SPONSORSHIPS BY MONTH ON PG. 2 – 5 OF SPONSORSHIP OPPORTUNITIES BROCHURE)
- Are you more comfortable meeting people one-on-one, or do you prefer reaching a large group of people at once?
- Would your company benefit from exposure to elected officials, and if so, at what level(s) of government?
(IF YES, GO TO BENEFIT 1)
- Would your company benefit from reaching a select group of community business leaders?
(IF YES, GO TO BENEFIT 2)
- Do you have a personal interest in building your community profile with other business leaders?
(IF YES, GO TO BENEFIT 2)
- Would you be interested in opportunities to speak briefly to other Chamber members?
(IF YES, GO TO BENEFIT 3)
- Are you interested in reaching a specific target market of female decision makers?
(IF YES, GO TO BENEFIT 4)
- Are you interested in reaching a specific target market of small business owners?
(IF YES, GO TO BENEFIT 5)
- Are you interested in reaching a specific target market of sports enthusiasts?
(IF YES, GO TO BENEFIT 6)
- Are you interested in sports-related events as a client entertainment opportunity?
(IF YES, GO TO BENEFIT 6)
- Are you interested in reaching a specific target market of young professionals?
(IF YES, GO TO BENEFIT 7)
- How much time are you personally devoting to developing new customers?
(GO TO BENEFIT 8)
- How could the Chamber help you with the professional development of your staff members?
(GO TO BENEFIT 9)
- What is your strategy for reaching new customers?
(GO TO BENEFIT 10)
- Are you seeking opportunities to save money on office supplies, computer equipment, shipping, telecommunications, or workers' compensation insurance?
(IF YES, GO TO BENEFIT 11)
- Are Wake County and North Carolina's tax and regulatory climates an issue for your business?
(IF YES, GO TO BENEFIT 12)
- As an employer, what quality-of-life issues do you think have the biggest impact on your company's operations?
(GO TO BENEFIT 12)
- As an employer, what quality-of-life issues do you think have the most resonance with your employees?
(GO TO BENEFIT 12)
- Is commuting time for your employees a challenge for your company?
(IF YES, GO TO RTA MEMBERSHIP/RTA SPONSORSHIPS)
- Is traffic congestion an issue for your company operations?
(IF YES, GO TO RTA MEMBERSHIP/RTA SPONSORSHIPS)

Understand Your Prospect's Needs (continued)

Matching Needs to Products

BENEFIT 1

Access and Visibility to Wake County's Elected Leaders

Annual Meeting
Arts Forum Sponsorship
Dinner with Decision Makers Sponsorship
Economic Development Forum Sponsorship
Education Forum Sponsorship
Elected Officials Holiday Reception Sponsorship
Inter-City Visit & Leadership Conference Sponsorship
Legislative Reception Sponsorship
Pancakes and Politics Sponsorship
Partners Dinner Sponsorship
Public Policy Forum Sponsorship
RTA Annual Meeting Sponsorship
RTA Transportation Breakfast Sponsorship
Summer Leadership Conference Sponsorship

BENEFIT 2

Access and Visibility to the Chamber's Board of Directors, Board of Advisors, and Community Leadership

Board of Advisors Membership
EDGE Membership
Regional Transportation Alliance Membership
Annual Meeting Sponsorship
Arts Forum Sponsorship
BizCon Sponsorship
Board of Advisors New Member Orientation Sponsorship
Board of Advisors Speaker Event Sponsorship
Board of Directors/Board of Advisors Meeting Sponsorship
C-Suite Perspectives Sponsorship
Economic Development Forum Sponsorship
Economic Forecast Sponsorship
Education Forum Sponsorship
Executive Committee Planning Retreat Sponsorship
Inter-City Visit & Leadership Conference Sponsorship
Leadership Raleigh 30th Anniversary Celebration Sponsorship
Past Chairs Dinner Sponsorship
Summer Leadership Conference Sponsorship

BENEFIT 3

Providing Speaking/Facilitator Opportunities

Annual Meeting Sponsorship
BizCon Sponsorship
Board of Advisors New Member Orientation Sponsorship
Board of Advisors Speaker Event Sponsorship
Board of Directors/Board of Advisors Meeting Sponsorship
C-Suite Perspectives Sponsorship
Chairman's Luncheon Sponsorship
Golf Tournament Sponsorship
New Member Breakfast Sponsorship
Professional Women's Luncheon Series Sponsorship
Small Business Workshop Series Sponsorship
Summer Leadership Conference Sponsorship
Women's Leadership Conference Sponsorship
Working Mothers' Luncheon Sponsorship

