



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, as well as LGBT friendly/supportive businesses and professionals.

Lambda, the LGBT Chamber of Commerce, 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.

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 memberships includes all of this (and more) at NO ADDITIONAL COST:

- Lambda website business directory listing
- Business listing in the Gay and Lesbian Community Yellow Pages (a \$350.00 value)*
- Lambda "Blue Page" member listing in the Gay and Lesbian Community Yellow Pages*
- 35% advertising discount in the Gay and Lesbian Community Yellow Pages*
- Personal and business introductions at monthly Lambda luncheon (75 - 130 attendees)
- Your business cards, marketing materials placed in the luncheon or booth "take away" bags
- Sharing the Lambda booth at large city-wide business expos, mixers and other events
- Social/business networking mixers, seminars and other events

** The Gay and Lesbian Community Yellow Pages is a glossy cover, full-size, printed yellow pages directory with over 20,000 copies distributed free through the Las Vegas valley each year.*

BUSINESS NETWORKING / MARKETING

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). This year, we have expanded our monthly luncheon to include everyone (not just members), which has brought 70 people to lunch in the last few months (and 130 attended in the luncheon in June).

Before lunch is served, each member has the opportunity to make a brief presentation about 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 to them.

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

We are also planning a monthly dinner and other mixer events, giving 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 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 others, as well as by those who come to Las Vegas from around the country and the world.

FREE Gay and Lesbian Community Yellow Pages Listing AND Discounted Advertising

Each Lambda member receives a *FREE* listing in the Las Vegas Gay and Lesbian Community Yellow Pages (GYP), which is a yearly, glossy cover, full-size, printed yellow pages directory with over 40,000 copies distributed through the Las Vegas valley each year.

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

Your *FREE* GYP listing would otherwise cost you \$350.00 per year, so, in addition to all the other benefits of Lambda membership, your Lambda membership actually saves you \$225.00 per year.

Your Lambda membership also entitles you to a 35% discount on all GYP advertising.

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 first Equality Days at the Nevada legislature in April, 2009), 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 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 in the Lambda website directory and/or the Lambda logo in GYP advertising, and ask that Lambda member about a "Member-To-Member" discount.

Discounted Merchant Credit Card Processing

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

- Lower discount rates for Lambda members
- No monthly minimum processing fee (waived –a \$25.00/month savings)
- \$7.50 monthly statement fee (discounted from the usual \$10.00/month fee)

- No equipment leases (equipment purchase or rental available)
- Internet processing available
- Direct processor (not third party processing)

- Local representation (our Lambda member)
- 24/7 customer service

Ask us about this, or contact us on our website.

*** Be sure to tell our merchant credit card processing member/partner representative that you are a Lambda member, and that you were referred by Lambda. ***

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 business is 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 is only \$25.00 per year.

JOIN LAMBDA NOW!

Joining Lambda now is easy. And, you can pay for your membership by 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. Then, at your option, mail your membership check to the address on the website, or a Lambda representative will call you for your credit card information.

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 Restaurant, 953 E. Sahara Ave., Las Vegas

(Commercial Center West Side - Across Parking Lot From The 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 paul@lambdalv.org.