



# 2018 Annual Sponsorship Proposal

Event Details, Levels, and Marketing Benefits

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	___ Non-Profit Organization Showcase – TBD 2018	
	___ Salute to Small Business – April 21-May 7, 2018	
	___ Legislative Breakfast – March 2018	
	___ Leadership Shenandoah County - September 2018	
	___ Business After Hours – 3 <sup>rd</sup> Tues of every month	
	___ Women Business Leaders – 1 per Quarter (March, June, September, December)	
	___ Business Development & Marketing Seminars and Workshops:Feb-June and Sept - Nov	
	___ Rt 11 Yard Crawl – August 11, 2018	

# Introduction

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The Shenandoah County Chamber of Commerce (SCCC) is pleased to present our 2018 Annual Sponsorship opportunities which outline the many sponsorships and marketing avenues available to promote and advertise your business.

For the Chamber to continue to grow and better serve the membership, we seek your active participation in our programs and events. Through a shared effort between the Chamber and our members, we can continue to increase our membership services and provide additional marketing opportunities for you.

The SCCC continually strives to earn the support of our members and to make the Chamber a viable investment.

## **Mission Statement**

*Fostering economic growth and prosperity in our Community by promoting business through education, networking, and advocacy*

## **Keys to Success**

The key to our success is You! As a member of our chamber, your virtual, financial, and physical involvement keep the chamber running so we are able to achieve our mission. With your support, we are able to create new programs and events that drive community, leadership, business and personal development.

# Event Structure

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Our new initiatives started in 2017 will continue in 2018 (Leadership Shenandoah County, County-wide Job Fair, Young Professionals, Economic Development and Nonprofit Councils). These programs proved to be a tremendous success and work in unison to create better benefits for our members and the County. While we classify events in one category, each event is connected by providing growth and economic success for our community and members.

## **4 Development Areas**

### **BUSINESS**

- Annual Awards Party
- Business After Hours
- Networking Luncheons
- Salute to Small Business
- New Member Orientation
- Business & Education Roundtables
- Young Professionals Network

### **LEADERSHIP**

- Leadership Shenandoah County
- State of the County Address
- State of Economic Development

- State of Education
- Women Business Leaders

### **PERSONAL**

- Personal & Professional Seminars & Workshops
- Small Business Workshops
- Rev Up Shenandoah County

### **COMMUNITY**

- AutumnFest
- Job Fair & Business Showcase
- Vintage Woodstock & Chili Cook-off
- Rt 11 Yard Crawl
- Valor Awards
- Legislative Breakfast

## Annual Sponsorships

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Limited sponsorships will be offered at each level, thereby highlighting your business.

Participation allows companies to plan programming and sponsorships for the next 20 months and be billed with a single invoice.

For an annual investment of \$1,500 or more, your company will receive advertising beyond any publicity directly connected to your selected special events.

### **Branding Benefits at All Levels**

#### **Chamber Website**

- Over 8,000 page views monthly
- Logo banner on every page with hyperlinks
- Dedicated Sponsor Page

#### **Weekly eBlasts**

- Over 2,000 recipients

#### **Chamber Directory**

- Top Sponsor Business Description
  - 4,000+ Distributed
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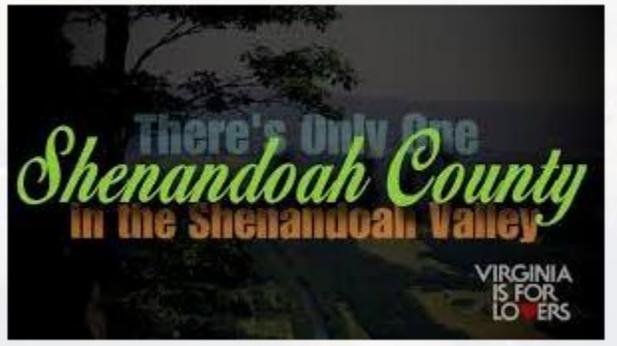
**Premium Level Benefits**

