

OBJECTIVES

- Establish and relationships with large corporations within and around Fauquier County.
- Increase Chamber of Commerce revenue.
- Enhance value to local businesses through partnership-driven initiatives.

DISCOVERY

Research and Analysis

- Identify and list large companies within the community that align with our mission and values.
Potential targets include:
 - VEC list of largest employers ([see attached 2024 Q1 report](#))
 - Major employers
 - Leading industry players
 - Companies with a strong community presence
- Conduct a market analysis to understand the needs and goals of these companies (optional).
- Identify key decision-makers and influencers and obtain all contact information.
- Assess past community engagement and partnership activities of these companies.

SOLICITATION

Proposal Development - New Partnerships

- Develop a variety of Partnership proposals that are scalable and customizable and include specific initiatives such as joint events, sponsorship opportunities, and community projects all aligned with existing Chamber programming.
- Crafted messaging that emphasizes the impact of the Partnership to support the Chamber's role in creating flow through value for small business growth. See attached re: [Invest in Fauquier's Future: Partner with the Chamber](#)
- Provide intuitive access to program offering to ensure smooth communication and execution.

Proposal Development - Renewing Partnerships

- Same as above but to include:
- Crafted messaging that quantifies the impact of the Partnership to the business by including results obtained in specific KPI's that record impact to brand awareness and transactional activities.
 - Call out specific new or enhanced value propositions made available to general membership as a result of the Partnership.
 - Speak to future programs that would be possible by continuation and how they align with member value and the Chamber's strategic plan.
 - See attached re: [Renewing Our Partnership: xxxx and Fauquier Chamber of Commerce](#)
- Provide intuitive access to program offering to ensure smooth communication and execution.

SOLICITATION CON'T

Proposal Development - Membership Upgrades

- Crafted messaging that solicits current members in good standing to upgrade their membership to become partners. See attached re: [Consider Elevating Your Business by becoming a Chamber Partner](#)

Outreach

- Distribute messaging via USPS and/or email
- Schedule introductory meetings with key representatives of solicited businesses no later than 2 weeks after initial outreach.
- Present partnership proposals and discuss potential collaborations.
- Highlight success stories from past partnerships to demonstrate value.

FULLFILLMENT

Implementation

- Create and remit invoice noted with payment terms to include Partnership will commence once all funds related to Partnership have been received.
- Upon receipt of funds, distribute [Partnership Benefit Menu \(see attached\)](#) and schedule follow up for assistance and possible modification i.e. transfer value of Fall Festival booth to another equally but more appropriate offering.
- Return agreed upon Benefit Package with implementation dates and other specifics as needed or requested.
- Update Partnership Tracker and advise bookkeeping for proper COA allocations. [\(see attached\)](#).
- File all related documents to member's files

Evaluation and Feedback

- Conduct regular reviews with partners to assess progress and address any challenges.
- Collect feedback from partners to ensure expectation are being met.
- Act immediately if improved or modified performance is requested.

Partnership Expiration

- Within 30 days of pending expiration, remit renewal proposal to include all KPI's achieved during previous 11 months.

ADMINISTRATIVE

- Verify brand identity assets and appropriate use
- Record partnership type, invoice date, invoice number, invoice amount, date invoice was paid, initiation date, pre expiration date (30 days prior to expiration), expiration date, selected benefits and revenue value for each.
- If applicable, pro rate annual membership dues
- Assign banner locations per benefit selections
- Schedule event sponsorship(s) and e-blast communication(s)
- Register general attendees for appropriate events
- Update Partnership Tracking Report to BOD webpage

