



**Imlay City Area Chamber of Commerce Member to Member Key Tag Program:** With this new program, members and their employees will be able to take advantage of a variety of savings at participating member businesses simply by showing the key tag. 3,000 key tags will be produced.

**Highlights of the program:**

- Benefit of Chamber membership
- Targets members and their employees as new customers
- Encourages local spending within our community
- Each member is given one key tag per employee
- Responsibility of the member to request more key tags from Chamber as new employees hired
- Key tags available at networking events or from the Chamber office (will not be mailed)
- Complete list of members offering discount given to each member when key tags distributed (one copy per member)
- Complete and updated list of participating businesses & their offer on Chamber website
- Each participating member would receive a window cling to display at place of business to indicate they are a participant in the member to member program
- QR code on key tag that would direct user to Chamber website's "Member to Member" page
- There is **NO** charge for a member to participate in this program
- There is **NO** charge to a member or their employees for the key tags
- Employees who misplace key tag may PURCHASE a replacement key tag directly from the Chamber office for \$5 (one replacement only and must show Chamber office proof of employment)
- There is no obligation to participate in the program
- A business may distribute key tags to employees and **NOT** offer a promotion/discount etc.
- It is the responsibility of the member to notify the Chamber office of any changes to or cancellation of their member to member offer
- Non-renewal of membership would mean a forfeit to the right to use key tags (employees also)
- Key Tag Program dates: February 2012 – December 2013. At the end of this period, Board and membership will review program, with possibility of creating new tags.

**Sponsorship of Key Tag Program Available**

- 6 sponsors each at \$125
- Name listed on 3,000 key tags
- Logo on participant poster window cling- 150 produced
- Logo on Chamber website's Member to Member page, for duration of program, with link to company website
- Recognition on Chamber Facebook page and email to members
- Logo on Chamber newsletters that explains program
- Recognition in press release

**Key Tags**

About 2.375" x 1.125"

2-sided, 6 sponsors listed, Chamber logo, Dates of program listed