



2021 MEMBERSHIP APPLICATION

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

If you think of the community as a puzzle everyone, business, and organization is a piece of that puzzle. Each piece has its own shape, size, purpose and needs. The chamber helps to facilitate putting that puzzle together! So, we all can see the bigger picture of the community, as well as see the gaps that need to be filled.

“The better the chamber knows it’s pieces the better we can connect them!”

PLEASE FILL OUT FRONT AND BACK OF PAGE

Company/Organization: _____
 Contact Name: _____ Title: _____
 Business Street Address: _____
 Mailing Address: _____
 City _____ State _____ Zip _____
 Business Telephone: (____) _____
 Cell: (____) _____ Fax (____) _____
 Website: _____
 Email (required): _____
 Facebook Page: _____
 Instagram: _____

MEMBERSHIP LEVELS: (See Membership Levels)


Basic Membership \$150 \$ _____
 Premium Membership..... \$300 \$ _____
 Gold Membership \$550 \$ _____
 Diamond Membership..... \$1000 \$ _____
 “Spotlight” Membership (Only 2 available) \$2500 \$ _____
 Non-profit Membership (30% off) \$ _____

ADDITIONAL:

Each Subsequent Business (same owner) \$150 ea. \$ _____
 Additional Sponsorship CreditEvent: _____ \$ _____

TOTAL ENCLOSED \$ _____

X _____
 Member Signature _____ Date _____

____ Check or ____ Credit Card 
 Name on Card: _____
 Credit Card #: _____ Exp: _____
 CVC Code: _____ Billing Zip: _____

By signing below I give the chamber permission to charge my card yearly for my chamber membership...

Cardholder Signature: _____
 Printed Name: _____ Date: _____

PAYMENT PLAN OPTIONS

Thank you in advance for your continued investment in your Chamber. Although your partnership is vital to us, the well-being of your business is our top priority. To help you manage cash flow, we are now offering quarterly or semi-annual payments for any chamber membership (premium level and above).

To take advantage of a payment installment plan, simply complete the form below, if you wish to pay yearly please skip this form.

Quarterly Semi-Annually

Credit Card 
 Name on Card: _____
 Credit Card #: _____ Exp: _____
 CVC Code: _____ Billing Zip: _____

I authorize Bellaire Chamber of Commerce to charge my annual dues, according to the installment schedule selected above. I agree to pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder Signature: _____
 Printed Name: _____ Date: _____



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

2021 Membership Levels

General Benefits

| | \$150 Basic | \$300 Premium | \$550 Gold | \$1000 Diamond | \$2500 Spotlight |
|---|----------------|------------------|---------------|-------------------|---------------------|
| Non-Profit Pricing Below | | | | | |
| | \$105 Basic | \$210 Premium | \$385 Gold | \$700 Diamond | N/A |
| Listing in the "Life on the 45th" Activities Guide - Summer & Winter Addition 15,000+ copies distributed to State Welcome Centers, Shanty Creek Resorts, Mancelona, Alden, and Central Lake Businesses. | X | X | X | X | X |
| Referral, Business After Hours, & B2B Services | X | X | X | X | X |
| Year Round Staffed Office (M-F, 9-2) | X | X | X | X | X |
| Brochures & Business Cards Displayed in office and downtown kiosk | X | X | X | X | X |
| Membership Window Decal | X | X | X | X | X |
| Weekly Chamber Email Newsletter with Member Events & Annoucements | X | X | X | X | X |

Chamber Website & Social Media - Individual Business Marketing

| | | | | | |
|--|---|---|---------|--------|---------|
| Bellaire Chamber Website Basic Directory Listing | X | X | X | X | X |
| Submitted Events Listed on the Chamber Website | X | X | X | X | X |
| Press Releases Distributed to 50+ newspapers | X | X | X | X | X |
| "Featured" Business listing on Chamber website | | X | X | X | X |
| Link to website from Display Ad in the online "Life on the 45th" Activities Guide | | X | X | X | X |
| Social Media Sharing - Facebook x2 posts shared per day | | X | X | X | X |
| Social Media Sharing - Events added to Destination Bellaire by making us a co-host | | X | X | X | X |
| Social Media Sharing - Instagram x2 posts/stories shared to stories per day | | X | X | X | X |
| Social Media Sharing - Instagram Blog Post | | | 2/ year | 4/year | 4/ year |
| Website Banner Ads (100,000+ visitors/ year) | | | X | X | X |
| Bellaire - Home of "Business Name" on Facebook Cover Photo (1-month slot – only 12 available) | | | X | X | X |
| Featured Events on Chamber Website - Appears on Sidebar on all pages | | | 4/ year | 6/year | 6/year |
| Featured Business of the Month (Facebook Boost, Chamber eNews Feature, Website Feature) – Limit 1 per month | | | X | X | X |
| Sidebar Feature in "Life on the 45th" Activities Guide | | | | X | X |
| Inclusion on Lamar Billboards across Northern Michigan | | | | X | + \$500 |
| Name on all print materials including advertising, banners, posters, and t-shirts | | | | | X |
| Extra recognition on chamber wesbite and social media pages | | | | | X |
| Event sponsor recognition at all events and throughout event advertisements | | | | | X |

Destination Bellaire Cooperative Marketing

| | | | | | |
|--|---|---|---|---|---|
| Cooperative Advertising (West Michigan Tourist Association, Northern Express, UTR, Michigan Trails, Michigan Maps, Antrim Review) with general Bellaire ads | X | X | X | X | X |
|--|---|---|---|---|---|

Additional Business Memberships

| | | | | | |
|--|------|-------|-------|-------|-------|
| Each Subsequent Business (same owner) Diamond and Spotlight second business recieves Gold membership benefits | \$75 | \$150 | \$150 | \$150 | \$150 |
|--|------|-------|-------|-------|-------|

**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.

**FACEBOOK
& INSTAGRAM**

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.

**FACEBOOK
EVENTS**

You can also add us as an event co-host to get your event on our page! Once the event is on our FB we add it to our website and weekly newsletter!

**DESTINATION
BELLAIRE**

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

Premium Levels +



**KEY PIECES TO YOUR
MEMBERSHIP
PUZZLE**

**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

**2021
CHAMBER EVENTS**

Art in Ice - February 27th
Annual Dinner & Auction - TBD
Rubber Ducky Festival - August 16-22
Paddle Antrim - September 17-18
Harvest Festival - September 25
Holiday Gift Fair - November 26
Light Up the Night & Soup
Cook Off - December 4

**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?**

We welcome you to share events for use on our chamber website and our a weekly Chamber eNewsletter.

**BUSINESS
AFTER HOURS**

QUARTERLY GATHERINGS

A networking event hosted at a different location each quarter. Chamber members meet and greet in a relaxed, social setting and learn more about each other.