Virginia Employment Commission

50 Largest Employers in Fauquier County

1. Fauquier County School Board
2. County of Fauquier
3. U.S. Department of Transportation
4. Fauquier Health System
5. Wal Mart
6. Apt-Ability
7. Town of Warrenton
8. White Horse Opco LLC
9. Food Lion
10. Ces Consulting LLC
11. Blue Ridge Orthopaedic Associates
12. The Home Depot
13. Greystone Servicing Corporation
14. Appleton Campbell Inc.
15. Pepsi Cola Bottling Center
16. Harris Teeter Supermarket
17. Country Chevrolet, Peugeot
18. Highland School
19. Covenant Christian Academy
20. Smith Midland Corporation
21. David Pollin
22. Fauquier Physician Practice LLC
23. Ross Industries Inc.
24. Postal Service
25. Wakefield School Inc
26. Altus Consulting Inc
27. Totalsource III
28. Safeway
29. 3GS Enterprises Inc.
30. Curo Health Services LLC
31. Chick-fil-A at Warrenton
32. General Excavation
33. Piedmont Family Practice
34. Giant Food
35. Delta Painting & Wallcove INC
36. Extreme Steel Crane & Rig Inc
37. Ovhcloud
38. Brookside Snf Operations LLC
39. Lord Fairfax Community College
40. Landscapes LLC
41. Sans Screenprint
42. Gaithersburg Cabinetry & Mill
43. Sverdrup Technology
44. Oak Spring Garden LLC
45. Catholic Diocese of Arlington
46. Sheehy Ford of Warrenton
47. Red Lobster & The Olive Garden
48. OS Restaurant Services, Inc.
49. Domino's Pizza
50. Rcs Trucking & Freight Inc

Invest in Fauquier's Future: Partner with the Chamber

Dear xxx,

The Fauquier Chamber of Commerce is the county's only not for profit association dedicated to the growth and prosperity of small business and we appreciate your membership.

We don't produce a product; we don't sell a service but instead we create relationships with businesses and advocate for their success which helps to elevate the quality of life for the entire community; Better Business makes for a Better Community.

Since 2021, the Chamber has experienced measurable successes in driving awareness and relationships among the business community as outlined in the enclosed/attached Impact Report. From regular networking and numerous events to promotion and marketing packages, our members gain access to opportunities to make connections, meet potential new clients, and gain exposure for their brand.

It remains my goal to continue providing for small businesses and I feel strongly that there is no better time than now to support them. Fauquier small businesses are the backbone of our community, and despite the tragedy that many experienced as a result of the COVID pandemic, there are many others that fared well, and even some that prospered. There are a number of contributing factors to this however, no one should ever underestimate the power of their perseverance, talent, dedication and passion. These are just a few of the attributes shared by business owners and operators and when complimented by the service and value of the Chamber, great things will continue to happen.

There's no better time than now to invest in small businesses by investing in the Chamber. Your investment will allow us to elevate our abilities to support and provide resources necessary for their continued growth and prosperity. I am confident that your participation will yield tangible benefits by knowing that investing in a thriving ecosystem of small enterprises positively impacts the larger economy and creates a healthier business environment for all. Additionally, investing in the Chamber for the direct benefit of the businesses we serve, is not just a philanthropic gesture; it brings tangible benefits to xxxx by fostering economic growth, innovation, resilience, and positive stakeholder relationships. It's a strategic move that can enhance your company's long-term sustainability, success, dedication and commitment to community that Fauquier is well known for.

I appreciate your time and attention and hope you have the chance to review the enclosure and should the decision be to remain with your current membership status, we of course are grateful for that and ask that payment for the enclosed invoice be remitted at your convenience.

Although I plan to follow up in a few weeks, please don't hesitate to contact me directly for further discussion or to enter into a relationship that will result in long term benefit for all.

Renewing Our Partnership: xxxx and Fauquier Chamber of Commerce

Dear xxxx,

I wanted to reach out to not express my gratitude for your previous support but to also discuss the possibility of renewing xxx partnership with the Fauquier Chamber of Commerce.

During the Partnership...

- Your banner ads received xxxx impressions, xx% more than the average for all partners.
- Your directory page garnered xxxx views, xx% more than other members in the same primary category.
- xxx appeared xxxx times in visitors' business searches.
- Visitors clicked to your website xx times on your page, xx% more than other members in the same primary category.

These numbers underscore the visibility and engagement your company has achieved through our social media and e-blast campaigns which experience significant growth in 2023. I have attached the 2023 Impact Report for your review.

