



GUIDE TO MEMBERSHIP

CONVENE. **CONNECT.** **GROW.**

v.8.2024

[SBRCHAMBER.COM](https://www.sbrchamber.com)



CHAMBER PROGRAMS

As a Chamber, we're a bit unique. We do economic development—meaning we are the lead economic development organization (LEDO) for St. Joseph County, working with site selectors and partners on business attraction and expansion. We do destination management and marketing—meaning we market our communities to visitors and newcomers. We do workforce and talent—meaning we connect businesses to talent while strengthening and supporting a strong talent ecosystem. On top of this, we are advocates for the prosperity of businesses and our economy.

In short, we are problem-solvers. We don't act like a typical chamber of commerce. We punch above our weight class and use the immense talent of our skilled team, partners and member businesses like you to solve problems and push our region forward. Thank you for joining us!



ECONOMIC DEVELOPMENT

As the county LEDO, we work closely with our partners at the state, regional and local levels to create an environment conducive to business growth and expansion. We follow up on leads from the Indiana Economic Development Corporation and work with our partners on infrastructure, utilities, taxes, workforce and more to showcase our county's sites and properties. In addition, we are able to provide reporting on economic impact, the labor market (Lightcast) and more, along with in-depth economic data through our visualization tool—Economic Data Dashboard.

CONTACT

Alyson Herzig, Director of Economic Development
aherzig@sbrchamber.com | 574.400.4048

YPN SOUTH BEND

An initiative of the Chamber, **YPN South Bend** offers programs, resources and opportunities for YPs, ages 21 to 39, to develop professionally, get connected and become engaged in the community.

This is not a membership-based organization. Simply complete the signup form on the YPN website at ypnsouthbend.com to begin receiving regular communication about YPN events and opportunities.

CONTACT

Jacee Wesolowski, Experience Manager | YPN Lead
jwesolowski@sbrchamber.com | 574.400.4002

CHAMBER PROGRAMS

WORKFORCE + TALENT

Our diverse education and workforce programs build and strengthen our region's talent pipeline.

INTERN Connect-offering experiential learning and social opportunities for interns to connect and get engaged with the community. The program has been offered for more than a decade with some 1,300 interns being impacted.

MFG Days-connecting high school students and educators with modern-day manufacturing through site visits and resources.

BLDG Trades Careers-shining a spotlight on the many career pathways in the construction trades and related fields.

Health Careers-spotlighting and connecting students with career opportunities in healthcare through visits and resources.

Our education and workforce efforts mean we have a seat at the table on initiatives and other programs being developed in the community that complement the Chamber's work with the single focus of strengthening the talent ecosystem.

We are an intermediary, through the Indiana Commission for Higher Education, to fund Educator Externships, which prepare students for the workforce. Educator Externships effectively serve as a conduit through which teachers and counselors acquire valuable experience within an industry. Educators work alongside employers in various industries to gain industry perspective on the skills training their students will need to be successful in the real world and identify ways to creatively integrate relevant applications into student learning. Our role is to connect the educators with the businesses and report the findings.

CONTACT

Kate Lee, Executive Director, Education & Workforce
klee@sbrchamber.com | 574.400.4030



VISIT SOUTH BEND MISHAWAKA

Also part of the Chamber, **Visit South Bend Mishawaka** serves as the destination marketing organization for St. Joseph County, attracting and marketing to visitors through conventions, meetings, group travel, sporting events and leisure travel. For more, go to visitsouthbend.com. Chamber members with a "visitor focus" also receive a complimentary, standard listing on visitsouthbend.com.

BUSINESS CREDIBILITY

When you invest in the Chamber, you are investing in the most influential business organization in the South Bend Region—1,200 businesses strong representing nearly 70,000 employees. Sixty-three percent of people are more likely to patronize a business that is a member of their local chamber of commerce than a nonmember business. Show off your investment proudly.

MEMBERSHIP PLAQUE

Display your official membership plaque in your lobby or entryway. Upon renewal, if you need a new insert, contact us. Upon request, we also will provide you with a virtual membership plaque for your website. Email logos@sbrchamber.com.

WINDOW DECAL

Window decals are provided to all Chamber member businesses at time of initial membership, renewal or upon request.

CHAMBER LOGO

Include the Chamber logo on your marketing materials. Email logos@sbrchamber.com to obtain the logo.



