

A GUIDE TO  
**WalStreet**  
**Membership**



# Table of Contents

## 03 A Word from our CEO

## 04 Member Benefits

- 5 Expand your Connections
- 6 Build your brand
- 7 Drive your Growth
- 8 Enrich the Economic Ecosystem

## 09 Membership Levels

- 10 WalStreet
- 12 WalStreet Partner
- 13 WalStreet Premium
- 15 Board of Advisors

## 16 Next Steps

**We're here to help  
you accomplish  
what no business  
professional can  
achieve alone.**



# A Word from our Chamber CEO

“The Chamber of Commerce exists to grow and develop the economy, creating economic prosperity for all. The primary way we accomplish this is through our membership program. Simply put, we exist to help you thrive, and we can’t wait to get started.”

**Brandom Gengelbach**  
CEO Bentonville Area Chamber

# Here's how we help you.

✓ **Expand Your Connections**

Meet targeted customers, suppliers, and partners.

✓ **Build Your Brand**

Gain visibility and credibility.

✓ **Drive Your Growth**

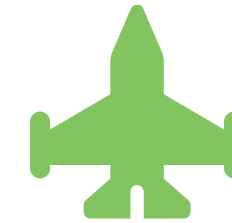
Develop through education, intelligence, & customized business assistance.

✓ **Enrich the Economic Ecosystem**

Contribute to something more than just your bottom line.



# Think of us as your wingman.



We're here to expand your network.

## ✓ Partnership

Our friends are your friends. We can facilitate strategic introductions at your request.

## ✓ Connectivity

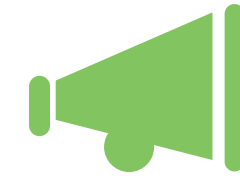
We offer 80+ events each year to help you build relationships, engage your market and expand your impact.

## ✓ Advocacy

We represent your interests to key decision-makers in local and state government along with local business minded foundations.



# Think of us as your hype man.



We're here to talk you up and cheer you on.

## ✓ Elevation

We can boost your brand with ads on our e-newsletter ads, social media shoutouts, event sponsorships, and our podcast, the Bentonville Beacon.

## ✓ Inspiration

Build trust and customer confidence by aligning your business with the Chamber's reputable network.

## ✓ Promotion

Maximize your marketing reach and boost your SEO with ad space at over 80 events through the Chamber's social channels and in the Chamber membership directory, ensuring increased visibility across key platforms and enhanced online presence.



# Think of us as your swiss army knife.

We're here to be your all-in-one partner for business success.

## ✓ Consultation

Get personalized help to tackle your unique business challenges.

## ✓ Insight

Access tools, software, and data to help you and your business succeed.

## ✓ Education

Join educational programs that help you and your team grow personally and professionally.



# Think of us as your game-changer.

We're here to launch you to the next level.

- ✓ **Intel**  
Gain insight into key initiatives in the Walmart and Sam's ecosystems that impact your business.
- ✓ **Influence**  
Join Chamber committees and councils to guide the development conversations shaping the future of the Bentonville area.
- ✓ **Impact**  
Invest in a thriving economic ecosystem where all businesses can succeed and grow.

# Membership Levels

Discover what membership level is best for you.

- ✓ **WalStreet**
- ✓ **WalStreet Premium**
- ✓ **Board of Advisors**



# WalStreet

Walstreet Membership exists to support and connect the supplier and vendor community. We know the value of data, so we've tailored monthly and quarterly events and networking groups to foster connection and collaboration within the network.



Learn What WalStreet  
Has to Offer 

# WalStreet

Discover the benefits  
WalStreet has to offer.

\*Members must have a vendor number.

## **WalStreet Forum**

Topics and case study learning for attendees, with a panel of speakers providing diverse perspectives from retailers, suppliers, vendors, and partners, as they work together to solve a business problem.

## **WalStreet Share Groups**

An opportunity for vendors and suppliers to meet and engage in open discussions about their strategies, insights, and ideas on key topics that are critical to the success of a supplier for Sam's Club or Walmart.

