

Campaign Incentives for Producers

About Campaign Incentives

The Northern Kentucky Chamber of Commerce will recognize all producers for their good work in the Taking Care of Business 2010, Total Resource Development Campaign.

- Team members who producer over \$100,000 over their years of involvement will be inducted into the Total Resource Campaign Hall of Fame. Special presentation will be made at the annual campaign kick-off. Name will be engraved into the permanent Hall of Fame plaque displayed in the Chamber office.
- Teams with over \$200,000 in production will be inducted into the Hall of Fame and presented a plaque for their office at the campaign kick-off and company name engraved into the permanent Hall of Fame plaque displayed in the Chamber office.
- The weekly campaign newsletter will list every volunteer and their production to date; team totals will be updated weekly; top producers of the week will be recognized and be mailed to all campaign participants.
- Cash awards will be presented weekly at the Campaign Rallies and door prizes.
- Every producer and spouse/guest will be invited to the Campaign Finale Celebration at the conclusion of the campaign Wednesday, June 23, 2010.
- Awards and recognition will be presented at the Campaign Finale including Rookie of the Year, MVP (Most Valuable Producer), Most Enthusiastic, winners of raffles and other special prizes.
- Recognized team members photos will appear in the Business Journal .
- Top producers will qualify for the annual campaign trip: October 21-24, 2010
- The "Thank You Edition" of the campaign newsletter will recognize all teams, CEOs, team captains and all campaign producers. It will feature pictures and results and will be mailed in October 2010.

Cash Incentives

Three campaign incentive schedules are designed to motivate all volunteer producers. In addition to cash incentives, volunteers can qualify for a post campaign trip. Other prizes will be given at weekly Campaign Rallies. Cash incentives will be presented as they are earned at the weekly Campaign Rallies. Incentive reward sales as follows:

- **Cash Sales** ... examples include new memberships, assigned renewals, board of advisors, event sponsorships and advertising.
- **Half Price Trip Incentive**.....by recruiting **\$5,500 in new members only** and *not taking any cash incentives* you can earn one spot on the Campaign Trip. By producing another \$5,500 in renewals, sponsorships and/or advertising you can earn a second trip for a total of \$11,000 and no cash incentives. **To qualify for this offer you MUST have a minimum of \$5,500 in new members.** If you did not recruit \$5,500 in new members you would receive your earned cash incentives at the end of the campaign.
- **Direct Budget Reduction Trades** ... for products and services included in the chamber's current year budget and for highly valued big-ticket items that were not budgeted because funds were not available. **Chamber approved direct budget items can be counted at 50% value toward qualifying for the campaign trip pending approval from Chamber staff.**
- **Non-Budget Reduction Trades** ... for products and services that while useful are not likely to be budgeted. Accepting such items will enrich the chamber's overall program but they will not have a positive impact on the budget.
- **Team Captains** are eligible for incentives when their team goals are met.



**Top producers in the Taking Care of Business 2010,
can qualify for the Campaign Trip*
at an all-inclusive resort in Cancun
for four days three nights
October 21-24 2010**

Travel arrangements made by Marco Polo Travel, Florence, KY.

***(*ALL TRAVELERS MUST HAVE A U.S. PASSPORT FOR THIS TRIP-
NO EXCEPTIONS-IT TAKES A MINIMUM OF SIX WEEKS TO PROCESS)***

To qualify for one trip you need \$11,000 in cash production.*

To qualify for two trips you need \$14,000 in cash production.

Note: Volunteers may qualify for the campaign trip in categories 1 and/or 2. Production in direct budget reduction can only be combined to qualify for the trip at 50% of value pending approval of Chamber staff.

*At this level a team member can pay for a second trip at the cost of \$900 for their guest.
Team Members qualifying for the trip will be required to reinvest \$200 of the \$750 in cash incentives for the 2010 Campaign Trip and will receive \$550 in cash incentives.

Category 1 IncentivesNew Memberships
Board of AdvisorsEvent Sponsorships
Publication Sponsorships/Advertising

Assigned Renewals

Award Level	Production Level	Award Description	Cumulative Value
			For Team Members not going on the trip
	\$800	\$50 check	\$50
	\$1,600	\$50 check	\$100
	\$3,200	\$100 check	\$200
	\$4,800	\$125 check	\$325
	\$6,400	\$125 check	\$450
	\$8,000	\$150 check	\$600
	\$9,600	\$150 check	\$750
1 Trip Qualifiers going on trip will only receive \$525 in cash incentives	\$11,000	TRIP 1	or \$500 if not going on the trip to Cancun
	\$14,000	TRIP 2	or \$500
Incentive schedule resumes at this level for trippers	\$16,000	\$150 check	\$900
	\$18,000	\$150 check	\$1,050
	\$20,000	\$150 check	\$1,200
	\$22,000	\$150 check	\$1,350
	\$25,000	\$200 check	\$1,550
	\$27,000	\$150 check	\$1,700
	\$29,000	\$150 check	\$1,850
	\$31,000	\$150 check	\$2,000
	\$33,000	\$150 check	\$2,150
	\$35,000	\$200 check	\$2,350
	\$37,000	\$150 check	\$2,500
	\$39,000	\$150 check	\$2,650
	\$41,000	\$150 check	\$2,800
	\$43,000	\$150 check	\$2,950
	\$45,000	\$200 check	\$3,150
	\$47,000	\$150 check	\$2,000
	\$49,000	\$150 check	\$2,150
	\$51,000	\$150 check	\$2,300
	\$53,000	\$150 check	\$2,450
	\$55,000	\$200 check	\$2,650