We understand that any business investment should yield a reasonable return and while the impact of exposure and recognition can be challenging to quantify, we believe xxx received a significant return on the investment. Your partnership has not only elevated your brand locally but has also contributed to a stronger, more vibrant business community—an environment that ultimately benefits all businesses, including your business.

Thanks to your support, we've been able to:

- Launch our 4th Leadshare Group growing member networking opportunities
- Reintroduce our Business Networking Luncheons
- Advance our Economic Development & Legislative Affairs efforts.

Looking ahead, we're excited about building on these successes and your renewed partnership will enable us to:

- Enhance our support for emerging local businesses
- Expand our workforce development programs
- Strengthen our advocacy efforts for a business-friendly environment

Your continued partnership will demonstrate your commitment to our local economy and reinforces your position as a community leader. I would welcome the opportunity to meet and hear your feedback on the partnership and how we can further increase your visibility and engagement and align our future initiatives with your community engagement goals

Thank you again for your support. We look forward to potentially continuing our partnership and collectively building a thriving business community in Fauquier County. To see all Partnership opportunities, please [click here](#).

Consider Elevating Your Business by becoming a Chamber Partner

Dear xxx,

As a leading employer and contributor to the growth and prosperity of Fauquier, I wanted to reach out to inquire about your businesses interest in partnering with the Fauquier Chamber of Commerce.

Why Sponsor the Chamber? Sponsoring the Fauquier Chamber of Commerce offers unparalleled opportunities to amplify your brand visibility among 350+ local businesses, connect with decision-makers and community leaders, and demonstrate your commitment to Fauquier's economic growth.

Our Impact on Small Businesses: The Chamber drives opportunity for success for small businesses in Fauquier. Our member businesses collectively experience hundred of thousands of media impressions, website clicks and referrals. We provide over 100 networking opportunities annually and host workshops and seminars relevant to local industry.

Your Sponsorship Drives Community Growth: When you Partner with the Chamber, you're investing in Fauquier's future. Your support fuels entrepreneurship programs for local startups, bolsters workforce development initiatives, enhances tourism, and attracts new businesses to our region. By strengthening the local economy, your sponsorship benefits all residents of Fauquier County not only today, but also tomorrow.

Your Investment, Our Commitment: There's no better time than now to invest in small businesses by investing in the Chamber. Your investment will allow us to elevate our abilities to support and provide resources necessary for their continued growth and prosperity. I am confident that your participation will yield tangible benefits by knowing that investing in a thriving ecosystem of small enterprises positively impacts the larger economy and creates a healthier business environment for all. Additionally, investing in the Chamber for the direct benefit of the businesses we serve, is not just a philanthropic gesture; it brings tangible benefits to Superior Paving by fostering economic growth, innovation, resilience, and positive stakeholder relationships. It's a strategic move that can enhance your company's long-term sustainability, success, dedication and commitment to the sense of community that Fauquier is well known for.

I look forward to announcing that xxx is join us in building a thriving Fauquier!

INVESTING PARTNERSHIP

BENEFIT MENU

ANNUAL DUES

Select the Annual Dues amount per your membership. Selected amount will be included within Partnership billing and prorated if applicable.

- | | | |
|--|--|---|
| <input type="checkbox"/> Not For Profit | <input type="checkbox"/> 1 - 5 Employees | <input type="checkbox"/> 6 - 10 Employees |
| <input type="checkbox"/> 11 - 25 Employees | <input type="checkbox"/> 26 - 50 Employees | <input type="checkbox"/> 51 - 100 Employees |
| <input type="checkbox"/> 100+ Employees | | |
-

PROMOTION & AWARENESS

- **Fauquier Chamber of Commerce Website**

All Partnerships will be displayed on the Home Page by default. All other selections are listed in order of total number of views during 2023 to date. **Select an additional seven (7) locations.**

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Home Page | <input type="checkbox"/> 5. New Member Application | <input type="checkbox"/> 9. Member Plus App |
| <input type="checkbox"/> 2. Quick Link Category | <input type="checkbox"/> 6. News Releases | <input type="checkbox"/> 10. Groups |
| <input type="checkbox"/> 3. Events | <input type="checkbox"/> 7. Job Postings | <input type="checkbox"/> 11. MarketPlace |
| <input type="checkbox"/> 4. Info Request/Contact Us | <input type="checkbox"/> 8. Hot Deals | <input type="checkbox"/> 12. Lodging Search |
-

