

PASADENA CHAMBER OF COMMERCE MEMBERSHIP BENEFITS

- Membership investment is based on the number of full-time employees
 - \$25 processing fee is being waived at this time
 - Annual membership is renewed during anniversary month
- Ribbon cutting ceremonies are conducted at no cost. The Chamber also takes photos.
- Listing in our annual printed Pasadena Chamber of Commerce Business Directory, Visitor and Community Guide (classified section) included in membership fee.
- Advertising opportunities in the printed Business Directory, Visitor and Community Guide (front of the book) at additional costs.
 - Ad sales begin in the summer each year
- Website directory also has your listing that can be updated as often as you need. Directory is viewed more than 4000 times per week.
- Advertise on the official City Map of Pasadena. Maps are distributed to visitors, at Hollywood Burbank Airport, at New Year events in Pasadena, through the Convention and Visitors Bureau, local hotels and more.
 - Sales commence in early spring each year.
- Advertise with a banner on our website. \$100 per month, \$500 for six months or \$850 for 12 months. Reach up to 6000 people per week who visit the Chamber website.
- Advertise on a monthly postcard mailing to new homeowners in the greater Pasadena area. Low cost way to get your business in front of new homeowners who may be looking for services and products in their new community.
 - Ad sales take place in January.
- The Chamber also sends out weekly e-Bulletins with member to member discounts and member news/happenings at no additional cost to members. Please email Paul Little, paul@pasadena-chamber.org, a 5-7 sentence blurb with pertinent information pertaining to your event/products, etc. Please email blurb in MS Word format and attach a flier in pdf. It needs to be emailed by Wednesday, week prior, to Monday's distribution.
- For restaurant and catering members, the Chamber sends a monthly email blast to more than 3000 recipients who have opted in to receive information on dining, drinking entertainment and more. There is no charge to have information included in the Restaurant Week Foodie News.

- Monthly sponsored email blast sent to all Chamber members with your information/ advertisement for \$75. This email will be specific to your promotion sent out from the Pasadena Chamber, on your behalf. Discount of 10% when more than one month is utilized.
- Mailing labels of all Chamber members, \$200. Electronic mailing list, in excel, \$400, that members can reuse. We do not share email addresses in bulk.
- As a membership organization, we do not refer to anyone that is not a member. The Chamber does not look in phone books, yellow pages or online. We strictly promote only our members' services and products
- On the Pasadena Chamber website, there is an Exclusive Member section, that includes discussion groups as well as a public calendar where members can post their events and activities.
- Join our Pasadena Chamber Ambassadors and volunteer to support Chamber events. Be among the first to meet new businesses at ribbon cuttings and other community events.
- Networking events include:
 - Lunch and breakfast is \$30 with advance reservation (\$35 with late or no reservation) and the mixers are free for members with no reservation needed. Non-members can attend a breakfast or lunch for \$35 (\$40 at the door) and can only attend two events. Guests of members pay the member rate.
 - Luncheon Alliance held the first Wednesday of the month (Feb-Dec)
 - the Breakfast Connection held the second Thursday of the month (Jan-Dec)
 - As a new member, you'll receive a certificate in your new plaque packet which is good for one complimentary breakfast or lunch. At the networking event, you will be introduced as a new member and your picture will be taken. In the following month's newsletter, your picture and business will be posted to introduce you to the entire membership.
 - Mixers held the third Thursday of the month (Jan-Dec).
 - Members can also host a mixer at your location at no cost. The only cost would be providing food and drinks. We will promote you on our calendar and in our e-bulletins. For more information on these opportunities, please call Kelly at the Chamber office.
 - Young Professionals mixers held the fourth Thursday of the month.
 - Sponsorships of networking events are also a great way to promote your business. You can sign up to be a sponsor once becoming a member. There is a minimal fee of \$250 that provides you seven (7) minutes to present your services or products, two meals, and the option of placing marketing materials on all tables. The events which have sponsorships are the lunches (first Wednesday of each month) or the breakfasts (second Thursday of each month).

- Sponsorships are also available for our larger events such as the Inaugural Gala, annual golf tournament, Economic Summit and more.
- Restaurant members can take advantage of free or low-cost promotional opportunities including Pasadena Restaurant Week, Cheeseburger Week and SIP-tember: A Celebration of the Cocktail and the Taste of Pasadena.
- Companies planning to open or expand in Pasadena may want to contact the Chamber in advance. Our relationships and experience with permitting, licensing and inspections may improve your experience. Please call with any questions.

ADDITIONAL RESOURCES

- Small Business Opportunity Fair procurement event with JPL and City of Pasadena-connect small businesses to large businesses (March)
- Small Business Success Summit-Speakers & Breakaway sessions including Tech Triage and one-on-one sessions on marketing, social media and more.
- Chamber Postcard Mailing to New Homeowners-Advertise on postcards (each month) to new home owners in Pasadena, Altadena, Sierra Madre, San Marino, Arcadia, South Pasadena, Temple City, La Canada Flintridge, Eagle Rock, and Highland Park.
- Business and Economic Summit in October is a chance to hear about our regional and local economy from experts and leaders of local industry.
- Involvement in our Workforce Development Initiative with Pasadena Unified School District. Host an intern or give back to our community and build our local workforce by being a classroom speaker, field trip destination, mentor or job shadow site for local public high school students.
- Assistance navigating permit, approval and inspection processes with the City of Pasadena and County of Los Angeles.
- Advocacy in issues impacting local business and industry as well as our local economy. The Chamber maintains excellent relationships with elected officials and staff at the local, county, state and federal level.