**SOLD OUT**

*Commitment of \$10,000*

- Annual Membership (Up to 5 representatives) \$ 500
- Logo on Sponsor Board displayed at Every Event Invaluable
- Logo on Sponsor Board displayed in Chamber window Invaluable
- Website banner ads, 12 months (Premium Tile Spot, Banner ad) \$2,400
- Premium website listing \$ 250
- Listed on all Chamber event marketing materials \$5,000
- Top Sponsor Business Description in Chamber Business and Community online and printed Directory, FP ad \$1,500
- Weekly E-Newsletter Listing in Sponsor Area \$1,000
- 5-10 tickets to Events (Annual Awards, networking luncheons, webinars) \$1,000
- Invitation to write or be featured in a business column \$ 500
- Invitation to participate in a radio spotlight show \$ 500
- Includes one of the Top Sponsors of AutumnFest and display table \$5,000
- Includes one of the Top Sponsors of the Valor Awards \$1,000
- One of the sponsors of the Rt 11 Yard Crawl \$1,000
- 2 Participants in the Leadership Shenandoah Class \$ 500
- Access to Proud Sponsor Chamber logo for marketing purposes Invaluable

**Total additional value more than \$20,150**



**Gold Level Benefits****Only 4 available***Commitment of \$5,000*

- Annual Membership (Up to 5 representatives) \$ 500
- Logo on Sponsor Board displayed at Every Event Invaluable
- Logo on Sponsor Board displayed in Chamber window Invaluable
- Website banner ads, 8 months (Premium Tile Spot, Banner ad) \$1,000
- Premium website listing \$ 250
- Top Sponsor Business Description in Chamber Business and Community online and printed Directory, Half Page ad \$1,000
- Weekly E-Newsletter Listing in Sponsor Area \$1,000
- 5 Tickets to each Event (Annual Awards, networking luncheons, webinars) \$1,100
- Invitation to write or be featured in a business column \$ 500
- Invitation to participate in a radio spotlight show \$ 500
- Includes a Sponsorship of AutumnFest and display table \$2,500
- Includes one of the Top Sponsors of the Valor Awards \$ 500
- One of the sponsors of the Rt 11 Yard Crawl \$ 500
- 1 Participant in the Leadership Shenandoah Class \$ 250
- Booth space in Job Fair \$ 100
- Access to Proud Sponsor Chamber logo for marketing purposes Invaluable

**Total additional value, more than \$9,700**

## Silver Level Benefits

Only 6 available

*Commitment of \$2,500*

- Annual Membership (Up to 5 representatives) \$ 500
- Logo on Sponsor Board displayed at Every Event Invaluable
- Logo on Sponsor Board displayed in Chamber window Invaluable
- Website banner ads, 6 months \$ 600
- Premium website listing \$ 250
- Sponsor Business Description in Chamber Business and Community online and printed Directory, ¼ page ad \$ 500
- Weekly E-Newsletter Listing in Sponsor Area \$ 500
- 2 Tickets to Annual Awards Party and Networking Luncheons \$ 450
- Includes a Sponsorship of AutumnFest and display table \$1,500
- Includes one of the Top Sponsors of the Valor Awards \$ 500
- One of the sponsors of the Rt 11 Yard Crawl \$ 500
- 1 Participant in the Leadership Shenandoah Class \$ 250
- Booth space in Job Fair \$ 100
- Access to Proud Sponsor Chamber logo for marketing purposes Invaluable

**Total additional value, more than \$5,650**

## Bronze Level Benefits

Only 6 available

*Commitment of \$1,500*

- Annual Membership (Up to 5 representatives) \$ 500
- Logo on Sponsor Board displayed at Every Event Invaluable
- Logo on Sponsor Board displayed in Chamber window Invaluable
- Website banner ads, 4 months \$ 500
- Sponsor Business Description in Chamber Business and Community online and printed Directory, Business Card ad \$ 250
- 2 Tickets to Annual Awards Party and Networking Luncheons \$ 400
- Includes a Sponsorship of AutumnFest and display table \$ 500
- Includes one of the Top Sponsors of the Valor Awards \$ 250
- One of the sponsors of the Rt 11 Yard Crawl \$ 500
- 1 Participant in the Leadership Shenandoah Class \$ 250
- Booth space in Job Fair \$ 100
- Access to Proud Sponsor Chamber logo for marketing purposes Invaluable