You can change your company listing in the online directory at any time. Make sure when developing your description, you clearly describe who you are and what you do. What distinguishes you from your competitors? For instance, if someone looks up banks and you are in the banks category, you are displaying alongside your competitors. What makes you stand out?

VISIBILITY & RECOGNITION

Get maximum exposure for your business!

BUSINESS DIRECTORY LISTING

You are automatically included in the online business directory on the Chamber website, sbrchamber.com, with a link to your website and social media networks. You can choose up to two category listings at no charge, while additional category listings can be purchased for a one-time \$100 fee.

For added visibility, provide us with your logo as an .eps or .svg, and we'll add it to your directory listing.

Your company name and main contact information are also included on the complimentary membership list provided to all Chamber members, and available for purchase by nonmembers.

If your business is in the travel and tourism industry, you will also be listed on the Visit South Bend Mishawaka website, visitsouthbend.com.

NEW MEMBERS

New members receive the added benefit of getting their business name, website and information listed in our *chamber* digital magazine—published twice a year; monthly enews, *chamberWIRE*; on the Chamber website and social media.

VISIBILITY & RECOGNITION

Establishing business relationships is key to success. Networking opportunities are limitless. Attend networking events like [Coffee & Conversations](#), [Networking at Lunch](#), [Business After Hours](#), and [Third House Meetings](#). These events, along with many others, provide you with opportunities to connect. Check our online events calendar for the latest event dates and locations.

If you can't make it to an event, participate in our social media communities: Facebook, Instagram, X, LinkedIn, YouTube and Threads. These icons are conveniently located on our home page for you to easily connect with us.

REFERRALS

The Chamber refers exclusively to member businesses. We track referrals from web visits and can provide you with a referral summary at any time.

RIBBON CUTTINGS

We offer members helpful tips and guidelines to make ribbon cutting, ground breaking or open house celebrations successful. Upon request, Chamber representatives will participate in your special event. We'll also provide large scissors and ribbon for your use. Additional Ribbon Cutting Guidelines are posted on the website. Contact [Mark McGill](#) at [574.400.4044](tel:574.400.4044) or mmcgill@sbrchamber.com for more information.

SEMINARS | WORKSHOPS

The Chamber utilizes member businesses to present seminars | workshops, giving members the opportunity to share their expertise.

TRUSTEES

Trustees represent a higher level of membership and include those companies with the desire to be among the top leaders in the business community. Contact [Mark McGill](#) at [574.400.4044](tel:574.400.4044) or mmcgill@sbrchamber.com for more information and benefits.

VOLUNTEER OPPORTUNITIES

Gain more exposure for your company while helping the Chamber at the same time. Become an Ambassador—volunteers who further the mission of the Chamber by making routine contact with other members and assisting at Chamber events. More details on the Ambassadors and application information can be found on the website.

In addition, we have Ambassador volunteers who work with our YPN group. Go to ypnsouthbend.com for more details.

MEMBER NEWS & MEMBER EVENTS

We don't know what we don't know. If you have newsworthy content to share, please add us to your media contact list. Email news releases to [Shari Carroll](#) at scarroll@sbrchamber.com. The content will be evaluated for possible use in our chamberWIRE enews, digital magazine, website and/or social media. Note: we don't publish new hire news unless it is a top position.

You can also post your events, whether they are general member events or workforce events on our website. Simply visit the sbrchamber.com site, tap Events and look for Post an Event. We may even highlight a member event in our communications.

ADVERTISING & SPONSORSHIPS

CHAMBERWIRE ENEWS

Enews, communicated once a month to member contacts (first week of the month). Advertising and sponsorship space available.

SOUTH BEND REGION ENEWS

Enews communicated the third week of each month to member contacts, elected officials and economic development stakeholders.

YPN ENEWS

YPN South Bend communicates once a month to more than 1,700 YP email contacts (ages 21-39). Distributed the fourth week of each month.

AD RATES

APPLIES TO ALL 3 ENEWSLETTERS

BANNER ADS

Standard—720 px wide X 85 px high

\$100 | month or

\$1,100 | year (save \$100)

Premium—720 px wide X 240 px high

\$200 | month or

\$2,200 | year (save \$200)

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SPONSORSHIP LOGO

Available in all 3 enews.

Issue Per Month—\$50 | month

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CHAMBER MAGAZINE

chamber magazine is produced twice a year and is delivered digitally in May and October. It delves deeper into issues, initiatives and spotlights members and their efforts. Space/ ad deadline is the first of each publication month.



