



A "Not-For-Profit – For YOUR Profit" Member-Owned Organization

MEMBERSHIP BENEFITS AND INFORMATION

The ***Lambda Business Association*** (www.LambdaLV.org) is a member-owned networking, support and development organization for Lesbian, Gay, Bisexual and Transgender (LGBT) owned/operated businesses, as well as LGBT friendly/supportive businesses and professionals.

Lambda, the LGBT Chamber of Commerce of Southern Nevada, with approximately 200 members (mostly small businesses), has been proudly serving the LGBT and supportive business communities in the Las Vegas valley and southern Nevada since 1991.

Besides the opportunity to be a part of a great business networking organization, and to meet and socialize with great people, your Lambda membership also benefits you in a number of specific and important business ways. We are also one of the least expensive chambers in the valley.

NOTE: While Lambda is an LGBT organization, you don't have to be LGBT to join. We are a business networking organization. We have many non-LGBT members, who are allies/supporters of the LGBT community, and we warmly welcome ALL as members.

Networking, Contacts and Marketing Benefits

Your Lambda membership includes all of this (and more) at NO ADDITIONAL COST:

- Lambda website business directory listing
- FREE listing in the Lambda Smart Pages Directory (glossy cover print advertising directory)*
- Standard display ad rates that give you approximately 45% off non-Lambda member rates
- Personal and business introductions at monthly Lambda luncheon (70 – 90 plus attendees)
- Your business cards/marketing materials placed in our luncheon and event "take away" bags
- Marketing your business at Lambda's booths at expos, mixers and many city-wide events
- Free admission to Lambda sponsored social/business networking mixers and other events

** The Lambda Preferred Directory is a glossy cover, printed directory with over 20,000 copies distributed free through the Las Vegas valley each year.*

BUSINESS NETWORKING / MARKETING

Monthly Business Networking Luncheon

Lambda membership and the monthly Lambda luncheon is a great way to meet and introduce yourself and your business to new people (both Lambda members and visitors, alike). Both Lambda members and non-member guests attend, and we usually have 70 to 90 plus people attend lunch (one month we had 130 attended the luncheon).

Before lunch is served, each member has the opportunity to make a brief presentation about themselves and their business. As importantly, members are also able to place advertising/marketing materials in the "take-home" bags, which each lunch attendee is given. So those who attend the luncheon go home with your information about you and what your business can offer them.

New Lambda members (and others) are also offered a FREE "showcase" table at each luncheon, at which they can display their marketing materials and talk to lunch attendees, both before and after lunch. This is a great opportunity for you to stand out and make personal contact with prospective customers.

Networking and Social Events

Lambda also sponsors and/or participates in many networking and community events throughout the year, including such important events as the Las Vegas Chamber of Commerce Business Expo, the Las Vegas Largest Mixer, the Pride Parade and Festival, the AFAN AIDS Walk, and others. Members benefit directly from these Lambda activities, by being able share the Lambda booth and meet and market their businesses to the thousands of people who attend these events, all without any cost to you.

We also sponsor a monthly dinner (Dine OUT DownTown) and other mixer events, which give members additional networking/marketing opportunities.

These are just some of the networking and marketing opportunities, which are available ONLY to members.

As a *Lambda member*, you also receive two other important *FREE* advertising benefits.

FREE Lambda Website Directory Listing

Your Lambda membership also provides you with a *FREE* listing in the Lambda website business directory, which is used 24/7 throughout the year for business information and buying decisions by both Las Vegas LGBT individuals and businesses and the larger community, as well as by those who come to Las Vegas from around the country and the world.

FREE Lambda Smart Pages Directory Listing AND Discounted Advertising

Each Lambda member receives a *FREE* listing in the Lambda Smart Pages Directory, which is a glossy cover, printed directory with at least 20,000 copies distributed at Lambda events and otherwise through the Las Vegas valley each year.

The Lambda Smart Pages Directory is read and relied upon throughout the year for business information and buying decisions by thousands of both LGBT individuals and businesses, and others in the wider Las Vegas community.

A Lambda Smart Pages Directory listing would otherwise not be available to you, so, considering the wide yearly distribution of the Lambda Smart Pages Directory, your very affordable Lambda membership of only \$125.00 per year provides you with this *FREE* and very extensive and effective advertising opportunity.

As a Lambda member, you also get 45% off non-Lambda member advertising rates.

COMMUNITY SUPPORT

Finally (but, certainly, no less rewarding), is the important work your membership does in supporting and furthering LGBT causes and understanding.

In addition to Lambda's work to support our members and LGBT owned and friendly businesses, generally, an important part of Lambda's mission and work is to support and strengthen the LGBT community as a whole.

