

# RANCHO MIRAGE CHAMBER OF COMMERCE EXECUTIVE CIRCLE

## Boost Your Brand

Plan your year of involvement with the chamber in the heart of our valley - the chamber of choice!

### Contact Us:

✉ [Events@RanchoMirage.org/Info@RanchoMirage.org](mailto:Events@RanchoMirage.org/Info@RanchoMirage.org)  
☎ (760) 568-9351 🌐 [RanchoMirageChamber.org](http://RanchoMirageChamber.org)



## EXECUTIVE CIRCLE SPONSORSHIP MENU

Welcome to the Executive Circle: Sponsor packages for Rancho Mirage Chamber programs, services, events and more while your business receives exposure, recognition and reach into the community.

Sponsoring Rancho Mirage Chamber's events or programs is a high-impact, cost-efficient way to give your company exposure throughout the business community. Sponsorship of Chamber programs and events is budget-friendly for nonprofits, small to large businesses and gives your company:

- Increased brand exposure
- Exclusive associations with high profile business events featuring business leaders and top policymakers in unique, stylish venues.
- Credible community exposure
- Highly targeted advertising placement across a variety of media
- Access to new business relationships and potential customers
- A thoughtful business plan for a successful year

Let's get started on creating your plan of involvement with what we believe is the fastest growing chamber of commerce in the Coachella Valley!

The chamber has an extraordinary platform – this is how to leverage it.

- Katie Stice, President/CEO and Guadalupe Fox, Director of Events & Sponsorships



## Get in front of the new members! Member Orientation & Monthly Chamber Updates

Held 10-12 times per year, members learn how to make membership work for their business with a **Kickstart meeting**. New staff, a great board and clear vision for MEMBER focused success and growth. Let us tailor the membership services, products and programs to fit your needs and desires.

\_\_\_ **\$1,000 Business Sponsor – SOLD OUT**

Sponsor gives a welcome and hands out information on a monthly basis.



### Educational Series

#### Rancho Mirage Library and Observatory

January 25<sup>th</sup>, February 29<sup>th</sup>, March 28<sup>th</sup>, April 25<sup>th</sup>, October 31<sup>st</sup> and November 21<sup>st</sup>.

9:00 am to 10:00 am

The Rancho Mirage Chamber of Commerce is proud to present a unique opportunity to invest in the future of our community through our brand-new Educational Series. This exciting initiative aims to empower local businesses with valuable knowledge and resources to run a healthy business.

#### - **\$ 2,000 Event Sponsor**

Includes four seats, a welcome at the podium, information at the tables and banners at the event (provided by sponsor). Press release, social media, and more inclusion for recognition.

Continuous marketing throughout the year. **Excellent value!**

## Speaker Series

May 15<sup>th</sup>, June 21<sup>th</sup>, July 17<sup>th</sup>, August 21<sup>st</sup>

11:30 am to 1:30 pm

The Rancho Mirage Chamber of Commerce is proud to announce the Summer Speaker Series featuring hot topics, important to us all. The Salton Sea, Economy, Tourism and Housing were our 2023 choices. Look out for our new 2024 topics.

\_\_\_ **\$2,800 Presenting Sponsor (full series) ONE SOLD, ONE AVAILABLE.**

Includes four seats, a welcome at the podium, information at the tables and banners at the event (provided by sponsor). Press release, social media and more inclusion for recognition. Speakers and sponsors are seated together.

\_\_\_ **\$ 1,200 Event Sponsor (full series)**

Includes two seats and printed logo displayed in centerpiece. Marketing includes social media, stage recognition and eblast inclusion.

The banner for the Summer Speaker Series 2023 features a yellow and orange background. At the top left is the Rancho Mirage Chamber of Commerce logo. The text 'It's back!' is written in a cursive font. The main title 'SUMMER SPEAKER SERIES 2023' is in large blue letters. Below it, the details of the series are listed: 'Join us each month from May-August for another amazing members-only luncheon series. 11:30 AM - 1:30 PM at Mission Hills Country Club: 34600 Mission Hills Drive, Rancho Mirage. Speakers, networking, self introductions, and lunch \$55 per person (These luncheons sold out last year, please reserve early!)'. Sponsors listed include SSAC, RAYMOND JAMES, Palm Springs International Airport, and LIFT TO RISE. A QR code is provided for registration at RanchoMirageChamber.org.

## Taste of Summer Rancho Mirage

Friday, July 19<sup>th</sup> – Sunday, August 18<sup>th</sup>, 2024

This is the best part of summer!

Join in at this food fest for locals and visitors alike as we engage residents, visitors, businesses, nonprofits, and the city for some tasty summer F-U-N!