## **Communications**

Marketing and communications relevant to your brand and community.

## **WalStreet Speaker Series**

Attend quarterly Chamber programs that provide the latest Walmart and Sam's Club insights, trends, and ideas to boost your success as a vendor. (10 complimentary tickets for employees or clients.)

**Membership Price Dependent  
Upon Number of Local Employees**

# WalStreet Partner

Not a vendor?  
Explore the benefits of  
WalStreet Partner.

\*Members do not need a vendor number.

**Membership Price: \$1,200**



## WalStreet Forum

A quarterly platform for WalStreet professionals to exchange insights and hear from thought leaders in the vendor community.



## Storytelling

Tailored marketing and storytelling relevant to your brand and community.



## WalStreet Speaker Series

Attend quarterly chamber programs that provide the latest Walmart and Sam's Club insights, trends, and ideas.

MEMBERSHIP LEVEL: WALSTREET PREMIUM

# WalStreet Premium



Want a little more from the Chamber?

The WalStreet Premium Membership expands your access to networking opportunities, exclusive community insights, and brand marketing.



Learn What Premium Has to Offer 

# WalStreet Premium

Get all of the WalStreet benefits & more with Premium.

- ✓ WalStreet Forum
- ✓ WalStreet Share Groups
- ✓ Storytelling Walmart
- ✓ Speaker Series (15 tickets)

## Membership Price: \$2,000

We're here to help tailor your membership to the needs of your business.

### **Exclusive Networking**

Receive access to networking with Walmart or Sam's Club executive prior to each WalStreet Speaker Series.

### **Economic Development**

Quarterly gathering for economic updates, insights on development, and opportunities to engage with leaders driving growth in Bentonville and NWA.

### **Brand Visibility**

Receive logo placement on marketing materials at WalStreet specific events.

### **Industry Tours**

Tour local offices and learn about the unique strategies, challenges, and opportunities within the Bentonville area business community.

### **Advertising Credits**

Enjoy a complimentary advertising credit for the Chamber's online marketing.

### **Exclusive Leadership Gatherings**

Meet with the Chamber CEO in a small, intimate setting to connect with peers, hear updates, and provide feedback on Chamber ROI.

MEMBERSHIP LEVEL: BOARD OF ADVISORS

# Board of Advisors

Are you an industry stakeholder?

The Board of Advisors Membership level is reserved for the area's industry stakeholders. We want your input and investment in the direction and growth of the Bentonville area.



Learn What the Board of Advisors  
Has to Offer 

# Board of Advisors

Get all of the Premium benefits & more by joining the Board of Advisors.

- ✓ Exclusive Networking
- ✓ Economic Development
- ✓ Brand Visibility
- ✓ Industry Tours
- ✓ Advertising Credits
- ✓ CEO Meetings

**Membership Price: \$3,000**

We're here to help tailor your membership to the needs of your business.



## Board of Advisors Meetings

Meet quarterly with fellow stakeholders for key developments shaping the Bentonville area as a top destination for business and talent.



## Build Bentonville Tickets

Receive 4 Build Bentonville ticket per event.



## State of the Chamber Tickets

Enjoy complimentary tickets to our Annual State of the Chamber event.



## Website Features

Showcase your company's logo on the Chamber website, highlighting your support as a valued Board of Advisors member.



## Event Features

Promote your brand with a premium member sign at all Chamber events.



## Enhanced Listing

Enjoy an upgraded position in the Chamber's Membership Directory.

# Getting Started

## Need More Information?

Reach out to us at  
[info@bentonvillearea.com](mailto:info@bentonvillearea.com)

### Get started with your membership:

- ✓ Select your membership level
- ✓ Create your Member Portal Profile
- ✓ Subscribe to our eNewsletter  
\*Member Perk: get a free promotional banner in the newsletter within the first 6 months of membership
- ✓ Attend a New Member Orientation
- ✓ Become an Ambassador
- ✓ Follow us on social media





**Thank You!**

