



WHERE YOUR BUSINESS BELONGS.



IMAGINE: YOUR BUSINESS WITHOUT CONNECTION

Regardless of the size of your business or the magnitude of your vision, there's something powerful about togetherness. And that's what the Hendersonville Chamber is all about: creating a strong sense of community where we can all thrive, prosper, and serve one another in the name of commerce.

Without that sense of togetherness and belonging, you and your business are left isolated. This goes for the largest companies and the smallest start-ups. A business without connection to the community in which it resides will surely struggle to thrive. We also believe businesses that are already established have a unique opportunity to support the economic community in which they operate. So, if you don't feel like you need the support of the Chamber, we can assure you, the Chamber, its members, and the community need the support of businesses like yours.

We invite you to explore these pages and see what a Chamber membership can mean for not only you and the success of your business, but the community around you looking to thrive together!



THE CHAMBER IS MISSING ONE IMPORTANT PIECE:
YOU!



"When I became a member of the chamber of Hendersonville, I was a brand-new business owner who had zero knowledge of running a business. Now, almost going into my 2nd year with them, I know that I have grown as a business owner and as a person because of all the opportunities they provide throughout the year and all the people I've met through them."

HIROKO HOLLAND
OWNER
Universal Kempo
Karate Schools

YOU THRIVE THROUGH COLLABORATION & COMMUNITY

Dear Future Member,

We're so glad you're here. Considering a membership in the Hendersonville Chamber of Commerce can feel like a big step, but we want to show you what a smart investment it truly is. It's not by accident that we're the largest and most effective Chamber on this side of Nashville. We are richly blessed with an environment of community and togetherness that's second to none. But we've worked hard over the years to create programs and incentives that make a Chamber membership valuable, affordable and incredibly effective at growing your business.

Here at the Hendersonville Chamber, we are champions of the entrepreneurial spirit and advocates for our community. We have dedicated ourselves to seeing a thriving economy within our city and beyond, which often means going beyond just supporting our members. The Charitable Foundation has now gifted over **\$900,000** with the **\$400k** we raised for the tornado victims this year. Through our Thrive 37075 initiative, we've spurred our business community to rally around one another. We've become a beacon of hope during times of struggle and uncertain futures. And we love leading the celebrations as we see others succeed and break new ground.

We believe you can be the next real success story here in Hendersonville. And you've chosen just the place to help you get there. **The only thing we're missing is YOU!** Just let us know how we can help!

Best wishes,

President/CEO



"There's no way Hendersonville would be the vibrant, thriving community it is today without the Chamber. Its dedication to bringing business here and keeping businesses working together is just one of the things that makes people so proud to call Hendersonville 'home'."

MAYOR JAMIE CLARY

TOGETHER, WE ALL THRIVE

Finding your sense of belonging within the Chamber is as important to us as it is to you. So we've created many avenues to give you a greater sense of connection. The four basic tenets of the Chamber are **CAPS**: Connect, Advocate, Promote and Support and they affect everything we do for our members and the entire community.

CONNECT

We work hard to provide unique opportunities for individuals and businesses to connect with customers, suppliers and important community issues. This includes weekly leads exchanges, monthly luncheons and periodic after-hours socials.

ADVOCATE

Some of the vitally important work we do is advocate for our broad and diverse member businesses, as well as the community at large, creating a climate of growth and success that makes Hendersonville a desirable place to do business. We do this through government relations, working with our city, county and other authorities, as well as workforce development, readying our job seekers for employment.

PROMOTE

We provide a wealth of opportunities for businesses to promote who they are and what they do through a variety of marketing activities and community events. We believe in the power of promotion and encourage our businesses to showcase their talents continuously in front of large, live audiences, and other sponsorship opportunities.

SUPPORT

Throughout the year, our members are given supportive resources, such as opportunities for education, business assistance and peer advice and we constantly leverage the talents and resources of our knowledgeable members to improve economic opportunities for everyone.

AFFINITY GROUPS

Each of our affinity groups meets monthly to collaborate through more meaningful and intimate connections that can take place in these smaller environments. These powerful groups come together to celebrate and encourage business achievement, share words of wisdom, and work together to strengthen our communities.



GOING BEYOND MEMBER SERVICE

Whether or not you're a Chamber member, we're working hard on behalf of the entire business community in and around Hendersonville, making sure that we offer an attractive economic environment for any business to prosper here.

