

# Membership Benefits

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TO STRENGTHEN, PROMOTE AND CREATE BUSINESS OPPORTUNITIES THROUGH  
RELATIONSHIPS AND EDUCATION THAT ENCOURAGE MEMBER SUCCESS.

*Integrity   Excellence   Stewardship   Inclusion   Enterprising*

11826 Kingston Pike

Suite 110

Farragut, TN 37934

Phone: (865) 675-7057

Fax: (865) 671-2409

Web: [farragutchamber.com](http://farragutchamber.com)



**FARRAGUT  
WEST KNOX**  
CHAMBER of COMMERCE

# Membership Benefits

Standard Member BENEFITS	Exclusive for NEW Members	Included for ALL	Included after 1st Year
<b>WELCOME marketing</b> on Chamber social media, website, email & Chamber Life newsletter	◆		
<b>Ambassador delivery/review</b> of Member Benefits	◆		
<b>Groundbreaking/Ribbon Cutting</b> Services for New Business (> 1 year old)	◆		
<b>Valuable Advertising</b> Offers from Partners	◆		
<b>Chamber Plaque &amp; Door/Window Decals</b>	◆		
<b>Renewal recognition</b> on Chamber social media, website, email & Chamber Life newsletter		◆	
<b>Online Directory Profile with Visibility Reports</b>		◆	
<b>Additional Ribbon Cutting Services</b> for relocation, major anniversary or new branding/ownership		◆	
<b>One-on-one review</b> of Member Benefits anytime		◆	
<b>Discounted Event</b> Registration Prices		◆	
<b>Additional business/locations</b> at reduced flat fee		◆	
<b>Online Portal Access</b> including advertising for your business' <b>Events, Jobs, Hot Deals, News Releases , &amp; RFPs</b>		◆	
<b>Sponsorship Opportunities</b>		◆	
<b>Weekly Networking Opportunities</b> (average: 45/yr)		◆	
<b>Member News Briefs</b> in Chamber Life newsletter		◆	
<b>Relocation Packet inclusion</b>		◆	
<b>Small Business Development Center (SBDC) &amp; SCORE Counseling Services &amp; Classes</b>		◆	
<b>Networking Host / Marketing Opportunity</b>	\$150		Included
<b>Ambassador/Board Eligibility</b>			◆
<b>Continuing Ed. Scholarship Reimbursement</b>			Up to \$500

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Event Sponsor Opportunities	Presenting	Event	Community
<b>Annual Live &amp; Silent Auction Fundraiser (fall)</b> <ul style="list-style-type: none"> <li>Radio/TV promotion (level exclusive)</li> <li>Complimentary tickets at all levels</li> <li>Choice of Added Benefits</li> <li>Promotion print, web, social media, email and at weekly events</li> <li>Average attendance: 200-250</li> </ul>	\$5,000	\$2,500	\$1,000
<b>Breakfast Speaker Series* (3-4 annually)</b> <ul style="list-style-type: none"> <li>Radio/TV promotion (level exclusive)</li> <li>Complimentary tickets at all levels</li> <li>Promotion print, web, social media, email and at weekly events</li> <li>Average attendance: 100</li> </ul>	\$1,500	\$800	\$400
<b>Holiday Open House (annually in December)</b> <ul style="list-style-type: none"> <li>Promotion print, web, social media, email and at weekly events</li> <li>Opportunity for banner/table at event</li> <li>Members &amp; Guests only; no cost to attend</li> <li>Average attendance: 300</li> </ul>	\$400 single level / industry exclusivity		
<b>New Member Orientation (spring &amp; fall)</b> <ul style="list-style-type: none"> <li>Promotion via print, web, social media, email and at weekly events</li> <li>Opportunity for banner/table at event</li> <li>Average attendance: 75</li> </ul>	\$300 single level / industry exclusivity		
<i>Media Sponsor Opportunities</i>	Varies for each event		
<i>Catering Sponsor Opportunities</i>	Varies for each event		

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\*Please Request Benefit Specific Form

