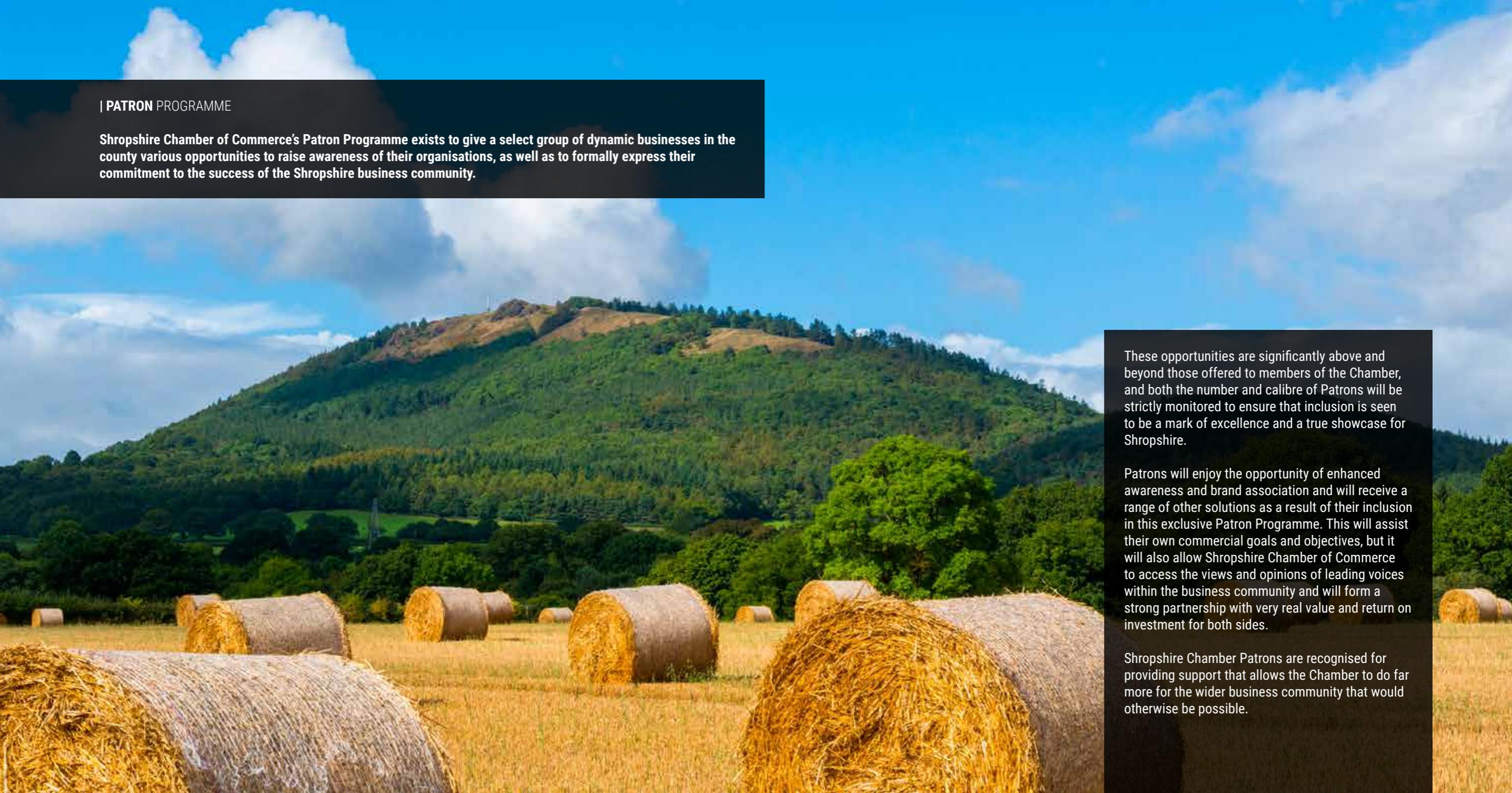




Patron
PROGRAMME



| PATRON PROGRAMME

Shropshire Chamber of Commerce's Patron Programme exists to give a select group of dynamic businesses in the county various opportunities to raise awareness of their organisations, as well as to formally express their commitment to the success of the Shropshire business community.

