

# 2010 Marketing Guide

## Program & Event Sponsorship Opportunities

### 2010 Programs & Events Sponsorship Guide

The Sanford Area Chamber of Commerce is pleased to present our 2010 sponsorship and marketing opportunities. Please take a moment to look through our programs and see what might fit in your 2010 marketing plan. We have a variety of events and prices to fit any budget.

Instructions for participating:

- Review all programs available throughout 2010.
- Determine which program or event sponsorships best meet your company's 2010 marketing goals and at which level you would like to sponsor.
- Add up the total dollar amount of all marketing opportunities you have chosen.
- Look at the Chamber Partners page at the end of the guide to determine if your investment level qualifies you as a Chamber Partner, making you eligible for additional, value-added benefits.
- Fill out the payment page and fax or mail it to the Chamber by Dec 15, 2010.

For questions or additional information, please do not hesitate to contact Jennifer St. Clair by phone: (919) 775-7341 or email: [info@sanford-nc.com](mailto:info@sanford-nc.com).

**Please note: Sponsorships will be sold on a first-come, first-served basis.**

## Annual Meeting and Banquet—Early 2010

A look back at 2009 accomplishments, presentation of new Chairman and Board of Directors and highlight of 2010 goals. Attendance estimated at 300 business owners, community leaders and decision-makers.

		Investment Level	Check Box to Indicate Selection
<b>Major Sponsor</b>	Signage & company display at event, recognition in all printed materials and tickets, opportunity to speak at event and 1 table of 8. <i>1 available</i>	<b>\$2,500.00</b>	
<b>Reception Sponsor</b>	Signage & company display at event, recognition in all printed materials and tickets, opportunity to set up booth in reception hall and 4 tickets. <i>1</i>	<b>\$1,500.00</b>	

## Annual Planning Retreat—Early 2010, 2 day event

Opportunity to be involved in planning for Chamber's upcoming year and to be heard by those in attendance. Board Members and key business and civic leaders invited to attend.

		Investment Level	Check Box to Indicate Selection
<b>Corporate Sponsor</b>	Signage at the event and an invitation to attend and speak to participants. <i>1 available</i>	<b>\$1,000.00</b>	

## Small Business Banquet & Reception, May 2010

The Small Business Banquet, held the week before the Small Business Expo, showcases Lee County's small business community. The Small Business Person and Advocate of the Year Awards are given that night. Approximately 300 people in attendance.

		Investment Level	Check Box to Indicate Selection
<b>Dinner Sponsor</b>	Signage & company display at event, recognition in all printed materials and advertising, 1 table of 8, material at each table. <i>1 available</i>	<b>\$3,000.00</b>	
<b>Reception Sponsor</b>	Signage & company display at event, recognition in all printed materials and advertising. <i>1 available</i>	<b>\$2,000.00</b>	

## Small Business Expo—May 2010

Over 100 local businesses gather for a one-day Expo. An average of 2000 people attend and the event is widely covered in the media.

		Investment Level	Check Box to Indicate Selection
<b>Biz to Biz Breakfast</b>	Title ownership of the Business to Business Breakfast portion, signage, opportunity to address crowd in attendance.	\$1,000.00	

## Teacher of the Year—May 2010

Teacher of the Year Reception celebrates Lee County's outstanding educators and awards one teacher the highest honor of Teacher of the Year. Approximately 100 teachers, school

		Investment Level	Check Box to Indicate Selection
<b>Corporate Sponsor</b>	Logo recognition in all printed materials, opportunity to speak at dinner event, info sent to all teachers and administrators in Lee Co. <i>1 available</i>	\$2,000.00	

## Business After Hours (12 per year) 2 Sold, 10 Available

The purpose of BAH is to encourage business-to-business networking in a social atmosphere. Sponsor has opportunity to promote their business to all in attendance. Average attendance is 125 people.

		Investment Level	Check Box to Indicate
<i>For more details on BAH, please contact the Chamber.</i>			
<b>Level 1</b>	Date secured, promotion of event via Chamber website, newsletter and 2 Herald ads, Chamber representative to work welcome table, Chamber designs, prints and mails invitation. Food and	\$1,000.00 base	
<b>Level 2</b>	Date secured, promotion of event via Chamber website, newsletter and Herald ad, Chamber representative to work welcome table, Chamber designs and prints invitation.	\$575.00	
<b>Level 3</b>	Date secured, promotion of event via Chamber website and newsletter, Chamber representative to work welcome table.	\$275.00	

## Annual Safety Awards—Late Spring 2010

Annual Safety Awards Banquet recognizes those organizations in Lee and surrounding counties who have outstanding safety records. Approximately 125 plant and safety managers in attendance. The NC Commissioner of Labor presides over the ceremony.