Lambda does this by assisting a number of LGBT groups with both members' volunteer time and Lambda's financial support. Our support includes such important organizations and events as The Gay and Lesbian Center of Southern Nevada (where our office is also located), The Center's Stand OUT For Equality campaign (Lambda was a major contributor to SOFE's Equality Days at the Nevada legislature in 2009 and 2011), Neonfest, the annual Las Vegas LGBT film festival (of which Lambda has been a major sponsor), Community Counseling Center, the yearly AFAN AIDS Walk, and a number of other such LGBT groups and organizations.

OTHER IMPORTANT MONEY SAVING BENEFITS

“Member-To-Member” Discounts

Many Lambda members provide “Member-To-Member” discounts on their products and services, which is another way Lambda promotes members’ businesses and saves Lambda members money.

Look for the members-to-members discounts in the Lambda website directory and/or the Lambda Smart Pages advertising, and ask Lambda member about a “member-to-member” discount.

Discounted Merchant Credit Card Processing

Lambda and our merchant credit card processing member/partner, *TSYS Merchant Solutions*, offers exceptional discounts on merchant credit card processing. Just some of these discounts and other benefits to Lambda members are:

- Group (lower) discounted rates for Lambda members
- No Setup Fees
- No Application Fees
- No monthly minimum processing fee (with equipment rental) - a \$25.00/month savings
- No statement fee
- Internet, mobile and smartphone processing available
- Direct processor (not third party processing)
- 90 Day Risk-Free Trial
- 1 year contracts
- Low cost equipment rentals or 90 days same as cash purchases
- No equipment leases EVER
- \$500.00 “Meet or Beat” offer for members currently processing elsewhere
- #2 Processor in the world on the New York Stock Exchange
- Latest Technology
- 11 year supporter of Lambda
- Local representation (our Lambda member)
- 24/7 customer service

Call us about this at 702-893-2088, or contact us on our website, or contact our Lambda member/partner Charles Jentzsch directly at 702-274-0049 or e-mail him at cjentzsch@tsys.com.

IMPORTANT: Be sure to tell them that you are a Lambda member, and that you were referred by Lambda, so you get all the Lambda member benefits. This helps Lambda, too.

Constant Contact E-mail Marketing Discount

Constant Contact is a major “opt-in” e-mail marketing service. Lambda members receive a discount at Constant Contact of 20%, if you prepay for 6 months, and 25% if you prepay for 12 months. Both existing Constant Contact customers and new users are eligible for the discount.

MEMBERSHIP INVESTMENT

Lambda membership is an investment in the growth of your business, yourself and your community.

A Lambda business membership is only \$125.00 per year (additional member owned businesses are only \$100.00 per year). Associate membership (which provides participation and voting for an additional individual within a member business) is only \$85.00 per year, and a community organization listing (non-voting member) is only \$25.00 per year.

JOIN LAMBDA NOW!

Joining Lambda now is easy. And, you can pay for your membership by cash, check or credit card.

Just go to the Lambda website at www.LambdaLV.org, fill in and submit the online membership application on the *How To Join* page (www.LambdaLV.org/join), and indicate which payment method you prefer. You can pay securely by credit card online or by phone (a Lambda representative will call you for your credit card information), or you can mail your membership check to the address on the website.

That's it! 😊

SEE YOU SOON – AT THE MONTHLY LAMBDA COMMUNITY NETWORKING LUNCHEON

We hope we'll see you as a member at the next Lambda luncheon (but you're welcome to come to lunch, even if you haven't joined Lambda by then).

Here's when and where we're networking at lunch together:

Lambda Community Networking Luncheon

DATE: 2nd Wednesday of each month

(Open to the public - No reservation or RSVP required)

TIME: 11:30 a.m. to 12:45 p.m.

LOCATION: Las Palmas Fiesta Ballroom (next door to the right of the Restaurant)
953 E. Sahara Ave., Las Vegas (Commercial Center West Side - Across the parking lot from The Gay and Lesbian Center)

COST: \$15.00 (which includes a brief meeting, networking, lunch, beverage, tax, tip, and at least one speaker).

IMPORTANT: As a Lambda member, remember to bring your advertising/marketing materials with you to the luncheon to place in the "take-away bags" (which each luncheon attendee is given). NOTE: Please arrive early to place your materials in the bag.

CONTACT US (FOR QUESTIONS OR ADDITIONAL INFORMATION)

If you have any questions, or if we can be of any other help to you in the meantime, please contact our Lambda Board member and Membership Committee Chair Paul Ershler at 702-893-2088 or e-mail him at paul@lambdalv.org.