



# Lacombe and District Chamber of Commerce

## The Lacombe & District Chamber of Commerce

### Member to Member (M2M) Discount Program

#### **PURPOSE:**

1. The Member to Member (M2M) Discount Program is designed to provide all Chamber members with exclusive offers, benefits and value-added opportunities through other Chamber members, which would not be available through any other program.
2. To help members realize greater returns through increased M2M savings and sales, which help offset the cost of their annual Chamber membership fees.
3. For Chamber members to use as a marketing tool to help grow and develop their business.
4. Encourages business to business relationships and supports the local economy.
5. There is no registration fee for members to participate in this program.

#### **PROGRAM CRITERIA:**

- Discount providers must be a member in good standing of the Chamber, with membership fees paid in full. If your membership lapses, the Chamber reserves the right to remove your offer, from our program.
- M2M Discount offer is subject to approval by the Chamber Office. The provider may be asked to clarify their offer if the intent is not clear prior to final approval.
- The chamber reserves the right to reject any member participation in the M2M Discount Program.
- Discounts must be exclusive for all Chamber Members. Not a program otherwise marketed to the general public, business community, or through any other membership program or organization. Your discount must offer real value to the member that they can't find elsewhere.
- The service of discount you offer must appeal to all sizes of business.
- In order for the partnership to be effective, it is the responsibility of the discount provider to inform all of their staff of the discount benefit the company is offering. Uninformed staff does not make for satisfied customers of users of the program.
- The Chamber member business agrees to indemnify, hold harmless and release the Chamber from any liability arising out of the offering and purchase of service and/or goods under the M2M Discount Program.

#### **DISCOUNT RULES:**

- Must apply to actual goods and service, i.e. no "free consultation" offers.
- Discount must be ongoing and not one time offers.

- Participating businesses must provide discounts for a 1 year period.
- Discount may vary during the year upon 30 days written notice to the Chamber office; the new offer must go through the same review and approval process prior to being implemented.

**SAMPLE DISCOUNTS:**

- *Buy one entrée, get one free, any day, any time.*
- *10% discount of business cards and stationery for Chamber members only.*
- *1/2 prices lattes.*
- *20% off paperback books.*
- *15% off all purchases on Fridays.*
- *20% professional fee discount for Chamber members.*

**Chamber Marketing of Program**

- The Chamber will publish a current list of discount providers and discounts in the Chamber Newsletter.
- The Chamber will display M2M Discount Program as a section in the Chamber Website
- The Chamber will use a current list of discount providers and discounts in its new member packets and promote the list at its meetings and events.
- The Chamber will provide Member to Member Discount Cards to Chamber members in order to provide verification to the participating discount member.
- The Chamber may advertise, publicize and make available as part of its membership program, the M2M Discount Program.



# Lacombe and District Chamber of Commerce

## Member to Member Discount Program

### (M2M) Enrollment Form

*Please direct any questions or comments to the Lacombe and District Chamber of Commerce*

*PH: 403 - 782- 4300 , email: info@lacombechamber.ca*

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

DISCOUNT DESCRIPTION: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

***\*\*This discount expires .....***

I have read the Member to Member Discount Program and agree to the Program Criteria.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
Date