

# Guidelines for Budget and Non-Budget Reduction Trades

## Direct Budget Reduction Trades

The Northern Kentucky Chamber of Commerce will trade for needed products or services. It is important that you not jeopardize cash sales when proposing trades. However, if a company does not have the money to be a member and the chamber needs the company's product or service, a trade can be mutually beneficial.

Important: Trade Proposals must be reviewed by the Senior Vice-President, Member Services and Community Relations by 3:00 p.m. each Friday for approval and category assignment. Trade Proposals received after 3:00 p.m. on Friday will be processed for the following week.

### What qualifies as a direct budget reduction trade?

- Products and services included in the chamber's current year budget.
- Items desired but not included due to income constraints. Acceptance is at the discretion of the Chamber President or the President's designee.

### How are direct budget reduction trades valued?

- The value is determined by what the chamber would have to pay to acquire under normal circumstances. This is the amount of campaign credit given the volunteer.
- Direct Budget Reduction credit will be given for trades for products and services on the chamber's wish list on page 99.

### When is advance approval required?

- All types of budget reduction must be approved before finalizing a contract with company and submitting for campaign credit.
- The membership department must approve all trades for membership prior to submitting the membership application.

### What information is required?

- Value of product or service
- Description of product or service
- What the chamber is providing in return
- Contact person and phone number for the service
- The expiration date—minimum of one year from date of contract
- Any specific restrictions, e.g. blackout periods
- Dollar value of the product or service should reflect discount to chamber
- Gift certificates or products must be delivered with the contract
- Signed contract by the Company Representative who is handling the trade and their contact information for future contact

**Production in Category 1 (Cash Sales: sponsorships, new members, renewals, advertising and Board of Advisors) and Category 2 (Direct Budget Reduction) can be combined at 50% of Budget Reduction value to qualify for the trip pending Chamber staff approval.**

## **PRIORITY Direct Budget Reduction Items**

**See individual event/program sponsorships for specific budget reductions needs.**

- Copy paper (for large print jobs)
- All types of printing (brochures, postcards, programs, napkins, 1,000 certificates )
- Promotional items (golf outing, Annual Dinner, job fairs)
- Awards (Annual dinner, golf outings, Sm. Business Awards and many more)
- Catering for Large and Small Groups
- Three hole notebooks (100+)
- Audio Visual Equipment and Services
- Award/Badges (*Board of Directors, Board of Advisors, Chairman's Plaque, Committee badges, Award Plaques, Engraving, Chairman's gavel*)
- Coffee Service
- Computer Training
- Copying Services
- Courier Services
- Hotel accommodations (for Speakers)
- Florist Services (centerpieces)
- Kitchen Supplies
- Laser Cartridges for Black & White & Color
- Mailing Services
- Nametags
- \*Office Supplies—paper, pens, legal pads
- Paper Goods—plates (6" & 10") napkins, cups, towels
- Photography Services
- Picture Framing
- 8" x10" wooden frames
- Plasticware (forks, knives, spoons, 12 oz.cups)
- Printed T-shirts
- Catering (*Boxed lunches, catered lunches, full service, continental breakfast, soft drinks*)
- Banners and corrugated signs for Chamber events
- Career Passport Black Portfolios (1000+)
- Banquet Facilities/meeting rooms
- Centerpieces (Annual Dinner & Small Business Celebration)
- Gift Certificates/door prizes with \$25-\$50 value (restaurants, entertainment, sporting events & retail)
- Design Services (Graphic & Web)
- Photography

## **Non-Budget Reduction Trades**

Sustainable Resource Development Campaigns always generate items that are useful but not budgeted. Accepting such items will enrich the chamber's overall program but they will not have a positive impact on the budget.

A separate category—Non-Budget Reduction Trades—has been created to reward volunteers for securing these useful but non-budgeted products and services.

Important: Trade Proposals must be faxed to the chamber by 6:00 p.m. on each Tuesday for approval and category assignment. Trade Proposals received after 6:00 p.m. on Tuesday will be processed for the following week.

### **How do the two trades differ?**

Both enhance the chamber program, but while one would be purchased if funds were available, the other likely would not.

### **When is advance approval required?**

The membership department must approve all trades in advance.

### **What information is required?**

Specifics of all trade contracts must be made clear including:

- Value of product or service
- Description of product or service
- What the chamber is providing in return
- Contact person and their phone number for the service
- The expiration date—minimum of one year from date of contract
- Any specific restrictions, e.g. blackout periods
- Dollar value of the product or service should reflect discount to chamber
- Gift certificates or products must be delivered with the contract

## **Non-Budget Reduction: Chamber's Wish List**

- Advertising—Outdoor, for Marketing Chamber
- Advertising—Television. for Marketing Chamber
- Hotel Accommodations—miscellaneous cities
- Promotional Items—T-shirts, hats, umbrellas, coffee mugs and other items
- Radio/Television/Website/Newspaper Advertising for Marketing the Chamber
- Video production

**Trade Proposal (Budget & Non-Budget Reduction)**

**Northern Kentucky Chamber of Commerce**

300 Buttermilk Pike, Suite 330, P. O. Box 17416, Ft. Mitchell KY 41017-0416

Contact: Janice Cushman, 859 578-6381 Fax 859 578-8802

**Trade Out With**

Company \_\_\_\_\_

Direct Budget Reduction Trade

Non-Budget Reduction Trade

Authorized Representative \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Chamber Will Provide**

Membership \$ \_\_\_\_\_ Describe \_\_\_\_\_

Sponsorship \$ \_\_\_\_\_ Describe \_\_\_\_\_

Advertisement \$ \_\_\_\_\_ Describe \_\_\_\_\_

**Company Will Provide**

Describe the product or service \_\_\_\_\_

Begin Date \_\_\_\_\_ Expiration Date \_\_\_\_\_ Value of Trade \$ \_\_\_\_\_

Total Value of Trade \$ \_\_\_\_\_

Additional Information/Restrictions/Blackouts \_\_\_\_\_

**Sold By**

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

**Approved By**

Company Representative \_\_\_\_\_

*The appropriate Membership Application or Sponsorship Contract—completed fully—must be attached to this Trade Proposal for credit to be given in the campaign.*