These opportunities are significantly above and beyond those offered to members of the Chamber, and both the number and calibre of Patrons will be strictly monitored to ensure that inclusion is seen to be a mark of excellence and a true showcase for Shropshire.

Patrons will enjoy the opportunity of enhanced awareness and brand association and will receive a range of other solutions as a result of their inclusion in this exclusive Patron Programme. This will assist their own commercial goals and objectives, but it will also allow Shropshire Chamber of Commerce to access the views and opinions of leading voices within the business community and will form a strong partnership with very real value and return on investment for both sides.

Shropshire Chamber Patrons are recognised for providing support that allows the Chamber to do far more for the wider business community that would otherwise be possible.

| MISSION

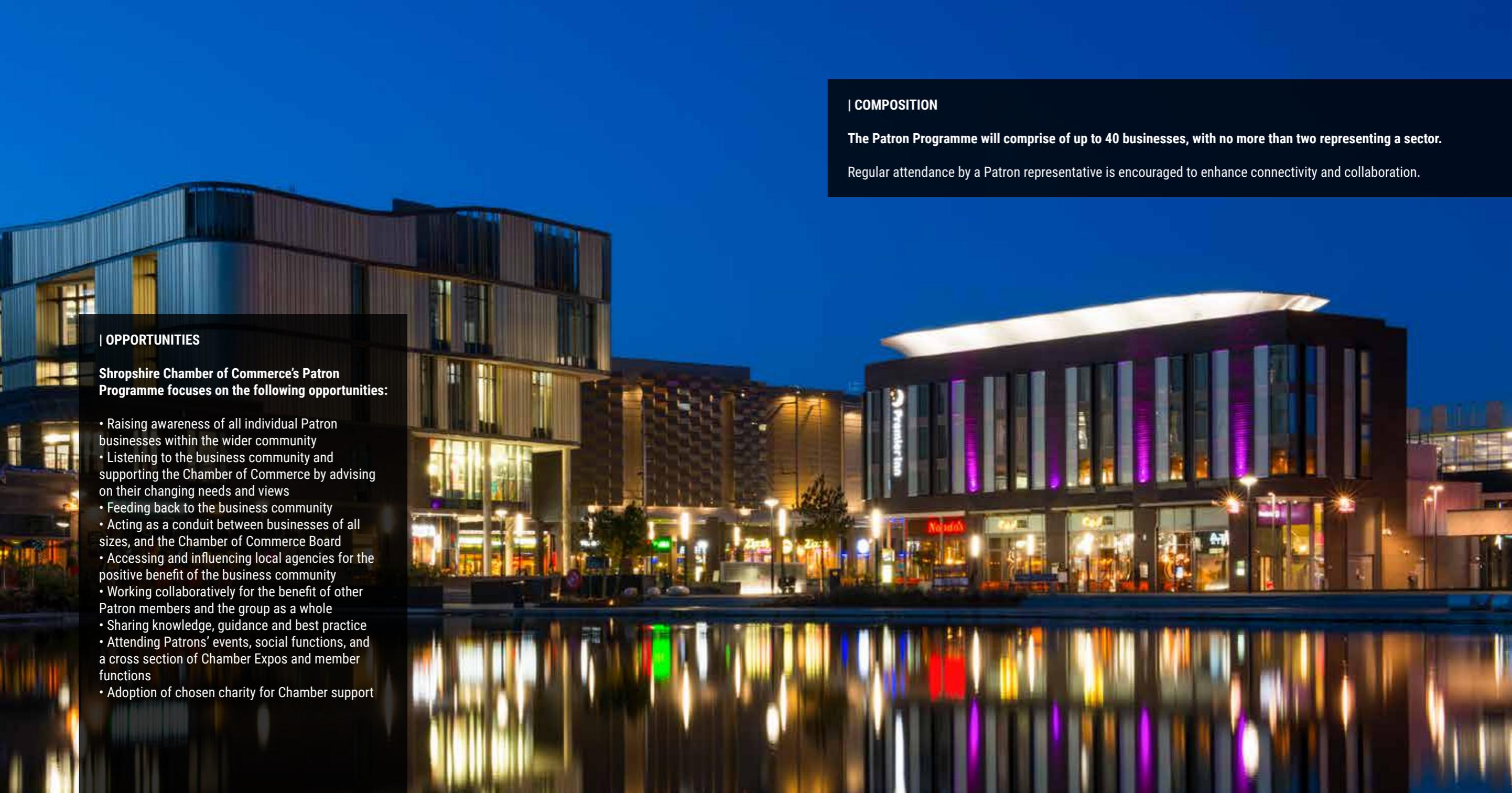
Patrons are representatives of Shropshire business, covering a broad spectrum of industry and commerce and working with Shropshire Chamber of Commerce will develop a mutually beneficial working relationship.