BENEFIT 4

Targeted to Professional Women

Professional Women's Luncheon Series Sponsorship
Women's Leadership Conference Sponsorship
Working Mothers' Luncheon Series Sponsorship

BENEFIT 5

Targeted to Small Business Owners and Managers

Chamber Membership
Business After Hours Sponsorship
Business Showcase Sponsorship
Business Showcase Table Registration
C-Suite Perspectives Sponsorship
Chairman's Luncheon Sponsorship
Chamber Membership
Meet and Repeat Sponsorship
Meet the Purchasers Sponsorship
Networking With Power Sponsorship
Small Business Workshop Sponsorship

BENEFIT 6

Targeted to Sports Fans

Greater Raleigh Sports Council Sponsorships

- E-Newsletter
- Champions Awards
- Night Out with the Carolina Hurricanes
- Night Out with the Carolina RailHawks
- Night Out with the Durham Bulls
- Quarterly Meeting
- We Love the Hurricanes Luncheon

BENEFIT 7
Targeted to Young Professionals

Arts Forum Sponsorship
Business After Hours Sponsorship
Campaign 2015 Sponsorship
Leadership Raleigh Sponsorships

- 30th Anniversary Celebration
- Commencement
- Hall of Fame
- Luncheons
- Opening Reception
- Retreat Reception
- Scholarships

Professional Women's Luncheon Series Sponsorship
Women's Leadership Conference Sponsorship
Working Mothers' Luncheon Series Sponsorship
Young Professionals Network Sponsorship
Young Professionals Network E-Newsletter Sponsorship
Young Professionals Volunteer Service Days Sponsorship
Young Professionals Network Membership—
Individual or Corporate

BENEFIT 8
Business Connections

Chamber Membership—
featuring more than 120 events annually:

- Annual Meeting
- BizCon
- Business After Hours
- Business Showcase
- Chairman's Luncheons
- Committee participation
- First Responders Appreciation Breakfast
- Golf Tournament
- Meet and Repeat
- Meet the Purchasers
- Networking with Power
- New Member Breakfasts

BENEFIT 9
Staff Development Opportunities

Chamber Membership, featuring:

- BizCon
- Business Workshops
- C-Suite Perspectives
- Economic Forecast
- Emerging Leaders
- Forums
- Leadership Raleigh
- Notary Public Classes
- Professional Women's Luncheon Series
- Small Business Workshops
- Women's Leadership Conference
- Working Mothers' Luncheon Series
- Young Professionals Network

BENEFIT 10
Marketing Opportunities

Chamber Membership, featuring:

- BizCon
- Business Showcase
- Demographic and economic data
- Economic Forecast
- Mailing label purchase
- Online membership directory
- Sponsorships

BENEFIT 11
Savings

Chamber Membership, featuring:

- Computer hardware discounts from Lenovo
- Credit card processing from Infintech
- Office supply discounts from Office Depot
- Shipping discounts from FedEx
- Telecommunications discounts from Windstream
- Workers' compensation insurance benefit from First Benefits Insurance Company

BENEFIT 12
Public Policy Advocacy

Promote a more competitive business climate and job creation by:

- Establishing solvency and long-term sustainability for the Unemployment Insurance Trust Fund
- Promoting a state solution for Health Insurance Exchange
- Supporting tax modernization that promotes economic development
- Protecting funding for education and research and development
- Promoting long-term transportation initiatives with sustainable funding

How to Sell Sponsorships

Companies interested in additional exposure, especially business-to-business, may be interested in Chamber sponsorships.

In an economic recovery, affiliation with the Chamber can demonstrate a company's stability. For owners and managers who are working harder than ever at business development, reaching a targeted market of community business leaders through Chamber programs is a way to work smart.

Your job as a volunteer is to present a menu of sponsorship options that best meets the prospect's needs and delivers them the most value for their sponsorship dollar.

Step 1

Understand what Chamber events are all about.

