



CANANDAIGUA  
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COMMERCE

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We're excited to offer you and your business timely, valuable and high-profile opportunities to grow your business while empowering the efforts of the largest and most influential Chamber of Commerce in Ontario County.

Chartered in 1910, Canandaigua Chamber of Commerce now serves over 525 businesses and organizations in Ontario County and five neighboring counties; providing focused value to travelers and tourists, residents and guests, and leaders of business and industry.

Priorities identified in our strategic plan include:

- delivering collective, mission-driven, pro-business results through committees comprised of member firms and their employees
- leveraging our location in the heart of Ontario County to create stronger pro-business results
- capitalizing on our brand equity, physical assets, human capital and community connectedness to serve our ever-growing family of members

We do all these things with one core vision: to bring individuals together for action, advocacy, education and economic growth and development. And, we do it all while maintaining a culture of team-led innovation, meaning, purpose and expertise.

Shown in chronological order, the events and other opportunities in this guide are designed to celebrate and empower the vitality and ingenuity of Canandaigua and the Finger Lakes. Join us as we recognize excellence, applaud volunteerism and inspire entrepreneurship.

Firms of virtually any size and budget will find opportunities in this guide; and our team is happy to help you make the most appropriate and timely investment for your business. Plus, the guide on page 18 of this book outlines the cumulative benefits of purposeful investment in your Chamber of Commerce.

Your Chamber Team,

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We welcome your questions. 585.394.4400, ext 203 [EEverson@CanandaiguaChamber.com](mailto:EEverson@CanandaiguaChamber.com)

## 2020 Guide to Opportunities

- STRATEGIC INVESTMENTS
- EVENT SPONSORSHIPS
- EXCLUSIVE PRIVILEGES

Our Annual Dinner and Membership Meeting brings together professional and community leaders from all over the region to celebrate the success of the past year and to share the Chamber's vision for the year ahead. In addition to a cocktail reception, sit-down dinner and a large silent auction, we confer our annual Lifetime Achievement Award, known historically as Mr. /Ms./Ms. Canandaigua.

### Annual Dinner and Membership Meeting

Finger Lakes Community College  
 Friday, January 31, 2020  
 \$70 per person  
 Anticipated attendance: 275+

Sponsorship Category	Opportunities Available	Right of First Refusal	Event Reservations	Marketing Package	Free ad in Megaphone in 2020	Additional Benefits
Lifetime Achievement Award \$1,600	Exclusive	Yes	up to 10 Reserved Seating	Company <b>logo</b> on event webpage, event program, @113 and sponsorship signage at the event	Yes	Company <b>logo</b> included in all related electronic, print and media communications before, during and after the event as " <b>Lifetime Achievement Award</b> , presented by [your firm]"; opportunity for your delegate to speak from the podium for two minutes; logo on related email blasts to membership, and mentions on the Chamber's Facebook page
Platinum \$1,350	Unlimited	No	up to 8 Reserved Seating	Company <b>listing</b> in event program, @113 and sponsorship signage at the event		Opportunity (optional) for your delegate to speak from the podium for two minutes; <b>logo</b> on related email blasts to membership; mentions on the Chamber's Facebook page
Gold \$950					Company <b>logo</b> on event webpage	
Silver \$550			up to 4 Open Seating	Company <b>listing</b> in event program, @113 and sponsorship signage at the event	Company <b>listing</b> on event webpage	
Bronze \$250			up to 2 Open Seating		Benefit from exposure of your brand and access for up to two delegates to enjoy the program.	
Supporter \$150			n/a		Benefit from exposure of your brand.	
Business Expo Table \$400	Limited	No	up to 2 Open Seating	Company <b>listing</b> in event program and @113	Opportunity to share promotional items, brochures, information to guests during social hour. Table provided.	
Silent Auction Donation	Unlimited		n/a		Enjoy exposure for your business, product or service.	

We are fortunate to have access to State, County and Local Leaders in the public sector and our Community Affairs Committee convenes important and informative conversations with these officials on matters of local and regional importance. Each of the breakfast sessions below have a specific focus and includes updates on new and pending legislation, emerging opportunities, community initiatives, and time for questions.