Over the Patron year, Patrons will actively seek opportunities for each other's businesses and share both best practice and industry knowledge with other Patrons, where appropriate.

Through collaboration, Patrons will be able to provide a representative voice for Shropshire business, will act as a conduit between large and small businesses in the county and will promote the interests of Shropshire business and enterprise.

Inward trade and investment into the county will be encouraged and Patrons will be given the opportunity to positively influence both the local, regional and national business agenda.





| COMPOSITION

The Patron Programme will comprise of up to 40 businesses, with no more than two representing a sector.

Regular attendance by a Patron representative is encouraged to enhance connectivity and collaboration.

| OPPORTUNITIES

Shropshire Chamber of Commerce's Patron Programme focuses on the following opportunities:

- Raising awareness of all individual Patron businesses within the wider community
- Listening to the business community and supporting the Chamber of Commerce by advising on their changing needs and views
- Feeding back to the business community
- Acting as a conduit between businesses of all sizes, and the Chamber of Commerce Board
- Accessing and influencing local agencies for the positive benefit of the business community
- Working collaboratively for the benefit of other Patron members and the group as a whole
- Sharing knowledge, guidance and best practice
- Attending Patrons' events, social functions, and a cross section of Chamber Expos and member functions
- Adoption of chosen charity for Chamber support