EVENTS

- **Annual Old Town Warrenton Fall Festival (October)**

- Complimentary 10 x10 Booth
- I would like to discuss other options

- **Gala & Annual Meeting (November)**

- Table for 8
- I would like to discuss other options

- **Sponsorships**

Select from the list below, **two (2) events** you wish to sponsor. Details and availability may be discussed with Chamber Staff

- | | |
|---|---|
| <input type="checkbox"/> After 5 | <input type="checkbox"/> Young Professional's 1st Friday Luncheon |
| <input type="checkbox"/> Business Networking Luncheons | <input type="checkbox"/> New Member Greet & Meet Luncheon |
| <input type="checkbox"/> Young Professional's Crafted Connections | <input type="checkbox"/> Other (to be discussed with Chamber Staff) |
-

E-COMMUNICATIONS

Circle from the list below, **two (2) e-blasts** you wish to sponsor. You may choose two of the same if you prefer. Details and availability may be discussed with Chamber Staff

- 1 or 2** Monday Business Brief **1 or 2** Wednesday Event E-Blast **1 or 2** Friday Member Spotlight

COMMUNITY PARTNERSHIP

BENEFIT MENU

ANNUAL DUES

Select the Annual Dues amount per your membership. Selected amount will be included within Partnership billing and prorated if applicable.

- | | | |
|--|--|---|
| <input type="checkbox"/> Not For Profit | <input type="checkbox"/> 1 - 5 Employees | <input type="checkbox"/> 6 - 10 Employees |
| <input type="checkbox"/> 11 - 25 Employees | <input type="checkbox"/> 26 - 50 Employees | <input type="checkbox"/> 51 - 100 Employees |
| <input type="checkbox"/> 100+ Employees | | |
-

PROMOTION & AWARENESS

- **Fauquier Chamber of Commerce Website**

All Partnerships will be displayed on the Home Page by default. All other selections are listed in order of total number of views during 2023 to date. **Select an additional FOUR (4) locations.**

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Home Page | <input type="checkbox"/> 5. New Member Application | <input type="checkbox"/> 9. Member Plus App |
| <input type="checkbox"/> 2. Quick Link Category | <input type="checkbox"/> 6. News Releases | <input type="checkbox"/> 10. Groups |
| <input type="checkbox"/> 3. Events | <input type="checkbox"/> 7. Job Postings | <input type="checkbox"/> 11. MarketPlace |
| <input type="checkbox"/> 4. Info Request/Contact Us | <input type="checkbox"/> 8. Hot Deals | <input type="checkbox"/> 12. Lodging Search |
-

EVENTS

- **Annual Old Town Warrenton Fall Festival (October)**

- Complimentary 10 x10 Booth
- I would like to discuss other options

- **Gala & Annual Meeting (November)**

- Table for 4
- I would like to discuss other options

- **Sponsorships**

Select from the list below, **ONE (1) event** you wish to sponsor. Details and availability may be discussed with Chamber Staff

- | | |
|---|---|
| <input type="checkbox"/> After 5 | <input type="checkbox"/> Young Professional's 1st Friday Luncheon |
| <input type="checkbox"/> Business Networking Luncheons | <input type="checkbox"/> New Member Greet & Meet Luncheon |
| <input type="checkbox"/> Young Professional's Crafted Connections | <input type="checkbox"/> Other (to be discussed with Chamber Staff) |
-

E-COMMUNICATIONS

Circle from the list below, **TWO (2) e-blasts** you wish to sponsor. You may choose two of the same if you prefer. Details and availability may be discussed with Chamber Staff

- 1 or 2** Monday Business Brief **1 or 2** Wednesday Event E-Blast **1 or 2** Friday Member Spotlight

SIGNATURE PARTNERSHIP

BENEFIT MENU

ANNUAL DUES

Select the Annual Dues amount per your membership. Selected amount will be included within Partnership billing and prorated if applicable.