**Total additional value, more than \$3,250**

# 2018 Chamber of Commerce Events

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\*Select which events you would like to be involved in for the 2018 calendar year. Once you have chosen where you want to be involved and the level at which you would like to contribute, the Chamber Team will build out a sponsorship package specific to your marketing goals and contributions.\*

## \_\_\_ **Annual Business Awards Party – January 16, 2018**

The Dinner and Awards Ceremony is The Chamber's Annual Meeting and Board Installation. It is also The Chamber's opportunity to recognize outstanding individuals and organizations in the community. The Chamber recognizes and presents an award to the: Outstanding Large Business of the Year, Outstanding Small Business of the Year, Outstanding Citizen of the Year, and Outstanding Nonprofit of the Year. There are multiple opportunities at this event to promote your business and achieve your marketing goals.

## \_\_\_ **AutumnFest – October 13, 2018 –Shenandoah County Fairgrounds**

Thousands of attendees enjoying Brews, Bands and BBQ

## \_\_\_ **Economic Development Breakfast – September 2018**

Join business and government leaders as we come together to celebrate our area and discuss future development of our region.

## \_\_\_ **Networking Luncheons – 4<sup>th</sup> Tuesday of each month**

The SCCC Networking Luncheons are great ways to market your products and services and meet a variety of people in a large group, in a convenient and short time frame. Sponsorship of this event gives you the opportunity to present for 5 minutes about your business before the rounds of networking begin, place flyers on tables, have a display table and receive meal tickets for your attendees.

## \_\_\_ **Nonprofit Council & Organization Showcase – TBD 2018**

## \_\_\_ **Salute to Small Business – April 30 – May 6, 2018**

Come together and celebrate our areas Small Businesses during National Small Business Week.

## \_\_\_ **Legislative Breakfast – March 2018**

The Legislative Breakfast is held to give our local legislators an opportunity to report on the issues that were addressed during the legislative session. Our Federal representatives are also invited to update members on national issues. This event enables attendees to ask questions and make comments. Chamber members are invited.

## \_\_\_ **Leadership Shenandoah County**

Leadership Shenandoah County (LSC) is a nine-month interactive, informative program designed to strengthen individuals for personal, organizational, and community leadership. A full-day opening retreat launches the program in September, followed by a volunteer service opportunity and 8 monthly sessions. A graduation celebration is held in May. LSC offers existing and emerging leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community-oriented group projects. LSC seeks to develop the ability of individuals to influence, motivate, and enable others to contribute toward their own effectiveness and the strength of the larger community.

\_\_\_ **Women Business Leaders – 1 per Quarter (March, June, September, December)**

\_\_\_ **Growing Your Business Workshops – Feb, April, May, June, Sept, Oct, & Nov**

\_\_\_ **County-wide Job Fair – April 2018**

\_\_\_ **RT 11 Yard Crawl – August 11, 2018**

\_\_\_ **Young Professionals Networking** – Members in their 20's & 30's meet monthly to network. This is the fastest growing program the Chamber is sponsoring.



Annual Sponsorship Commitment Form

**Deadline: Jan 5, 2018**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Level of Sponsorship:

\_\_\_\_\_ Gold (\$5,000)

\_\_\_\_\_ Silver (\$2,500)

\_\_\_\_\_ Bronze (\$1,500)

Signature: \_\_\_\_\_

\_\_\_ Please invoice me. Send invoice to: \_\_\_\_\_

\_\_\_ I will submit a check to SCCC, PO Box 605, Woodstock, VA 22664