- The Chamber averages 12 – 13 events per month—see pages 1 – 8 in the Sponsorship Opportunities brochure.
- Participation varies from 25 people to thousands. Sponsorship prices vary from \$200 to \$10,000.
- Attendees represent the full demographic spectrum of Chamber members—some events attract more subordinates, and some attract more owner/managers. Some attract more small businesses, and some attract more large companies. Many events are targeted to specific subgroups: women, young professionals, sports enthusiasts, relocating families, etc.
- Top-selling events are:

Annual Meeting	Inter-City Visit & Leadership Conference
BizCon	Legislative Reception
Board of Advisors Meetings	Partners Dinner
Economic Forecast	Professional Women's Luncheon Series
Elected Officials Holiday Reception	RTA State of Mobility
First Responders Appreciation Breakfast	Women's Leadership Conference
Golf Tournament	Working Mothers' Luncheon Series
GRSC Champions Awards	Young Professionals Network
GRSC We Love the Hurricanes Luncheon	

H See the Sponsorship Opportunities brochure for event details.

Step 2

Understand a prospect's marketing objectives for the upcoming year and how much of the prospect's marketing budget could be directed to the Chamber.

- Use the question list on page 20 to identify your prospect's needs, and match these to the sponsorship opportunities by benefit on page 6 of the Sponsorship Opportunities brochure.

Step 3

Match the events to the prospect's objectives.

Present a package of options that comes up to more than the prospect's stated budget, so that they can pick and choose among the best options.

When renewing sponsorship sales from last year, some questions to ask are:

- Did the event meet your expectations?
- If not, why? Is there something the Chamber could have done differently that would have better met your expectations? Is there more your company could have done to take advantage of the sponsorship features?
- Did you make contacts that led to sales as a result of the sponsorship? Did you accomplish non-sales objectives?
- If the sponsorship did not work for them, or if their objectives have changed for 2015, then suggest other sponsorships that might be a better fit.
- If the sponsorship did work, suggest additional sponsorships that also meet their objectives.

Overcoming Objections

Objection

Response

“We’re not interested.”

- Why not consider all of the benefits so you can make an informed decision?
-

“Our budget is tight ... we can’t afford it.”

- Investment in the future of our business community.
 - The Chamber offers several methods of payment, and we’re talking about a way to help.
 - Chamber membership is a way to stay visible and make important contacts to grow your customer base.
-

“Send me some information.”

- Briefly summarize benefits over the phone.
 - Offer to bring materials by and spend 15 minutes talking about the information.
-

“I don’t have time to participate.”

- Spend a few minutes a month reviewing the Event Guide or newsletter, and get involved when you have the time.
 - Many benefits require no investment of time: listing in our online membership directory, economic development, governmental representation.
 - Designate a staff member to participate instead.
 - We have meetings at all times of the day and night. If one of these opportunities could help your business, could you find the time?
-

“We’re a branch office.”

- The Chamber works to strengthen this market, and the stronger this market is, the better the performance of your branch.
 - Although your head office may be located elsewhere, local regulations and taxes affect your branch, you draw your workforce from the local population, and you have the same interests as a locally-owned business.
 - Taking advantage of networking and marketing opportunities will only increase your branch’s sales.
-

“I was a member before and I didn’t get anything out of it.”

- The Chamber is a dynamic organization. It constantly changes to respond to the needs of the business community. Although our mission remains the same, our program is very different from just a few years ago.
- It’s hard to measure the impact of the Chamber’s economic development and government affairs activities on your bottom line—but that doesn’t mean that your business doesn’t benefit. Imagine what it would be like if the Chamber didn’t speak on behalf of business to elected officials, or if we weren’t actively recruiting new companies to come to this market?
- Ask questions about their involvement—i.e., “What did you hope to get from it?”, “Did you get involved at all?”, “Did you attend any meetings?”, and most importantly, “Did you or your staff members attend functions that present good opportunities for your business?”

Overcoming Objections (continued)

Objection

Response

“We’re members of other chambers.”

- Good to support local chambers.
 - The Greater Raleigh Chamber is the largest in this market—much greater potential to make business contacts.
 - The Greater Raleigh Chamber is the designated economic development agency for Wake County and the city of Raleigh.
 - The Greater Raleigh Chamber lobbies at the county and state levels, which benefits your business.
-

“The Chamber hasn’t done anything.”

- Review list of Chamber’s accomplishments on page 8.
-

“We don’t do business here.”

- Do you pay taxes here?
 - Do you use the schools and public services?
 - Do you hire employees who were educated in Wake County schools?
 - Do you live here?
 - If the answer to any one of these questions is “yes,” then you are a part of this community, and you have a stake in our quality of life, for yourself and your employees.
-

“We’re a new business ... not established yet.”