		Investment Level	Check Box to Indicate Selection
<b>Corporate Sponsor</b>	Logo recognition in all printed materials, opportunity to speak at luncheon. <i>1 available</i>	<b>\$1,500.00</b>	

## Public Policy Luncheon—Monthly, 12 Available

Gathering featuring guest speakers covering hot button issues relevant to Lee County's business community. Attendees include a cross section of business and civic leaders. Average attendance is 50 people.

		Investment Level	Check Box to Indicate Selection
<b>Corporate Sponsor</b>	Logo recognition in all printed and electronic materials, recognition at event. <i>12 available</i>	<b>\$250.00</b>	

## Christmas Parade—Holiday Season 2010

Sanford's Annual Christmas Parade through Downtown Sanford.

		Investment Level	Check Box to Indicate Selection
<b>Parade Sponsor</b>	Recognition in all publicity, professionally decorated float with 20 riders, featured on televised broadcast. <i>1 available</i>	<b>\$3,000.00</b>	
<b>Float Sponsor</b>	Recognition in all publicity, signage on float, up to 20 riders on a professionally decorated float, featured on televised broadcast. <i>20 available</i>	<b>\$650.00</b>	
<b>Band Sponsor</b>	Recognition in all publicity, signage in front of marching band, featured on televised broadcast.	<b>\$525.00</b>	
<b>Media Sponsor</b>	Recognition in all publicity, logo recognition during televised broadcast and in all radio and print spots.	<b>\$400.00</b>	
<b>Parade Friend</b>	Logo recognition during televised broadcast, logo recognition in Herald ad, logo recognition on Chamber website.	<b>\$150.00</b>	

## Education Summit—Fall 2010

2-Part event featuring progress reports and goal-setting from our school officials. First event focuses on K-8 education, second event focuses on workforce development.

		Investment Level	Check Box to Indicate Selection
<b>K—8 Event Sponsor</b>	Logo recognition in all printed materials, banner placement on site, recognition in all publicity, 4 tickets to event.	\$1,500.00	
<b>Workforce Development</b>	Logo recognition in all printed materials, banner placement on site, recognition in all publicity, 4 tickets to event	\$1,500.00	

## Pride Patrol—Quarterly, Beginning 3rd Quarter 2010

Award program recognizing one business per quarter with a Pride Award. Organized by the Chamber Ambassadors with wide media coverage.

		Investment Level	Check Box to Indicate Selection
<b>Corporate Sponsor</b>	Naming rights for the program for one year, recognition at all award presentations. Sponsorship is for all 4 events. <i>1 available</i>	\$250.00	

## Lunch and Learn

Lunch hour learning workshop. Topics and attendance vary.

		Investment Level	Check Box to Indicate
<b>Basic Sponsor</b>	Logo recognition in all printed and electronic materials, opportunity to promote your business at event. Price includes up to 20 attendees.	\$200	

## Member Orientation—Held Quarterly

Expose new and old members alike to the opportunities available to them through the Chamber.

		Investment Level	Check Box to Indicate Selection
<b>Corporate Sponsor</b>	Logo recognition in all printed and electronic material, opportunity to speak at event. <i>4 available</i>	\$150.00	

## Family Fourth Festival—July 2010

3rd Annual 4th of July Festival organized by the Chamber, Downtown Sanford Inc and the Railroad House Historical Association. Children's activities, live music, old-fashioned contests, food and more.

		Investment Level	Check Box to Indicate Selection
<b>Festival Sponsor</b>	Logo recognition in all printed materials, premium banner placement on site, recognition in all publicity, use of VIP tent that day.	<b>\$750.00</b>	
<b>Kids &amp; Pets Parade Sponsor</b>	Logo recognition in all printed materials, banners on site, recognition in all publicity, use of VIP tent that day.	<b>\$500.00</b>	
<b>Kids Fun Station Sponsor</b>	Logo recognition in all printed materials, banners on site, opportunity to distribute promotional materials, use of VIP tent that day.	<b>\$250.00</b>	

## Chamber Web Site Advertising

The Chamber is now offering ad space on our high-traffic website. Our website is almost always in the top 3 results when searching for Sanford on Google.