**State of the City, Town, and other Important Conversations**  
 Sponsoring one or more of the following sessions is an opportunity for your firm to demonstrate your interest in government, community and the pro-business climate we work diligently to maintain in and around Canadaigua.  
 Sponsor two of these events [at the same level] and save \$15%; sponsor all three and save 25%!

All sessions are \$20 per person. Anticipated attendance: 80+ each session

State of the County (April 2020, location TBD)					
Sponsorship Levels	Opportunities Available	Right of First Refusal	Marketing Package	Event Reservations	Additional Benefits
Presenting \$850	1	Yes	Company <b>Logo</b> in event program and on event webpage with link to your site	4 Priority Seating	<b>Mention</b> at the podium; ability to place brochures at tables
Partner \$550	1	No	Company <b>listing</b> on event webpage with link to your site	2 Open Seating	<b>Listing</b> in event program
Friend \$300	1	No	Company <b>listing</b> on event webpage	1 Open Seating	<b>Listing</b> in event program
State of the City, Town and LDC (May 2020, location TBD)					
Sponsorship Levels	Opportunities Available	Right of First Refusal	Marketing Package	Event Reservations	Additional Benefits
Presenting \$850	1	Yes	Company <b>Logo</b> in event program and on event webpage with link to your site	4 Priority Seating	<b>Mention</b> at the podium; ability to place brochures at tables
Partner \$550	1	No	Company <b>listing</b> on event webpage with link to your site	2 Open Seating	<b>Listing</b> in event program
Friend \$300	1	No	Company <b>listing</b> on event webpage	1 Open Seating	<b>Listing</b> in event program
Legislative Breakfast (June 2020, location TBD)					
Sponsorship Levels	Opportunities Available	Right of First Refusal	Marketing Package	Event Reservations	Additional Benefits
Presenting \$850	1	Yes	Company <b>Logo</b> in event program and on event webpage with link to your site	4 Priority Seating	<b>Mention</b> at the podium; ability to place brochures at tables
Partner \$550	1	No	Company <b>listing</b> on event webpage with link to your site	2 Open Seating	<b>Listing</b> in event program
Friend \$300	1	No	Company <b>listing</b> on event webpage	1 Open Seating	<b>Listing</b> in event program

Our Annual Business Awards Luncheon is the occasion on which we announce those honored with our Business Inspiration Awards; *Kind to the Land Award*, *Investor of the Year Award*, *Kind to the Community Award* and *Innovator of the Year Award*. We also recognize members celebrating milestone memberships and share an inspiring pro-business message from a keynote speaker.

### Annual Business Awards Luncheon

Canandaigua Country Club  
 Friday, May 15, 2020  
 \$45 per person  
 Anticipated attendance: 225+

Sponsorship Opportunities	Opportunities Available	Right of First Refusal	Event Tickets	Marketing Package	Additional Benefits
Presenting \$1,600	Exclusive	Yes	Reserved Table for 10	Company <b>logo</b> on Thank You posters and table tents at event; company <b>logo</b> in the event program, @113, and on the event web page (linked to your member site)	Company <b>logo</b> included in all related electronic, print and media communications before, during and after the event as "Presented by [your firm]"; your delegate to welcome guests from the podium on behalf of your firm; option to feature your brochure or business card at guest tables
Keynote \$850	Exclusive	Yes	Reserved Table for 8		Company <b>logo</b> included in all related electronic, print and media communication as "Keynote Sponsor"; option for emcee to introduce your delegate by name and firm, then your delegate introduces the keynote speaker
Gold \$700	Unlimited	No	Reserved Table for 8		Company <b>logo</b> included in all related electronic, print and media communications as "Gold Sponsor" and reserved seating for your team
Silver \$350	Unlimited		Up to 2 Open Seating	Company <b>listing</b> included in all related electronic, print and media communications as "Silver Sponsor" and open seating for two	
Bronze \$150	Unlimited		n/a	Company <b>listing</b> included in all related electronic, print and media communications as "Bronze Sponsor"	
<b>In-Kind Sponsorships</b>					
Expo Table \$150	Limited	n/a	n/a	Company <b>listing</b> in the event program, @113, and on the event web page (linked to your member site)	Opportunity to share promotional items, brochures, information to our guests. Table provided
Tasting Table \$50	Limited		n/a		Opportunity to offer samples of craft food and beverage and other edibles to our guests. Table provided

Ongoing developments in Farm to Table and Craft Food and Beverage in the Finger Lakes have made it imperative for producers, wholesalers, restaurateurs and allied professionals to work together to meet increasing consumer demands, respond to current and emerging legislation and to better serve the needs of their market partners. The Chamber partners with Cornell Cooperative Extension of Ontario County in this effort.