WORKFORCE DEVELOPMENT

Creating and maintaining an atmosphere conducive to growth and prosperity has a lot to do with workforce readiness and recruitment. We are actively working with our Chamber members and business leaders outside of our Chamber family to ensure they can fill their job openings with skillful team members. We hold an annual job fair and are always actively promoting job openings to make sure we're connecting the job seekers with employers needing to grow their businesses. **HendersonvilleHiring.com** is one channel through which our job board is shared throughout the community.

PUBLIC AFFAIRS AND GOVERNMENT RELATIONS

For new businesses coming to town, knowing the right people to connect with and various bodies of government to work through is invaluable, but not necessarily intuitive to navigate. We help guide businesses through challenges they might face and make sure the community is a welcome environment for them.



"We've been honored to be a part of the Hendersonville Chamber for years now. We feel the best way to build trust with the region we serve is by actively immersing ourselves in the organizations that make it so wonderful."

JUSTIN COURY
CEO
TriStar Hendersonville Medical Center

MEMBERSHIP BENEFITS










When you join the Hendersonville Area Chamber of Commerce, you join more than a local network. You become part of a rich community resource invested in serious business growth.

MEMBERSHIP LEVELS AND BENEFITS

Membership with the Chamber definitely has its advantages. **Starting at just \$400 per year**, you can invest in your business and begin a relationship with the Hendersonville Chamber. The more you invest, the more opportunities you have to showcase your business.

CIRCLE OF EXCELLENCE

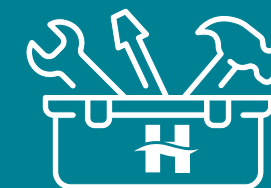
Circle of Excellence investors benefit from a complete marketing plan through a bundled package representing all Chamber events throughout the year. Totally customizable, these investment levels are designed for business partners that desire to position themselves as a lead organization in the Sumner County region.

	Subscription to Chamber communications	Web-based member directory	Ability to post for free on our Job Board	Invitation to exclusive Member-only training and events	Member-only social media outlets	Access to all Chamber programs (some additional fees may apply)	Member-only referrals	Membership plaque	Marketing Toolbox item	Enhanced directory listing including photo	Visit Hendersonville App for 1 month	Level exclusive invitation to all Captains Council events	Enhanced directory listing including photo and video content	Company logo included on the Chamber homepage and weekly Chamber newsletter	Custom marketing review and credit usage consultation	Special Circle of Excellence recognition online in the Chamber directory and the City Guide	Company logo advertised on the Circle of Excellence banner at ALL promotional events	Company name included on Chamber staff email signatures	Professionally produced commercial spot promoting your business	Member spotlight interview aired on radio and member MP3 file for internal marketing use	Category Exclusive	Credits available
 \$20,000 INVESTMENT FOUNDER \$15,000 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$15K
 \$18,000 INVESTMENT CHAMPION \$14,000 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$14K
 \$12,000 INVESTMENT CHAIRMAN \$9,000 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$9K
 \$7,000 INVESTMENT PRESIDENT \$5,000 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$5K
 \$5,000 INVESTMENT DIRECTOR \$3,000 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$3K
 \$2,500 INVESTMENT PLATINUM \$1,800 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓											\$1.8K
 \$1,000 INVESTMENT GOLD \$600 IN CREDITS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓												\$600
 \$600 INVESTMENT SILVER	✓	✓	✓	✓	✓	✓	✓	✓	✓													
 \$500 INVESTMENT BRONZE	✓	✓	✓	✓	✓	✓	✓	✓	✓													
 \$400 INVESTMENT BUILDER	✓	✓	✓	✓	✓	✓	✓	✓	✓													

MARKETING TOOLBOX

YOU PICK THE TOOLS

- Ribbon-Cutting Ceremony Tuesday-Thursday 9AM-4PM
- Enhanced Directory Listing
- Groundbreaking Ceremony
- Mass Email
- Printed Chamber Member Mailing Lists
- Relocation Packet Insert for 100 Packets
- Board Room Use for a Half-Day
- 1 month run on Visit Hendersonville App



Each item is valued at \$100

Pick your tools - some restrictions may apply.

ANNUAL EVENTS

The Chamber is quite literally the epicenter of activity for some of the most exciting and prolific events in Sumner County. If we're not having an event, there's usually one right around the corner that's a great opportunity for you to showcase your business. We have sponsorship and interactive participation opportunities available for all events.

BUSINESSES OF THE YEAR AWARDS

This annual awards event features our small and large businesses where we award our Small and Large Business of the Year.

CAPTAIN'S COUNCIL

This VIP event for our upper-level members celebrates the impact they've made in our business community, while also bringing together other community leaders and elected officials.

