



# PARTNER GUIDE



**EDMOND**  
AREA CHAMBER OF COMMERCE

# WELCOME TO OUR PROGRAM

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We are thrilled you have joined us as a Referral Partner. We want to position you and your customers for success.

This Partner Guide, and accompanying Marketing Kit, should have all the information you need to introduce your customers to all the new benefits of this partnership.



**Roy Lamphier**  
Founder and CEO

# HOW IT WORKS

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It's pretty simple: We develop programming based on small business feedback, then we create resources, educational experiences, and tools to help small businesses grow.

Each month, Excelerate America will curate the benefits, resources and education that you will promote to your members.

You can find these promotions on our Partner Marketing Gallery. This gallery will contain all the content, images, calls to action and landing pages that you will use in your member marketing executions.

Excelerate America suggests the following channels to promote the offerings:

- Stand alone email
- Newsletter inclusion
- Social media
- Website
- Printed communications
- Events



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## **Program Overview**

Who we are and how we roll.

## **Benefits**

All the good stuff now available to you.

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Our exclusive eBooks, worksheets, more.

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Important people and info to know.

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*Email Content 5-programs, Marketing Kit Overview, Partnership Announcement.*

# PROGRAM OVERVIEW



WORKING  
TOGETHER  
TO HELP YOUR  
COMMUNITY  
GROW  
AND THRIVE

Excelerate America partners with local organizations that share our passion for helping small business to excel and grow.

Local organizations benefit from the collective strength of our entire network through added resources, education, and benefits for their members.

Excelerate America's Referral Partnership Program helps local organizations offer members additional member value as well as resources to help small businesses be more successful in pursuit of their core mission.

# BENEFITS





# BENEFITS YOUR MEMBERS WILL LOVE & USE

Through the Excelerate America partnership, your members have access to all of the following discount and special access programs.

While all of these benefits may not be featured in our promotions, they are always available for you to promote and/or for members to utilize.

## DISCOUNTS & SPECIAL ACCESS

Brand/Company	Discount/Special Access	Registration Page
	<b>Up to 55% off</b> office supplies. Plus savings on furniture, cleaning & breakroom supplies and copy and print services.**	<a href="http://bit.ly/EdmondChamber">http://bit.ly/EdmondChamber</a>
	<b>Up to 40%</b> savings on popular laptops, workstations and more.	<a href="http://bit.ly/EdmondChamber-Dell">http://bit.ly/EdmondChamber-Dell</a>
	<b>40% off</b> monthly subscriptions for new and existing customers.	<a href="http://bit.ly/EdmondChamber-QB">http://bit.ly/EdmondChamber-QB</a>
	<b>20% off each purchase</b> on business cards, stationery, and stickers for all customers.	<a href="http://bit.ly/EdmondChamber-MOO">http://bit.ly/EdmondChamber-MOO</a>
<b>Morgan Stanley</b>	<b>Special access to experts</b> that can help members meet every aspect of their potential financial needs and goals.	<a href="http://bit.ly/EdmondChamber-MS">http://bit.ly/EdmondChamber-MS</a>

\* Your Custom Flyers Click Here --> <http://bit.ly/EdmondChamber-Files>

\*\*[Office Depot SAMPLE PRICING HOTLIST](#)



# RESOURCES & EDUCATION





Sorry  
WE'RE  
CLOSED

## COVID-19 RESOURCES

Insight and assistance during the  
COVID-19 crisis.

### LOCAL FUNDING FINDER

Funding Finder takes the work out of the small business loan and grant search, helping entrepreneurs and business owners find the financial help they need now – on both a local and national level – without all the research.

Small business and entrepreneurial funding seekers simply enter their businesses' zip code to receive a list of COVID-19 loans and grants that includes relief programs businesses can take advantage of right now.

