

2024

MEMBERSHIP PACKAGE



Together
We
Thrive

54 King St. E. Unit 102
Bowmanville, ON L1C 1N3



(905) 623-3106



info@cbot.ca



www.cbot.ca

About the Board of Trade

Since 1998, the Clarington Board of Trade (CBOT) has been providing strategic leadership in supporting economic prosperity for our community. Making customer service the number one priority, our team is focused on the goals of business and initiatives fostering business retention and expansion.

Our team is invested to ensure our existing and future businesses know we are their resource for anything business related and have access to programming and tools that will support their growth. We are a membership-based organization that invites our business community to participate as active ambassadors and promote their community as a prosperous place to build business.

Focused on a collaborative approach to business development, we offer valuable programming through membership, providing a platform for businesses to connect, learn, mentor, promote, advocate, and save money through discounts. We also have a relationship with all levels of government and various organizations, to which we represent your voice on topics that matter to business.

We are driven to meet the needs of business and strive to ensure businesses and stakeholders receive value through their relationship with CBOT, whether they are a member or not.

We are proud to be a part of Clarington's unique collaborative approach to business prosperity and invite you to be a part of your community's success.



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 **Clarington**
Board of Trade

Meet Your Team



Sheila Hall
Executive Director
sheila@cbot.ca



Bonnie Wrightman
Manager of Business
Development
bonnie@cbot.ca



Rhonda Armour
Business
Development Lead
rhonda@cbot.ca



Erika Mask
Marketing &
Communications Lead
Currently on Maternity Leave



Alyssa Crittenden
Marketing & Communications
Coordinator
alyssa@cbot.ca

2022/2023 BOARD OF DIRECTORS

Ben Earl	President	Feed The Need Durham
Vanessa Caldwell	Treasurer	Royal Bank of Canada
Brenda Miller	Secretary	RBC Wealth Management
Angelo D'Amico	Director at Large	Canada Rubber Group
Gord Wallace	Director at Large	IBW Surveyors
Mike Chester	Director at Large	Pinchin Ltd.
Lindsay Coolidge	Director at Large	Ontario Tech University
Ted Paulsen	Director at Large	Chronicle Brewing Company
Shelley Benson	Director at Large	Crozier Environmental Inc.
Beverley Martonfi	Director at Large	Ontario Insurance Network



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Clarington
Board of Trade

Community & Partnership

CONNECTED TO COMMUNITY

The Clarington Board of Trade is actively involved in initiatives and projects supporting community development such as supporting the Bowmanville Hospital Expansion, extension of the GO Train East to Bowmanville, promoting sourcing local products & services to construction and development projects, and sharing the importance of supporting local charities, organizations, and shopping local.



ONTARIO CHAMBER OF COMMERCE

Membership with the Ontario Chamber is included in your CBOT membership. This allows us to broaden our network of influence, from offering a larger range of valuable programming to representing us as a local business community at Queen's Park.



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 **Clarington**
Board of Trade

CBOT Services

Whether you are an established or new business, we are here to support your needs and help you reach your goals, and maximize your membership.



EVENTS: CONNECT. LEARN. DISCOVER.

CBOT hosts 40+ events throughout the year. We tailor our programming to current trends and needs of our local business community. Your participation will provide opportunities to connect, collaborate and prosper.



PROMOTING LOCAL

We know your business, we can refer your business, products and services to promote the needs of the community.



SHARING YOUR NEWS

We want to celebrate your contribution to the community! New hire? Anniversary? New product or service? Share your news with us!



ADVOCACY

CBOT is connected to all levels of government, various organizations and community stakeholders. Sharing your voice on topics that matter to business.



PROMOTIONAL & SPONSORSHIP OPPORTUNITIES

As a CBOT member, you have access to various promotional opportunities that will help raise your profile.



CLARINGTON CONNECTS

Are you hiring, have a space to lease, or provide services? We are here to connect employers, workforce, and business to opportunity.