**al fresco flx Summit 2020**  
**Cultivating the Market for Craft Food and Beverage**  
 Location: TBD  
 Monday, June 1, 2020  
 \$60 per person [Chef's Table extra]  
 Anticipated attendance: 75+

Sponsorship Levels	Opportunities Available	Right of First Refusal	Marketing Package	Event Reservations	Additional Benefits
Presenting \$750	Exclusive	Yes	Company <b>logo</b> on sponsorship signs, event program, @113, and on alFrescoFLX.com (linked to your company site). Routine mentions on Facebook and Instagram	4	"Presenting Sponsor" and your <b>logo</b> included in all related electronic, print and media communication; your delegate to welcome guests from the podium on behalf of your firm; option to feature brochures or business cards at registration
Keynote Speaker \$500				2	"Keynote Speaker Sponsor" and your <b>logo</b> included in all related electronic, print and media communication; emcee to introduce your delegate by name and firm, then your delegate introduces the keynote speaker
Chef's Table Dinner \$500				2 + 2 dinner	"Chef's Table Dinner Sponsor" and your <b>logo</b> included in all related electronic, print and media communication; your delegate get two minutes to address the guests before dinner
Session or Panel \$400	4	No	Company <b>listing</b> on sponsorship signs, event program, @113, and on alFrescoFLX.com (linked to your company site). Routine mentions on Facebook and Instagram	2	Your delegate to use two minutes to address participants before a session or panel (one to two hours each)
After-Event Reception \$400	Exclusive	Yes		2	Your delegate has two minutes at the front of the room to welcome guests to the reception
Snack \$250				1	Put your brand in front of guests at morning and afternoon intermissions. Includes coffee, water and fresh treats
Tabling \$175	Limited	No	Company <b>listing</b> on sponsorship signs, event program, @113, and on alFrescoFLX.com (linked to your company site). Routine mentions on Facebook and Instagram	1	Put your brand, product or service in front of guests from all across the Finger Lakes. Includes one eight-foot table and the opportunity to mingle with guests and participate in all sessions and panels, as well as lunch and the after-event reception
Gift Bag	Unlimited			n/a	Put your firm's promo items or valuable coupons in our guests' gift bag! Minimum 75 pieces, please
In-Kind (at cost)				Donate ingredients for our Farm to Table luncheon or our Chef's Table dinner (subject to the Chef's discretion)	

Celebrating its 49th year, our annual golf tournament brings together friends, colleagues and golfers of all skill levels to enjoy a day at Ravenwood Golf Course.

Corporate and Major Sponsors compete for the Sheridan Family Prize and for those with a busy schedule, we offer a dinner mixer-only option!

**Important:** the afternoon shotgun is held only for Major and Corporate event sponsors until July 10. Registration is on a first-come, first-served basis.

