

REQUEST FOR INFORMATION: SMALL BUSINESS BANKING

Purpose: The Halifax Chamber of Commerce is seeking a member business(es) to add to our roster of Affinity Partners: <https://halifaxchamber.com/members-services/affinity-partners/>

The Halifax Chamber of Commerce is a best-practice, business advocacy organization that continuously strives to make Halifax an even more attractive city in which to live, work and play.

Together, the approximately 1,650-member businesses and their over 65,000 employees, act as a single powerful voice through the Chamber to promote local business interests. The volunteer board of directors and chamber staff undertake initiatives by request of, and on behalf of our diverse membership.

Objectives:

- The provision of quality, professionally-organized and attractively-priced products or services relating to **Small Business Banking** offered exclusively for Chamber member business representatives, and their employees.
- The opportunity for the Chamber to receive some level of non-dues revenue from this program. For Example: Percentage of sales, Sponsorship commitment, or “in kind” service.

What our Partnership Offers you:

As a selected affinity provider, your organization will

- Have your logo and contact name featured in our Sales Book as one of a preferred partners
- Profiled at 48 events annually, including our benefits meetings and Chamber 101 sessions, reaching close to 1,000 members and prospects.
- Be promoted by our membership team, including the CEO, Director of Marketing and membership team when completing 150-200 annual Member Visits
- Profile on our website (<https://halifaxchamber.com/members-services/affinity-partners/>), with over 1,500 visits annually
- Featured multiple times throughout the year in our electronic bulletin, with a subscriber list of 4,000+, with an open rate of +30%
- Involvement in New Member Nights, our Holiday Party and other various member-focused events throughout the year
- An opportunity to host a “Power Lunch” in the Chamber boardroom to our Membership, all the logistics to be managed by our team, including promotions and lunch.
- Other opportunities throughout the year for joint partnerships with the Halifax Chamber

Selection Criteria:

- The quality of offer and value to be provided to our members.
- Please indicate the offer details, value/savings of offer and incentive to the Halifax Chamber of Commerce such as:
 - Chequing Accounts
 - Savings Accounts & Investments
 - Small Business Financing
 - Services for Social Enterprises
 - Commercial Credit Cards
- Relevance of product or service to our membership, 83% of which are SME's.

To comparatively evaluate the offers available from different companies, the Chamber is interested in receiving the following information:

- Your role and the Chamber's role in marketing the offer.
- Availability to facilitate information sessions as needed (can be hosted at the Chamber offices or other)
- Engagement in the Halifax Chamber of Commerce as a member
- Level and type of marketing fee or commission to be provided to the Chamber.
- Timeline in which your company could launch your offer to our members.
- You will need to be a member in good standing of the Halifax Chamber to provide these products or services to our organization.

Projected Dates of offer: July 2, 2019 – June 30, 2020 (with the option to extend)

Deadline: All proposals must be received no later than **5PM on Wednesday, May 1, 2019** at the Chamber offices located at Suite 100, 32 Akerley Blvd, Dartmouth, Nova Scotia B3B 1N1. Chamber policy mandates that Chamber members be given priority in quoting on RFP's of this size. "Customer acceptance" shall consist of a subsequent signed document establishing customer acceptance of the job.

A decision will be made on or before **Wednesday, May 22, 019** and selected member organizations will be informed on or before **Monday May 27, 2019**.

Contact: Completed proposals and questions should be directed to:

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