ADVERTISING RATES | FREQUENCY

AD RATES	#ARTICLES	2X	1X
880x370PX	3 articles	\$500	\$575
880x240PX	2 articles	\$400	\$450

SPONSORSHIPS

Co-brand with us by sponsoring an event or initiative and reap the benefits! You'll receive added visibility and credibility by being associated with a Chamber program.

Sponsorships are available for signature events like **Salute to Business**, **Chamber Golf Classic Presented by Orthopedic & Sports Medicine Center**, **Michiana Forty under 40** and the **YP Summit**. Other programs such as **Coffee & Conversations**, **Business After Hours** and **Networking at Lunch** are sponsored along with our educational and legislative events.

If you would like to partner with the Chamber through sponsorship, let us know what you are looking to achieve. We can build a sponsorship package around your needs.

For more, contact **Shari Carroll** at **574.400.4024**, **scarroll@sbrchamber.com**. A menu of sponsorship opportunities is available on the website.

CHAMBER COMMUNICATION

DIGITAL MAGAZINE

Digital magazine published twice a year.

CHAMBERWIRE ENEWS

Emailed to members the first week of the month, featuring an overview of Chamber-related and member-related news, events and initiatives.

SOUTH BEND REGION ENEWS

Reports the latest economic development news, distributed the third week of every month.

INDUSTRYCONNECTED ENEWS

Targeted to educators and HR professionals, the enews catches you up on workforce and talent initiatives. Distributed three to four times a year.

CHAMBER WEBSITE

Official site of the Chamber, sbrchamber.com, containing news, events, resources, photos and other information important to members.

The Chamber now provides an inclusive online experience to enable website visitors to access online content and services barrier-free. As part of our diversity and inclusion strategy, website visitors are now able to access a wide range of accessibility and language support tools to customize their digital experience through Recite Me assistive technology. Look for the Accessibility | Languages buttons on the website.

SOCIAL MEDIA

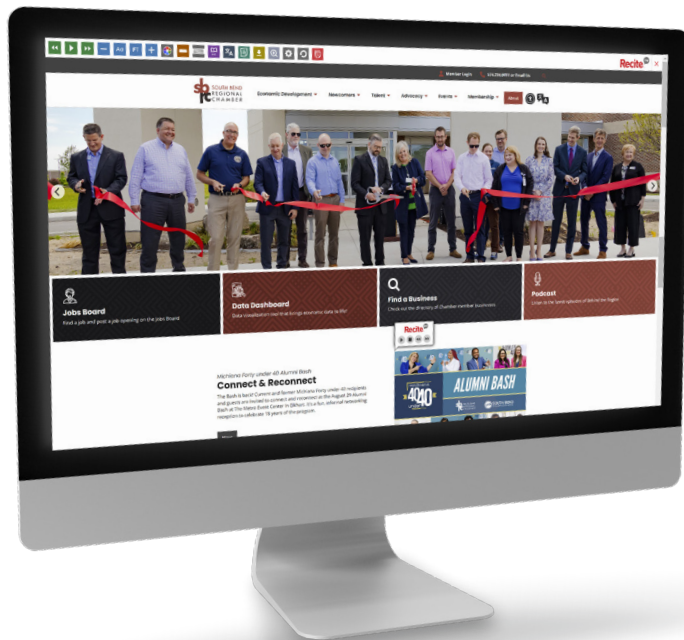
Connect with us on X, Facebook, Instagram, LinkedIn, Youtube and Threads. Access all of our social networks from the website.

BEHIND THE REGION PODCAST

What's happening to spur economic vitality in the South Bend Region, and who are the people behind these efforts? The Chamber's podcast goes beyond the headlines to keep you informed on the people and businesses behind the growth. Access the podcast from the website or find it wherever you listen to podcasts.

SHIRTS & SUITS VIDEOS

A visual showcase of the people and places that make up the South Bend Region. We tap into our member businesses to share their stories.



CHAMBER COMMUNICATION

EMAIL COMMUNICATIONS

In addition to the enews, throughout the month, we'll send you updates about upcoming events or important news announcements via email, as appropriate. We do not execute member email communications.

VISIT SOUTH BEND MISHAWAKA ENEWS

Provided each month to those member businesses in the travel and tourism industry, produced by Visit South Bend Mishawaka. Visitor information can also be found on their website at visitsouthbend.com.