[www.localfundingfinder.com](http://www.localfundingfinder.com)

### [GETTING BACK to BUSINESS INTERACTIVE GUIDE](#)

*(Prior to Launching above; Log in to your account to display pricing  
[www.business.officedepot.com](http://www.business.officedepot.com))*

As workplaces begin to reopen, many companies are instating new safety measures to encourage social distancing and help reduce the spread of germs. Office Depot® can work with your organization to help you create a clean and comfortable environment for your associates and visitors. Refer to this Office Depot guide for helpful hints — including options for your employees to continue practicing social distancing and cleanliness — as you reopen everything from your lobby to your outdoor areas.

### RESOURCE HUB

Navigating this unprecedented time can be overwhelming, so we've compiled a list of support resources and suggestions that you can start using immediately and keep using moving forward.

Our EA team will be updating and adding to this page as the situation evolves. Please check back frequently.

[http://bit.ly/EA\\_ResourceHub](http://bit.ly/EA_ResourceHub)



# CONTENT YOU AND YOUR MEMBERS WON'T FIND ANYWHERE ELSE.

We carefully research small business owners' top inquiries and pain points and craft materials to meet those needs.

Share practical advice and inside tips from top business and sales thinkers with your members through our exclusive downloadable eBooks and white papers.

Our premiere content includes:

Title	Description	Registration Page
<i>Trust as a Currency eBook</i>	This eBook shows you how to foster trust, build confidence and ensure confidentiality with your customers.	<a href="https://excelerateamerica-3585258.hs-sites.com/trust-ebook-interest?referred_by=EdmondChamber">https://excelerateamerica-3585258.hs-sites.com/trust-ebook-interest?referred_by=EdmondChamber</a>
<i>Blending Retail: The Future of Consumer Culture eBook</i>	Learn the best way to set up your small business in an ever changing retail landscape with this six-part, free eBook.	<a href="https://excelerateamerica-3585258.hs-sites.com/blending-retail-ebook?referred_by=EdmondChamber">https://excelerateamerica-3585258.hs-sites.com/blending-retail-ebook?referred_by=EdmondChamber</a>
<i>Social Media Strategy Worksheet</i>	Download this free worksheet to create an effective social media plan that defines the people you want to reach.	<a href="https://excelerateamerica-3585258.hs-sites.com/social_media_strategy_interest?referred_by=EdmondChamber">https://excelerateamerica-3585258.hs-sites.com/social_media_strategy_interest?referred_by=EdmondChamber</a>
<i>Email Cheat Sheet</i>	Get your free Email Cheat Sheet, featuring a line-by-line guide to mistake-proofing your emails.	<a href="https://excelerateamerica-3585258.hs-sites.com/email_cheatsheet_interest?referred_by=/EdmondChamber">https://excelerateamerica-3585258.hs-sites.com/email_cheatsheet_interest?referred_by=/EdmondChamber</a>
<i>Small Business Loan Checklist</i>	Find out what you need to have ready before you apply for a small business loan and how to make the process as easy as possible.	<a href="https://excelerateamerica-3585258.hs-sites.com/smb_loan_checklist?referred_by=EdmondChamber">https://excelerateamerica-3585258.hs-sites.com/smb_loan_checklist?referred_by=EdmondChamber</a>

\* To use; cut and paste link as directed in [Marketing kit](#)



# ACTIONABLE, EASY WAYS FOR BUSINESSES TO SOAR.

## 30 DAY CHALLENGES

### What It Is

We've developed an exclusive series of 30 Day Challenges to provide owners and entrepreneurs with a specific set of goal oriented, short duration courses dedicated to different business themes.

During a four-week period participants will receive a weekly task to help them achieve a specific objective.

30 Day Challenge topics include:

- *Go Big Time Online* (How to improve your online presence and gain new customers)
- *Master Email Marketing* (How to use email marketing to effectively market your business and create ongoing engagement)
- *Let's Get Social* (How to use social media to market your business and grow audience)

Find these challenges on-demand at:

<https://exceletrateamerica-3585258.hs-sites.com/exceletrate-america-on-demand-courses>







## FUN EXTRAS TO HELP OWNERS ALONG THE WAY

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### PRODUCTS

#### **The Game Changer Notebook**

A notebook specially designed for small business owners and entrepreneurs. The Game Changer features a simple framework that helps you establish top priorities to zone in on so you can get more of the right things done each day.