		Investment Level	Check Box to Indicate Selection
<b>Home Page Placement</b>	Place your ad on the front page of the Chamber's website! Cost is for one year and you have the option to change your artwork each quarter.	<b>\$500.00</b>	
<b>Membership Search Placement</b>	Place your ad on our membership search page. Cost is for one year and you have the option to change your artwork each quarter	<b>\$350.00</b>	
<b>Visitor Pages</b> <i>3 available</i>	Place your ad on the Things to Do/Where to Eat/Where to Stay Pages. Cost is for one year and you have the option to change your artwork quarterly.	<b>\$250.00</b>	

## Leadership Sanford—August 2010-July 2011

Yearlong program featuring 15 up-and-coming community and business leaders who meet once a month to learn about the community and how to become better leaders and contributors.

		Investment Level	Check Box to Indicate Selection
<b>Class of 2011 Sponsor</b>	Logo recognition in all printed and electronic material, invitation to speak at ceremonies held at beginning and end of program.	\$1,000.00	

## Chamber Golf Tournament—Fall 2010

Premier Event! Annual event of golf, networking, food and prizes. Approximately 200 business owners, decision-makers and elected officials expected at this interactive and highly publicized event.

		Investment Level	Check Box to Indicate Selection
<b>Title Sponsor</b> <i>1 available</i>	Logo recognition on all signs and printed materials, opportunity to speak at event, display tents at 7 holes and 4 teams of 4 golfers. (Can be co-sponsored.)	\$10,000.00	
<b>Prize Sponsor</b> <i>1 available</i>	Logo recognition on signs and all printed materials, opportunity to speak at event, 2 teams of 4 golfers. (Can be co-sponsored.)	\$3,000.00	
<b>Dinner Sponsor</b> <i>1 available</i>	Logo recognition on signs and all printed materials, 1 team of 4 golfers. (Can be co-sponsored.)	\$2,500.00	
<b>Cart Sponsor</b> <i>1 available</i>	Logo recognition on all signs and printed materials, signage on all carts, 1 team of 4 golfers.	\$1,500.00	
<b>Putting Green Challenge</b> <i>1 available</i>	Logo recognition on signs and all printed materials, signage and tent at putting green, 1 team of 4 golfers. Price does not include grand prize giveaway, paid for by sponsor.	\$650.00 + cost of prize	
<b>Hole Sponsor</b> <i>11 available</i>	Logo recognition on signs and all printed materials, signage at one hole (or putting green), 1 team of 4 golfers.	\$650.00	
<b>Hole-in-One Sponsor</b> <i>1 available</i>	Logo recognition on signs and all printed materials, signage and tent at hole.	Cost of insurance	

**2009 Chamber Partner Levels—If you have met the Minimum Investment Level listed below, you qualify to be a Chamber Partner and receive the value-added benefits listed below.**

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>Minimum Investment Level</b>	<b>\$6000</b>	<b>\$3000</b>	<b>\$1500</b>	<b>\$750</b>
Admission for one to Public Policy Lunch	6 events	4 events	2 events	1 event
Recognition in Chamber Chat (monthly e-news)	12 times/year	9 times/year	6 times/year	3 times/year
Recognition on Chamber Partner page in Lee County Living	Yes	Yes	Yes	Yes
Recognition on Chamber Partner page on website	Yes	Yes	Yes	Yes
Dinner-only admission to Chamber Golf Tourney	3 tickets	2 tickets	1 ticket	n/a
Chamber membership database on CD	2 times/year	1 times/year	1 time/year	n/a
One month promotional ad on Chamber website	1 time/quarter	2 times/year	1 time/year	n/a
Partner E-Decal for your business web site	Yes	Yes	Yes	Yes
<i>Estimated Value</i>	<i>\$9500</i>	<i>\$5500</i>	<i>\$4000</i>	<i>\$2000</i>

**Thank you for your participation in the 2009 Chamber Programs and Events.**

Please complete the form below and send the entire booklet back to the Chamber.

Total Sponsorship Investment

Please circle one:

Platinum (\$6000+)   Gold (\$3000+)   Silver (\$1500+)   Bronze (\$750+)

Other \_\_\_\_\_

Please indicate payment preference:

\_\_\_\_\_ I wish to pay in one payment

\_\_\_\_\_ I wish to pay in semi-annual payments

\*5% discount if paid in full within 15 days of invoice date.

<b>Name of Business:</b>	<b>Contact Person</b>
<b>Phone:</b> <b>Fax:</b> <b>Email:</b>	Billing Address:
_____ <b>Check Enclosed</b> _____ <b>Invoice Me</b> _____ <b>Charge</b>	_____ Visa          _____ Mastercard Card #: _____
<b>Cardholder Name:</b>	Signature: _____ Date: _____

Return completed forms by mail to:

Chamber Partners  
Sanford Area Chamber of Commerce  
P.O. Box 519  
Sanford, NC 27330