- That’s exactly why you need the Chamber—to get the word out about your business and make new contacts.
 - If you are a first-time business owner, the Chamber can help you develop the skills you’ll need to run your business, and you can get advice from other business owners in our Chamber Roundtables program.
 - As a member, you develop new business contacts and take advantage of special opportunities.
-

“I belong to too many organizations.”

- Choose the one that will help your business most. No other organization represents business interests in our marketplace and quality of life.
-

“It’s just for big business.”

- In fact, more than 80 percent of our members have fewer than 50 employees.
- One of the leadership positions on the Chamber’s executive committee focuses specifically on small business.

Closing the Deal

The hardest part of a sale can be closing the deal. Here are a few tips to help you get the job done.

- Ask if they need a written proposal that summarizes the outcome of your sales call.
- Use deadlines as closers.
 - Upcoming events
 - Listing in Chamber's publications
 - Your personal deadline—campaign deadline
- Ask for the payment up-front.
- Deliver an invoice.
- Offer to pick up a check.
- Get a credit card number over the phone.
- Follow up after an appointment or phone call with a letter, email, or call.
- Ask for help from Chamber staff.
- Complete an application and secure a signature or a confirmation email.

Company Information

- Complete all lines on the membership application.
- Information should be as the new member would like his/her listing to appear in our online membership directory. Members receive three free category listings in our online membership directory.

The Investment Formula

- A company's annual investment is based on the company's size.
- Do not negotiate.
- **The minimum annual investment is \$425.**
- The amount of the membership investment determines the number of representatives that will receive Event Guides each month via USPS. Your new member may **add additional representatives by moving to the next level of investment** (see Representatives Formula on the back of the Membership Application).
- If your new member requires a receipt, make a note on the application.
- Secondary locations of current member companies (trading under the same name) may join for \$275 plus \$5 per employee over five.

Increasing the Amount of Your Sale

Your new member **can expand his/her Chamber portfolio** by purchasing:

- Board of Advisors membership
- EDGE investment
- Regional Transportation Alliance membership
- Young Professionals Network membership
- Sponsorships
- BizCon booth rental exhibits
- Business Showcase table registration

Completing the Membership Application

Methods of Payment

- Staple checks payable to the Greater Raleigh Chamber of Commerce to the application.
- We also accept **MasterCard, Visa, American Express, and Discover**. Fill in card number, expiration date, and three-digit security code, and be sure that the new member signs the application.
- If payment is made by **trade**, a completed Trade Agreement **MUST** accompany the New Member application. See trade guidelines on page 27.
- To request an invoice, call Hunter Corn at 919.664.7035 or email hcorn@raleighchamber.org. Credit will not be given until payment is received.

After a Membership is Sold

- A letter of welcome is sent to express our appreciation.
- Each new member receives an invitation to a **New Member Breakfast**.
- The new member is placed on our **Chamber mailing list** to receive the monthly Event Guide and Registration.
- The new member will receive a **2015 membership plaque** designating the company as a member of the Greater Raleigh Chamber of Commerce.
- The new member will receive a **new member packet**, which includes notices of upcoming events, program information, and \$100 in coupons for admission to Chamber events.
- The new member will also be added to the Membership Directory on our website at www.raleighchamber.org.

Trade Guidelines

- New members and members renewing for the first, second, and third years can trade goods and services for a one-year membership. We will not trade more than a one-year membership at one time.
- **Minimum cash value accepted for a trade** is the company's annual membership investment, except for printing (\$1,000 minimum). Trades should be made in \$50 increments (\$700, \$750, etc.).
- For incentives to be paid on a Trade Agreement, the application must be completed, signed, and accompanied by a signed membership application for new members. Renewing members submit only their Trade Agreement.
- Attach vouchers or gift certificates to the Trade Agreement.
- Vouchers and gift certificates must be good for one year from date of issue.
- Items that are not on the lists that follow may also be accepted—contact Ginger Baxley at 919.664.7052 for approval.
- **Awards are based on the retail value** of the trade.