5.5" x 8.5" sized wirebound notebook | 200 blank dot grid pages

Regular Price: \$19.99 ea.

*Your Special Price: \$9.99 ea.*

Email [info@excelerateamerica.com](mailto:info@excelerateamerica.com) for more information.

#### **Facebook Jumpstart**

This Jumpstart will walk you through four simple activities to help determine which products and info you should share with followers on Facebook.

Once you complete the activities, you'll automatically receive a fully customized content package that includes:

- 5 ad templates
- 5 ad templates
- 5 starter posts
- 15 ongoing engagement posts

*Coming soon!*



# TESTIMONIALS



# THIS IS WHAT IT'S ALL ABOUT

GROWING THE LOCAL LOVE



“GOOD NEWS!

Our OD program does seem to be growing... So thank you! The marketing kits are working...”

- *Melanie Davis, Sterling Heights Regional Chamber of Commerce*



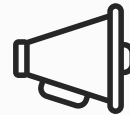
“THIS QUARTER’S MARKETING KIT IS AWESOME!

Thanks so much to you and your team.”  
- *Kim Sczesniak, Alamo REIA (Real Estate Investors Association)*



“WE HAD AN ABSOLUTE BLAST participating in the Clash of the Chambers! Thank you very much for the opportunity. I’ve followed Excelerate America on Facebook and Twitter to keep up with the great ideas.”

- *Austin Regimbal, Tri-City Regional Chamber*



“Myself, my assistant and our Ambassador group, that was just newly reformed, had fun doing this [Clash of the Chambers 2018]!!!

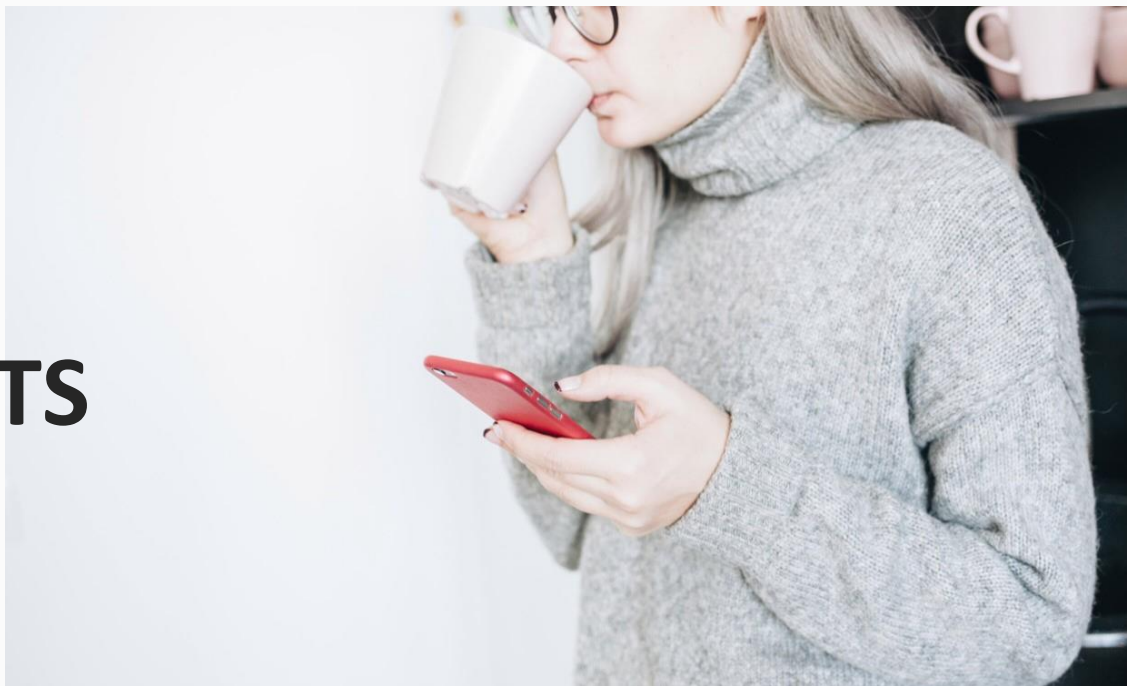
A LOT OF MEMBERS WERE IN ON THE FUN AS WELL!