YOUR RESOURCE FOR EVERYTHING BUSINESS

- Community Welcome package for new businesses, employees
- Looking for products, services or suppliers?
- Business support: advisory services
- Looking to expand or relocate or having a grand opening?
- Support navigating funding



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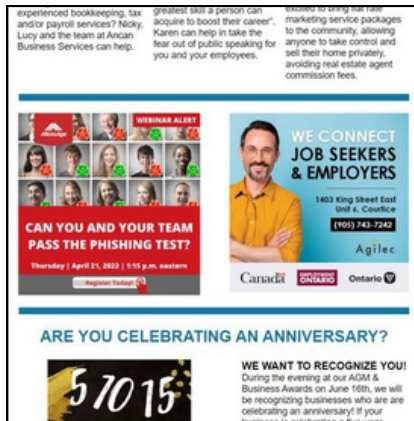
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Clarington
Board of Trade

Advertising Opportunities



WEEKLY E-BULLETIN

- 3" x 3"
- Clickable link
- Reaches over 500 fellow members and employees



CBOT REFLECT ON BUSINESS NEWSLETTER

- Released in January
- 2.5"W x 3.5"H
- \$50 per ad
- Clickable link
- Reaches over 500 fellow members and employees
- Newsletter link also shared on our social media channels



CBOT ANNUAL PRINTED DIRECTORY

- Released in April
- 2.5"W x 3.5"H
- \$100 per ad
- Clickable link
- Distributed to 350 members
- Directory link also shared on our social media channels throughout the year



PROMOTIONAL TABLES

- Table set up at events
- Great way to share your business and engage with community members



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Clarington
Board of Trade

Sponsorship Opportunities

Looking for a way to raise your profile? Sponsorship is a unique opportunity for your business to elevate its brand, connect with a diverse audience, and make a lasting impact. There are many opportunities to sponsor and we can also tailor sponsorship packages that align with your marketing goals and budget.



**CBOT offers many
sponsorship
opportunities
each year!**

Example:
CBOT Annual Golf Tournament



This hole is sponsored by:

(YOUR LOGO HERE)



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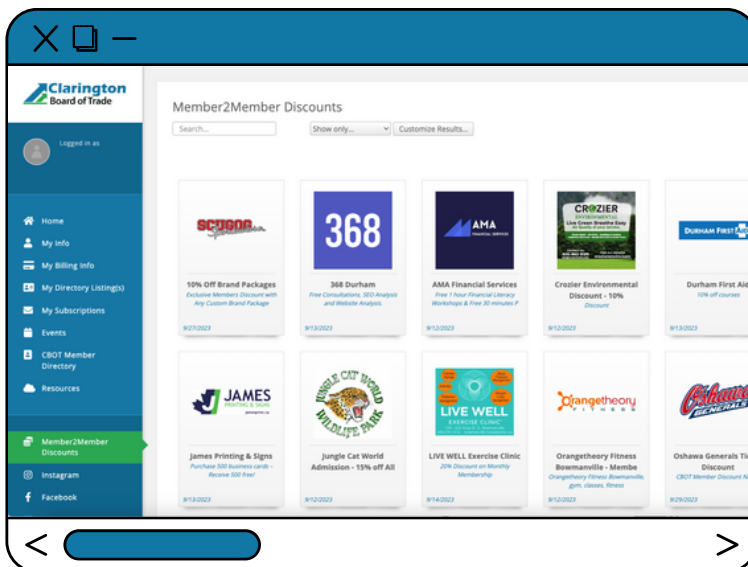
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Clarington
Board of Trade

Benefits Bringing Even More Value

MEMBER2MEMBER DISCOUNT PROGRAM

Our Member2Member Discount Program allows CBOT Members to extend exclusive discounts to fellow members on their products and services. This program encourages members to support other members within our business community, as well as to support local while receiving amazing discounts. It's also a wonderful promotional opportunity for your business! Click [here](#) to learn more.



Member²Member Discount Program

MEMBERSHIP REFERRAL PROGRAM

The CBOT Membership Referral Program rewards members who refer prospects leading to membership. This program strengthens our network and advocacy efforts, improves member services, and fosters a vibrant business community. Refer someone to CBOT: if they join within 90 days and pay for a year, you will receive a free advertisement in our E-Bulletin and recognition on our social media channels, a \$50 value. Click [here](#) to learn more.



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Clarington
Board of Trade

Saving You Money

With Partner Affiliation Discounts

THE CHAMBERS EMPLOYEE BENEFITS PLAN

The simple, stable, smart choice for business; combining accessibility, flexibility and the stability of pooled benefits.



Click here if your business is located in Bowmanville and Courtice: Peter Bocking, Bocking & Grieve

Click here if your business is located in Newcastle or Orono: Brian Bulger, The Life Insurance Guy

ONTARIO CHAMBER OF COMMERCE AFFINITY PROGRAM

As a Clarington Board of Trade member, you are automatically enrolled as an Ontario Chamber of Commerce (OCC) member as well. The OCC offers members discounts through its affinity program. This program provides members discounted rates on the following products and services (and more to come!).