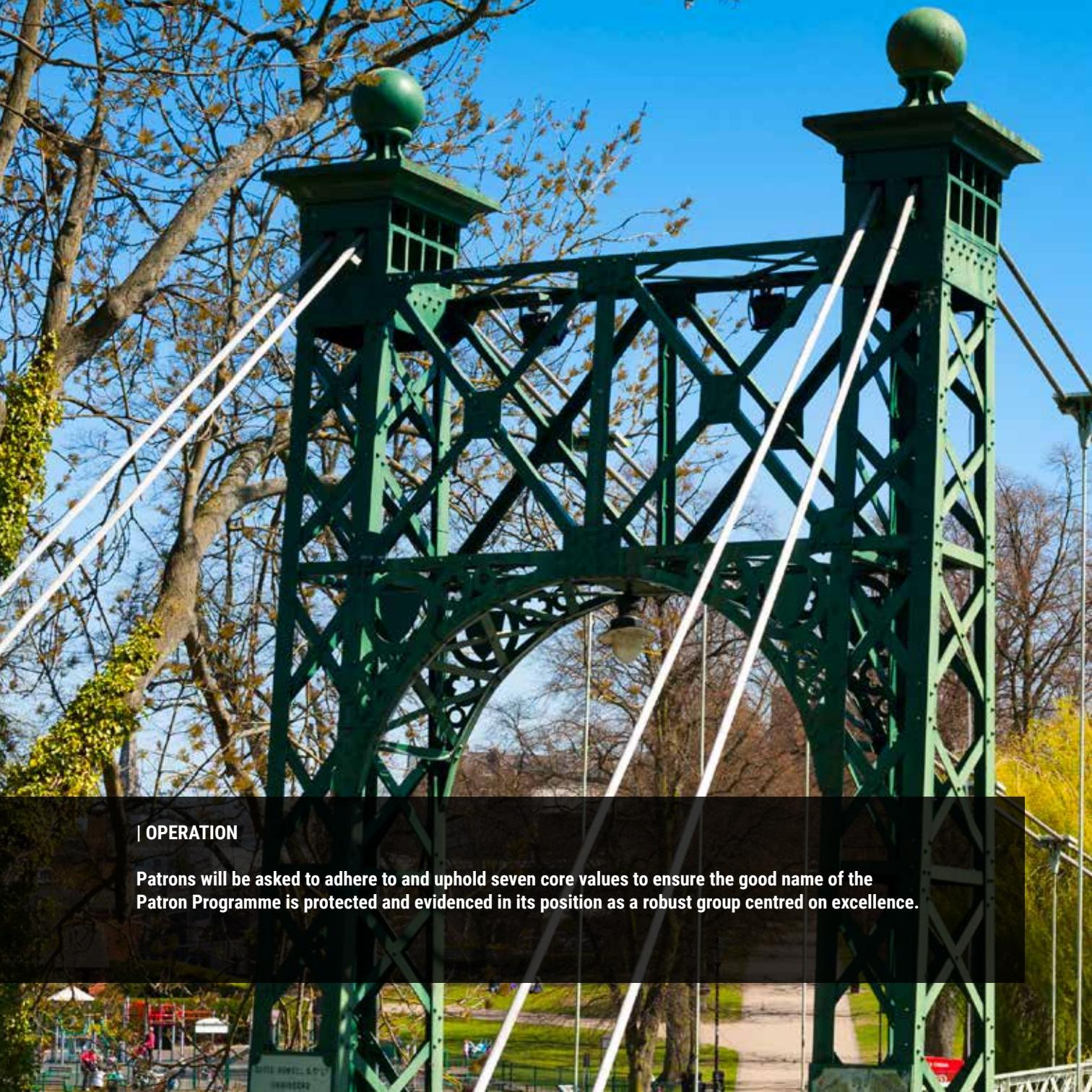
| REPRESENTATION

Patrons are represented by a Shropshire Chamber Board Director who liaises with the Board alongside the Chief Executive, a Patron account manager and this completes the team.

Shropshire Chamber of Commerce President and Chief Executive are also ex-officio members of the Patron Programme.

The Patron Programme will be made up of leading business people who own or work at a senior level within organisations across the county.

Covering a wide range of sectors, the Patron Programme actively encourages businesses to apply their wide range of skills, knowledge and specialisms to provide a truly representative voice of business and industry in Shropshire.



| OPERATION

Patrons will be asked to adhere to and uphold seven core values to ensure the good name of the Patron Programme is protected and evidenced in its position as a robust group centred on excellence.

Other guidelines:

- All Patrons must be members of Shropshire Chamber of Commerce with a trading history of a minimum of two years
- Patrons' meetings will be held and a varied annual programme of social and business events will be delivered
- All prospective Patrons must undertake a due diligence process, to include credit checks and review of Directors
- All new Patrons must be proposed and top-line details of their application will be circulated electronically to existing Patrons. Objections can be lodged and will be considered against transparent and objective criteria by Patron members
- Only two Patrons from a sector will be accepted (primary trading activity)
- If a sector is deemed full, then businesses can be nominated to a waiting list with vacancies filled on a first-come-first-served basis. Any business who has been on this waiting list for more than a year, however, will need to be re-nominated and re-accepted
