

# 2023 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 ..... (20% off) \$ \_\_\_\_\_

## ADDITIONAL:

Each Subsequent Business (same owner) \$75-\$150 ea. \$ \_\_\_\_\_  
 Additional Sponsorship Credit ....Event: \_\_\_\_\_ \$ \_\_\_\_\_

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

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

\_\_\_\_\_ Check or \_\_\_\_\_ Credit Card   
 Name on Card: \_\_\_\_\_  
 Credit Card #: \_\_\_\_\_  
 Exp Date: \_\_\_\_\_ 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

# 2023 Membership Levels

	\$150 Basic	\$300 Premium	\$550 Gold	\$1000 Diamond	\$2500 Spotlight
Non-Profit Pricing Below					
	\$120 Basic	\$240 Premium	\$440 Gold	\$800 Diamond	N/A
Listing in the "Life on the 45th" Visitors Guide - Distributed to State Welcome Centers, Shanty Creek Resorts, and Chamber Businesses.	X	X	X	X	X
Referral, Business After Hours, & B2B Services	X	X	X	X	X
Year Round Staffed Office	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 & Announcements	X	X	X	X	X

## General Benefits

Listing in the "Life on the 45th" Visitors Guide - Distributed to State Welcome Centers, Shanty Creek Resorts, and Chamber Businesses.	X	X	X	X	X
Referral, Business After Hours, & B2B Services	X	X	X	X	X
Year Round Staffed Office	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 & Announcements	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 posts shared to stories ( plus saved in highlights on main profile)		X	X	X	X
Social Media Sharing - Instagram Blog Post			2/ year	4/year	4/ year
Website Banner Ads (100,000+ visitors/ year)			4/ year	12/year	12/year
Bellaire - Home of "Business Name" on Facebook Cover Photo (1-month slot – only 12 available)			First Come First Serve	X	X
Featured Events on Chamber Website - Appears on Sidebar on all pages			4/ year	6/year	6/year
Newsletter Banner Ads			4/year	12 /year	12/year
Sidebar Feature in "Life on the 45th" Guide				X	X
TikTok Feature Video				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 website 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, USA Today, Michigan Maps, Antrim Review, Lamar Billboards, Radio Stations)	X	X	X	X	X
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## Additional Business Memberships

Each Subsequent Business (same owner) Diamond and Spotlight second business receives Gold membership benefits	\$75	\$150	\$150	\$150	\$150
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**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 6500+ followers. Let us help be the news source for the area!

**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 year around! 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.

**2023  
CHAMBER EVENTS**

- Golf Outing - June 19
- Rubber Ducky Festival - August 18-19
- Paddle Antrim Block Party - September 15
- Harvest Festival - October 7
- Holiday Gift Fair - November 4
- Light Up the Night & Soup Cook Off - December 2

**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.

**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.

**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.