About 20 restaurants and 30 nonprofits get involved each summer while thousands purchase wristbands to participate.

The banner for Taste of Summer Rancho Mirage has a yellow background with a teal top bar. The teal bar contains the dates 'JULY 17 TO AUGUST 13, 2023'. Below the bar are three circular icons: a sun, a fork and knife, and a wine glass. The text 'Taste of Summer' is in large pink letters, and 'Rancho Mirage' is in a cursive font below it.

\_\_\_ **\$3,000 Title Sponsorship – SOLD OUT**

Sponsor logo and name prominent on TasteofSummerRanchoMirage.com and in all marketing materials and commercials (radio and TV). This event is a TRUE economic driver getting people INTO local restaurants over the slower summer months. **Fantastic media exposure.**

**Marketing Summit**  
**Rancho Mirage Library**  
**November 13<sup>th</sup>, 2024**  
**8:30 am to 12:30 pm**

We gather experts to help inform members and guests of all things marketing and media – from AI, Canva, Tik Tok, Google, television, radio to sales techniques. Our members are always learning more about marketing trends and understanding how to work with local media. ***This event SOLD OUT in 2022 and 2023.***



**\_\_ \$2,000 Presenting Sponsor**

Name and logo on all materials and promotions – 5-minute welcome at the event. Attendee contact info. Includes admission for 6 attendees.

**\_\_ \$1,200 Event Sponsor**

Name and logo on promotions, 2 eblasts, 2 social media promotions. Includes admission for 4 attendees.

**RM Chamber of Commerce Legislative Business Breakfast**  
**Mission Hills Country Club,**  
**Friday, April 5<sup>th</sup>. 8:00 am to 9:30 am**

Keep abreast of the political changes, challenges, and activities that affect the area and your business. The Legislative Business Breakfast is offered annually.

**\_\_ \$1,500 Event Sponsor**

**SOLD OUT**

Table of 8, name and logo on all materials and promotions plus a short stage welcome at the event.

**\_\_ \$1,200 Program Sponsor** **ONE SOLD, ONE AVAILABLE**

Includes two seats, half a page of content in the Program, logo presence on the screen plus marketing in all our social media.

**\_\_ \$500 Centerpiece Sponsor** **SOLD OUT**

Includes two seats to the event and logo displayed in centerpiece. Marketing includes social media, e-newsletter and stage recognition.



**Rancho Mirage State of the City Address**

**Omni Rancho Las Palmas Resort & Spa**

**October 10, 2024**

**11:30 to 1:30 pm**

The Rancho Mirage Chamber of Commerce and City of Rancho Mirage invite you to sponsor the annual State of the City Luncheon. Enjoy lunch with business leaders and dignitaries while learning more about the growing city, events, and upcoming plans for the center of the valley. The Mayor shares updates, successes, and the vision for the future of economic development, investing in Rancho Mirage neighborhoods, and much more.



**RANCHO MIRAGE**  
**STATE OF THE CITY**  
**2023**

**\_\_ \$5,250 Title Sponsorship ONE SOLD**

2 tables of 10, a 5-minute welcome on stage with logo inclusion on all marketing materials, social media, and website. Your business collateral placed on the tables, and an expo booth in a visible area.

**\_\_ \$2,850 Presenting Sponsor**

Table of 10, plus a stage presence, and an expo-booth in a visible area. Logo inclusion in all our marketing materials.

**\_ \$2,850 Valet Parking Sponsor**

Two seats at a table, a welcome sign with your logo in the valet parking area, an opportunity to leave a parting gift or marketing material in all valet cars and your logo on the tabletops. Logo inclusion in all our marketing material as well.

**\_\_ \$2,850 Program Sponsor ONE SOLD, ONE AVAILABLE**

Two seats at a table, half a page of content in the printed program, logo inclusion on the big screen and on tabletops. An opportunity to send a special message in our weekly e-newsletter following the event. Multiple marketing in all our social media and press releases.

**\_\_ \$1,500 Event Sponsor. TWO SOLD, MORE AVAILABLE**

Includes 5 seats and logo recognition on all our marketing materials. Name and logo on tables.

**Small Business EXPO – Welcome to the Valley’s Largest Business Expo!**

**Agua Caliente Casino Resort Spa Rancho Mirage**

**Thursday, November 7<sup>th</sup>, 2024 – 4:00 to 7:00 pm**

Kick-off season by exhibiting your products, services, and wares! This business expo brings together our area business community and residents alike for a fun day of vendors, movers, and shakers and more. We are looking to have between 80 to 100 exhibitors and over 700 attendees having great conversations about local businesses. **This event SOLD OUT in 2019, 2022 and 2023.**

**\_\_ \$5,000 Title Sponsorship**

Primary Space & Prominent location, logo inclusion on all marketing materials, press releases, social media, TV and radio appearance.