- New Patrons will be formally welcomed and ratified at the next Patrons' meeting. However, they can commence operation as a Patron immediately on acceptance into the programme
- In the case of a complaint or dispute, Patrons will have the power to exclude a Patron from meetings, providing an expulsion motion is supported by the majority of those in attendance - at least 10 Patrons
- Any appeal will be heard by Shropshire Chamber of Commerce's Audit Committee whose decision will be final
- Payment of fees can either be monthly by direct debit or annually in advance
- Non-payment of a Patron fee will result in the issue of a notice of exclusion
- Resignation from the Patron Programme will require three months notice



| OUR VISION

As dynamic, enthusiastic and passionate business professionals, we are proud to be recognised as exemplars of excellence.

We work in collaboration to support and empower each other and our business community and are firmly committed to positively impacting our local economy. Patrons are – and will remain – a true showcase for Shropshire.

| OUR MISSION

As Patrons we:

- Are members and true advocates of Shropshire Chamber of Commerce
- Develop strong relationships with – and support the interests of – other Patrons and the wider stakeholder community
- Foster trade relationships through partnership working with individuals and groups
- Are respected and credible business owners and executives, committed to continuous professional development
- Attend appropriate events, networking forums and business expos in order to showcase the Patron Programme
- Proudly help our county's economy to thrive and grow

| OUR PHILOSOPHY

Being a Patron of Shropshire Chamber of Commerce is a mark of excellence and integrity and demonstrates our firm commitment to the Chamber, the wider business community and the success of Shropshire's economy as a whole.