# Membership Benefits

ADVERTISE with US! Member ONLY Discounts	Rates		
<b>Mailing Label Set</b> <ul style="list-style-type: none"> <li>Pre-printed peel/stick labels ready to apply to your marketing mailing</li> <li>Addressed to the primary contact of all current Chamber members (some secondary included)</li> <li>Can be sorted by business name or zip code</li> <li>Approximately 650 labels</li> </ul>	<b>\$125 per set</b> <i>(\$350 for non-members)</i>		
<b>Membership Directory—Excel</b> <ul style="list-style-type: none"> <li>MS Excel format makes for easy merging</li> <li>Includes business &amp; primary contact info, address, phone number and web information</li> <li><b>NO EMAILS</b> (in accordance with CAN-SPAM)</li> </ul>	<b>\$100 (once per quarter)</b> <i>(\$300 for non-members)</i>		
<b>Color Ad in ChamberLife newsletter</b> <ul style="list-style-type: none"> <li>Monthly print newsletter inserted monthly in the farragutpress newspaper (37,500 distribution)</li> <li>Full 4-process color ad</li> <li>Single “business card” size or double-size (stacked or wide)</li> </ul>	<b>\$100/mos single business card size</b> <small>Members ONLY</small>	<b>\$150/ mos double size</b> <small>Members ONLY</small>	<b>\$1,000 FULL year (single OR double)</b> <small>Members ONLY</small>
<b>Weekly Email Business SPONSORSHIP</b> <ul style="list-style-type: none"> <li>Logo or graphic of your choice inserted into weekly direct-open Chamber e-newsletter</li> <li><b>Placed AT TOP of ALL content</b> (minus header)</li> <li>Link to website OR PDF Flyer (you provide)</li> <li>Graphic: 600 px wide by 200 px tall, JPEG</li> <li>Approximate contacts: 1500</li> <li>2021 Avg Open: 16.9% / FWKCC Avg: 30+%</li> </ul>	<b>\$100 / week</b>  <b>\$150 / 2 Weeks</b> <b>(Save with repeated exposure!)</b>  <b>LIMIT ONE BUSINESS per 2 Week Block Members ONLY</b>		
<b>Weekly Email Business Spotlight</b> <ul style="list-style-type: none"> <li>Logo or graphic of your choice inserted into the <b>mid-body</b> of weekly direct-open e-newsletter</li> <li>Can link to website OR PDF Flyer (you provide)</li> <li>Graphic: 600 px wide by 200 px tall, JPEG</li> <li>Approximate contacts: 1500</li> <li>2021 Avg Open: 16.9% / FWKCC Avg: 30+%</li> </ul>	<b>\$50 / week</b>  <b>\$75 / 2 Weeks</b> <b>(Save with repeated exposure!)</b>  <b>Members ONLY</b>		

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# Membership Benefits

## Ribbon Cuttings: Included!

### General/Scheduling Information

Groundbreaking & Ribbon Cutting services are included in your annual investment, providing **great marketing exposure** for your business both leading up to and well beyond your actual event date. Member businesses generally qualify for this service under the following circumstances:

- ◇ **NEW Business (1st Year Open)**
- ◇ **NEW Location**
- ◇ **MAJOR Anniversary (1st, 5th, 10th, etc.)**
- ◇ **NEW Branding/Ownership**
- ◇ **MAJOR Expansion**

To **schedule**, contact us at (865) 675-7057 or at [Suzanne@farragutchamber.com](mailto:Suzanne@farragutchamber.com) as soon as possible. NOTE: Our calendar can book months in advance; **early scheduling ensures maximum date availability & marketing**.

The Chamber supplies **scissors, ribbon** (plus coordination of having it signed on-site by guests as a memento), **dignitaries' invitations** and **excellent advertising** to the business and area communities. Hosts are encouraged to share their event with family,

### For Farragut Businesses



Businesses in Farragut have **additional advertising** available from the Town of Farragut like the use of "Grand Opening" or other temporary signage. These are part of Farragut's overall event application process. Permit forms are available at the links below and must be submitted in advance of your event. Likewise, the presence of large tents, air-supported inflatables or food trucks requires completion of a permit form.

