



THE GREATER INNISFIL CHAMBER OF COMMERCE  
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The Greater Innisfil Chamber of Commerce (GICC) is a forum for business leaders working together to fulfill the Chamber's mission to be "One Voice for a Prosperous Innisfil". The Chamber has evolved to become an established group with a permanent location and dedicated staff.

The Greater Innisfil Chamber of Commerce Audience:

- Over 800 business owners and representatives within the Greater Innisfil region; and
- Over 2, 500 business owners and representatives outside the Greater Innisfil region (South Simcoe).

Innisfil is unique in that it is comprised of a number of hamlets, each of which have maintained their separate identities and established community and business groups to support and further the interest of those communities. The GICC recognizes and works with our affiliated groups to support them through events and initiatives.

The Greater Innisfil Chamber of Commerce is comprised of members of the following organizations:

- The Alcona Business Association
- The Cookstown Chamber of Commerce
- The 400 Industrial Business Association
- The South Innisfil Business and Community Association

The goals of the Greater Innisfil Chamber of Commerce are:

- To promote existing businesses
- To attract and welcome new businesses
- Increase membership
- Develop and foster communication between business, community and government

Why become a member of the Greater Innisfil Chamber of Commerce?

- The GICC is an energetic, envisioned, forward-looking organization with its primary focus on the business needs of Innisfil
- The GICC works constantly to make Innisfil the preferred location for business by bringing to life the mission statement of "One Voice for a Prosperous Innisfil"
- The GICC provides unique opportunities to promote and develop your business through advertising, networking, seminars, and much more
- The GICC provides an opportunity to contribute to your Town by volunteering your expertise
- The GICC offers organized leadership for those who work and live in Innisfil

Our members make us strong and membership makes your community stronger.

### **Innisfilchamber.com**

The GICC website is a great tool to keep you informed and current on what's going on in the business community. There are also promotional opportunities available.

### **GICC Publications**

Our bi-weekly email communication will keep you informed of GICC and business related activities, programs, accomplishments and highlight new members.

### **Money Saving Programs**

The Greater Innisfil Chamber of Commerce is able to offer discounts on credit cards, point of sale machines, fuel, insurance, phone plans, benefit programs and services.

### **Member-to-Member Discounts**

Through our Member Value Program (MVP), members receive attractive discounts and incentives.

### **Ontario and Canadian Chamber of Commerce**

With your membership in the Greater Innisfil Chamber of Commerce, you are a member with the Ontario Chamber of Commerce and the Canadian Chamber of Commerce. This membership privilege provides access to powerful business lobby groups that give you a voice in provincial and national issues that directly affect your business.

### **Networking Opportunities**

Combining business with pleasure at regularly scheduled events will enable you to display your products and services to targeted audiences. Check out our Business Tips breakfast series, our My Innisfil After 5 business series, education programs, tradeshow, golf tournaments, awards gala and other events.

### **Business Referrals**

Grow your business through assistance in introducing you to other business owners and the area that may need your services.

### **Visitor Information**

The Chamber is recognized as the first point of contact for people planning on visiting or relocating to the Innisfil community. Our staff will refer your business to those who stop by or call.

The Greater Innisfil Chamber of Commerce provides advocacy for its members by influencing government policy through affiliation with the Town of Innisfil, Innisfil Economic Development Corporation, South Simcoe Business Links, Ontario Chamber of Commerce and the Canadian Chamber of Commerce.

#### **Town of Innisfil**

The GICC will facilitate venues of communication and information sessions between residents, business owners, community partners and the Town of Innisfil.

#### **Innisfil Economic Development Corporation**

Committed to the prosperity of Innisfil, the EDC ensures all sectors that represent the landscape of Innisfil are supported. Because of these common goals, the Chamber and the EDC are natural partners.

#### **South Simcoe Business Links**

The goal of the South Simcoe Business Links is to strengthen communication between the communities within South Simcoe and support community initiatives. Sharing resources and potential project opportunities create possibilities that enhance prospects for our members.

#### **Ontario Chamber of Commerce**

Through a network of 160 community chambers of commerce, boards of trade and corporate representation, the Ontario Chamber of Commerce represents over 57,000 members. They serve their members in matters of provincial concern and provide a forum for discussion and the dissemination of views of their members on matters of concern in the business community. The Greater Innisfil Chamber of Commerce is a member in good standing with the Ontario Chamber of Commerce.

#### **Canadian Chamber of Commerce**

The Canadian Chamber is the national leader in policy advocacy on business issues. Their goal is to foster a strong, competitive economic environment that benefits Canada and all Canadians. Their members reflect a strong, diverse network and include chambers of commerce, boards of trade, corporate members, business associations and businesses. They are a national and international voice for Canadian business. The Greater Innisfil Chamber of Commerce is a member in good standing with the Canadian Chamber of Commerce.