We understand and engage with our fellow Patrons and we aim to identify opportunities, trade with and obtain introductions for and each other wherever possible. Our objective is to generate ideas, enthusiasm and dynamic business opportunities and to feed this back through Shropshire Chamber of Commerce and onwards to the county's businesses as a whole. Through our attendance as Patrons at appropriate events, networking forums and business expos, we demonstrate our belief in the programme and through on-going membership we commit to maintaining the highest standards.

| OUR VALUES

Shropshire Chamber of Commerce Patrons uphold, and are recognisable by seven core values:

1. Excellence
2. Commitment to our County
3. Integrity and Transparency
4. Support and Empowerment
5. Dynamism and Passion
6. Partnership
7. Unity



| OUR SOLUTIONS

As a Patron of Shropshire Chamber of Commerce, we have pledged a commitment to support and champion the Chamber and all it stands for and to actively encourage strong relationships and links with fellow businesses and enterprises across the whole of the county.

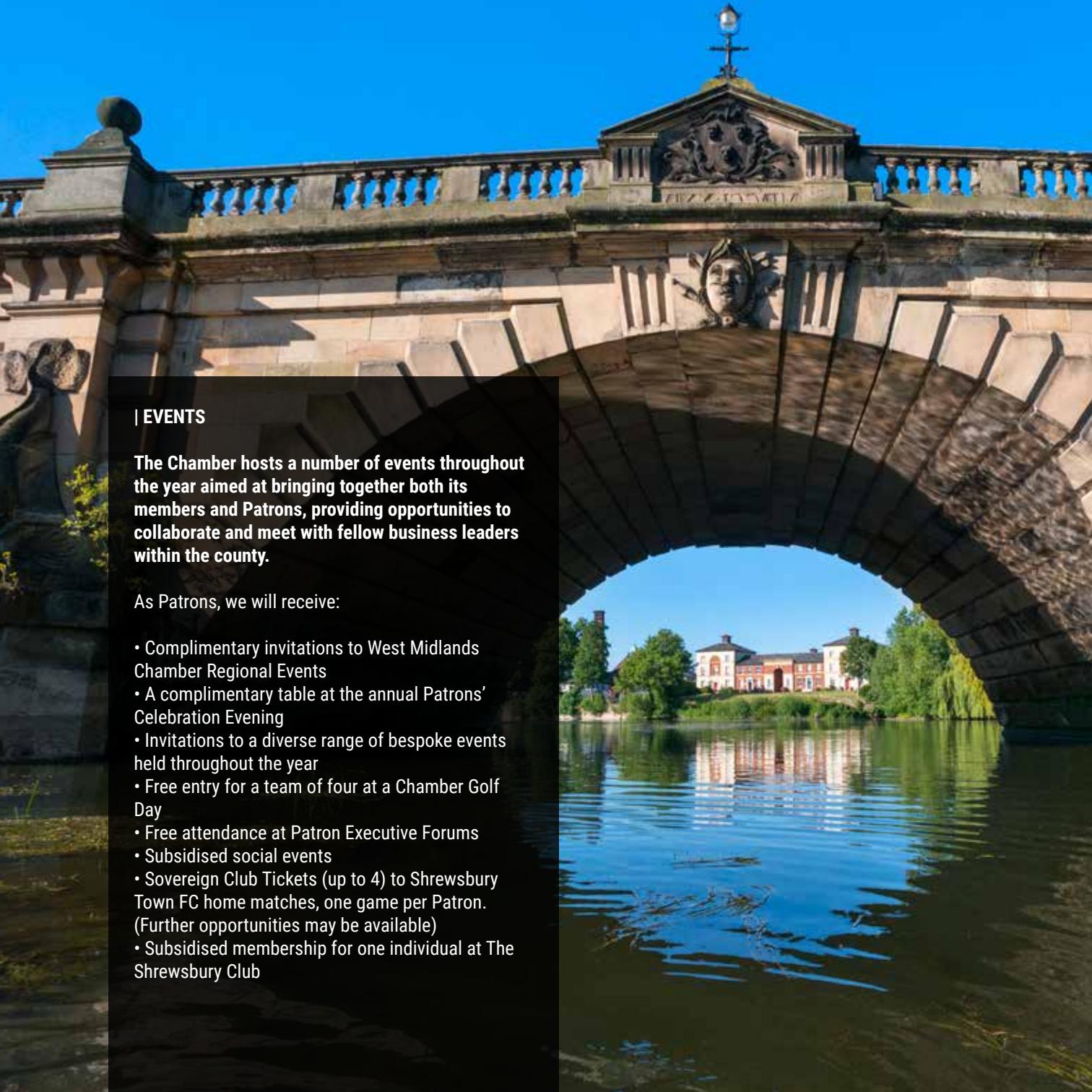
We are wholly committed to working in collaboration with our fellow Patrons, as well as other Chamber members and the local business community, to nurture and facilitate growth, prosperity and success.

