



Blount Partnership
Chamber of Commerce

GREATER SMOKIES REGION

Investor Guide

Benefits • Opportunities • Resources

BlountChamber.com |  @BlountChamber |  |  @BlountPartnership

Our Initiatives:

Workforce • Small Business • Broadband
Arts & Culture • Housing • Advocacy
Childcare • Tourism • Young Professionals
Economic & Community Development





Since 1920, the nationally accredited Five-Star Chamber supports the county's existing businesses, recruits new business and industry, and supports community development.



The Smoky Mountain Tourism Development Authority's efforts are directed toward providing authentic experiences and being a good neighbor to the Great Smoky Mountains National Park.

This 501(c)3 exists to meet special educational, cultural, charitable, and scientific needs in our community.



Jointly funded by the county and cities of Alcoa and Maryville governments, the economic development board efforts are global when it comes to attracting new industry.



Benefits of Being a Chamber Member



- **Representation:** The Chamber advocates on your behalf at the local, state and federal levels.
- **Credibility:** 63% of customers have a higher opinion of businesses that are Chamber members.
- **Resources & Assistance:** Access to workshops and professionals able to assist in any aspect of your business.
- **Training & Professional Development:** Join in events focused on improving your skills and knowledge.
- **Publicity & Exposure:** Your visibility in the community will grow the more you engage.
- **Connections & Relationship Building:** Being a member opens your business to a network of potential partnerships.

Strategic Initiatives

Workforce: A skilled and reliable workforce is essential for business success. Workforce development initiatives connect employers with talent, support training programs, and ensure the local labor pool meets current and future needs.

Advocacy: The Chamber serves as a voice for business, engaging with policymakers to create a favorable environment for growth. Effective advocacy removes barriers, influences legislation, and ensures business interests are represented at all levels of government.

Arts & Culture: A thriving arts and culture scene enhances community identity and livability, attracting talent and tourism. Communities gain a richer, more connected experience.

Housing: Adequate, affordable housing is crucial for workforce attraction and retention. When people can live where they work, there is a more stable workforce, and communities thrive with better civic engagement and quality of life.

Childcare: Accessible, affordable childcare enables more parents to participate in the workforce. This strengthens labor force participation, supports working families, and promotes early childhood development.



Nearly 7,000 jobs and \$3 billion of capital investment attracted since 2010



73% increase in consumer awareness over a non-chamber member



Over 40 ribbon cuttings and grand openings annually



Chamber membership entitles you a dividend based on your workers compensation claims if your insurance provider uses Accident Fund.



Scan code for agent list.



70+ workshops conducted annually



Chamber investments are 85% tax deductible.



VOLUNTEERS IN PROGRESS



The Volunteers In Progress (VIP) program is a partnership between the Blount County Chamber of Commerce and the Economic Development Board of Blount County. Our focus is all about Keeping Good Company. Simply put, this means Keeping Good Company with one another and keeping the successful companies that we already have and assisting in their expansions.

Here's how the Chamber takes care of your business:



- Helps your business through workshops, providing business information, and advocating.
- Provides relationship building through networking events like coffee clubs, Power Connect Lunches, and Women in Business.
- Assists in marketing through email campaigns, social media, and sponsorship opportunities.
- Presents professional development resources through Young Professionals, How to Network, and Success in 90 workshops.



Blount County
Young Professionals

Blount County Young Professionals aims to attract and retain young, diverse talent by providing inclusive and meaningful opportunities for career development and community engagement through service, connection and mentorship.



blountchamber.com

RIBBON CUTTINGS





Basic Tiers

INDIVIDUAL
\$150

Individual Investor (no business affiliation)

- Subscription to weekly e-newsletter
- Invitation to 30+ relationship building events