**\_\_ \$2,750 Presenting Sponsor**

Double space in VIP location, added promotion inclusions and involvement.

**\_\_ \$1,000 Event Sponsor – TWO SOLD, MORE AVAILABLE**

Space in high traffic locations and promotional involvement.

## The Chamber Masters Golf Tournament

Place: TBD

Wednesday, December 11<sup>th</sup>, 2024

Our Past Board Chair welcomes you to The Chamber Masters annual golf invitational.

A special day for the community to connect on the links, featuring a bloody mary bar, breakfast, lunch, awards and more. Be ready for a FUN day of playing on some of the most beautiful courses in the valley.

### \_\_\_ \$5,000 Title Sponsor

Three foursome teams. Sponsor name and logo tied into overall title of event. Company logo prominently displayed in all tournament marketing materials; event flyer, e-blast, e-newsletter, social media, and ads. Company logo displayed on chamber website. Signage at event exterior and interior banners (banners provided by sponsor). Sponsor representative as master of ceremonies at awards reception.



### \_\_\_ \$2,850 Presenting/Driving Range Sponsor

Golf for four. Company logo displayed in select tournament marketing materials. Including flyers, e-blast, registration forms, and ads. Company logo displayed on chamber website with link to company. Representative from your company assists in presenting awards, photo opportunity. Opportunity to have booth/display at driving range.

### \_\_\_ \$2,850 Awards Lunch Sponsor

Golf for four. Company logo displayed in select tournament marketing materials. Including flyers, e-blast, registration forms, and ads. Company logo displayed on chamber website with link to company. Representative from your company assists in presenting awards, photo opportunity. Admission for four additional people to the awards luncheon. Welcome attendees to the stage. Sponsor provides banners for display.

### \_\_\_ \$2,000 Cart Sponsor

Golf for two. Company name on registration form. Company name on chamber website with link to company. Signage on all player carts with sponsor logo. Admission for two additional people to awards luncheon.

### \_\_\_ \$1,500 Beverage Sponsor

Golf for two. Company signage in designated areas. Company name/logo on marketing materials. Admission for two additional people to awards luncheon. Beer/champagne toast.

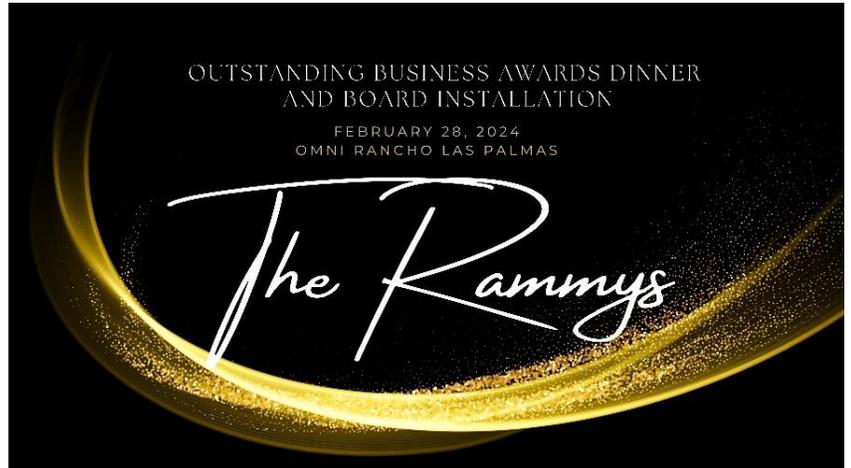
### \_\_\_ \$1,500 Swag Sponsor

Golf for two plus two additional people to awards luncheon only. Sponsor will provide promotional material.

**The Rammys Annual Outstanding Business Awards Dinner & Board Installation**  
**OMNI Rancho Las Palmas Resort & Spa**  
**February 28, 2024**  
**5:00 pm**

Each year, this flagship event launches the year with a new Chair of the Board. We honor the best in business with the awards program, install the leadership and honor the biggest award of the night, the Barbara Sinatra Distinguished Citizen of the Year Award.

This event is NOT to be missed as it is a true celebration of our community with a long and rich history.



**\_\_ \$5,000 Title Sponsorship – SOLD OUT**

2 tables of 10, a 5-minute welcome on stage with signage, business collateral on the tables and an expo booth in a visible area plus recognition in all our marketing materials.

**\_\_ \$2,500 Presenting Sponsor SOLD OUT**

Table of 10, welcome on stage with signage, social media, press releases, plus a stage presence with honorees.

**\_ \$2,500 Valet Parking Sponsor – ONE SOLD, ONE AVAILABLE**

Two seats at a table, a welcome sign with your logo in the valet parking area, an opportunity to leave a parting gift or marketing material in all valet cars and your logo on the tabletops. Logo in all our marketing material as well.

**\_ \$2,500 Program Sponsor – ONE SOLD, ONE AVAILABLE**

Two seats at a table, half a page of content in the program, logo presence on the screen and on tabletops. A chance to send a special message in our Morning Monday Memo, next Monday after the event. Heavy marketing in all our social media and press releases.

- **Include an ad to congratulate an honoree.** If interested, please call the office for more details! (limited spaces)

**\_ \$1,850 Event Sponsor ONE SOLD, MORE AVAILABLE**

Table of 10, logo inclusion, social media and press release

**\_ \$1,000 Champagne Welcome Sponsor SOLD OUT**

Includes 2 seats and signage at the check in area along with a toast on stage.

**EXECUTIVE CIRCLE SPONSORS ADD-ONS**

With a minimum of \$2500 in sponsorships, Executive Circle Sponsors will receive in addition these add-ons at no cost to you.

**Eblasts**

Enjoy 5 E-Blast Ads. Provide the jpeg and a link. Send to staff at least one week in advance.  
E-Blasts usually go out on Mondays.

**Social Media Promotion**

Enjoy 5 Social Media Posts. Provide the content and links.  
Please send at least one week in advance for scheduling.

**Monthly Networking Mixers**

Booths at chamber mixers – can be used certain months throughout the year, two Mixers total. Rather than hosting a mixer, you can have a large presence at the event with a booth at no additional cost to you.

**Front Page of Website Logo Inclusion and Link**

Please provide us with your high-resolution logo and link for the front page of our website.

Plus:

**Special recognition in annual Shop Local Guide/Chamber Directory**

**Enhanced Business Listing on Website**

**Enhanced Business Listing in City Guide**

**Logo Included in the Sponsor Block on each E-Blast and Email from Chamber Staff**

*This promotional agreement with SPONSOR is not related to or dependent on any services or provisions not described in this document. The RMCC and SPONSOR agree to act in good faith regarding the terms and conditions set forth herein. In the event a service or provision set forth within the agreement cannot be delivered due to an event cancellation of some other unforeseen obstacle, the parties will make every effort to deliver alternate services of equal value. Sponsorship levels are not exclusive unless specified in the agreement. All monies owed must be paid in advance of services and benefits rendered and within 30 days of agreement execution unless an alternate payment plan is agreed to by both parties in writing and in advance.*

**Business:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Total Sponsorship \$** \_\_\_\_\_

**Invoice Needed Y / N**

**Member Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Chamber Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**Guadalupe Fox, Director of Events & Sponsorships, Rancho Mirage Chamber of Commerce**

## Rancho Mirage Chamber of Commerce Membership Timeline/Retention Plan

Member retention is a key component of a good membership plan. To increase membership, RMCC strives to recruit two new members for every member who doesn't renew. It takes a lot less work, and money, to retain current members rather than continually trying to find new prospects to recruit.

Industry statistics show that the first year of membership is critical – the majority of those who do not renew their membership are first-year members. That is why it's so important to reach out to these new members, to give them personal attention, and to get them involved. A new member who participates in chamber activities and becomes part of the "community" is less likely to leave after a year.

Through personal attention, we can also educate the new member about chamber benefits and services. Many new members leave a chamber without even realizing what they're missing because no one took the time to personally explain how to take advantage of the benefits and how to find the most appropriate programs and activities for their needs. With our New Member Plan, we will ensure that all new members learn how to maximize their membership and get involved in our chamber.

Below is our membership timeline outlining member contacts and invoicing.

WHEN	ACTION	NOTES
Upon Application & Month #1	<ul style="list-style-type: none"> <li>-Call &amp; personal visit</li> <li>-New Member Packet delivered</li> <li>-New Member Profile completed</li> <li>-Invitation to New Member Orientation</li> <li>-Encouraged to add representatives with form at induction to deepen contacts</li> <li>-Board of Directors "Welcome Card" sent</li> <li>-Event e-invite</li> <li>-Invitation to personal consultation</li> </ul>	<p>Profile includes 25-word description that is published online</p> <p>Packet includes benefits checklist &amp; plaque</p> <p>Personal consultation by staff orients new member to staff &amp; leadership, discusses expectations, encourages involvement</p>
Month #2	<ul style="list-style-type: none"> <li>-Front desk staff reminder call re: next event and/or New Member Orientation</li> <li>-Membership staff sends networking tips</li> <li>-Welcome letter from President/CEO and Two Free Mixer Passes</li> </ul>	<p><b>Member Orientation cover all benefits, opportunities</b></p> <p>Member Orientation attendance rolodex emailed to all attendees</p> <p>Staff collects feedback, if any, for possible follow-up as necessary</p>
Month #3	<ul style="list-style-type: none"> <li>-Regular Chamber mailings &amp; emails</li> <li>-Membership Committee/Ambassadors/BL make business visits to welcome new members</li> </ul>	<p>Includes Social Media engagement</p> <p>Retention Committee is made up of Board Members and Ambassadors</p>