The GICC actively promotes itself to its membership and to the public through the activities of its roster of committees. Volunteers are the strength of the GICC and member committees provide valuable services for the benefit of all members. Opportunities to participate include:

### **Marketing and Promotions**

This committee is responsible for enhancing the visibility of existing members and to increase membership. This is achieved through the following sub-committees.

- Website: Every member has the opportunity to be listed on our website with a link to their business.
- eCommunication: Our bi-weekly electronic newsletter helps communicate GICC news, events and information to members and the community.
- Membership: Existing members, potential members and friends of the chamber are kept apprised of all chamber news and events.
- Value Added Program: Our Member Value Program (MVP) provides value added programs to all members.

### **Special Events**

These events are critical to the networking opportunities available to existing and potential members for the GICC. They are:

- Education Seminars
- Business Tips Breakfast Series
- My Innisfil After 5pm (MI5)
- Annual Golf Tournament
- Annual Business Showcase
- Annual Festival of Lights
- Annual General Meeting
- Annual Business Awards Night Gala

### **Government Affairs**

The GICC actively works to maintain and enhance the relationship between Innisfil businesses and all levels of government and other business associations by sitting on the Economic Development Committee and the South Business Links Committee.

### **Communications**

The key to maintaining a strong Chamber is to establish and foster a strong communication link between the Chamber and the membership through email, bi-weekly communications, newsletters and posted mail. The membership is the pulse of the GICC and should have access to information at any time and as quickly as possible.

### **Structure Review**

Structure and succession planning are critical to the long-term life of any organization. This committee is designed to ensure that the GICC communicates regularly with all representative Innisfil groups in order that the involvement of their members will enrich the GICC and allow for succession planning with the executive.

The Greater Innisfil Chamber of Commerce facilitates opportunities to help you make new business contacts and to learn.

### **Business Tips Breakfast Series**

This learning series is designed to help our business members improve and grow their business with hands-on tips and practical information. After enjoying a full hot breakfast, the guest speaker provides the audience with current and relevant business information that can be implemented immediately.

### **My Innisfil After 5 (MI5)**

Join fellow business owners and representatives for information gathering and networking opportunities. Light refreshments are provided and generally held monthly throughout the year.

### **Golf Tournament**

Held annually, the golf tournament consists of 18 holes of golf, power cart, lunch, contests, steak dinner and much, much more. Enjoy a memorable day of golf with old friends and enjoy meeting new ones.

### **Business Showcase**

Our annual business showcase is an opportunity for businesses to exhibit and demonstrate their products and services while meeting prospective customers.

### **Awards Night Gala**

The business awards gala is generally held in February of each year. Community businesses are recognized for outstanding achievements in their respective fields.

### **Annual General Meeting**

The annual general meeting is your opportunity to provide input into the direction of your chamber of commerce, meet with Directors and other chamber members. Plan to attend to find out what the chamber has accomplished and what plans we have for the future.

### **Education**

Throughout the year, the GICC will organize workshops and training seminars designed to assist business owners and representatives to obtain the knowledge they need to assist in building their business.

### **Festival of Lights**

This annual event is held at the Town of Innisfil Municipal Building and the Chamber is honoured to host this family-friendly event. Join the Chamber to kick-start the holiday season with family and friends and see the spectacular tree lighting.

**Platinum Sponsor**

**Investment \$5,000**

Recognition and Benefits

- Category exclusivity.
- Status as platinum sponsor recognition as follows The Greater Innisfil Chamber of Commerce proudly sponsored by “Platinum Sponsor”.
- President/CEO address main audience when requested by GICC.
- Preferred positioning at events and tradeshows.
- Logo recognition on all media release kits.
- Logo recognition on all communications.
- Logo recognition on website.
- Logo recognition on events signage (tbd).
- Opportunity to supply product/collateral.

**Gold Sponsor**

**Investment \$2,500**

Recognition and Benefits

- Category exclusivity.
- Status as corporate sponsor in all print and digital media.
- Preferred positioning at events and tradeshows.
- Logo recognition on all media release kits.
- Logo recognition on all communications.
- Logo recognition on website.
- Logo recognition on events signage (tbd).
- Opportunity to supply product/collateral.

**Silver Sponsor**

**Investment \$1,000**

Recognition and Benefits

- Status as corporate sponsor in all print and digital media.
- Logo recognition on all media release kits.
- Logo recognition on all communications.
- Logo recognition on website.
- Logo recognition on events signage (tbd).
- Opportunity to supply product/collateral.

**Bronze Sponsor**

**Investment \$500**

Recognition and Benefits

- Status as corporate sponsor in all print and digital media.
- Logo recognition on website.
- Name recognition in bi-weekly communications.
- Logo recognition on events signage (tbd).
- Opportunity to supply product/collateral.

**Partner**

**Investment \$350**

Recognition and Benefits

- Status as partner on website.
- Name recognition on bi-weekly communications
- Name recognition on events signage (tbd).

