

# BELLAIRE



bellairechamber.org

308 E. Cayuga,  
P.O. Box 205  
Bellaire, Michigan 49615  
info@bellairechamber.org  
231-533-6023

# 2020 MEMBERSHIP APPLICATION

**JOIN OR RENEW TODAY ...** please fill out the information below and return with payment to the Bellaire Chamber of Commerce 2020 Membership Investment

## Please Fill Out Completely

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

Business Telephone: (\_\_\_\_) \_\_\_\_\_

Cell: (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Website: \_\_\_\_\_

Email (required): \_\_\_\_\_

Facebook Page: \_\_\_\_\_

Instagram: \_\_\_\_\_

X \_\_\_\_\_  
Member Signature Date

## Membership Levels: (See Membership Levels)

Basic Membership .....	\$150	\$ _____
Premium Membership .....	\$300	\$ _____
Bronze Membership .....	\$550	\$ _____
Silver Membership .....	\$1000	\$ _____
Gold Membership .....	\$2500	\$ _____
“Spotlight” Membership .....	\$5000	\$ _____
Non-profit Membership .....	(30% off)	\$ _____

## Additional:

Second Business (same owner) .....	\$140	\$ _____
Each Subsequent Business (same owner) .....	\$99 ea.	\$ _____
Sponsor Weekly Newsletter .....	\$30 ea. x _____ weeks =	\$ _____
Additional Sponsorship Credit ....Event: _____		\$ _____

**TOTAL ENCLOSED .....** \$ \_\_\_\_\_

\_\_\_\_ Check or \_\_\_\_ Credit Card



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

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

CVC Code: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

## Categories: (Pick One- additional available in enhanced membership levels)

### ACCOMMODATIONS

- \_\_\_\_ Dock Sales
- \_\_\_\_ Bed & Breakfast
- \_\_\_\_ Campground
- \_\_\_\_ Hotel & Motel
- \_\_\_\_ Meeting Facility
- \_\_\_\_ Resort
- \_\_\_\_ Vacation Rental

### AGRICULTURE

- \_\_\_\_ Farm Market
- \_\_\_\_ Farm & Orchard

### AUTOMOTIVE

- \_\_\_\_ Auto Detailing
- \_\_\_\_ Auto Rental & Sales
- \_\_\_\_ Auto Repair & Service
- \_\_\_\_ Body Shop
- \_\_\_\_ Car Wash
- \_\_\_\_ Restoration
- \_\_\_\_ Tires
- \_\_\_\_ Recreational Vehicle Repair

### BEAUTY

- \_\_\_\_ Barber
- \_\_\_\_ Beauty Salon
- \_\_\_\_ Spa

### BOATING

- \_\_\_\_ Boat Rental
- \_\_\_\_ Boat Sales

### COMMUNITY

- \_\_\_\_ Church
- \_\_\_\_ Events
- \_\_\_\_ Government & County Services
- \_\_\_\_ Museum
- \_\_\_\_ Organization or Association
- \_\_\_\_ Public Library

### CREATIVE SERVICES

- \_\_\_\_ Custom Signs
- \_\_\_\_ Graphic Design
- \_\_\_\_ Logo Gear & Screen Printing
- \_\_\_\_ Printing Services
- \_\_\_\_ Web Service

### EDUCATION

- \_\_\_\_ School
- \_\_\_\_ Art/Music Instruction

### ENTERTAINMENT

- \_\_\_\_ Attraction
- \_\_\_\_ Live Music
- \_\_\_\_ Tasting Room
- \_\_\_\_ Theater
- \_\_\_\_ Tours

### FINANCIAL

- \_\_\_\_ Banks & Financial Institution
- \_\_\_\_ Financial Planning

### FOOD & DRINK

- \_\_\_\_ Bakery
- \_\_\_\_ Brewery
- \_\_\_\_ Casual Dining
- \_\_\_\_ Catering
- \_\_\_\_ Coffee House
- \_\_\_\_ Deli
- \_\_\_\_ Distillery
- \_\_\_\_ Family Restaurant
- \_\_\_\_ Fast Food
- \_\_\_\_ Fudge Shop
- \_\_\_\_ Grocery
- \_\_\_\_ Ice Cream
- \_\_\_\_ Speciality Market
- \_\_\_\_ Wine or Cider

### HEALTH & WELLNESS

- \_\_\_\_ Chiropractors
- \_\_\_\_ Mental Health
- \_\_\_\_ Dentist
- \_\_\_\_ Fitness
- \_\_\_\_ Health Care Clinic
- \_\_\_\_ Hospice & Home Healthcare

