



# ONEACADIANA

**LAFAYETTE** CHAMBER.  
**REGIONAL** ECONOMIC DEVELOPMENT.

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## MEMBERSHIP GUIDE

# MEMBERSHIP BENEFITS



## COMMITTEES & COMMUNITY ENGAGEMENTS

1A members are encouraged to serve on the following 1A committees to help drive our work throughout the region – Membership Engagement, Urban Revitalization and Development, and Transportation and Infrastructure.



## AMBASSADOR PROGRAM

Ambassadors are passionate, engaged members of the business community who represent 1A at functions and events around the region. Members can serve as Ambassadors, host Ambassador meetings, and earn recognition as an Ambassador of the Year.



## RIBBON CUTTING CELEBRATION

Schedule a ribbon-cutting, groundbreaking, or grand opening with 1A. We provide scissors, ribbon, and a list of media contacts to help you promote your event. Ribbon Cuttings receive promotion in 1A's e-newsletter and on our website, and are featured on 1A's Facebook and Instagram. Celebrate with 1A staff and Ambassadors at the ceremony.



## NEWS & PRESS RELEASES

Submit announcements on your company's milestones, new products or services, prominent new hires, or community involvement. We'll share the news in our popular online Newsroom, in select e-newsletters, and other outlets.



## SPONSORSHIP OPPORTUNITIES

Boost your business efforts with a wide variety of sponsorship opportunities tailored to fit your unique needs and goals.



## SMALL & MINORITY BUSINESS SERVICES

Members received priority, complimentary access to the full suite of services offered by our SMB program.



## RACK ADVERTISING

Market your business with rack cards, brochures, business cards, and other literature in the 1A lobby.



## MEMBERSHIP SPOTLIGHTS

New members are welcomed and highlighted monthly on 1A's social media channels. Additionally, members are profiled in 1A's bi-weekly e-newsletter, on our website, and on social media.

Make the most of your membership by accessing benefits to help your **business grow** and **your brand stand out**.



### **BUSINESS DIRECTORY**

Members are listed in 1A's online business directory, which receives over 10,000 visits each year.



### **MEMBER-TO-MEMBER (M2M) DISCOUNT PROGRAM**

Take advantage of exclusive discounts offered on products and services from other 1A members for you, your business, and your employees. Leverage 1A's network and generate business by offering a deal of your own.



### **EVENTS & PROGRAMMING**

1A hosts a variety of events throughout the year offering opportunities for networking and professional development. Members receive reduced and/or complimentary tickets to 1A events. Sign up for 1A's Upcoming Events bi-weekly e-newsletter to be the first to hear about events and webinars.



### **CERTIFICATES OF ORIGIN**

Obtain complimentary certificates of origin (an international trade document verifying the goods in a particular export shipment are wholly obtained, produced, manufactured, or processed in a particular country).



### **EXPERT KNOWLEDGE**

1A's Investor & Member Relations (IMR) team connects members with people, resources, and services in the Acadiana region based on individual business needs. Members have access to annual one-on-one meetings with the IMR team.



### **MEMBERSHIP EMBLEM**

Show the community that your business is a member of 1A with complimentary window decals and digital badges to add to your website.



### **COMMUNITY EVENT CALENDAR**

Businesses can submit their community event information to be featured on 1A's website and in select editions of our e-newsletter.



### **MEETING SPACE ACCESS**

Allow 1A to provide a venue for your next meeting. Members can access our board room or conference room for your next gathering, free of charge.

# HOW TO GET INVOLVED

When you join 1A, you immediately gain access to opportunities that will expand your business network, provide resources, and allow you to keep a finger on the pulse of our regional economy. You choose your own path and level of involvement with 1A, but here are a few opportunities to get you started.

## CONNECT WITH NEW MEMBERS

- ☐ Chamber Connections
- ☐ 1A Open Houses
- ☐ Chamber Luncheons
- ☐ Ambassador Program

## DEVELOP REGIONAL PERSPECTIVE

- ☐ Acadiana Women's Network
- ☐ CivicCon Acadiana
- ☐ An Expert's Perspective
- ☐ Regional Celebration

## PROMOTE YOUR BUSINESS

- ☐ Online business directory listing
- ☐ Have your company featured in our bi-weekly Member Spotlight
- ☐ Schedule a ribbon cutting
- ☐ Add your events to the 1A community calendar
- ☐ Event sponsorship opportunities

## SUBSCRIBE TO STAY IN THE KNOW

- ☐ Biweekly eFlash newsletter
- ☐ Events newsletter
- ☐ Quarterly Economic Vitals reports
- ☐ Monthly newsletter raising civic IQ and celebrating the bright spots in our community
- ☐ 1A social media channels

## ABOUT ONE ACADIANA

Our vision is to make our region one of the most sought-after places in the South for emerging businesses and professional talent. We call ourselves One Acadiana because we believe it takes a united region to create the best region.

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Visit us at [OneAcadiana.org](http://OneAcadiana.org) // Questions? Contact us at [Info@OneAcadiana.org](mailto:Info@OneAcadiana.org)