## 49th Annual Canandaigua Chamber Golf Tournament

*featuring the Sheridan Family Cup*

Ravenwood Golf Club

Date: Thursday, August 6, 2020

\$125 per golfer; \$700 per corporate team

Anticipated attendance: 172

Sponsorship Level	Opportunities Available	Right of First Refusal	Golfers Included	Program, @113, web	Hole Sponsor Signage	Additional Benefits		
Presenting \$1,750	Industry-Exclusive, Unlimited	Yes	2 foursome	Company logo	Yes	Company <b>logo</b> on event registration form, in @113 and on golfer gift. Recognition from the podium; competes for Sheridan Family Cup (formerly Corporate Cup)		
Hole In One \$750	Exclusive		No	Company listing	On Game Site	Company <b>logo</b> on registration form ( <b>time sensitive!</b> ); recognition from the podium		
Golfer Gift \$650	Industry-Exclusive		1 foursome		No	No	Company <b>logo</b> on golfer gift; recognition from the podium	
Corporate \$700	Unlimited	No			Yes	Competes for Sheridan Family Cup (formerly Corporate Cup)		
Beverage Cart \$500	2	Yes	No		No	Welcome to submit branded promo items, distributed from beverage cart		
Snack \$300 (minus cost)	Exclusive					Provides branded snacks to golfers (included in golfer gift bags)		
Closest to the Line \$200					On Game Site	Connect with golfers at the hole you sponsor. Table provided		
Closest to the Pin \$200								
Long Drive \$200								
Hole Sponsor \$100	Unlimited	No	Yes		Includes one sign at one hole with your business <b>name</b>			
<b>Other Sponsorships</b>	Opportunities Available	Right of First Refusal	Golfers Included		@113 Newsletter	Name in Program	Additional Benefits	
Auto Display \$200	Brand-Exclusive Unlimited	No	No	Company listing in all related messages	Yes	First-come, first-served for brand-exclusive access, territory permitting.		
Give-Away Table \$100	Unlimited				No	No	No	Ability to distribute your fun promo items (mugs, pens, etc) or samples to golfers. A great way to meet everyone! Deliver to Chamber by July 10
Breakfast (at cost)					Provides food or drinks for morning shotgun.			
Dessert (at cost)	Exclusive	Yes			Provides individually wrapped treats with business card attached.			
Tasting Table (at cost)	Unlimited	No			Provides tastings of food or drink to all guests at a hole on the course or			
Goodie Bag Items (250					No	Deliver to Chamber by July 10. Contact the Chamber at 585.394.4400, ext 203 for details		
Raffle Items (value \$xx +)								

In its thirty-sixth year, the prestigious Canandaigua ATHENA Leadership Awards and ATHENA Young Professional Leadership Awards honor women from Canandaigua and across Ontario County who exemplify leadership in the 21st century.

## Canandaigua ATHENA Leadership Awards

Finger Lakes Community College  
November 2020  
\$60 per person  
Anticipated attendance: 400

Nominees for these awards exemplify excellence in their profession, leadership in the community and a sincere commitment to helping other women succeed. All nominees are honored and the recipients are announced at the celebration dinner.

Sponsorship Levels	Opportunities Available	Right of First Refusal	Nominee Reception Reservations	Dinner Reservations	Webpage Presence	Marketing Package	Additional Benefits
Founding \$2,150	Exclusive SOLD	Yes	4	Preferential Reserved seating for 8	Company Logo	Recognition as a Major Sponsor from the podium at the Nominee Reception and the Award Dinner, in the Messenger Post ATHENA Leadership Supplement; sponsorship signage at both events	Recognition as Founding Sponsor in promotional materials, program, table tent cards and @113. \$200 off optional full-page ad in Messenger Post ATHENA Supplement
Diamond \$1,650	Unlimited	No					Recognition as Diamond Sponsor in promotional materials, program, table tent cards and @113. \$200 off optional full-page ad in Messenger Post ATHENA Supplement
Reception \$1,250	Exclusive	Yes	2	Reserved seating for 8	Company Listing		Recognition as Reception Sponsor on reception invitations, promotional materials, program, table tent cards and in @113
Platinum \$1,000	Unlimited	No				Recognition as Platinum Sponsor	
Gold \$750						Recognition as Gold Sponsor	
Ruby (in-kind)			n/a	n/a		Recognition as Ruby Sponsor in dinner program, table tents and @113 newsletter	In-kind donations valued at a minimum of \$500 which either reduces normal expenses or adds value to the event, as determined by the Steering Committee.

Overall Investment	Exclusive Privileges	Annual Mixer Passes	Bonus Opportunities
<b>Good Friend</b> \$2,000 +	Ability to pay-as-you-go, activating higher levels of privileges as your investment increases	2 Free	1 free ad in Megaphone
<b>Power Partner</b> \$3,000 +	Company <b>name</b> and <b>link</b> on Chamber's homepage and Sponsor Honor Roll (as Power Partner)	3 Free	2 free ads in Megaphone
<b>VIP Insider</b> \$4,000 +	Power Partner privileges plus opportunity to sponsor our VIP Insiders' Holiday Party and/or Office WiFi (see page 18); company <b>listing</b> and <b>link</b> on Chamber's homepage and Sponsor Honor Roll (as a VIP Insider)	4 Free	4 passes to VIP Insiders Holiday Reception (not available for purchase), Enhanced Member page on Chamber website, 3 free ads in Megaphone
<b>President's Circle</b> \$5,000 +	VIP Insider privileges plus opportunity to sponsor the annual President's Circle Picnic, name a meeting room at the Chamber (see page 18); <b>logo</b> and <b>link</b> on Chamber website homepage and Sponsor Honor Roll (as in the President's Circle)	5 Free	5 passes to all Presidents Circle events (not available for purchase); Enhanced Member page on Chamber website; 4 free ads in Megaphone

## Plan your Investment

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Each one of our members has different plans for their future. This Guide to Opportunities is a handy go-to resource for firms and entrepreneurs looking to enhance their market position, grow their brand and connect with new and long-time customers.