### HOME SERVICES & REPAIRS

- \_\_\_\_ Assisted Living
- \_\_\_\_ Massage Therapy
- \_\_\_\_ Pharmacy
- \_\_\_\_ Physical Therapy
- \_\_\_\_ Vision Services
- \_\_\_\_ Yoga
- \_\_\_\_ Asphalt/Paving
- \_\_\_\_ Building Contractor
- \_\_\_\_ Cabinets/Custom Woodworking
- \_\_\_\_ Cleaning & Restoration
- \_\_\_\_ Upholstery
- \_\_\_\_ Electrical Contractors
- \_\_\_\_ Engineering
- \_\_\_\_ Excavating
- \_\_\_\_ Flooring
- \_\_\_\_ Glass & Glazing
- \_\_\_\_ Handy Man Services
- \_\_\_\_ Hardware Supply
- \_\_\_\_ Heating & Refrigeration
- \_\_\_\_ Insulation
- \_\_\_\_ Landscape/Lawn care
- \_\_\_\_ Locksmiths
- \_\_\_\_ Painting Contractor
- \_\_\_\_ Pest Control
- \_\_\_\_ Plumbing
- \_\_\_\_ Property Maintenance

### OTHER CATEGORY (not listed below): \_\_\_\_\_

- \_\_\_\_ Snow Plowing
- \_\_\_\_ Storage
- \_\_\_\_ Surveyor
- \_\_\_\_ Tree Service
- \_\_\_\_ Welding

### PET SERVICES

- \_\_\_\_ Dog Walking
- \_\_\_\_ Boarding
- \_\_\_\_ Grooming
- \_\_\_\_ Rescue & Adoption
- \_\_\_\_ Pet Sitting
- \_\_\_\_ Veterinarians

### REAL ESTATE

- \_\_\_\_ Mortgage
- \_\_\_\_ Title Companies
- \_\_\_\_ Realtor

### RECREATION

- \_\_\_\_ Biking
- \_\_\_\_ Golf
- \_\_\_\_ Hiking
- \_\_\_\_ Horseback Riding & Stables
- \_\_\_\_ Hunting & Fishing
- \_\_\_\_ Paddle Sports
- \_\_\_\_ Parks & Trails
- \_\_\_\_ Skiing
- \_\_\_\_ Snowmobile

### RETAIL

- \_\_\_\_ Cards & Gifts
- \_\_\_\_ Clothing
- \_\_\_\_ Convenience Stores
- \_\_\_\_ Feed & Seed
- \_\_\_\_ Flowers
- \_\_\_\_ Furniture
- \_\_\_\_ Garden Nursery
- \_\_\_\_ Home Decor
- \_\_\_\_ Jewelry
- \_\_\_\_ Quilt Supplies
- \_\_\_\_ Reclaimed Decor
- \_\_\_\_ Toys

### GENERAL SERVICES

- \_\_\_\_ Computer Sales & Service
- \_\_\_\_ Employment Services
- \_\_\_\_ Funeral Home
- \_\_\_\_ Insurance
- \_\_\_\_ Laundry
- \_\_\_\_ Legal Services
- \_\_\_\_ News & Media

### UTILITIES

- \_\_\_\_ Cable/ Internet/ Phone
- \_\_\_\_ Propane/ Natural Gas
- \_\_\_\_ Septic & Sewer
- \_\_\_\_ Utility Management
- \_\_\_\_ Waste & Recycling
- \_\_\_\_ Water Bottling

This 2020 Membership is tax deductible as a legitimate business marketing expense and is not deductible as a charitable contribution. Please MAIL this application with check to: Bellaire Chamber of Commerce, P.O. Box 205, Bellaire, MI 49615 or Fill out application and pay using PayPal by going online to [www.bellairechamber.org](http://www.bellairechamber.org). For further information call 231-533-6023.



Nonprofits - 30% off

	\$150 Basic	\$300 Premium	\$550 Bronze	\$1000 Silver	\$2500 Gold	\$5000 Spotlight
	\$105 \$12.50/month	\$210 \$25/ month	\$385 \$46/ month	\$700 \$83/ month	NA \$208/ month	NA \$417/ month
<b>General Benefits</b>						
Listing in the "ABC of Antrim County" Activities Guide - 15,000+ copies distributed to State Welcome Centers, Shanty Creek Resorts, Mancelona, Alden, and Central Lake Businesses.	X	X	X	X	X	X
Referral & B2B Services	X	X	X	X	X	X
Year Round Staffed Office (M-F, 9-2)	X	X	X	X	X	X
Brochures & Business Cards Displayed in office and downtown kiosk.	X	X	X	X	X	X
Membership Window Decal	X	X	X	X	X	X
Weekly Chamber "e-News" with Member Events & Announcements	X	X	X	X	X	X