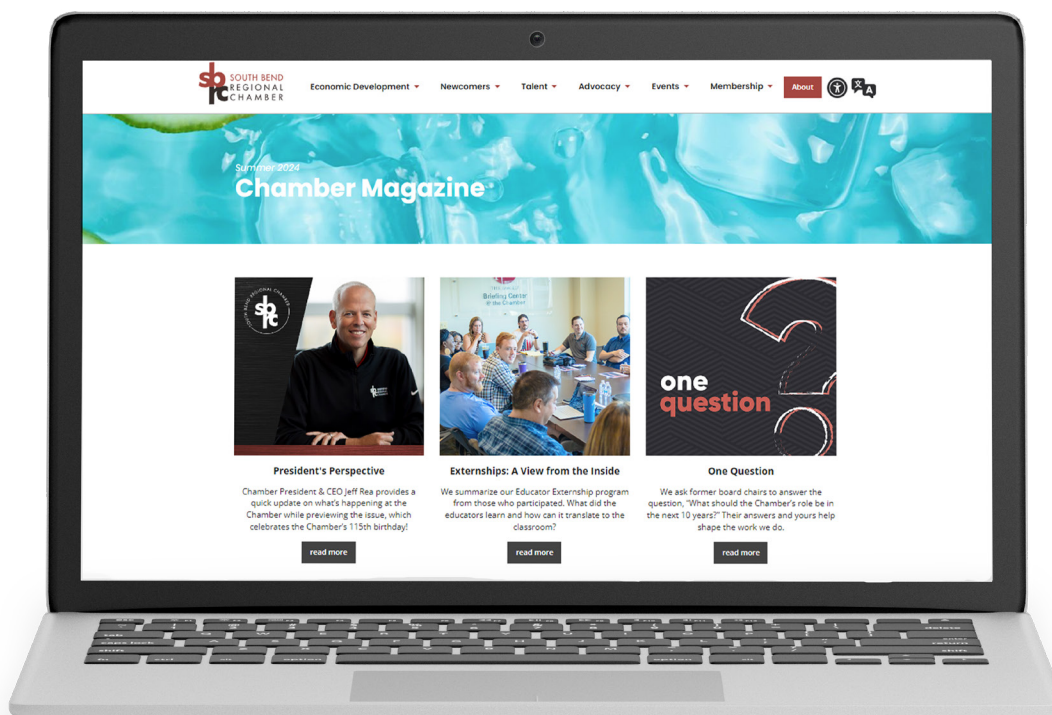
YPN ENEWS

Monthly enews distributed to young professionals on our YPN contact list.

MEMBER SURVEYS | POLLS

We need your feedback to ensure we are providing you with the benefits and services you want from us. Please take the time to respond so we can make sure we are meeting your needs and those of the community.

All individual contact email addresses are proprietary and are not published by the Chamber. They are for communication purposes to member contacts only.



CHAMBER EVENTS

Employees of any SBR Chamber member business are eligible for member pricing at Chamber events. For a complete list of Chamber and member events, visit the Events section on the website.

Need information on events? Contact
Jacee Wesolowski at **574.400.4002** or
jwesolowski@sbrchamber.com.

COFFEE & CONVERSATIONS

Morning mixer which provides members the opportunity to make connections, learn about new organizations and build relationships all in an informal atmosphere before work.

BUSINESS AFTER HOURS

Late afternoon/early evening networking reception, ideal for making contacts and referrals. Admission is complimentary.

LEGISLATIVE PREVIEW

Held in December, this event provides a preview of the General Session each year.

THIRD HOUSE MEETINGS

Lively monthly meetings with our delegation of state legislators while the General Assembly is in session.

VIRTUAL MEMBER BRIEFING

Meetings with the Chamber President and CEO and other staff members, delivered virtually to obtain updates on Chamber programming, advocacy, workforce, economic development and more.

SPECIAL EVENTS

Throughout the year, the Chamber will present special events like State of the Economy—an economic development update breakfast; State of Higher Education—a focused look at what's happening in higher education in our community and state; State of the Schools—a look at K-12 education; Candidate Conversations—video interview series of candidates running for elected office; and Solutions for Success—a virtual seminar series covering a wide variety of topics.



MICHIANA FORTY UNDER 40

This program is presented by the Chamber and YPN South Bend, recognizing 40 of our region's top young adults under the age of 40.

CHAMBER GOLF CLASSIC PRESENTED BY OSMC

Chamber's annual golf outing that infuses golfing with business networking—one of the largest and most popular golf tournaments in the region.

