

New Membership Levels offer rainbow of options

On April 1st, the Sacramento Chamber of Commerce adopted a new membership level structure based upon the colors in the rainbow. The new levels bring the Rainbow Chamber of Commerce into line with the membership structure and cost of other area chambers and allow members opportunities to take advantage of a number of new benefits, including more networking and educational events and advertising in the monthly e-letter, *Spectrum*, and other Chamber publications and promotions.

The Basic "**PURPLE**" Membership is our low-cost \$75 level, which includes a listing in our website Member Directory and FREE admission to monthly mixers.

The Advanced levels cost a little more but give the member more opportunity to promote their businesses.

The Advanced "**BLUE**" Membership is our affordable \$125 level, offering all the benefits of the Purple level, plus the opportunity to host a mixer in 2010, a name listing in the monthly e-letter, *Spectrum*, participation in future raffles and 2 FREE passes to Chamber networking events.

The Advanced "**GREEN**" Membership is our \$250 level, offering all the benefits of the Blue level, plus a business name listing in the monthly newsletter, 2 ads in the newsletter during the year, 4 FREE passes to Chamber networking events, business card placement in the New Member Packet, and the opportunity to offer a membership reward once a year to new members.

The Upper Membership levels are great member sponsorship options:

The upper "**YELLOW**" Membership is our \$500 sponsorship level, with all the benefits of the Green level, plus 4 ads in the e-letter during the year, 6 FREE networking passes, company logo placement in online Member Directory profile, half-page ad in the New Member Packet, placement of promotional item in the Annual Installation Dinner goodie bags, business name is posted at all Chamber mixers, and one free e-mail blast to all members per year.

The upper "**ORANGE**" Membership is our \$1,000 sponsorship level, with all the benefits of the Yellow level, plus 6 e-letter ads per year, 8 FREE networking passes, a full-page ad in the New Member Packet, a ¼-page ad in the Annual Installation Dinner program, business LOGO posted at all Chamber mixers, and three free e-mail blasts to all members per year. As an additional reward to our Orange Level members, the Chamber will pay for 6 months inclusion in the Chamber coop ad published in each issue of Outword Magazine. Beginning in 2010, all speakers at Chamber mixers and meetings must be Orange Level members or higher.

The "**RED**" Membership is our \$5,000 sponsorship level, offering the same benefits of the lower levels PLUS: a FREE banner ad in each issue of the Chamber e-letter, *Spectrum*; FREE entry to all Chamber networking events, a double-sided brochure in the New Member Packet, FREE table of 10 and a full-page ad in the Annual Installation Dinner program, company banner placement at all Chamber mixers, 6 FREE e-mail blasts to all members; inclusion in the Chamber ad published in each issue of Outword Magazine, a FREE exhibitor booth at Sacramento Pride and the opportunity to be a speaker at a Chamber mixer or meeting in 2010.

Students, non-profit organizations, and elected officials qualify for a discounted \$50 "**PINK**" membership, which includes a listing in our online Member Directory.

For more information about the new RCC Membership Program, visit www.rainbowchamber.com. To see a visual chart of the new membership benefits, go to <http://rainbowchamber.com/join.html>.