Trade Items

AUDIO/VISUAL

Contact Eric Darnell at 919.664.7010 or edarnell@raleighchamber.org

BUILDING/GROUNDS/VEHICLE MAINTENANCE

Contact Lisa Harris at 919.664.7021 or lharris@raleighchamber.org

COMMUNICATIONS INCLUDING ADVERTISING, PHOTOGRAPHY, AND PRINTING

Contact Vernessa Roberts at 919.664.7080 or vroberts@raleighchamber.org

EVENTS INCLUDING CATERING, FLOWERS, BEER/WINE, RENTAL ITEMS, AND DÉCOR

Contact Ginger Baxley at 919.664.7052 or gbaxley@raleighchamber.org

GIFT CARDS AND EXECUTIVE GIFTS

Contact Ginger Baxley at 919.664.7052 or gbaxley@raleighchamber.org

OFFICE EQUIPMENT/SUPPLIES/FURNITURE

Contact Lisa Harris at 919.664.7021 or lharris@raleighchamber.org

Campaign Rules

Rules for Awarding Campaign Credit

- To receive campaign credit and cash incentives, volunteers must complete the sales process by asking for the commitment, completing and submitting paperwork, and collecting payment.
- To demonstrate their participation in the sales process, a volunteer must submit signed paperwork—or paperwork accompanied by a confirmation email from the prospect—with the volunteer/team's name included in the "sold by" field.
 - If a volunteer requests credit for a sale where paperwork/payment is received by the Chamber without a volunteer/team's name on it, the volunteer should forward email communication with the prospect indicating their participation in the sales process.
 - Campaign credit is not awarded if a volunteer has a conversation with a company about a chamber product, doesn't follow through with the rest of the sales process, and months later the company commits to that product either on their own or through another volunteer or chamber staff.
- Volunteers must not solicit companies that have corporate teams participating in the campaign or companies with employees participating on Friends teams.
- If a company fields a team in the campaign or has a participant on a Friends team, they will receive credit for their companies' sponsorship purchases and purchases of affiliate memberships. This may result in a loss to an existing team that sold those sponsorships and affiliate memberships and received credit in a previous campaign.
- Event/program registration fees are not eligible for campaign credit (i.e. Leadership Raleigh enrollment fees, Summer Leadership Conference, and Inter-City Visit & Leadership Conference registration fees).
- **Direct questions regarding campaign credit to Ginger Baxley at 919.664.7052 or gbaxley@raleighchamber.org.**

Rules for Membership Sales/Renewals

- Campaign credit is only awarded to membership renewals you collect that are listed on your team's protected renewal list. Renewals are membership accounts sold by your team in the previous three campaigns.
- Do not solicit membership renewals that are protected for other teams until after protected renewals are released.
- If you fail to collect a membership renewal during the timeframe of the campaign, it drops off the team's list of eligible renewals in the next campaign. The same rule applies to program memberships (i.e. Young Professionals Network and Regional Transportation Alliance).
- Unless your company joined the Chamber in one of the previous three campaigns, your company's membership renewal is not eligible for campaign credit.
- Unless your company upgraded to Board of Advisors membership in one of the previous three campaigns, your company's Board of Advisors renewal is not eligible for campaign credit.
- The amount of campaign credit awarded for Board of Advisors upgrades equals the difference between the current membership price and the Board of Advisors membership price.

Rules for Edge Sales/Renewals

- Unless your company invested in Edge in the second or subsequent year of the five-year Edge cycle, and joined through the campaign, your Edge investment is not eligible for campaign credit.
- At the end of the five-year Edge cycle, all Edge renewals roll off and are no longer eligible for campaign credit.

Rules for Sponsorship Sales/Renewals

- Campaign credit is only awarded on sponsorship renewals you collect that are listed on your team's protected renewal list. Renewals are sponsorships that were sold by your team in the previous campaign.
- Campaign credit is awarded for sponsorship sales after payment is received or signed trade paperwork is submitted. Campaign credit may be awarded before payment is received for sales to the Chamber's Board of Directors only.
- To receive an invoice for a sponsorship sale (new or renewal), signed paperwork must be submitted to the Chamber.
- Campaign participants may not solicit sponsorship renewals that are protected for other teams until after protected renewals are released.

Rules for Trades

- All trades must have staff approval before campaign credit is awarded.
- For incentives to be paid on a trade agreement, it must have staff approval, a completed and signed application and be accompanied by a membership application for new members.
- Credit for renewing trades only requires submission of a signed Trade Agreement.
- Only trade renewals that are listed on your team's protected renewal list will be accepted. If Chamber staff does not have a need for a trade to be renewed, campaign credit will only be awarded if the member renews and pays cash. Trades ineligible for renewal will be flagged before the start of the campaign.
- Vouchers and gift certificates must be good for one year from date of issue and must be attached to the trade application.
- Awards are based on retail value of the trade.

Rules for Corporate Teams

- Renewals of sales by corporate team members remain with the team if a team member changes companies or ceases to participate in the campaign.