And, in recognition of our commitment to helping meet the needs of those within Shropshire, our own needs as Patrons will be met through a range of exclusive solutions.

| BRAND ASSOCIATION AND AWARENESS

Our association with the Chamber and our support of its values and philosophy, will be promoted throughout the county and through this, we will be given recognition as a sector leader within Shropshire and will enjoy the enhanced awareness of our own unique brand through:

- Logo inclusion in each issue of the Chamber's Business Matters publication which has a circulation of 1,200
- Editorial features within the Business Matters publication
- Profile within the annual Patron Directory which has a circulation of 1,200
- Profile on the Chamber website with video embedded in bio and hyperlinks to own individual websites
- Logo inclusion on graphic stands displayed within the Chamber offices and at dedicated events
- Logo inclusion on the Chamber promotional vehicle
- Logo inclusion on marketing materials displayed at the annual Shropshire Chamber Business Awards
- Logo inclusion on a wide range of marketing collateral
- Advertorial features within the Shropshire Business magazine

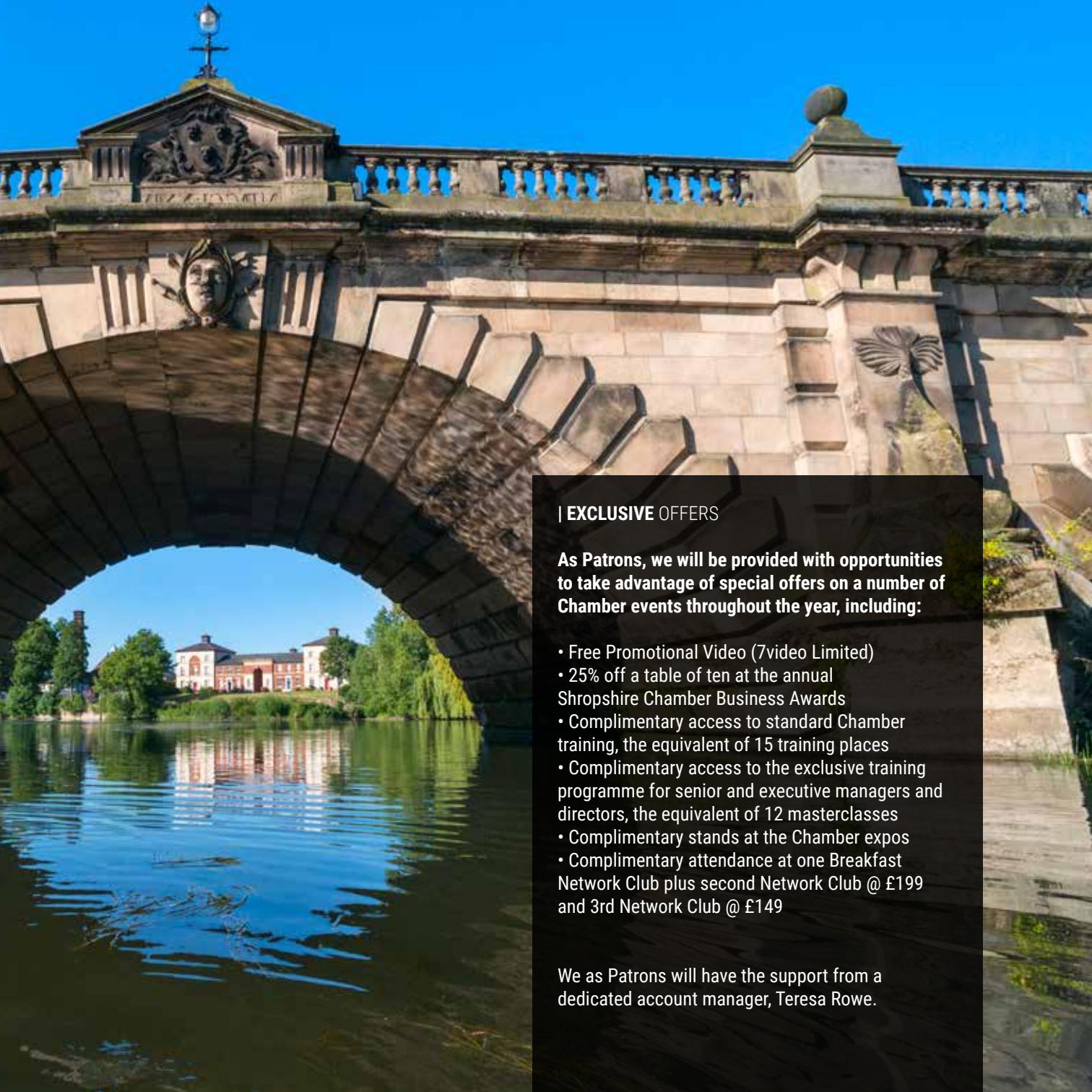
A stone bridge with a large archway over a river. The bridge has a decorative top with a central crest and a lamp. The archway frames a view of a large, multi-story building with a red roof and white walls, surrounded by greenery. The water in the river is calm and reflects the sky and the building.

| EVENTS

The Chamber hosts a number of events throughout the year aimed at bringing together both its members and Patrons, providing opportunities to collaborate and meet with fellow business leaders within the county.

As Patrons, we will receive:

- Complimentary invitations to West Midlands Chamber Regional Events
- A complimentary table at the annual Patrons' Celebration Evening
- Invitations to a diverse range of bespoke events held throughout the year
- Free entry for a team of four at a Chamber Golf Day
- Free attendance at Patron Executive Forums
- Subsidised social events
- Sovereign Club Tickets (up to 4) to Shrewsbury Town FC home matches, one game per Patron. (Further opportunities may be available)
- Subsidised membership for one individual at The Shrewsbury Club