**PLEASE READ:** If your Farragut event does NOT require signage, large tents, air-supported structures, food trucks or similar, then you **may not need** to complete these permit applications. Contact the Town of Farragut at (865) 966-7057 for guidance; they are happy to help ensure smooth sailing for your event!

### Event Application (including Tents, etc) Application LINK

<http://townoffarragut.org/540/Event-Application-Process>

### Temporary / Grand Opening SIGN Application LINK

<https://www.townoffarragut.org/DocumentCenter/View/2843/Temporary-Sign--Grand-Opening-Sign-Permit?bidId=>

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## PARTNER RESOURCES

**Small Business Development Center of TN:** The TSBDC exists to see you GROW & SUCCEED. They provide **small business start-up help** including, but not limited to: business plan development, financial planning assistance, marketing development, capital sourcing, & social media guidance.



In addition, the TSBDC provides **existing business help** not limited to: business growth planning, government contracting guidance, international trade guidance, sources of capital, & social media strategy guidance.

They also provide FREE local advising to help you explore a business idea or talk about your existing business and issues you may face. Advising can be scheduled virtually or in person by visiting [www.tsbdc.org/pscc/](http://www.tsbdc.org/pscc/) or call 865.246.2663.

**SCORE** is a non-profit organization dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. The Greater Knoxville chapter has over 50 experienced business men and women who volunteer their time to provide a free consulting service to East TN small business owners.



They offer low-cost workshops, free access to a library of business articles & financial spreadsheets, plus advising in operations, cash flow, sales, marketing, technology and more. Contact: [www.greaterknoxville.score.org](http://www.greaterknoxville.score.org) / 865.692.0716 / [641@bellsouth.net](mailto:641@bellsouth.net)

**The Town of Farragut** wants to help you join our business community! Whether you are opening your first business or are a seasoned business owner, Farragut is excited to work with you to fulfill your business needs.



Before starting any new project, a pre-project consultation with our Community Development Department is a crucial first step & leading factor in making your project a success. In this informal meeting, you will have a chance to get answers to your questions and identify the permits and inspections your project may require. **Town staff are happy to help you with steps such as:** Obtaining a business license / Pre-project consultation / Schedule a courtesy inspection / Apply for a building permit / Apply for a sign permit... and more.

The Town of Farragut is committed to redefining quality of life with a beautiful, close-knit, connected community where families & businesses thrive. We need your business to make that vision a reality.

Start by contacting our Community Development Department at 865.675.2384. **If you're not sure where to begin**, contact **Business Liaison, Trevor Hobbs** at 865.966.7057 or email him at [THobbs@townoffarragut.org](mailto:THobbs@townoffarragut.org).

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# Membership Benefits

**GROW/CONNECT/SERVE:**



**Launched** as a result of the Chamber's 2018 Strategic Planning, board leaders worked with Chamber staff to launch the concept of a young professionals initiative for the Farragut West Knox area. The first event in May 2019 met with resoundingly positive reception. In under a year, the founding committee members—all talented young professionals in their own right—established their own brand, logo, established roles, and began creating unique programs for up and coming area leaders.

West Young Professionals current goals are to **provide opportunities for young professionals to connect, learn, grow as individuals and within their industries, and give to communities where they live and work.** Or, as a founding committee member said, **"Be more than a business card."**

To get involved, contact chair, Devin Sellmer at [devin@smartcruiser.com](mailto:devin@smartcruiser.com). Events are currently held monthly and are announced in the Chamber's bi-weekly e-newsletters, on the Chamber's website & social media, and in the West Young Professionals group.



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# Membership Benefits

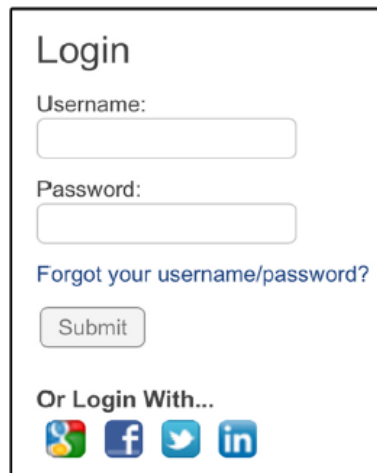
## How to Get Started with the Online Member Portal & APP

### STEP #1: Create your Login. How?

Use the link in the email the Chamber sent you.

