



DUNDEE & ANGUS
CHAMBER OF COMMERCE



PLATINUM PARTNERSHIP FEATURES AND BENEFITS

The Platinum partnership concept

Platinum members share common characteristics:

They recognise the value of being at the heart of a successful and dynamic local chamber of commerce.

They support the Chamber's long-term vision because it aligns with their own ambitions for their organisation and the region.

They have specific objectives for their organisation that can be met through the enhanced profile and special benefits they derive from their Platinum partner status.

Platinum partner services and benefits

Enhanced profile

As a minimum, all Platinum partners can expect:

- a two-page profile in 'The Business' (DACC's member magazine) every year;
- priority for the placement of articles in other editions of 'The Business';
- acknowledgement of their Platinum status in all editions of 'The Business';
- Platinum partners have their own page on the Chamber website;
- their logo displayed on 'The Biz' and 'The Buzz' e-newsletters on a rotating basis;
- branding on Chamber letters/emails.

Purchasing this level of advertising/marketing, including the addition of their logo to all Chamber letters/emails, would cost approximately £6000 per annum.

Account management

Platinum partners are account managed by the President and Chief Executive of the Chamber.

Exclusivity

Platinum partners are targeted to ensure that they consist of a representative cross-section of the local economy. There will not be two Platinum partners from the same sector unless both agree.

Separate event programme

Platinum partners have their own exclusive events with high-profile politicians, national journalists and opinion formers (i.e. Secretary of State for Scotland).

Lobbying

The Chamber will support Platinum partners to the fullest extent possible by lobbying/influencing on their behalf. Dundee & Angus Chamber of Commerce is affiliated to the Scottish Chambers of Commerce, which allows further high-level lobbying on key national policy decisions.

Corporate social responsibility and community support

Platinum partners are visibly demonstrating their long-term commitment to Dundee and Angus and allowing Dundee & Angus Chamber of Commerce to support the economy over the long term.

Cost and commitment

Platinum partners have three membership term options:

One year	£5,000 + VAT
Two years	£9,000 + VAT
Three years	£12,000 + VAT.

The entire fee has to be paid up front.

This represents a saving of between £1,000 and £6,000 on the cost of purchasing the same level of advertising and marketing that all Platinum partners are guaranteed to receive.

FOR MORE INFORMATION, CALL ALAN MITCHELL ON 01382 228545



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