NETWORKING AT LUNCH

Quarterly networking opportunities that take place over lunch time. Build relationships, enjoy lunch and listen to a brief presentation on important topics from business and community leaders.

SALUTE TO BUSINESS

Annual luncheon celebrating the business community featuring a keynote speaker, business and individual awards—**Economic Impact**, **Small Business of the Year**, **Distinguished Business Leader**, **Woman of Influence** and **Outstanding Young Business Leader**.

YP SUMMIT

Professional development conference for young professionals, ages 21–39.

SEMINARS | WORKSHOPS

For professional and business development, the Chamber offers an array of educational seminars and solutions to make you more successful. Check the website for event topics and dates.

CHAMBER SAVINGS

CONSTANT CONTACT MARKETING PROGRAM

If you use email marketing to communicate to your customers or prospects, you can achieve additional savings as a Chamber member. You can realize up to 25% savings through the Chamber's Constant Contact Program.

ODP BUSINESS SOLUTIONS

Receive additional savings on all of your office supply purchases from Office Depot, in-store and online, just by being a member of the Chamber. All items are reduced a minimum of 5%, plus deep discounts are provided on selected items.

PRESCRIPTION SAVINGS PROGRAM

As a member, you, your employees and family members have access to a FREE prescription card. Receive savings of up to 75% (savings average 30%) at more than 50,000 local, regional and national pharmacies. All prescriptions processed through the program are completely confidential. Download your free card on our website or call the Chamber to receive cards.



CONFERENCE ROOM AVAILABILITY

As a member of the Chamber, you can access any one of our two meeting spaces upon request. Our small conference room has a capacity of six, while the larger Briefing Center can hold up to 20. Reach out to Director of Member Relations **Mark McGill** at 574.400.4044, or mmcgill@sbrchamber.com.

CHAMBER JOBS BOARD

Post your job openings free on the Chamber Jobs Board, a top-viewed web page on the Chamber website. This is an exclusive opportunity for Chamber members.

GOVERNMENT AFFAIRS & REPRESENTATION

A leading Chamber in the state of Indiana, the South Bend Region is heard loudly, clearly and consistently on important public policy issues impacting our region and your business.

CHAMBER RESOURCES

ECONOMIC DATA DASHBOARD

A data visualization tool that brings data to life! It includes Census and Bureau of Labor Statistics information while also displaying long-term trends, comparisons, cost of living, educational attainment by post-secondary institution and degree/certificates, 30-day job hiring trends and more. Access from our Economic Development menu on our website.

MAP

The Chamber produces a detailed street map of St. Joseph County. The map also provides additional visibility for those businesses wanting to advertise in the map. Maps are free. For more, contact the Chamber at 574.234.0051 or info@sbrchamber.com.

MEMBERS-ONLY HUB

Members can access exclusive resources, community photos, update their profiles, view their referral report and pay invoices by going to the [Members-Only Hub](#). The hub is accessed through the Chamber website.

MEMBERSHIP LISTS

All members receive a complimentary membership list upon request. The list is provided as an Excel file (no email addresses included). For more, contact the Chamber at 574.234.0051 or info@sbrchamber.com.

VISITORS GUIDE

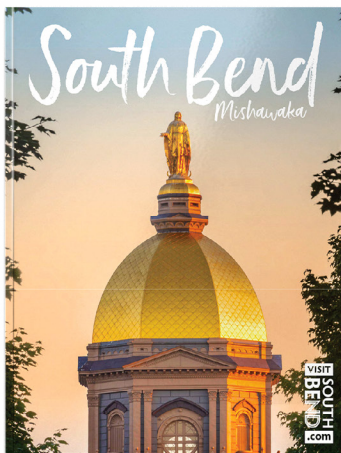
Have guests or prospective customers or job candidates coming to the community? Provide them with a Visitors Guide, showcasing all of the great things to see and do in the area. Guides are complimentary. Other visitor information is also available—Museum Guide, River Trail Map and digital passes. Contact the Chamber at 574.234.0051 to receive your visitor information.

CERTIFICATES OF ORIGIN

The Chamber is your source to obtain certificates of origin for your exporting needs. The fee is \$1 per certificate for members and \$50 per certificate for nonmembers. For more, contact 574.234.0051 or info@sbrchamber.com.

OTHER RESOURCES

For a complete listing of all economic, marketing and quality of place resources available from the Chamber, visit the Chamber website at sbrchamber.com.



MEET OUR TEAM

The Chamber



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Visit South Bend Mishawaka



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