Business Builder

- One business category listing in the directory
- Invitation to How to Maximize Your Membership workshop
- Access to over 100 annual programs, networking, and educational opportunities
- Invitation to seminar focus groups
- One complimentary 3x5 ad in The Daily Times for new members (\$375 value)
- Highlighted as a new member on social media and the e-newsletter
- Listed in the online membership directory with logo and detailed information on business (ie. description, map location and social media)
- Promotion of business news in the online media room, events listed on the community calendar and Blount Chamber Facebook Group
- Participation in Small Business Saturday
- Visual business creditability displaying an online placard of Support Local or Proud Member decals
- Business cards/brochures in the Chamber lobby
- Visitor and member referrals
- Confidential appointment with a Tennessee Small Business Development expert
- Access to 30-minute operational or merchandising consultation
- New member spotlight in The Dialogue
- Unlimited job postings on www.BlountAreaJobs.com
- Complimentary notary service
- Access to areas of engagement and event participation (ie. ambassador program, young professionals) Access to sponsorship opportunities (see page 7)
- 50% discount on ribbon cutting (\$350 value)
- Save up to 25% with Constant Contact (www.constantcontact.com/partner-offer?pn=chambermembers)
- Access to certificates of origin (\$25)
- Access to purchase an email marketing campaign (\$300)
- Access to purchase social media packages (\$300)
- Access to purchase membership database sent to the mail house (\$300)

BUSINESS BUILDER (1-9 EMPLOYEES)
\$7,275 Value

\$450

COMMUNITY PARTNER (10-20 EMPLOYEES)
\$9,110 Value

\$950

Community Partner

- Two business category listings
- Two uses of the boardroom based on availability
- Enhanced listing with company logo on website
- Complimentary ribbon cutting
- Unlimited staff participation
- Invitation to one VIP event upon request
- One dedicated post on Facebook, Instagram and LinkedIn (includes artwork)
- Access to purchase email campaign, social media package, mail house at half price
- Access to purchase newsletter ad space (\$50)



VIP Investor Tiers

All tiers include benefits from Business Builder & Community Partner levels.

Visionary VIP

- One VIP representative, two location, and two category listings
- Recognized on lobby banners, traveling banners, chamber website
- Four complimentary uses of the boardroom or covered patio
- VIP logo on membership plaque
- Introduction to five businesses
- Invitation to exclusive VIP gatherings and President's breakfast
- Invitation to exclusive industry tours
- Invitation to exclusive industry announcements when applicable
- Invitation to annual legislative trips to Nashville and D.C.
- Membership mailing database (One-time usage. List sent to mail house.)
- Dedicated social media anniversary post (1 per year)
- Sponsorship of Facebook and Instagram Reel (1 per year)
- Unlimited certificates of origin

Executive VIP

- Two VIP representatives, four location, and three category listings
- One complimentary email campaign
- Six complimentary uses of the boardroom or covered patio
- Video and static ad on Chamber and Townsend lobby monitors
- One month lobby display
- Logo on www.blountchamber.com
- Feature post about your company or company event (1 per year)

Leadership VIP

- Three VIP representatives, five location, and four category listings
- Two complimentary email campaigns
- Choose 3 tickets to one of the following: Taste of Blount, Hops in the Hills, Grains & Grits
- Professional headshots
- Use of Manor House in Stock Creek for meeting space or corporate retreat (seats 20)
- Downloadable membership list
- \$500 sponsorship voucher. Pick from list. (see page 6)
- Feature post about your company or company event (2 per year)

VISIONARY
VIP Tier 1: \$15,540 Value

\$1,950

EXECUTIVE
VIP Tier 2: \$23,100 Value

\$4,000

LEADERSHIP
VIP Tier 3: \$29,245 Value

\$7,000

- Memberships are active for 12 months from your join date.
- Chamber investments are 85% tax deductible.
- 90-day, 100% money-back guarantee if you attend three Chamber networking and/or educational events.