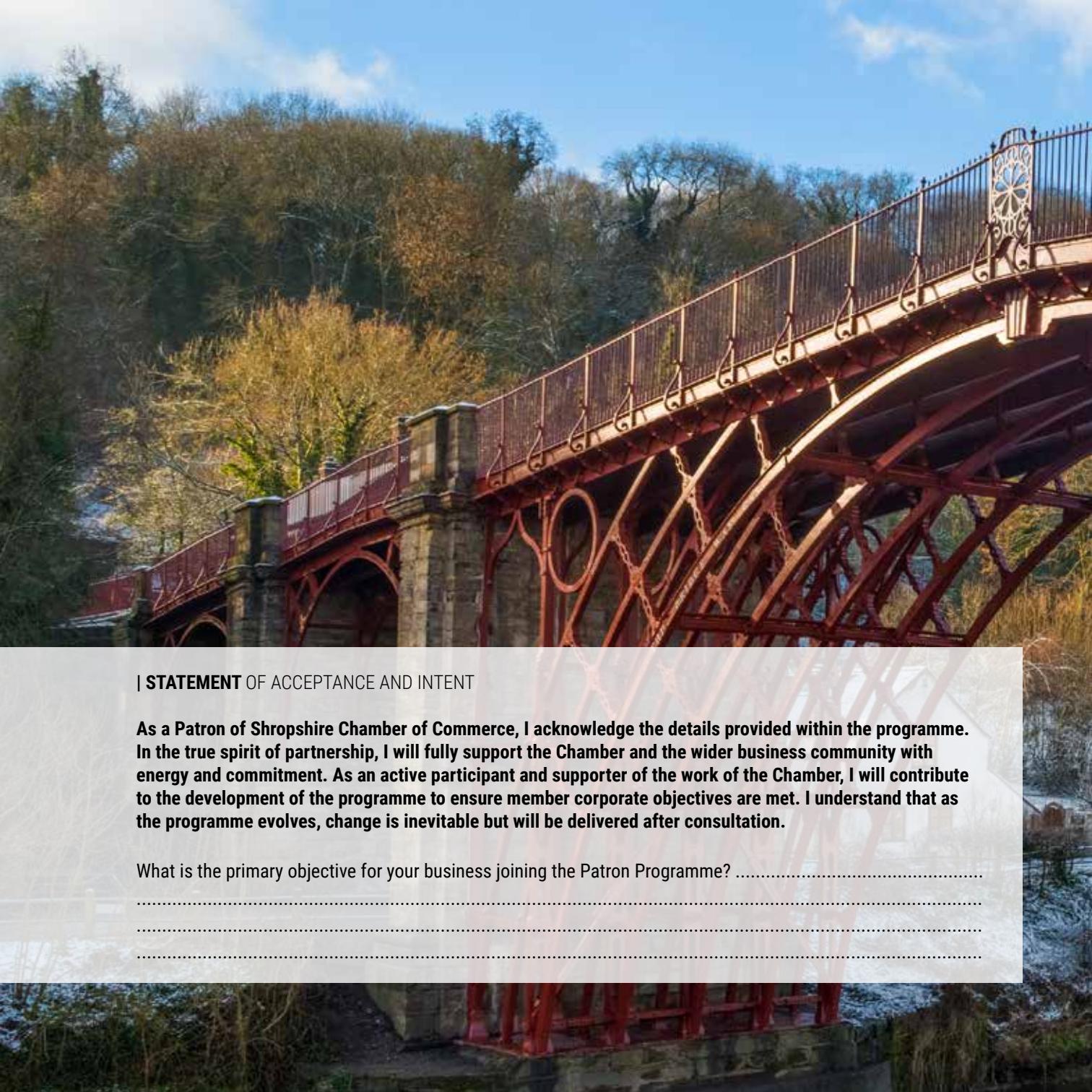


| EXCLUSIVE OFFERS

As Patrons, we will be provided with opportunities to take advantage of special offers on a number of Chamber events throughout the year, including:

- Free Promotional Video (7video Limited)
- 25% off a table of ten at the annual Shropshire Chamber Business Awards
- Complimentary access to standard Chamber training, the equivalent of 15 training places
- Complimentary access to the exclusive training programme for senior and executive managers and directors, the equivalent of 12 masterclasses
- Complimentary stands at the Chamber expos
- Complimentary attendance at one Breakfast Network Club plus second Network Club @ £199 and 3rd Network Club @ £149

We as Patrons will have the support from a dedicated account manager, Teresa Rowe.



| STATEMENT OF ACCEPTANCE AND INTENT

As a Patron of Shropshire Chamber of Commerce, I acknowledge the details provided within the programme. In the true spirit of partnership, I will fully support the Chamber and the wider business community with energy and commitment. As an active participant and supporter of the work of the Chamber, I will contribute to the development of the programme to ensure member corporate objectives are met. I understand that as the programme evolves, change is inevitable but will be delivered after consultation.

What is the primary objective for your business joining the Patron Programme?

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| STATEMENT OF ACCEPTANCE AND INTENT

This Patron agreement will commence on 01/...../..... and end on/...../.....

This Patron agreement will remain in place for a minimum 1 year term.
Termination of this Patron agreement requires 3 months notice in writing.

Agreed Fee: + VAT per annum.

On behalf of.....(company name)I,.....(full name),
hereby agree to the Patron Programme and fee.

Signed:

Signed:

Full Name:

RICHARD SHEEHAN on behalf of

Position:

Shropshire Chamber

Dated:/...../.....

Dated:/...../.....

Patron
PROGRAMME

