



OPRF CHAMBER OF COMMERCE

BUSINESS
SPOTLIGHT

AWARDS

2018

PUT YOUR BUSINESS
IN THE **SPOTLIGHT**

www.oprfchamber.org/spotlight-awards





THIRD ANNUAL OPRF CHAMBER OF COMMERCE BUSINESS SPOTLIGHT AWARDS

What is it?

- Nominations for local businesses are submitted by the general public in 6 categories
 - Community Character
 - Customer Experience
 - Excellent Eats
 - Local Legend
 - New and Notable
 - Small Business Superhero
- Nominations are made May – July 31
- Winners receive laudatory press, a 1-year membership to the Chamber of Commerce and complimentary marketing exposure

Limited Sponsorship Opportunities Available!



DON'T MISS THE SPOTLIGHT AWARDS CEREMONY!

TUESDAY, OCT 9, 5PM – 7PM, 19TH CENTURY CLUB

WEDNESDAY
JOURNAL
of Oak Park and River Forest

facebook
 
Instagram

twitter 



SPOTLIGHT AWARD ADVERTISING PUTS YOU IN THE SPOTLIGHT

Reach area community & top civic leadership

HYPER LOCAL COMMUNITY REACH

- E-blasts announce the program & your support
- Your logo on half-page print ads in the *Wednesday Journal*
- Localized social media marketing and web banner ads
- Great local marketing exposure for your business!
- Build community relationships in local area

TARGETED BUSINESS MEMBERSHIP MARKETING

- Localized print and digital campaign marketing through October
- Limited sponsorship opportunities ensure your business will stand out!

WEDNESDAY
JOURNAL
of Oak Park and River Forest



facebook
f Instagram

twitter



SPOTLIGHT AWARD ADVERTISING

Reach potential *local* customers in the thousands

Who's looking?

Based on 2017 statistics, here are the potential number of contacts for customers who will know of your sponsorship:

SOCIAL MEDIA

103K⁺

- Facebook: 54,900+
- Instagram/Twitter: 10,800+
- Nominee posts: 38,000+

PRINT

32K⁺

- *Wednesday Journal* ads: 32,000+
- Postcard handouts: 500+

BANNER ADS/EMAIL BLASTS

36K⁺

- Chamber website & banner ads: 26,000+
- E-blasts, online newsletters, nominee emails: 10,500+

PR

41K⁺

- Press releases: 40,000+
- Chamber event handouts/announcements: 1,500



SPOTLIGHT AWARDS

2018 Sponsorship Opportunities

Limited opportunities offer great visibility

- **EXCLUSIVE Presenting Sponsor (1)** **\$5,000**
 - Headline recognition in all marketing; generous social media marketing
 - Opportunity to speak at the Award Ceremony
 - Distinctive signage at the Ceremony
 - Much more!
- **Diamond Sponsor (2)** **\$1,200**
 - Premier recognition in all collateral
 - Premier logo treatment in event program
 - Enhanced social media marketing
- **Platinum Sponsor (5)** **\$600**
 - Priority recognition in all collateral
 - Priority logo treatment in event program

NOMINATE A LOCAL BUSINESS
OFFICE CHAMBER.ORG/SPOTLIGHT-AWARDS

LOVE LOCAL? TELL US ABOUT IT! ANYONE CAN NOMINATE A FAVORITE BUSINESS TO WIN A CATEGORY FROM MAY 15 - JULY 31.

Thank You to our Diamond, Platinum & Exclusive Presenting Sponsors

WE LOVE LOCAL BUSINESS

Diamond Sponsors

Platinum Sponsors

Exclusive Presenting Sponsors



SPOTLIGHT AWARD ADVERTISING

Your logo could be seen by over 135,000 potential customers

GET NOTICED

Your sponsorship will enable you to be included in the Chamber's 5-month marketing program.

- Phase 1 (July)
 - Drive program awareness
 - Est. reach: 50,000+
- Phase 2 (August)
 - Drive program awareness & nominee/finalist recognition
 - Est. reach: 30,000+
- Phase 3 (September)
 - Drive Award Ceremony awareness/attendance
 - Est. reach: 20,000+
- Phase 4 (October)
 - Drive Award Ceremony awareness/attendance
 - Est. reach: 20,000+ Community
 - Est. reach: 200 – 300 event attendees
- Phase 5 (Post-event)
 - Communicate Program Success
 - Winner recognition
 - Est. reach: 15,000+





SPOTLIGHT AWARD ADVERTISING

The Chamber will spend 4 months promoting the event and your brand

Phase / Media	Media Tactic	Target Audience	Est. Reach	Phase Goal	Est. Reach	Phase Goal	Est. Reach	Phase III - September	Est. Reach	October Event
Social Media	Facebook Paid & Unpaid Promotional Campaign	Area Residents + Chamber Members	11,000+	Goal: Drive Program Awareness/Submit nominations Target: Area Residents, Local Business Community Estm Reach: 18,000+	5,000+	Goal: Drive Program Awareness/Submit & build recognition Target: Local Business Community & Local Community Leadership Estm Reach: 30,000+	5,000+	Goal: Award Ceremony Awareness/ Attendance Target: Local Business Community/Community Leadership Estm Reach: 20,000+	5,000+	Goal: Award Ceremony Awareness/ Attendance Target: Local Business Community/Community Leadership Estm Reach: 20,000+
	Facebook Business Page Cover	Chamber Members	2,700+		2,700+		2,700+		2,700+	
	Facebook Unique Sponsor Posts (if varies per sponsor level)	Chamber Members	2,700+		2,700+		2,700+		2,700+	
	Instagram Program Posts	Chamber Members	700+		700+		700+		700+	
	Twitter Posts	Chamber Members + Followers	2,000+		2,000+		2,000+		2,000+	
	Across All Social Media - Nominee Solicitation Posts	Area Residents	18,000+		18,000+		18,000+		18,000+	
Web Marketing	Chamber Banner & Homepage Ad	Chamber Members + Area Residents	5,000+	5,000+	5,000+	5,000+	Goal: On-site awareness & recognition Target: Chamber members & locals Estm Reach: 200 - 300			
	Chamber Event Page	Chamber Members + Area Residents	4,000+	4,000+	4,000+	4,000+				
Email	Chamber Eblasts	Chamber Members + Area Residents	1800	1800	1800	1800				
	Chamber Weekly eNewsletter	Chamber Members	1800	1800	1800	1800				
	Nominee Solicitation Emails	Area Residents	2,000+							
Print	Wednesday Journal 1/2 Page Print Ads	Area residents	8,000+	8,000+	8,000+	8,000+				
	Postcard Handout	Area Residents + Chamber Members	900	900	900	900				
Press	Press Release	Area Residents	10,000+	10,000+	10,000+	10,000+				
Other	Chamber Event Announcements/Handouts	Chamber Members	500	500+	500+	500				