

DORSET CHAMBER

Platinum Membership

2024/25 PACKAGE

Introduction

Our Business Partners continue to receive the highest level of support from Dorset Chamber and are positioned as Champions of both Dorset Chamber and the wider business community. We continue to promote our Business Partners through our channels which includes:

- Dorset Business Focus magazine (readership of 10,000)
- Dorset Chamber database (7,500 leaders and decision makers)
- LinkedIn (7,000 followers and a page reach of 70,000, average)
- Engagement per post is approximately 26%
- Twitter (6,647 followers)
- Facebook (3,000 followers)
- Instagram (2,400 followers)

Platinum Business Partner Benefits

- You are guaranteed sector exclusivity as a Platinum Business Partner
- Press releases are guaranteed for publication in magazine (not guaranteed within regular membership), on the Dorset Chamber website and are shared on social media
- On joining, the partnership will be announced and featured as a lead story in our newsletter and website. It will be shared as a social media post and issued as a press release to local media.
- Your logo is permanently displayed on the home page of the Dorset Chamber website
- Your logo is on a dedicated Business Partner page in the magazine each month
- Your logo is on a dedicated Business Partner page on our website
- You are uniquely positioned alongside other leading businesses and organisations
- Bespoke account management to meet your needs
- Two feature pages per year in the magazine
- Marketing meeting with Dorset Chamber to identify marketing objectives
- Social media engagement (like, share, comment) on relevant corporate posts when Dorset Chamber is tagged (excluding recruitment posts)

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- You will always receive a special public personal welcome at events
- You are able to have regular meetings with Ian Girling, as and when required, to personally lobby or provide policy support on any issues
- Priority on requests for media comment on issues in your sector
- Priority on referral requests from Members
- Priority on sponsorship opportunities
- Priority on any Business Partner opportunity
- One place at the annual British Chambers of Commerce Conference
- Two places at the annual Dorset Chamber President's Lunch or Directors lunch/Dinner
- Three dedicated Business Partner events per year (two places at each event)
- An allocation of £500 for Chamber events or sponsorship of standard Dorset Chamber events excluding special events, Business Festival events and the President's Lunch
- Your logo is displayed on a carousel running on a large screen in the Dorset Chamber reception
- Your logo is on selected stationery (including our headed paper) and Business Partner banner stands displayed at all events
- Your logo is also prominently displayed in our published annual Manifesto
- You can display a banner stand at Dorset Chamber AGM
- You have a unique digital Business Partner logo for your use
- A framed Platinum Business Partner certificate which Ian Girling can present (and images shared on social media)
- Business Partners also receive full membership services plus benefits listed above