Rules for Friends Teams

- A Friends team is a team composed of participants from more than one company.
- In order to participate, an individual's employer must be an active member of the Greater Raleigh Chamber.
- Team members are considered "free agents." They decide from year to year which team they would like to participate on and take their sales with them if they decide to switch to another team.

Rules for Incentives/Trip

- 1099 forms are issued for all cash awards in compliance with IRS regulations.
- Teams earn trips for their team members with sales of the following:
 - Trip for Two + \$250 Room Credit = \$25,000 cash sales or \$40,000 trade sales
 - Trip for Two + \$500 Room Credit = \$30,000 cash sales or \$55,000 trade sales
 - Trip for Two + \$750 Room Credit = \$35,000 cash sales or \$70,000 trade sales
- A Team Leader may "purchase" the trip for two with \$1,250 of their team leader incentive payment.
- Leadership Committee members earn the trip for two with \$50,000 in team sales.
- Trip award is a trip for two—the participant and one guest.
- Participants unable to participate on the trip will receive a cash award of \$1,000 for the trip for two.
- Participants who receive room credits and are unable to participate on the trip will receive a cash award equal to 100 percent of the room credit.
- Unused room credits will revert to the Chamber.
- Trips are not transferrable.
- Trips may not be purchased by non-qualifiers.
- Trips will not be awarded to non-participants.
- Participants may not be joined by additional adult guests except their own children older than 18.
- Children under age 18 may not participate in organized trip meal and cocktail functions.
- Additional hotel charges for children will apply regardless of age.

Rules for Team Leader Incentives

- In order to qualify for team leader incentives, a Team Leader must have:
 - \$5,000 in sales reported from companies other than their own
 - At least two team members reporting a minimum of \$2,500 each
- Team Leaders will receive their campaign trips and/or team leader incentives at the Campaign Victory Celebration.
- If there are two or more team leaders for a team, the team leaders will split the incentive payments.

Sales Tracking Software

- To access the reporting function of the campaign website, click on "Sales Tracking."
- Your log-in name is your email address and the password for campaign participants is Rise2015. Click the "Log In" button.
- A list of available reports appears on the left side of the screen. On the right side are two options. To choose a date range, click the down arrow under "Week Including." The report session date is the date at the end of the range. You can also choose to display the report in your browser or download it to a Microsoft Office Excel worksheet.
- On the gray bar at the top of each report you can click on left and right arrows to move through the page views, refresh the report, or click to print.

Member Reports Available

- **Production Levels—Participant** report that tells what incentive levels each campaign participant has achieved.
- **Ranking Report—Participant Sales Weekly (Cash Only)** report tells each campaign participant's cash sales for the week, ranked from the No.1 cash sales producer down.
- **Ranking Report—Participant Sales Weekly** report tells each campaign participant's total sales for the week, ranked from the No.1 total sales producer down.
- **Weekly Sales Sorted by Team and Name** tells each campaign participant's total sales for the week, sorted alphabetically by team, then participant's last name, then participant's first name.
- **Ranking Report—Participant Sales Cumulative (Cash Only)** report tells each campaign participant's cash sales to date, ranked from the No.1 cash sales producer down.
- **Ranking Report—Participant Sales Cumulative** report tells each campaign participant's total sales to date, ranked from the No.1 total sales producer down.
- **Cumulative Sales Sorted by Team and Name** tells each campaign participant's total sales to date, sorted alphabetically by team, then participant's last name, then participant's first name.
- **Sales Transactions by Purchaser** lists all campaign sales to date alphabetically by purchaser.
- **Sales Transactions by Team and Team Member** lists all campaign sales to date alphabetically by team, the participant's last name, then participant's first name, then purchaser.
- **Sponsorship Inventory** lists the number of remaining sponsorships for each sponsored event still available for sale in the campaign.

Team Reports Available

- **Ranking Report—Team Sales Weekly (Cash Only)** report lists team cash sales for the week, ranked from the No.1 cash sales producing team down.
- **Ranking Report—Team Sales Weekly** report lists team total sales for the week, ranked from the No.1 total sales producing team down.
- **Weekly Sales Sorted by Team** report lists team sales for the week, sorted alphabetically by team name.
- **Ranking Report—Team Sales Cumulative (Cash Only)** report lists team cash sales to date, ranked from the No.1 total sales producing team down.
- **Ranking Report—Team Sales Cumulative** report lists team total sales to date, ranked from the No.1 total sales producing team down.
- **Weekly Sales Sorted by Team** report lists team sales to date, sorted alphabetically by team name.