



## ***REGIONAL CHAMBER ALLIANCE***

POWERFUL PARTNERS. POSITIVE RESULTS.  
 3001 JACKS RUN ROAD, MCKEESPORT, PA 15131  
[WWW.RCA-PA.COM](http://WWW.RCA-PA.COM)

### What's in Chamber Membership for you?

FIND OUT WHAT IT MEANS IN DOLLARS AND CENTS — A SOLID RETURN ON YOUR INVESTMENT (ROI).

#### IMMEDIATE ROI

<i>Benefit</i>	<i>Annual Value</i>	<i>Method of Calculation</i>
Your business listing on our exclusive "Shop in the Mon Valley" website and catalog system optimized for Google and other searches.	\$458	Your business listing and link on and in our website system, seen by hundreds — if not more — of potential customers each month, generating sales and/or brand recognition. Compare to just two classified ads in local newspaper at \$229 each.
Free website, domain name web-based email. Yes, free...	\$250	Annual cost of nominal website and associated charges. Even if you do not require a site, your link becomes part of catalog and search system (thus generating greater traffic to you).
Customer inquiries	\$200	Just four inquiries (via visibility on our site, calls to chamber office and referrals), results in a hypothetical \$50 sale each.
TOTAL IMMEDIATE ROI		\$908

#### ROI WITH MINIMUM PARTICIPATION

<i>Benefit</i>	<i>Annual Value</i>	<i>Method of Calculation</i>
Networking	\$240	Attendance at just two events results in 60+ contacts and potentially two sales of \$120 each.

*See other side for additional ROI...*

Utilizing exclusive member log-in access to lists and submittal of press releases, job board ads, etc.	\$240	Broad recognition through use of system and running job ads through system again substantially increase recognition and sales potential. Again, just two sales at \$120 each...
TOTAL ROI WITH MINIMUM PARTICIPATION		\$480

## POTENTIAL ROI VIA ACTIVE PARTICIPATION

<i>Benefit</i>	<i>Annual Value</i>	<i>Method of Calculation</i>
Event Hosting and/or Sponsorship	\$500+	A wide range of sponsorship packages provides significant exposure to hundreds—even thousands—of consumers and business professionals. Because these are targeted audiences, visibility is comparable to heavy advertising in other media.
Website and/or newsletter sponsoring	\$500+	Same as above—our system even communicates number of monthly hits to your site (total hits and by page). Gain great exposure on newsletter header mailed quarterly.
Discounted healthcare and life insurance, office supply discounts up to 88%, and rental car discounts.	\$570+	Easy access to discounts; even with just two employees, your health savings could exceed your investment cost. And with supply purchases of just \$500 annually, you can save even more!
TOTAL POTENTIAL ROI VIA ACTIVE PARTICIPATION		\$1500+

## AND...

<i>Benefit</i>	<i>Annual Value</i>	<i>Method of Calculation</i>
New relationships with region's business and community leaders		Connect with hundreds of business and community leaders to advance your business. Chamber members support, recommend and do business with each other.
Chamber credibility		Customers view chamber members as companies of integrity who care about their community.
Government & Community Affairs		Your Chamber watches the political arena, alerting you to pending regulations and legislation affecting your business. We communicate your concerns and spend approximately 300 hours annually on legislative issues. Currently we're focusing on completing the Expressway and resisting business taxes.
Your credibility as a community leader		Your unselfish partnering with the Chamber communicates to the region and beyond your commitment to improving the quality of life.
PRICELESS		