Join Today:



President's Circle Club



President's Circle

VIP Tier 4: \$11,000 Value: \$42,160

- Four VIP representatives, six location, and five category listings
- Four tickets to each of these events: Taste of Blount, Hops in the Hills, Grains & Grits
- Three complimentary email campaigns
- President's Circle logo on membership plaque
- Company logo on weekly Chamber E-newsletter
- Billboard recognition
- Sponsorship of weekly calendar of events (2 per year)
- Sponsorship of Facebook & Instagram reel (2 per year)
- \$1,000 sponsorship voucher. (Pick two from list)

Champion's Circle

VIP Tier 5: \$18,000 Value: \$61,710

- Five VIP representatives, unlimited location and category listings
- Six tickets to each of these events: Taste of Blount, Hops in the Hills, Grains & Grits
- Four complimentary email campaigns
- Logo on Chamber lobby touch screen monitor
- Logo on Chamber benefits brochure
- Invitation to Chamber Board Meeting
- Recognition at President's breakfast (signage)
- Introductory meeting with Blount Partnership president and/or chamber board chair
- One Pay-It-Forward membership for one year
- \$1500 sponsorship voucher (Pick three from list)

Chairman's Circle

VIP Tier 6: \$32,000 Value: \$88,835

- Six VIP representatives, unlimited location and category listings
- Six tickets to each of these events: Taste of Blount, Hops in the Hills, Grains & Grits
- Five complimentary email campaigns
- Eight complimentary uses of the boardroom or covered patio
- Annual dedicated company profile social media post
- Sponsorship of social media calendar of events
- Two Pay-It-Forward memberships for one year
- \$2,000 sponsorship voucher (Pick four from list)

Cornerstone Investor

VIP Tier 7: \$53,000 Value: \$101,210

- Six Taste of Blount tickets plus two premier tickets
- Four Best of Blount tickets
- Five Pay-It-Forward memberships for one year

Leadership

\$500 voucher pick one

- Powder room sponsor
- Have a great day board room exit sign
- Mint moment sponsor
- Ad space on www.blount4biz.com limited to two companies per year
- Sponsor one of these events: Taste of Blount; Supervisor's Training; TN Worker's Comp Session; Job Signing Day; Job Fair; Townsend Fall Festival; Legislative & Government Briefings; Success in 90 workshops

Includes all voucher options listed above as well as:

President

\$1,000 voucher pick two

- Business of the Month sponsor limited to one company per year
- Community leaders and events photo wall
- Downstairs – Chairman walls
- Small Business Saturday sponsor on social media and print

Includes all voucher options listed above as well as:

Champion

\$1,500 voucher pick three

- Shop Local sponsor limited to one social media campaign per year
- Podium sponsor limited to one company per year
- Sponsorship on display monitors limited to one company per year

Includes all voucher options listed above as well as:

Chairman & Cornerstone

\$2,000 voucher pick four

- Building WiFi services sponsor limited to one company per year
- Digital signage in lobby limited to one company per year
- Welcome kiosk in lobby limited to two companies per year
- Coffee station sponsor with sleeve limited to one company per year

Fifteen percent of membership investments are allocated to advocating and lobbying efforts.

Sponsorship Opportunities



Family-friendly events working to bring the community together.



The Early Education Task Force looks to increase workforce participation and work readiness with affordable, quality early education and childcare services.



The 8th Grade Career Exploration Fair connects rising high schoolers with business leaders and employers, offering hands-on experiences to explore various career paths.



Job Signing Day is a celebration honoring students who have secured employment upon graduation thanks to their dedication to workforce training during high school.



The Blount County Job Fair is a public event inviting job seekers and those exploring career development opportunities to connect with employers offering a variety of positions.

Email events@blountpartnership.com for more information or scan the QR code for sponsorship details.



Chamber Resources



Use this checklist and essential resources to start your business.



View the online Chamber Business Directory.



Stay up to date or register for Blount Chamber events.



Find out what's happening in the community.

Marketing



Gain access to marketing opportunities through the Chamber.



Your source for job listings, career paths, and childcare resources.



Providing consulting for all businesses sectors is the Tennessee Small Business Development Center.



View the legislative agenda developed by East Tennessee chambers to advocate at the state level.

Questions?
Want to chat?
Contact us.



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Schedule a membership meeting:



For media relations and email campaigns contact Jeff Muir at jmuir@blountpartnership.com

Sponsored by:

