

## Gloucester County Chamber of Commerce Membership Guide

Thank you for your interest in becoming a member of your Gloucester County Chamber of Commerce (GCCC).

The GCCC is a 501c6 non-profit organization that serves to "Educate, Represent, and Promote" small and local businesses, non-profits and professionals located within the Gloucester Community and surrounding counties. The Chamber's budget comes primarily from membership dues, corporate sponsorships and revenues generated through Chamber hosted events.

The Chamber uses these funds to produce a variety of networking events and educational programming. Our aim is to improve the overall success of our business members, ultimately bolstering the local quality of life with robust businesses and a thriving economy.

Inside this guide you will find a wealth of information on Chamber member opportunities including: Membership Tiers, Advertising, and Event Sponsorships.

As you review these, please note that each investment is presented in an a la carte fashion. Your organization can pick and choose the best options for your specific marketing plan.

We also encourage you to review our new **RETURN ON INVESTMENT (ROI)** program which takes into account your total anticipated annual investments and provides opportunities for additional marketing benefits.

For more detailed information on anything presented in this guide please contact the Chamber office.

Best Regards,

*Makalia Records*

**Executive Director**

**Gloucester County Chamber of Commerce**

*We are here to  
be your **REP:**  
**REPRESENT  
EDUCATE  
PROMOTE***



*Makalia Records*  
**Executive Director**  
Gloucester County  
Chamber of Commerce



*Jill Ortiz*  
**President**  
Chesapeake Bank



*Ebony Nickens*  
**Vice-President**  
Homecare Associates



*Steve Wood*  
**Treasurer**  
JCB Transport



*Sydney Early*  
**Secretary**  
Teagle Insurance



*Brian Kirschbaum*  
**Past - President**  
Village Cleaners



*Corina Williams*  
**Board of Directors**  
Sandy Point Marine Services



*Tina Lester*  
**Board of Directors**  
Southern Trade Realty



*Dr. Wayne Reynolds*  
**Board of Directors**  
Sentara Medical Group



*Sherry Spring*  
**Board of Directors**  
Economic Development Authority



*Michele Harrison*  
**Board of Directors**  
Moxie Design



*Deanna Murphy*  
**Board of Directors**  
Nuttall's Store

## RETURN ON INVESTMENT (ROI)

ROI program is a tremendous way for Chamber members to maximize the value of their partnership with the Chamber. ROI considers the total value of membership dues, advertising and event sponsorships, to provide one of the following exclusive marketing opportunities.

\*Print advertising is excluded from sponsorship calculations

## EXPOSURE FOR YOUR BUSINESS THROUGH THE CHAMBER.

### CATERING

Sponsor and provide the catering for up to four Business Breakfasts with Gloucester County Economic Development Authority, or Lunch and Learns Chamber Series. Expect to provide food and drink for up to 50 guests. Your company will be mentioned in all social media and website advertising leading up to the event as well as given verbal recognition at each series event

\_\_\_\_\_ Estimated \$ Value (Counted towards ROI Program)

### PHOTOGRAPHY

Sponsor and provide photography service for Chamber Sponsored events over the course of the year. Your company will be mentioned in all social media and website advertising leading up to the event as well as given verbal recognition at each series event.

\_\_\_\_\_ Estimated \$ Value (Counted towards ROI Program)

### JOIN A COMMITTEE

Although not an official sponsorship, joining a committee is a great opportunity to make a contribution to the Chamber and our business community. You can gain exposure for both your business and your area expertise, while making meaningful connections.

## FUTURE EVENTS UNDER DEVELOPMENT

Here are some ideas with an eye towards the future. Have something that your would like to see the Chamber get involved with? Please let us know!

- Partnership with the annual Gloucester Educational 8K foundation
- Murder/Mystery Dinner Party
- Annual Awards Dinner
- Annual Gloucester Wine Festival

Interested in financially supporting the growth of your Chamber? We truly appreciate any amount that fits your budget.

Yes, I/We would like to contribute \$\_\_\_\_\_ to the development of future programming.

## (ROI)

### Chamber Partner: \$2,500

- Opportunity to Speak at Annual Dinner
- Acknowledgment as Chamber Partner Sponsor at all Chamber events
- Company logo highlighted on Chamber home page in special section listing all ROI Sponsors.

### Executive: \$695

- Opportunity to Speak at Community Appreciation Breakfast
- Acknowledgment as Executive Sponsor at all Chamber events
- Company logo highlighted on Chamber home page in special section listing all ROI Sponsors.

### Enhanced: \$395

- Acknowledgment as Enhanced Sponsor at all Chamber events
- Company logo highlighted on Chamber home page in special section listing all ROI Sponsors.

### Basic: \$175

- Acknowledgment as Basic Sponsor at all Chamber events
- Company listed on Chamber home page

### Non-Profit \$125

- Acknowledgment as Non-Profit Sponsor at all Chamber events
- Company listed on Chamber home page

### Home Based: \$50

- Acknowledgment as Home Based Sponsor at all Chamber events
- Company listed on Chamber home page



**MAKALIA RECORDS - Executive Director**

I grew up in Gloucester, graduating from Gloucester High School with an advanced diploma with my education continuing at Mary Baldwin College, graduated with a B.A. in Business Administration emphasizing in Marketing and Management. Currently, I have returned to the position as Executive Director of the Gloucester County Chamber of Commerce after taking a few years to stay home with our two sons during their early school years.

I am committed to serving our members with the utmost integrity, discretion, and professionalism. I am tenacious and think outside the box for a solution to a problem. I am truly a people person and love to help others. I look forward to helping The Gloucester County Chamber of Commerce grow and serve its members.

**JILL ORTIZ - President**

Helena "Jill" Ortiz currently is the Assistance Vice President and Regional Manager of Cheapeake Bank's Middle Peninsula. Ortiz joined Chesapeake Bank in 2012 as a part-time teller, and has since worked as a Customer Service Associate and Branch Manager before stepping into her current role. With more than 20 years in banking, Ortiz is also a Consumer Lender at the Gloucester office. She has served as the President of the Gloucester County Chamber of Commerce (GCCC) since January 2022. Prior to being elected to this role, she served as the Secretary and Vice President. In addition to being on the executive board GCCC, Ortiz volunteers for the Gloucester-Mathews Care Clinic, a project she and the Middle Peninsula team share. In 2019, she graduated from the Virginia Bankers' Association School of Bank Management at the University of Virginia.

**EBONY NICKENS - Vice President**

Ebony Nickens is the C.E.O and partner of Home Care Associates LLC located in Hayes Virginia. She is a proud wife and a mother of 2 beautiful children. She earned her Master's Degree at Liberty University in 2014 and a Bachelor's Degree at Virginia Commonwealth University in 2004. Before taking on entrepreneurship in 2018 in home care, she worked at Newport News Shipbuilding for 9 years. She is an Apprentice Graduate, Class of 2015. Ebony enjoys serving her community and helping senior and disabled citizens. She has been a board member of the Gloucester Chamber of Commerce since January 2020 and just appointed Vice President for the 2022 -2023 fiscal year.

**STEVE WOOD - Treasurer**

Steve Wood is the General Manager of JCB Transport Inc., a local transport company of 10 tractor-trailers and 8 drivers delivering fuel, gasoline and Propane to local businesses in Gloucester County and throughout Virginia, and one location in neighboring Maryland. Steve is the Treasurer of Gloucester Chamber of Commerce since 2020. Steve enjoys being a part of the local Chamber serving his community through volunteering.

**SYDNEY EARLY - Secretary**

Born and raised in Gloucester, Sydney left the area to attend college in Tampa, Florida where she graduated with degrees in Marketing and Media Relations. After working in different industries across the east coast, she planted roots back in the county in 2021 and began the process of taking over her mother's business, Teagle Insurance Agency. Sydney is a licensed producer in the state selling insurance for personal and commercial needs.

When she's not working she enjoys dining at the local restaurants, going out on the boat, taking on DIY home projects and being a "mom" to her pup, Benny

**BRIAN KIRSCHBAUM - Past - President**

Brian Kirschbaum is a life-long Gloucester resident, graduate of Gloucester High School, Newport News Shipbuilding Apprentice School, and owner of Village Cleaners for over 25 years. Brian is a Past President of the Gloucester Rotary Club and also a Paul Harris Fellow. Brian has always had a dedication to the people and businesses of Gloucester County and he feels that being president of the Gloucester County Chamber of Commerce was a great honor.

**CORINA WILLIAMS - Board of Directors**

Cori Williams is a life-long Mathews County resident and currently lives on Gwynns Island. From the time she could walk she has always been drawn to the water and boating. That love has continued and grown into a successful career. For over 11 years Cori has introduced people from near and far to life on the water by helping them buy a new boat or a new to them boat. She truly feels that a bad day out on the water beats a good day at the office. Her favorite quote is by Isak Dinesen "The cure for anything is salt water sweat, tears or the sea".

**TINA LESTER - Board of Director**

Tina Lester is a proud wife of a retired Army Master Diver, mother of two beautiful children, Alexis and Isaiah, and a fur baby named Lucy. After 20 years working in ophthalmology, I was introduced to real estate and have worked in this field as a licensed Realtor®, certified home stager and redeigner. I am a blessed individual and I give thanks to God every day for being able to do what I love to do and to be around such wonderful people.

**DR. WAYNE REYNOLDS - Board of Directors**

Dr. Wayne J. Reynolds is a family medicine doctor with Sentara in Gloucester, Virginia. He received his medical degree from University of New England College of Osteopathic Medicine and has been in practice for more than 20 years.

**SHERRY SPRING - Board of Directors**

Sherry A. Spring has held the position of Director of Economic Development for Gloucester County since March, 2015. Prior to this position Sherry has held several previous Director positions at other municipalities. She brings over 25 years of experience in economic development, business programs, marketing and successful development initiatives to the Gloucester Chamber of Commerce Board of Directors.

**MICHELE HARRISON - Board of Directors**

Michele Harrison is the Owner and Creative Director at Moxie Design. A local graphic design agency that specializes in print and digital design needs for her clients. She has served on the GCCC Board of Directors since 2018. Previous to this position she also served on the School Board at Gloucester Montessori, where her daughter attended school. In her free time you will find Michele spending time with her husband and daughter.

**DEANNA MURPHY - Board of Directors**

A native of Grand Island, NE, Deanna is a successful business manager who has been 'keeping store' at Ware Neck Store ("Nuttall Store") since 2010. She previously was manager at Nancy Thomas Gallery in Yorktown, VA for 10 years, and is currently a member of the local Business Network International (BNI) and Retail Alliance organizations. She is also a proud mother to two children, Regan and Patrick.



## EVENT SPONSORSHIPS

**NOW is your chance to become a sponsor and promote your company to the community through the Chamber.** Each exciting event has its own unique audience and characteristics. We have outlined these events and their corresponding sponsorships here in this guide. We are confident that you will find something that best fits your company's industry, culture and specific needs.

### ANNUAL AWARDS CEREMONY AND MEMBERSHIP DINNER

At this event, the Chamber gathers for a fun evening of dinner, dancing, celebration and recognition. It is an opportunity to report prior year's accomplishments, map out future goals, and announce the recipients of the Gloucester Business Awards. This event is a must attend, and typically sells out.

The Annual Dinner is held during the month of February

Yes, I/We would like to commit to this event at the following level:

- \_\_\_\_\_ \$2,500 Fat Tuesday Sponsor (One Available)
- \_\_\_\_\_ \$1,500 New Orleans Jazz Sponsor (One Available)
- \_\_\_\_\_ \$750 French Quarter Sponsor (with Reserved Table upgrade – 8 Tickets)
- \_\_\_\_\_ \$500 Reveler Sponsor (Comes with 4 Tickets)
- \_\_\_\_\_ \$250 Bourbon Street Sponsor (Comes with 2 Tickets)

### ANNUAL GLOUCESTER WINE FESTIVAL

The Gloucester Wine Festival is the Gloucester Chamber's premier annual event. This event welcomes over 2,000 attendees from Gloucester, the surrounding communities, and the region.

Yes, I/we would like to commit to this event at the following levels:

- \_\_\_\_\_ \$5,000 That's Entertainment (One Available)
- \_\_\_\_\_ \$3,500 Virginia Meritage
- \_\_\_\_\_ \$2,000 Sommelier Glass & Sommelier Grape (Two Available)
- \_\_\_\_\_ \$1,500 Vintner's Blend
- \_\_\_\_\_ \$750 Golden Riesling
- \_\_\_\_\_ \$500 Silver Chardonnay
- \_\_\_\_\_ \$250 Bronze Bouquet
- \_\_\_\_\_ \$150 Grapes of Goodness



## MONTHLY - BUSINESS AFTER HOURS

**A tremendous opportunity to host a successful networking event at your place of business.**

These events receive an average of 75 – 100 guests.

Held every third Thursday of the month.

\_\_\_\_\_ Yes, I/We would like to commit to hosting a Business After Hours (BAH)

Business After Hours (BAH) sponsorships are available on a first-come, first-served basis and the calendar fills up quickly. The sponsor fee varies based on your selected Membership Tier. Please contact the Chamber for availability and to obtain a copy of our BAH terms and conditions.



## QUARTERLY - EDA BUSINESS BREAKFASTS SERIES

This program is a joint partnership with the Chamber and the Gloucester County Economic Development Authority (EDA). Guest speakers present topics in all aspects of business and marketing, while enjoying breakfast with fellow professionals.

Yes, I/we would like to commit to this event at the following level:

\_\_\_\_\_ \$250 Presenting Sponsor    x \_\_\_\_\_ Events = \_\_\_\_\_

\_\_\_\_\_ \$150 Venue Sponsor        x \_\_\_\_\_ Events = \_\_\_\_\_

\_\_\_\_\_ \$150 Food Sponsor         x \_\_\_\_\_ Events = \_\_\_\_\_

\_\_\_\_\_ \$100 Media Sponsor        x \_\_\_\_\_ Events = \_\_\_\_\_

## QUARTERLY - LUNCH AND LEARN SERIES

This program aims to provide businesses with the knowledge they need to succeed. Topics range from information on Tax Planning to Social Media Advertising, along with many other business management fundamentals.

Yes, I/we would like to commit to this event at the following level:

\_\_\_\_\_ \$250 Presenting Sponsor    x \_\_\_\_\_ Events = \_\_\_\_\_

\_\_\_\_\_ \$150 Venue Sponsor        x \_\_\_\_\_ Events = \_\_\_\_\_

\_\_\_\_\_ \$150 Food Sponsor         x \_\_\_\_\_ Events = \_\_\_\_\_

\_\_\_\_\_ \$100 Media Sponsor        x \_\_\_\_\_ Events = \_\_\_\_\_

## SPEED NETWORKING EVENTS

This high-energy, fast-paced program aims to give professionals from different organizations an opportunity to make connections and to present their goods and services.

Please contact the chamber for more information and for the scheduled date.

Yes, I/we would like to commit to this event at the following level:

\_\_\_\_\_ \$250 Presenting Sponsor

\_\_\_\_\_ \$150 Venue Sponsor

\_\_\_\_\_ \$100 Food Sponsor

\_\_\_\_\_ \$100 Media Sponsor

## Membership Tiers

### ANNUAL INVESTMENTS

Benefits of Membership	Annual Investment Value	Home Based Business \$50	Non-Profit \$125	Basic \$175	Enhanced \$395	Executive \$695	Chamber Partner \$2,500
Chamber Website Listing	\$500	•	•	•	•	•	•
2 Admissions to each 'Business After Hours' (BAH), Networking Event	\$100	•	•	•	•	•	•
New Member Recognition on Website, Social Media & 'BAH'	\$600	•	•	•	•	•	•
Volunteer Opportunities for Committees/Events	PRICELESS	•	•	•	•	•	•
Announcements, Promotions, Advertising in weekly E-blast, reaching over 1,000 in community	\$625	•	•	•	•	•	•
Vendor Discount at Annual Wine Festival and Other Chamber Events	\$100	•	•	•	•	•	•
Sponsorship Opportunities for Chamber Events	\$450	•	•	•	•	•	•
Member Discount at Chamber hosted Business Educational Events	\$75	•	•	•	•	•	•
Co-host BAH	\$400				•	•	•
20% Discount on Website Advertising	\$60				•	•	•
List Job Openings on Chamber Website and E-blast	\$75				•	•	•
Eligible for Ribbon Cutting, Grand Opening, and/or Anniversary Events	\$200				•	•	•
Host a Monthly 'BAH'	\$800					•	•
Column Ad on Chamber Website	\$300					•	•
2 Tickets to Annual Dinner	\$80					•	•
Banner Ad on Chamber Website	\$395						•
Recognition at All Chamber Events	\$1,200						•
Company Banner Displayed at Annual Dinner	\$600						•
4 Additional Tickets to Annual Dinner with Reserved Seating	\$260						•
Company Banner on Display at Chamber Events and Annual Wine Festival	\$1,000						•
Weekly Recognition in Chamber E-blast, reaching over 1,000 in community	\$2,500						•
<b>TOTAL INVESTMENT VALUE</b>	<b>\$10,320</b>	<b>\$2,450</b>	<b>\$2,450</b>	<b>\$2,450</b>	<b>\$3,185</b>	<b>\$4,365</b>	<b>\$10,320</b>



## GLOUCESTER COUNTY CHAMBER WEBSITE

The Chamber Website offers a variety of options to advertise your business. The website is a valuable resource offering visitors information regarding both Chamber and community events, a detailed member listing with expanded profiles, and other pertinent business information.

Yes, I/we would like to commit to advertising at the following rates:

### Display Ads

\_\_\_\_\_ \$200 for 6 months on Home Page  
 \_\_\_\_\_ \$375 for 12 months on Home Page  
 \_\_\_\_\_ \$125 for 6 months on Content Page  
 \_\_\_\_\_ \$200 for 12 months on Content Page

### Home Page Rotating Banner

\_\_\_\_\_ \$300 for 6 months      \_\_\_\_\_ \$500 for 12 months

## HIGHLIGHTED DISPLAY ADVERTISEMENT IN E-BLAST MARKETING NEWSLETTER

Our Weekly E-Blast is sent to more than 1,000 verified recipient emails. This newsletter contains details of upcoming Chamber and community events, company spotlights, and a host of other information.

Yes I/we would like to commit to advertising at the following rates:

\_\_\_\_\_ \$15 Weekly    x \_\_\_\_\_ Weekly = \_\_\_\_\_

\_\_\_\_\_ \$50 Monthly    x \_\_\_\_\_ Weekly = \_\_\_\_\_