[Click here](#) to learn more about how you can take advantage of the above discounts!



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Become a Member

JANUARY - DECEMBER 2024

Your Membership Your Way: It's All About Choice

We are happy to share and invite you to explore the benefits of membership with the Clarington Board of Trade (CBOT). CBOT has always had a tiered membership system in place but want to improve on presenting information in a manner that is clear and gives members control over your participation level and benefits.

We invite you to explore the tiered system below, which provides benefits based on the investment level a member selects, giving you the ability to choose a membership package that is important to your business, providing value that is a custom fit, rather one-size-fits-all.

Always Evolving and Improving

Your CBOT team is committed to continuing the process of regularly reviewing member benefits and we always welcome your feedback.

Working together to build value and better business.

CLASSIC MEMBER

\$260/year
+HST

- Networking
- Events
- Discounts
- Promotional opportunities
- Advertising
- Advocacy
- Information

MEMBER PLUS

\$660/year
+HST

- Classic Member with added benefits
- Raise your profile
- Logo presence at events
- Free event tickets
- Free advertising

PREMIER MEMBER

\$1250/year
+HST

- Enhanced Member Plus
- Member Spotlight
- Logo presence throughout CBOT
- More free event tickets
- Amplified Member Directory Listing

CORPORATE PARTNER

\$2775/year
+HST

- Top level partnership
- First choice of sponsorships
- Most event free tickets
- Advertising and logo presence throughout CBOT

NOT-FOR-PROFITS

\$110
+HST

**CLICK HERE TO FILL OUT A
MEMBERSHIP APPLICATION!**

*All fees except Not-For-Profit are prorated by month



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Clarington
Board of Trade

Member Benefits

Find the right fit for your business

CLASSIC
MEMBER

MEMBER
PLUS

PREMIER
MEMBER

CORPORATE
MEMBER

Opportunity to participate in free networking events	○	●	●	●
Opportunity to participate in 30+ events per year	○	●	●	●
Exclusive member rates for events	○	●	●	●
Advertising & promotional opportunities	○	●	●	●
Member2Member Discounts*	○	●	●	●
Effective advocacy for business-critical issues*	○	●	●	●
Guaranteed prompt and timely response to inquiries	○	●	●	●
Ontario Chamber of Commerce (OCC) membership*	○	●	●	●
Subscription to bi-weekly digital bulletin	○	●	●	●
One 30 minute business coaching consultation*	○	●	●	●
Member directory listing (online and printed)	○	●	●	●
Eligible for Chamber Employee Benefits Plan*	○	●	●	●
'Clarington Connects' resource platform*	○	●	●	●
Member referral program*	○	●	●	●
Promotional table opportunities at select events	○	●	●	●
MemberPlus App - Manage your membership*	○	●	●	●
Your employees are also members*	○	●	●	●
Share your business news through CBOT channels*	○	●	●	●
Use of CBOT 'Proud Member' Logo	○	●	●	●
Sponsorship opportunities at select events	○	●	●	●
Grand & Toy discount*	○	●	●	●
Elavon - Preferred rates on payment platforms*	○	●	●	●
Purolator - Save on shipping*	○	●	●	●
Digital logo displayed at select events		●	●	●
One (1) ticket to AGM & Business Awards		●	●	
Two (2) tickets to 1 breakfast with government leaders		●		
Option to purchase banner ad on cbot.ca for one (1) week (Contingent on availability)		●		
Four (4) digital bulletin ads		●		
'Member Spotlight' feature in digital bulletin			●	●
Your logo in all digital bulletins			●	●
Your logo on CBOT website footer			●	●
Your logo and link on dedicated CBOT webpage			●	●
Enhanced member directory listing			●	●
One (1) ad in end-of-year digital newsletter			●	●
Banner ad on cbot.ca events or directory page for one (1) week			●	
Six (6) digital bulletin ads			●	
Two (2) tickets for 3 government leader breakfasts			●	
One (1) ticket to Mayor's Address & Dinner			●	
Banner ad on cbot.ca events or directory page for two (2) consecutive weeks				●
Twelve (12) e-bulletin ads				●
Two (2) tickets to AGM & Business Awards				●
Two (2) tickets for 5 government leader breakfasts				●
Two (2) tickets to Mayor's Address & Dinner				●
Option to intro speaker at 1 high-profile event				●
First choice of sponsorship opportunities				●



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