



1 Chamber Support

The chamber is routinely asked to support events or activities in the community. This guide will help explain the Chamber's criteria when considering requests for support.

Perspective:

The Chamber is a member-funded business organization. The activities of the Chamber must support the members and address the concerns of those members. Requests from members will be given priority and in very rare cases non-member groups will be considered. Requests for support must benefit the business community and be related to the work and priorities of the Chamber.

2 Types of Support

Advertising

The Chamber offers its members the opportunity to advertise to the chamber membership. The membership of the Chamber is mainly business focused but the chamber does have a number of not-for-profits and government agencies as members. Members may book advertising and find further information at the chamber [website](#)

Sponsorship

The Chamber will not provide cash sponsorship of events but may be in a position to sponsor an event or activity. The sponsorship normally involves the exchange of chamber services, normally advertising, to promote an activity. In exchange, the Chamber receives recognition through the sponsorship. The recognition must have value for the Chamber to consider sponsorship.

Partnership

The Chamber partners with other organizations to accomplish a community-related goal or event. The creation of a partnership requires considerable resources on the part of the Chamber and will normally involve multiple staff members including the CEO and involved staff. The division of duties and sharing of responsibilities in a partnership create a complex management situation and the Chamber enters into very few of these arrangements. Examples of partnerships include:

- Greater Victoria Flower Count
- Hosting the BC Chamber Convention
- Greater Victoria Development Agency

Contra

Contra is an arrangement that allows for the exchange of services, goods or publicity. In order for a contra to work, the Chamber must be seeking goods or services and a supplier must be prepared to provide the goods or services. The Chamber will consider contra deals with its members.

3 Frequently asked Questions:

Would the Chamber like to partner with my organization next month on an event at the Victoria Conference Centre for 200 delegates?

If the event is already planned the request is not generally partnership but is more likely a request for sponsorship or advertising.

Would the Chamber like to sponsor a walk to raise funds to cure cancer?

Finding a cure for cancer is very important and there are a number of agencies working in that area. This event is not directly related to the current chamber priorities and the chamber would not generally sponsor. If the organizing society was a chamber member they could purchase advertising.

I have a great new product for digging post holes and I will provide one to the Chamber if the Chamber gives me advertising.

The Chamber doesn't dig post holes and this would be considered an advertising request.

The Scotties Tournament of Hearts will bring a considerable number of people to our community and the nationwide coverage will promote our community. Will the Chamber sponsor the event?

Yes the Chamber did provide promotion support for the Scotties Tournament of Hearts in the form of advertising to the chamber membership. In return the Chamber received event tickets and logo recognition in promotional material