Thank you and hope we can do it again next year!!!“

- *Debbye ValVerde, Big Spring Area Chamber*



# CONTACTS



EVERYTHING YOU  
NEED  
TO GET IN TOUCH  
WITH US

Tony Giudici, Director, Market Development  
Tony@excelerateamerica.com

 [Set-Up Call](#)

24/7 chat also available on [excelerateamerica.com](https://www.excelerateamerica.com)



## Referral Partner Program | Marketing Kit Overview

Welcome to the Excelerate America Referral Partner Program. We are excited to have you on board and look forward to helping you, your members, and your entire community grow and thrive.

This Marketing Kit contains all of the essential marketing pieces for promoting the benefits of the Referral Partner Program. Each marketing piece in this kit has a corresponding landing page that you must use in order to allow members to register for the particular offering. *Please note: It is the responsibility of your organization to include your unique referral code with each promotion.*

### **What's included in the Marketing Kit:**

- Referral Partner Guide
- Referral Marketing Kit Overview
- Partnership Announcement Email
- Email Content- 5 Major Programs
- Customized Flyers- 5 Major Programs

In addition to this marketing kit, we will send weekly emails with the latest offers and promotions related to all of our benefit programs. Or visit our [Partner Marketing Gallery](#).

If you have any questions, please feel free to reach out to me directly at any time.

Cheers,  
Tony Giudici  
Phone: 760.409.6479  
[Tony@excelerateamerica.com](mailto:Tony@excelerateamerica.com)



Through our partner program with Excelerate America, you can enjoy access to these exclusive Dell perks:

- Savings of up to 40% off the everyday price of laptops, desktops, and accessories
- Dedicated U.S.-based Membership Sales Team and Support
- Financial Services

[Click here to learn more and get signed up.](#)

### ***QuickBooks Email***

**Subject Line:** Run your business seamlessly with QuickBooks.

**Preheader:** Save 40% off QuickBooks products for your business.

**Headline:** Work from anywhere. Get answers anytime.

**Email Message:**

[Your organization name] has partnered with Excelerate America to bring you preferred discounts on Intuit QuickBooks' small business products and services. This special pricing is for new and existing QuickBooks online subscribers.

Choose which QuickBooks product fits your business:

- 40% off QuickBooks Online
- 40% off QuickBooks Payroll
- Low monthly rates on QuickBooks Payments

[Click here to register for access](#)

### ***Moo Email***

**Subject Line:** Get your business looking its best for less from Moo.com.

**Preheader:** Enjoy 20% off sophisticated essentials through Excelerate America.

**Headline:** Save 20% on every order from MOO.

**Email Message:**

Get your business looking its best for less through the Excelerate America savings program with MOO.





MOO is an online print and design company that provides an elevated take on the usual business essentials with their unique thick, tactile papers, luxe foil finishes, and fully customizable products.

Save on creating beautiful products from your own designs, including:

- Business Cards
- Mini Cards
- Postcards
- Stickers
- Notebooks
- Envelopes
- Flyers
- Posters

[Click here to register for access](#)

### ***Morgan Stanley Email***

**Subject Line:** Enjoy special access to Morgan Stanley financial experts.

**Preheader:** Speak with the right people so you can make your business last.

**Headline:** Enjoy special access to Morgan Stanley financial experts.

**Email Message:**

You've built your business, now set it up to last with the Morgan Stanley partner program through Excelebrate America.

Morgan Stanley has successfully managed small businesses around the world for over 80 years and can provide the right solution for you too.

Through this partnership, you have access to experts that can meet every aspect of your potential financial needs, including:

- Goal-Based Wealth Planning
- 401K Employee Retirement Program
- Cash Management
- Lending/Loans
- Insurance for the Business and Owners
- Business Plan for Financial Goals and Strategy