If you joined online, you created your login during your application submission. Click the "Forgot password" button & enter the email you used when you signed up.

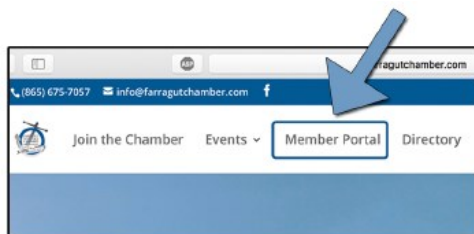
Still need help? Call us at (865) 675-7057 or email our Finance & Membership Services Director at [Suzanne@farragutchamber.com](mailto:Suzanne@farragutchamber.com).



### STEP #2: Bookmark the Login Page

Go to [www.farragutchamber.com](http://www.farragutchamber.com) and click "Member Portal" from the menu options across the top of our site.

You'll be redirected to the login page, which you can then add to your web list of bookmarked pages. Your login may also be saved on personal devices.



### OPTIONAL: Download the APP

Download the MemberPlus APP in your app store (available on both Apple & Android)

To access your benefits in the app, you will need to use the same login information that you created for the Online Member Portal.

If you belong to another chamber who uses this app, be sure your credentials are not the same.

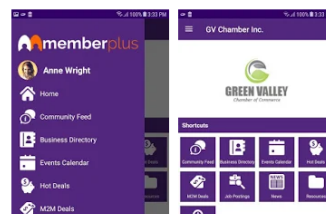


MemberPlus

GrowthZone Business

Everyone

This app is compatible with



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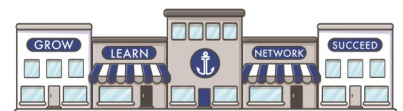
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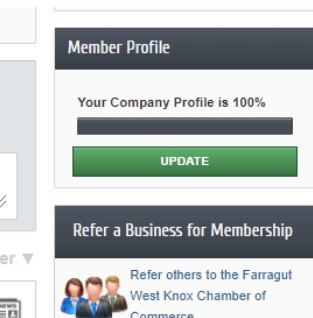


# Membership Benefits

## Increase your **SEO** with the Online Member Portal

### STEP 1: Login to Online Member Portal.

Each team member can have their own login, letting them register for programs & events, or post content relevant to their role to increase your visibility. Logins can have different levels of access, too. Just ask.



### STEP 2: Complete your PROFILE

Click UPDATE to complete as many sections of your profile as you can—like linking social networks, adding keywords and categories, and a description of your business—to up your visibility and get found by people who need your services!

### Step 3: Post CONTENT—Jobs, Deals, Events, News

Your membership INCLUDES posting of your open Jobs, News Releases, Deals, & Events—and they go a LOT of places with the click of a SUBMIT button:

- Into the Portal “feed” (other members will see it as they log into the home screen)
- Highlights your online directory profile
- Our Chamber website
- Our Chamber Facebook / Twitter
- In the next upcoming Chamber Life newsletter in the Farragutpress (if offer still active)



### Step 4: Schedule these items in advance to save time and stay **VISIBLE!**

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# Membership Benefits

## Online Member Portal: **SHOP Members with RFPs** (PLUS... The public can “shop” you, too!)

Short on time? On a deadline? Would you like to be able to request QUOTES for services from MULTIPLE members all at once? NOW, you can! AND... the general public who visit our website can request service quotes from YOU!

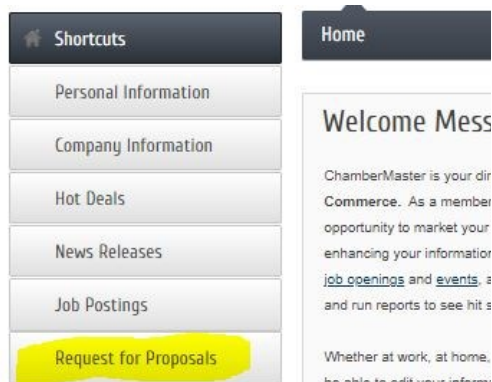
### How do I request SERVICE QUOTES from fellow members?