The chart at the left identifies the benefits of purposeful investment in Chamber events and activities and the associated additional returns.

Use the space below to build your strategy and identify your investment.

Event, Activity or Program	Season or Date	Investment
<i>Example: Presenting Sponsor, Legislative Breakfast</i>	<i>Spring</i>	<i>\$800</i>
Close to achieving <i>VIP Insider</i> or <i>President's Circle</i> status? Explore the opportunities on page 18 to "close the gap"		



The unique opportunities on these pages enable sponsors to benefit from affiliation and brand placement while investing in the Chamber's market-leading initiatives. Some require a level of investment (defined in the beginning of this book). Virtually all of these opportunities come with naming rights, exclusive access, first refusal and/or complimentary tickets.

### Add-ons and Unique Opportunities

There are opportunities for you and your firm to build your brand within the Chamber's six-county impact area every day. As new opportunities emerge, we will share them in @113, our biweekly newsletter that reaches over 2,400 recipients.

Sponsorship Opportunities	Eligibility	Opportunities Available	Right of First Refusal	Event Access	Deadline	Additional Benefits
Board Room (16 seats) Naming Opportunity \$1,200/yr x 3 yrs	President's Circle	Exclusive	Yes	Fee-free use of space for course of agreement, (some restrictions apply)	December 1	Company <b>name/logo</b> on most visible wall of the space. Name included in all electronic communications and Outlook reservations (e.g.: JonesRm@CanandaiguaChamber). Year 1: 70"+ wireless computer monitor to be installed within 60 days of contract
Meeting Room (4 seats) Naming Opportunity \$600/yr x 3 yrs						Company <b>logo</b> on most visible wall of the space. Name included in room name in all electronic communications and Outlook reservations (e.g.: JonesRm@CanandaiguaChamber). Year 1: 40"+/- wireless computer monitor to be installed within 60 days of contract
President's Circle Summer Picnic \$750	VIP Insider			4 guests		Company <b>logo</b> beside the Chamber's included in messaging for this invitation-only VIP summer picnic for members of the President's Circle (current and retired members of the Chamber board, ATHENA recipients and Mr./Mrs/Ms. Canandaigua/Lifetime Achievement honorees and qualifying sponsors
WiFi Sponsor at Chamber Office \$350 for 12 mos.				n/a		Company <b>logo</b> on related signage in public spaces and meeting rooms at the Chamber's downtown office. Service accessible to meeting attendees and guests of the Chamber, Canandaigua Local Development Corporation and SCORE. Sponsor brand integrated into WiFi password
Chamber Insiders' Holiday Party \$500	Power Partner			2 guests		Company <b>logo</b> beside that of the Chamber included in announcements of this annual invitation-only Insiders' Holiday Party. Hosted at the Chamber office, this event brings together major investors, current and emeritus board members, staff, volunteers and committee members
Breakfast & Business Program Sponsor \$250 per session	Unrestricted	Limited	n/a	1 guest	30 days advance	Position your delegate and your brand at a delicious breakfast program designed to address important issues and opportunities in the Finger Lakes. Sponsorship includes two minutes at the podium welcoming guests
Chamber University Program Sponsor \$550 per year						Position your delegate and your brand at an educational session focused on topics of immediate, actionable benefit to attendees. Sponsorship includes one minute at the podium welcoming guests and the opportunity to distribute business cards/brochures on tables
@113 [Newsletter] Sponsored Edition \$50 each edition		12		n/a		This is a low-cost opportunity for your company to gain brand recognition without embedding a sale notification or call to action. (Example: "This edition of @113 is sponsored by Jones Plumbing, piping the Finger Lakes since 1963")