



WVCC **BENEFITS** **ADVANTAGE**

BENEFITS

| ON

| DEMAND

WVCC Benefits Advantage Program

Expand Your Visibility. Grow Your Audience. Deliver Value.



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ADVANTAGE**

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What Is WVCC Benefits Advantage?



A curated marketplace featured through the WVCC website.



Built to connect members and visitors with trusted business solutions.



Designed to increase partner visibility and customer activity.



Creates a non-dues revenue stream that supports chamber sustainability.



Think of it as a digital marketplace—or a business-to-business vending machine—where visitors can quickly discover helpful services.



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WVCC Benefits Advantage Platform Lanes



A dedicated section or category page can be developed to showcase your organization's services.



WVCC
Health
Benefits
Advantage



WVCC
Insurance
Benefits
Advantage



WVCC
Retirement
Benefits
Advantage



WVCC
Life
Insurance
Advantage



WVCC
HR Specialty
Advantage



Custom
Partner
Category



WVCC Benefits Advantage promotes traffic flow across all partner lanes.

**No exclusivity is implied. If your benefits or services fit within a category, multiple organizations may appear in that lane as well.*



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How WVCC Benefits Advantage Works

1



Identify the right partner category or service lane.

2



Establish a memorandum of understanding between the organization and the chamber.

3



Launch promotion through the WVCC Benefits Advantage platform and related chamber channels.

4



Track engagement, customer activity, and the agreed revenue-sharing structure.

Revenue Models May Include:

- ✓ Percentage of revenue or profit from completed transactions
- ✓ Participation-based or graduated revenue sharing
- ✓ Other agreed performance-based structures



Increased Partner Visibility + Measurable Activity + Chamber Sustainability



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Why Partner with WVCC Benefits Advantage?



Stronger visibility through a trusted chamber platform



Access to WVCC members and broader marketplace traffic



A flexible structure tailored to your services



Opportunity to generate leads, inquiries, and new customer activity



A shared-win model that helps your organization and supports the chamber

★ *Ideal for organizations serving businesses, families, and Veteran-connected communities.*



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Thank You for Your Time!

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www.wiveteranschamber.org/benefits-advantage/



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