- | | | |
|--|--|---|
| <input type="checkbox"/> Not For Profit | <input type="checkbox"/> 1 - 5 Employees | <input type="checkbox"/> 6 - 10 Employees |
| <input type="checkbox"/> 11 - 25 Employees | <input type="checkbox"/> 26 - 50 Employees | <input type="checkbox"/> 51 - 100 Employees |
| <input type="checkbox"/> 100+ Employees | | |
-

PROMOTION & AWARENESS

• Fauquier Chamber of Commerce Website

All Partnerships will be displayed on the Home Page by default. All other selections are listed in order of total number of views during 2023 to date. **Select an additional THREE (3) locations.**

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Home Page | <input type="checkbox"/> 5. New Member Application | <input type="checkbox"/> 9. Member Plus App |
| <input type="checkbox"/> 2. Quick Link Category | <input type="checkbox"/> 6. News Releases | <input type="checkbox"/> 10. Groups |
| <input type="checkbox"/> 3. Events | <input type="checkbox"/> 7. Job Postings | <input type="checkbox"/> 11. MarketPlace |
| <input type="checkbox"/> 4. Info Request/Contact Us | <input type="checkbox"/> 8. Hot Deals | <input type="checkbox"/> 12. Lodging Search |
-

EVENTS

• Sponsorships

Select from the list below, **ONE (1) event** you wish to sponsor. Details and availability may be discussed with Chamber Staff

- | | |
|---|---|
| <input type="checkbox"/> After 5 | <input type="checkbox"/> Young Professional's 1st Friday Luncheon |
| <input type="checkbox"/> Business Networking Luncheons | <input type="checkbox"/> New Member Greet & Meet Luncheon |
| <input type="checkbox"/> Young Professional's Crafted Connections | <input type="checkbox"/> Other (to be discussed with Chamber Staff) |
-

E-COMMUNICATIONS

Circle from the list below, **ONE (1) e-blasts** you wish to sponsor. You may choose two of the same if you prefer. Details and availability may be discussed with Chamber Staff

- | | | |
|--|--|--|
| <input type="checkbox"/> Monday Business Brief | <input type="checkbox"/> Wednesday Event E-Blast | <input type="checkbox"/> Friday Member Spotlight |
|--|--|--|

ASSOCIATE PARTNERSHIP

BENEFIT MENU

PROMOTION & AWARENESS

- **Fauquier Chamber of Commerce Website**

All Partnerships will be displayed on the Home Page by default. All other selections are listed in order of total number of views during 2023 to date. **Select an additional TWO (2) locations.**

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Home Page | <input type="checkbox"/> 5. New Member Application | <input type="checkbox"/> 9. Member Plus App |
| <input type="checkbox"/> 2. Quick Link Category | <input type="checkbox"/> 6. News Releases | <input type="checkbox"/> 10. Groups |
| <input type="checkbox"/> 3. Events | <input type="checkbox"/> 7. Job Postings | <input type="checkbox"/> 11. MarketPlace |
| <input type="checkbox"/> 4. Info Request/Contact Us | <input type="checkbox"/> 8. Hot Deals | <input type="checkbox"/> 12. Lodging Search |
-

EVENTS

- **Sponsorships**

Select from the list below, **ONE (1) event** you wish to sponsor. Details and availability may be discussed with Chamber Staff

- | | |
|---|---|
| <input type="checkbox"/> After 5 | <input type="checkbox"/> Young Professional's 1st Friday Luncheon |
| <input type="checkbox"/> Business Networking Luncheons | <input type="checkbox"/> New Member Greet & Meet Luncheon |
| <input type="checkbox"/> Young Professional's Crafted Connections | <input type="checkbox"/> Other (to be discussed with Chamber Staff) |
-

E-COMMUNICATIONS

Circle from the list below, **ONE (1) e-blasts** you wish to sponsor. You may choose two of the same if you prefer. Details and availability may be discussed with Chamber Staff

- | | | |
|--|--|--|
| <input type="checkbox"/> Monday Business Brief | <input type="checkbox"/> Wednesday Event E-Blast | <input type="checkbox"/> Friday Member Spotlight |
|--|--|--|

