bentonville
AREA CHAMBER OF COMMERCE

A GUIDE TO THE CHAMBER MEMBERSHIPS










BENTONVILLE AREA

CHAMBER

The Bentonville Area Chamber of Commerce is an independent nonprofit organization representing the local businesses. We advocate for business growth, strengthen the local economy, foster meaningful connections, and collaborate with community leaders to drive economic development and make the Bentonville area a great place to live, work, and do business.



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Small Businesses

MAINSTREET

MEMBERSHIP

Designed to help businesses connect, grow, and get involved in the Bentonville business community. Whether you're looking to build relationships, promote your business, stay informed, or become more involved in the community, MainStreet provides a strong foundation for getting the most out of your Chamber membership.

Annual Membership Starting at: *$375*

Price Breakdown

1-25 Employees	26-50 Employees	51+ Employees	Non-Profits
$375	*$500*	*$675*	*$175*

Introductions & Resources

Build valuable relationships through introductions and gain access to trusted resources that support your business goals.

Be "In the Know"

Stay connected through Build Bentonville events, our newsletter, the Member Portal, Community Calendar, and Job Board. Explore the latest Chamber updates, local happenings, resources, and opportunities.

Boost your SEO

Use Chamber promotions, partnerships, and your Member Directory listing to drive website traffic, strengthen local credibility, and boost your visibility in online search results.

Complimentary Ribbon Cutting

Available upon request. Celebrate your business milestone with a complimentary ribbon-cutting ceremony.

Networking Events

Connect with members, local leaders and potential partners through our monthly networking events.

Marketing Opportunities

Increase your visibility through a variety of Chamber marketing opportunities, such as newsletter and website advertising, social media promotion, event sponsorships, and community calendar listings.

Small Business Series

Bi-monthly workshops led by fellow Chamber members and local business leaders.

Ambassador Program

Represent the Chamber, welcome new members and build meaningful connections as an active leader in the business community.

MAINSTREET

PREMIUM • MEMBERSHIP

MainStreet Premium builds on the core benefits of MainStreet with additional opportunities to increase your visibility, promote your business, and connect with the broader Bentonville business community.

Annual Membership: *$1,000*

Includes all benefits below

- ✓ Introductions & Resources
- ✓ Networking Events
- ✓ Be "In the Know"
- ✓ Marketing Opportunities
- ✓ Small Business Series
- ✓ Boost your SEO
- ✓ Ambassador Program
- ✓ Complimentary Ribbon Cutting

Advertising Credits

Advertising credit valued at $500 to promote your business through the Chamber's digital marketing channels. Choose between a banner ad featured in our weekly newsletter or a website banner ad displayed across various pages of the Chamber's website.
More info at bentonvillearea.com/advertising-opportunities/

Pro-Ribbon Cutting

Celebrate your milestone with a gift from Chamber, optional confetti cannons, a social media post, and a promotional media kit (a $250 value).

Priority Sponsorship Opportunities

Members receive first access to sponsorship opportunities for select Chamber events and programs throughout the year.

Industry Tours

Go behind the scenes at local businesses and discover what makes Bentonville's business community unique. A chance to get out of the office, connect with others, and leave with fresh ideas—and a few great stories.

Economic Development Updates

Quarterly data that includes economic updates and insights on development driving growth in Bentonville and NWA.

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Vendors & Suppliers

WALSTREET
MEMBERSHIP

WalStreet Membership connects Bentonville's supplier and vendor community. Through recurring events and targeted networking groups, members build the relationships and insights that drive business forward.

Membership Starting at: *$475*

Price Breakdown

1 Employee	2-5 Employees	6+ Employees
$475	*$725*	*$1,425*

- ✓ Be "In the Know"
- ✓ Boost Your SEO
- ✓ Ambassador Program
- ✓ Complimentary Ribbon Cutting
- ✓ Bi-monthly Small Business Series

WalStreet SPEAKER SERIES

Every quarter, gain an inside perspective through exclusive Chamber programs featuring the latest Walmart and Sam's Club insights, emerging industry trends, and actionable ideas. Connect with industry leaders and fellow vendors while discovering fresh approaches to strengthen your strategies, navigate a changing retail landscape, and position your business for continued success.

Introductions & Resources

Build valuable relationships through introductions and gain access to trusted resources that support your business goals.

Networking Events

Connect with members, local leaders and potential partners through our monthly networking events.

Marketing Opportunities

Increase your visibility through a variety of Chamber marketing opportunities, such as newsletter and website advertising, social media promotion, event sponsorships, and community calendar listings.

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Growing Supplier Teams

WALSTREET

PREMIUM • MEMBERSHIP

Expand your access to influential business leaders, exclusive networking opportunities, and premium brand visibility. WalStreet Premium is designed for suppliers who want to strengthen relationships, increase their presence, and stay connected to the conversations shaping retail.

Membership Starting at: *$2,000*

Includes all benefits below

- ✓ Introductions & Resources
- ✓ Boost Your SEO
- ✓ Ambassador Program
- ✓ Complimentary Ribbon Cutting
- ✓ Marketing Opportunities
- ✓ Be "In the Know"
- ✓ WalStreet Speaker Series
- ✓ Small Business Series

Brand Visibility

Elevate your brand with logo placement on all marketing slide decks for WalStreet events, increasing your visibility among vendors, retail professionals, and industry leaders.

Exclusive Networking

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

Priority Sponsorship Opportunities

Members receive first access to sponsorship opportunities for select Chamber events and programs throughout the year.

Advertising Credits

Advertising credit valued at $500 to promote your business through the Chamber's digital marketing channels. Choose between a banner ad featured in our weekly newsletter or a website banner ad displayed across various pages of the Chamber's website. More info at bentonvillearea.com/advertising-opportunities/

Economic Development

Quartely data that includes economic updates and insights on development driving growth in Bentonville and NWA.

Industry Tours

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

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Industry stakeholders in NWA

BOARD OF ADVISORS

MEMBERSHIP

A seat at the table where conversations about the region's future take place. Members join leadership discussions, connect strategically with the people driving growth, and help shape the Chamber's priorities, with recognition that reflects their investment.

Membership Starting at: *$3,000*

Everything included in MainStreet Membership —plus WalStreet specifc events

Showcase Your Brand

Logo placement on all marketing slide decks for WalStreet events, increasing your visibility among vendors, retail professionals, and industry leaders. This consistent exposure keeps your business top of mind while highlighting your support for the connections, conversations, and insights that help our retail community thrive.

Quarterly Board of Advisors Meetings

Participate in quarterly meetings that bring together Chamber leadership and fellow business leaders to discuss key initiatives, exchange insights, and stay informed about developments shaping Bentonville's business community.

Website Placement

Showcase your company's logo on the Chamber website, highlighting your support as a valued Board of Advisors member. This recognition elevates your local presence and highlights your commitment to the Chamber's mission and Bentonville's future.

Feature in the printed Welcome Guide

Increase your visibility with a featured placement in the Chamber's printed Welcome Guide, connecting your business with residents, visitors, community partners, and fellow Chamber members.