Easy. Log into your Online Member Portal and select **Request for Proposals**, then complete the form and SELECT the categories of businesses you want to target. **HINT:** Selecting categories (not names) means you can discover members who provide services you didn't know they had and COULD save you \$\$\$!

### How does the PUBLIC request SERVICE QUOTES from ME?

ANYONE visiting our website can find the “Request a SERVICE Quote” under both the “Directory” and “Business Services” menus.

- GET SELECTED MORE: Make sure your categories are updated in your member profile. (In the portal go to > Company Info > Categories > Add or delete categories.
- ALL ACTIVE reps on file with us for your business receive an email notifying them of an RFP request. This ensures you don't miss any opportunity!
- There will be a link in the email that will take you to your Online Member Portal. **You must have a login to access and view the full RFP** and any attachments submitted by the requester.
- NO PORTAL LOGIN? Contact us!



Request for Proposal Submission

\* Required field

Proposal Title: \*

Listing Start Date: \*

Listing End Date: \*

Due Date: \*

Description:

File containing details:  
Choose File No file chosen

Minimum Budget:  
\$0.00

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# Membership Benefits

## How to Apply for a Continuing Education Reimbursement Scholarship

*Do you or staff need to learn new computer/tech skills?*

*Does your industry require ongoing certification or CEUs?*

*Are you or an employee working on a degree in your field?*

*Is there an industry conference you'd love to attend?*

**Your Farragut West Knox Chamber of Commerce may be able to **HELP** by reimbursing you up to \$500!**

The Continuing Education Scholarship reimbursement Program — an **innovative Member Benefit** offered by the FWKCC — provides scholarships to members in good standing **after their 1st year** of membership so they or their staff can continue to further their industry-related education. Thus far, we have helped over 150 members.

### YOU could be the next recipient! How to apply?

- (1) **Request an application** from the office OR download the PDF at <https://www.farragutchamber.com/members/member-benefits/continuing-education-grants/>
- (2) **Complete the application in full**, including a personal statement & explanation of the training you wish to take, and any helpful materials.
- (3) **Return application** to Julie@farragutchamber.com OR mail/deliver to us at 11826 Kingston Pike, Suite 110, Farragut, TN 37934
- (4) **Last Steps** Applications are reviewed by the Executive Board the 3rd week of each month. Recipients are generally notified by the end of each month. All recipients must provide proof of completed training before receiving their Scholarship reimbursement. NOTE: Members may apply PRIOR to their 1st membership anniversary IF training occurs after said membership anniversary. Approval will be contingent on timely membership renewal.

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# Membership Benefits

## Affinity Benefits

*Enjoy valuable cost savings on...*

### HEALTH INSURANCE FOR ALL SMALL TN BUSINESSES



Aetna Funding Advantage insurance plan for businesses with 2-100 staff; members get a discount on admin fees and other perks!

## East Tennessee Health Plan

A Healthcare Solution from Tennova Healthcare and The University of Tennessee Medical Center.

East Tennessee Health Plan's primary cost drivers through a collaborative effort between East Tennessee Health's disease management expertise and American Health Data Institute. Together, they have created an integrated approach that allows employers to control healthcare costs from every angle.

Get quoted by these members:



**Citizens**  
INSURANCE SOLUTIONS



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## Affinity Benefits

*Enjoy valuable cost savings on...*



# RURAL METRO

A Global Medical Response Solution

Fire coverage **requires a subscription** in  
Farragut or unincorporated Knox County for BOTH  
commercial & residential... OR face a **costly** bill.

Rural Metro Fire has partnered to help FWKCC members get &  
stay PROTECTED. Members qualify for ONE of 3 discounts  
whether new or existing subscribers! **CALL Mike Walker to learn  
more: 865-371-7495**

### A-Z Office Resource

[www.azorinc.com](http://www.azorinc.com)

800.851.0189



**A-Z Office Resource** is a proud supporter of local business  
& the Farragut/West Knox Chamber of Commerce.  
That's why we give back 3%\* of all member spend  
directly to the chamber to help support its efforts.