- You will be credited for checks or cash turned in with a completed application form.
- A completed and signed contract is required for all sponsorships.
- Incentives are paid based on the amount of cumulative cash received with signed contracts.
- Production in Categories 1 (Cash) and 2 (Budget Reduction) can only be combined at 50% of Direct Budget Reduction value to qualify for the trip **pending Chamber staff approval**.
- A 1099 Form will be issued for all awards.
- Cumulative cash is plus \$500 for each trip incentive that is not taken.**

Category 2 Incentives

- This schedule rewards volunteers who produce products and services included in the chamber's current year budget.
- Also qualifying in this category are highly valued big ticket items that were not budgeted because funds were not available.
- A sample list of qualifying products and services has been developed.
- Volunteers may trade chamber products including memberships, event sponsorships, publication sponsorships and for direct budget reduction items.
- The chamber's membership department must approve all trades in advance.

Award Level	Production Level	Award Description	Cumulative Value
1.	\$ 1,000	\$ 50 check	\$50
2.	\$ 4,000	\$ 50 check	\$100
3.	\$ 8,000	\$ 50 check	\$150
4.	\$ 12,000	\$ 75 check	\$225
5.	\$ 16,000	\$ 75 check	\$300
6.	\$ 20,000	\$ 75 check	\$375
7.	\$ 25,000	\$ 100 check	\$475
8.	\$ 30,000	TRIP 1	Or \$500
	9.	\$ 40,000	TRIP 2
	10.	\$50,000	\$1,975
11.	\$60,000	\$150 check	\$2,125
12.	\$70,000	\$150 check	\$2,275
13.	\$ 80,000	\$ 150 check	\$2,425
14.	\$90,000	\$ 150 check	\$2,575
15.	\$ 100,000	\$ 150 check	\$2,725

- All non-cash items must be physically in possession of the chamber to be counted.
- **Production in Categories 1 (Cash) and 2 (Budget Reduction) can be combined at 50% of BR value to qualify for the trip pending Chamber staff approval.**
- The ratio of variable proportions will be used to determine value.
- A 1099 Form will be issued for all awards.
- **Cumulative cash is plus \$500 for each trip incentive that is not taken.**

Category 3 Incentives

This schedule rewards volunteers who produce products and services of value to the chamber, but are not included in the chamber's current year budget.

- Qualifying in this category are useful items from advertising to hotel rooms.
- Also included in this category are products and services that would have been budgeted had sufficient funds been available.
- A sample list of qualifying products and services has been developed.

Award Level	Production Level	Award Description	Cumulative Value
1.	\$ 1,500	\$ 25 check	\$ 25
2.	\$ 5,000	\$ 75 check	\$ 100
3.	\$ 10,000	\$ 75 check	\$ 175
4.	\$ 15,000	\$ 75 check	\$ 250
5.	\$ 20,000	\$ 75 check	\$ 325
6.	\$ 25,000	\$ 75 check	\$ 400
7.	\$ 30,000	\$ 75 check	\$ 475
8.	\$ 35,000	\$ 75 check	\$ 550
9.	\$ 40,000	\$ 75 check	\$ 625
10.	\$ 45,000	\$ 75 check	\$ 700
11.	\$ 50,000	\$ 75 check	\$ 775
12.	\$55,000	\$ 75 check	\$ 850
13.	\$ 60,000	\$ 75 check	\$ 925
14.	\$ 65,000	\$ 75 check	\$ 1,000
15.	\$70,000	\$ 75 check	\$ 1,075
16.	\$ 75,000	\$ 75 check	\$ 1,150
17.	\$ 80,000	\$ 75 check	\$ 1,225
18.	\$ 85,000	\$ 75 check	\$ 1,300
19.	\$ 90,000	\$ 75 check	\$ 1,375
20.	\$ 95,000	\$ 75 check	\$ 1,450
21.	\$ 100,000	\$ 75 check	\$ 1,525
22.	\$ 105,000	\$ 75 check	\$ 1,600
23.	\$ 110,000	\$ 75 check	\$ 1,675
24.	\$ 115,000	\$ 75 check	\$ 1,750
25.	\$ 120,000	\$ 75 check	\$ 1,825
26.	\$ 125,000	\$ 75 check	\$ 1,900
27.	\$ 130,000	\$ 75 check	\$ 1,975
28.	\$ 135,000	\$ 75 check	\$ 2,050
29.	\$ 140,000	\$ 75 check	\$ 2,125
30.	\$ 145,000	\$ 75 check	\$ 2,200
31.	\$ 150,000	\$ 75 check	\$ 2,275

- All non-cash items must be physically in possession of the Chamber to be counted.
- The ratio of variable proportions will be used to determine value.
- A 1099 Form will be issued for all awards.

Schedule

Category 4 Incentives

Team Captains are eligible for the following incentives when their team goals are met.

A. Meeting Team Goal

.50% of Total Team Production from Cash Sales
Not including Budget Reduction

B. Meeting Team Goal and Exceeding Goal by 50%

1.0% of Total Team Production from Cash Sales
not including Budget Reduction

C. Meeting Team Goal and Exceeding Cash Goal by 75%

1.5% of Total Team Production from Cash Sales not including Budget
Reduction

A 1099 Form will be issued for all awards.