CHAMBER GOLF CLASSIC

A perennial sell-out, our golf tournament is our largest fundraiser for economic & community Development. And it's always a fun way for our members to enjoy competition or showcase your business.

FREEDOM FESTIVAL

With 15,000 attendees each year, this Independence Day celebration is arguably our most prolific event of the year, capturing all that is patriotic and festive, complete with a massive fireworks display.

GOLDEN APPLE TEACHER APPRECIATION GALA

Our opportunity to thank our educators for their hard work and sacrifice in educating our children and celebrate the best of the best in public schools.

HOLIDAY POP-UP SHOP

Our local boutiques and artisans showcase their talents and products for sale at this festive holiday shopping experience.

MAGNOLIA MARKET

Middle Tennessee's favorite boutique shopping experience where visitors browse and shop from a variety of boutiques and vendors from all over Tennessee.



MEN IMPACTING THE COMMUNITY AWARDS

Our annual opportunity to celebrate men in our community who are making an impact across several categories of leadership.

STATE OF THE CITY ADDRESS

Our Mayor and other city officials come together to address the business community on the state of our city and the bright future it has ahead.

SUMNER FEST

This festival by the lake celebrates the natural beauty surrounding us, featuring food and fun for the whole family, including live entertainment.

TASTE OF HENDERSONVILLE

If you want to get a taste of all that Hendersonville's restaurants and food vendors have to offer, you won't want to miss this favorite event.

WOMEN IMPACTING THE COMMUNITY AWARDS

Our annual opportunity to celebrate the women in our community who are making an impact professionally and personally.



"I recently opened my brick and mortar business in Hendersonville, and there is NO way I could have done it without the support of the Chamber!"

NICOLE FEDORCHEK
OWNER
Bruster's Real Ice Cream



Visit www.hendersonvillechamber.com to register today!

BUSINESS BUILDING PROGRAMS

At the core of everything we do, we are here to help you build your business. We are built to help you find and strengthen relationships with partners and potential customers, as well as help you become a more knowledgeable, confident, and resourceful business owner.



Throughout the year, our **Chamber University** offers a myriad of professional development courses by the area's experts in certain fields of expertise to keep you learning and growing your business. **FREE** to attend.



The first Tuesday of every month, we host our **Chamber Luncheon** with an enriching and engaging luncheon with a noted guest speaker. This event draws a large crowd each month and considered a favorite regular event by our members. Cost for lunch.



Ribbon Cuttings for your business are excellent for exposure for **YOUR** business. Invite people into your business to learn about your products and services. We bring the ribbon and big scissors to celebrate **YOU!**



Leads Exchange: Every Wednesday from 12:00 - 1:00 pm, our members gather to share their stories and network with other members to find ways to collaborate. This is **FREE** to attend.



"The Chamber has helped us stay connected to the community, allowing us to build lasting relationships with other individuals and businesses."

SCOT ROBINSON
PARTNER
Olympian Construction

THIS IS YOUR CHAMBER

We want you to make this Chamber your own. Settle in and get comfortable. We welcome new members with open arms - and usually an applause. You will get out of it what you put into it. Design the program for your marketing efforts that meets your budget and suits your approach to selling. Some of you sell to other businesses. Some of you sell to the public at large. Whatever your marketing strategy is, you can find the right opportunities to connect your business to your customers and we look forward to helping you do just that!

And we're always looking for ways to add new and dynamic programming to our offering. If there's something you think is missing, or you have an innovative idea, let us know about it and we can work to make it happen!

THRIVE WITH US TOO!

Our Thrive 37075 program is our way of encouraging everyone to buy local and LOVE LOCAL! You will see signs of participating businesses around town and you can show your support by choosing to buy with them! Also, ask us about our Thrive Hive. This is an effective way for businesses who are thriving to collaborate and give back.



#HendersonvilleIsHappening
#HendersonvilleIsHelping
#HendersonvilleIsHiring
#HendersonvilleIsHome
#Thrive37075



IT'S TIME TO GROW YOUR BUSINESS. JOIN TODAY!

We've seen countless businesses prosper as a direct result of their membership in the Chamber. We want **YOU** to be our next big success story!



Visit
HENDERSONVILLE

WE HAVE AN APP FOR THAT!



SCAN
ME



**HENDERSONVILLE
CHAMBER**

HELPING **YOUR** BUSINESS PROSPER & GROW

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100 Country Club Drive, Suite 104 • Hendersonville, TN 37075 • 615.824.2818