Sign up for a no obligation login at:

**[www.azorinc.com/setup](http://www.azorinc.com/setup)**

\* Please indicate "Farragut/West Knox" under Pricing Code when setting up login to ensure  
you are supporting your chamber!.

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## Add/SYNC CHAMBER Events to your



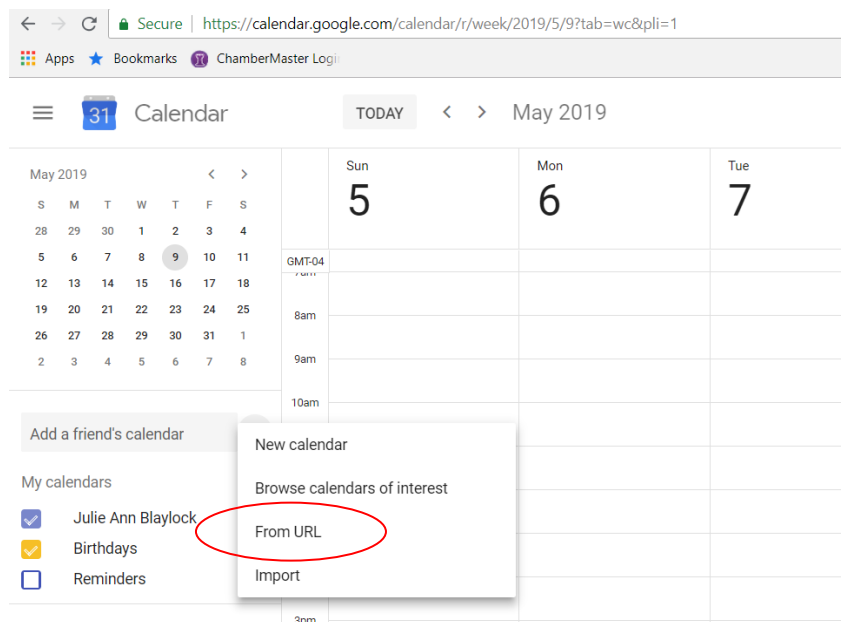
**Add Individual Events to Your Calendar:** The “Add to Calendar” button on each Chamber event’s webpage is able to be downloaded as an .ics file intended for use with Outlook or other software based calendars. This feature is not yet available for web-based calendars.

**Sync the Chamber Event Calendar to Your Calendar:** Want to minimize time spent checking our calendar but ensure you NEVER miss events you really want to attend? Sync the Chamber’s full calendar of networking & ribbon cutting events! This option adds an average of just 2 events per week to your calendar, includes updates/changes to existing events and automatically adds future events. You can, of course, delete individual events from your calendar that you don’t need to see.

- (1) Open your **Google Calendar**, like the one below.
- (2) On the left-hand menu next to “Add a friend’s calendar,” click the drop-down arrow and select “From URL”. A window will pop up with a blank field.
- (3) PASTE this URL:  
[webcal://members.farragutchamber.com/Events/CalendarSync/Category.ics?id=6](https://members.farragutchamber.com/Events/CalendarSync/Category.ics?id=6)
- (4) Click “Add Calendar.” NOTE: Google may take 1-2 days to populate and add all current events.

For **MS Outlook**,

- (1) Select “Open Calendar” from the Manage Calendars tasks on the Home ribbon.
- (2) Choose “From Internet” from the list of options.
- (3) (3) Input above URL.



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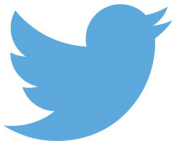
**FIND us or YOUR photos & promotions online:**



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@fwkcc



@fwkcc



[www.linkedin.com/company/  
farragut-west-knox-chamber-of-commerce](http://www.linkedin.com/company/farragut-west-knox-chamber-of-commerce)

Julie A. Blaylock, President & CEO

[julie@farragutchamber.com](mailto:julie@farragutchamber.com)

Suzanne Krygier, Membership & Finance Director

[suzanne@farragutchamber.com](mailto:suzanne@farragutchamber.com)

Follow us to stay up to date on upcoming events, **PHOTOS** of YOU & your business plus Member-submitted **JOB**S, **NEWS**, **EVENTS** & **HOT DEALS**!

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