## Chamber Website & Social Media - Individual Business Marketing

Bellaire Chamber Website Basic Directory Listing	X	X	X	X	X	X
Submitted Events Listed on the Chamber Website	X	X	X	X	X	X
Press Releases Distributed to 50+ newspapers	X	X	X	X	X	X
"Featured" Business listing on Chamber website		X	X	X	X	X
Link to website from Display Ad in the online ABC Activities Guide		X	X	X	X	X
Social Media Sharing (Facebook & Instagram)		X	X	X	X	X
Listing on "Deals" page on Website		X	X	X	X	X
Website Banner Ads (100,000+ visitors/ year)		X	X	X	X	X
Home of "Business Name" on Facebook Header Graphic (1-month slot – only 12 available)			X	X	X	X
Featured Events on Chamber Website & Facebook			4/ year	6/year	4/year	4/year
Featured Business of the Month (Facebook Boost, Chamber eNews Feature, Website Feature) – Limit 1 per month			X	X	X	X
Sidebar Feature in ABC Guide				X	X	X
Inclusion on Lamar Billboard Ads (max 6)				X	+ \$500	+ \$500

## Destination Bellaire Cooperative Marketing

Cooperative Advertising (Northern Express, UTR, Room Directory, Social Media boosts) with general Bellaire ad		X	X	X	X	X
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## Additional Opportunities

Additional Category Listing for Website – Categories Available	1	2	3	4	4	4
Sponsorship Credit Towards Chamber Events	Add-on \$\$	Add-on \$\$	Add-on \$\$	Add-on \$\$	\$1,950	\$4,450
Sponsor weekly newsletter	Add-on \$30	Add-on \$30	Add-on \$30	Add-on \$30	Add-on \$30	X
ABC Display Ad Discount	X	X	X	X	X	X

## Additional Memberships

Second Business (same owner)- \$140 Each Subsequent Business (same owner)- \$99 ea	X	X	X	X	X	X
Enhanced membership included with each subsequent membership (Social Media Shares Only)			X	X	X	X

# Get The Most Out Of Your Chamber MEMBERSHIP.

# BELLAIRE



[bellairechamber.org](http://bellairechamber.org)

## CHAMBER WEBSITE

Bellairechamber.org is the source for more than 100,000 visitors per year looking for Bellaire Area restaurants, events, attractions, outdoor recreation, arts & culture, home services, medical resources, real estate and much more.

## EVENTS & NEWS

### WHAT FUN THINGS ARE COMING UP AT YOUR BUSINESS?

A grand opening, customer appreciation or music event? We welcome you to share events for use on our chamber website and our a weekly Chamber eNewsletter with all the happenings in the area.

## facebook

### FB.com/DestinationBellaire

You like us and we'll like you in return! Premium members gets their posts shared to our 4000+ followers. Let us help be the news source for the area reaching over 6,000 per week.

## SEND US PRESS RELEASES

Help us help you get promoted. Add [info@bellairechamber.org](mailto:info@bellairechamber.org) to your media list.

Don't have a media list, we can help send out press releases to promote your news or event!

## KEEP YOUR PROFILE UPDATED

This is the first stop visitors find information about the area and available services. Check your profile at least once a year to make sure pictures and services are current.

## BUSINESS AFTER HOURS

### QUARTERLY GATHERINGS

A networking event, Business After Hours is hosted at a different location each quarter and draws a crowd of 20-40 people. Chamber members meet and greet in a relaxed, social setting and learn more about each other. Cost is \$3 per person.

## BELLAIRE'S "GOT PRESS"

- "The 25 Best Small Lake Towns in America" - Countyliving.com, 2018
- "Small Up North Towns on the Rise" - Northern Express, 09/2018
- "The One Michigan Town Everyone Must Visit This Fall" - Onlyinyourstate.com, 2018
- PBS's "Under the Radar" Travel Program Sponsor

## DESTINATION BELLAIRE

Join a group of 90+ business owners that have collaborated to market the Bellaire Area.

Premium Level only  
\$25 / month

## DESTINATION BELLAIRE MARKETING

Social Media Marketing, Featured Website Listings, Pure Michigan & West Michigan Tourist Association advertising, and more!

## MARKETING MATERIALS

### The "unofficial" Bellaire Welcome Center

The chamber office is open Mon. - Fri., 9 - 2. We have visitors from all over the country stop in to find out more about our area. Bring us your printed materials and business cards, and we will display them.

## 2020 CHAMBER EVENTS

Art in Ice - March 8  
Annual Dinner & Auction - May 7  
Rubber Ducky Festival - August 10-16  
Paddle Antrim - September 18-19  
Harvest Festival - September 26  
Holiday Gift Fair - November 7  
Light Up the Night & Soup Cook Off - December 5