Month #4	-Ambassador call to check-in with new member, answer any questions, review benefits, & remind of next event(s)	Ambassador also thanks new member for their participation & commitment to the Chamber
Month #5	-Regular Chamber mailings & emails, referrals and invitations	Once a year, before directory time, all Members are contacted, asked to make sure their business profile is still current/make changes.
Month #6	-Feedback survey & "thanks for membership" letter sent -Invitation to upcoming event -Benefits list sent again w calendar for the year	Staff follows up with feedback from survey
Month #7	-Regular Chamber mailings & emails, referrals and invitations	Every January and May Send out <b>Member Satisfaction Survey</b>
Month #8	-Regular Chamber mailings & emails, referrals and invitations	Emails are <b>segmented by interest into categories of legislative priority/interest for targeted communications</b>
Month #9	-Notify Member Services re: pending renewal	Member Services sends message re: pending renewal and involvement techniques
Month #10	-Renewal pre-bill letter mailed and emailed with <b>invoice</b> & return envelope	<b><u>First invoice for renewal</u></b>
Month #11	-Anniversary letter mailed and emailed with <b>invoice</b> & Value Sheet, return envelope -Letter from Chair of the Board	<b><u>Second invoice for renewal</u></b>
Month #12	-Anniversary date – payment due -Thank you for your Renewal letter	From CEO and Board Chair
Month #13	-30 days past due <b>invoice</b> sent -Sales staff calls member and shares their web hit statistics	<b><u>Third invoice (past due)</u></b>
Month #13 ½	-45 days past due - <b>Drop letter</b> from President/CEO mailed with exit survey* and final statement -Drops reported to Board of Directors – anyone with personal relationship asked to contact dropped member	<b><u>Member dropped*</u></b>  *In most cases, members have already made up their minds by 45 days late, & the Chamber cannot afford the staff time in today's economic climate to pursue any further.

**Retention Goal: 85%**

**Current Retention Rate:**

Communicating early and often with first year members makes them more likely to take advantage of benefits and services. The Chamber Membership will continue to thrive through both new recruits and retained members.

***The Retention Campaign is a part of everyone's job description:***

**Board of Directors Commitment:**

To review "at risk" list and make personal calls. To serve as the "frontline" of the Chamber and regularly welcome and meet new members and refer potential members.

**Chamber Staff Commitment:**

To offer excellent customer services. Going above and beyond, giving members encouragement in involvement at each opportunity. Giving referrals.

To work with all Members through the entirety of the retention plan, with emphasis on first year Members.

To keep publications, web and materials up to date including regular testimonials, brag media releases after events and survey membership.

**Membership Committee Commitment:**

To work to keep the aggressive retention plan in place and make adjustments as needed. To follow up and problem solve; consulting with members.

**Ambassador/Business Liaison Commitment:**

To make the call sheets work for the member and report feedback to staff. To serve as the welcoming committee and engage new members.

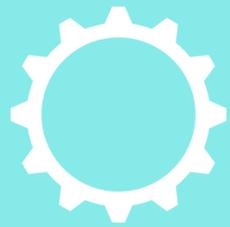
**Executive Director Commitment:**

To keep the Board, Staff and Volunteers up to date on the Chamber retention numbers and budget.

# RANCHO MIRAGE CHAMBER OF COMMERCE

## Strategic Priorities

### Enhance Local Commerce



Be THE trusted resource for business.

Increase the visibility of members and local businesses.

Develop workforce strategies.

### Advocate for the Community



Establish platform focus.

Engage committee for action.

### Create a positive Member experience



Grow membership consistently.

Produce events, learning opportunities which enhance member value.

Communicate effectively.

### Exemplify Operational Excellence



Optimize internal operations.

Maintain financial integrity and sustainable operational health.

Cultivate strong leaders.

### Guiding Principles

Member Engagement  
Inclusion and Value  
Communication & Growth

**PURPOSE:**  
**US CHAMBER**  
**ACCREDITATION BY 2025**

