

Fayette Chamber of Commerce

2018 INVESTMENT OPPORTUNITIES





VISION: The Fayette Chamber of Commerce will be the leader and catalyst for creating a vibrant business climate and building a premiere community.

MISSION: To promote business and enhance economic and community development through leadership, service and advocacy for Fayette County.

Strategic Plan 2020

Goal 1: *How do we build a better business climate?*

- Advocate for business profitability and community prosperity
- Develop alliance relationships with members, partner organizations and elected officials

Goal 2: *How do we strengthen our businesses' profitability?*

- Connect members to potential new business
- Educate members on how to operate more effectively
- Grow Chamber membership

Goal 3: *How do we build community prosperity?*

- Develop a pipeline of engaged citizens
- Establish opportunities for exchange between schools, business and the community
- Support county economic development strategy to increase business opportunities and community wealth
- Build community cohesiveness

Goal 4: *How do we operate more effectively?*

- Be engaged in the community's future
- Build the Chamber brand
- Increase non-dues income
- Maintain excellent financial operations with timely, accurate reports and audits
- Apply continuous improvement to processes



CHAIRMAN'S INVESTORS

Chairman's Investors are businesses committed to the vision and mission of the Fayette Chamber at the highest level. This elite partnership provides connections with Fayette County's top business leaders through exclusive invitation-only events. Most importantly, Chairman's Investors' leadership provides the Chamber with the impact to affect change in our community.

In addition to the Chamber's overall mission, Chairman's Investor businesses are often interested in the success of specific programs and events. Businesses that support programs and events in addition to being a Chairman's Investor receive recognition as follows:

LEVELS:

Chairman's Investor: \$5,000

Bronze: Chairman's Investor, plus sponsorships totaling up to \$4,999

Silver: Chairman's Investor, plus sponsorships totaling \$5,000 - \$9,999

Gold: Chairman's Investor, plus sponsorships totaling \$10,000 - \$14,999

Platinum: Chairman's Investor, plus sponsorships totaling \$15,000 or more

Key Benefits

- Acknowledgement at Business After Hours
- *Find It In Fayette* spotlight once every twelve months
- Enhanced online directory listing
- Link to company from the Chairman's Investor website page
- Company logo on Chamber banner
- Use of Chamber meeting room space during office hours up to six days a year or a maximum of 48 hours, whichever comes first; discounted rate for additional usage or any usage occurring outside of office hours
- Participation in Chairman's Investor events held four to six times each year¹
- Access to business and elected leaders through special events¹
- Pending application process, one (1) representative in Leadership Fayette or up to two attendees for Catalyst
- Chamber membership fee included

Signature Investors

Signature Investors are a distinguished group of members who choose a higher level of visibility with their membership. Signature Investors have combined membership dues investment and program sponsorships totaling \$2,500 or more.

Key Benefits

- Invitation to Chairman's Roundtable Breakfasts held at least twice a year¹
- Company name on Chamber lobby electronic display
- Enhanced online directory listing

¹Due to a restricted number of seats, attendance is limited to one attendee per company unless otherwise notified

PROGRAM SPONSORSHIPS

ADVOCACY

As an advocacy partner, your support helps us build a stronger business climate for Fayette County’s businesses at local, regional, state and national levels. Your sponsorship demonstrates your company’s dedication to addressing key issues in our community.

2018 Programs and Events

- Candidate Academy (1x/year)
- Dome Roam (1x/year)
- Elected Officials Appreciation Dinner (1x/year)
- Pancakes & Policy (3x/year)
- Chamber News Advocacy Updates (bi-weekly)

COMMUNITY ENGAGEMENT

As a Community Development partner, your company directly supports Chamber programs and events that foster community engagement, workforce development and leadership development in Fayette County.

2018 Programs and Events

- Leadership Fayette (8 sessions/4x year/bi-annually and does not include a seat)
- YP Fayette (monthly)
- Workforce & Education Forum (1x/year)
- Fayette Visioning Summit (1x/year)
- Catalyst (1 x/year)
- Diversity & Inclusion Summit (tentative)

C-SUITE

As a C-Suite partner, your support provides Chamber leaders and its Chairman’s Investors access to executive level connections and resources in order to increase the county’s economic prosperity and build community partnerships.

2018 Programs and Events

- Chairman’s Investor events (6+x/year)
- Board of Directors Retreat (1x/year)

MEMBERSHIP SERVICES

As a Membership Services partner, your support provides the events and programs that help connect and educate members to operate more effectively.

2018 Programs and Events

- Membership Bootcamp (3x/year)
- Top 6 Meet-Up(4x/year)
- Business After Hours (10x/year)
- New quarterly series TBD

<p>Platinum Sponsor - \$5,000</p> <ul style="list-style-type: none"> • Company logo on signage, communication and promotion for all events at designated sponsorship level • Logo on corresponding program page on Chamber website • Two (2) tickets/seats to events with fees attached 	<p>Silver Sponsor - \$1,000</p> <ul style="list-style-type: none"> • Company name on signage, communication and promotion for all events at designated sponsorship level • Name on corresponding program page on Chamber website • One (1) ticket/seat to events with fees attached
<p>Gold Sponsor - \$2,500</p> <ul style="list-style-type: none"> • Company logo on signage, communication and promotion for all events at designated sponsorship level • Logo on corresponding program page on Chamber website • Two (2) tickets/seats to events with fees attached unless otherwise designated 	<p>Bronze Sponsor - \$500</p> <ul style="list-style-type: none"> • Company name on signage, communication and promotion for all events at designated sponsorship level • Name on corresponding program page on Chamber website • One (1) ticket/seat to events with fees attached

TALENT ATTRACTION

The Fayette Chamber is launching a talent attraction campaign that includes building a website, public relations, videos advertising and special events. The website is targeted to be launched by first quarter 2018. Plan specifics are outlined in the marketing blueprint report created by nationally acclaimed community branding company, DCI for Fayette County.

Gold Sponsor - \$5,000

- Logo and link on homepage of new website
- Logo display at talent recruiting events

Sponsors committing to funding at this level for three years will also receive:

- Feature in video
- Listing as sponsor on video
- Feature in at least two press releases a year

Silver Sponsor - \$2,500

- Logo and link on sponsorship page of new website
- Name display at talent recruiting events

Sponsors committing to funding at this level for three years will also receive:

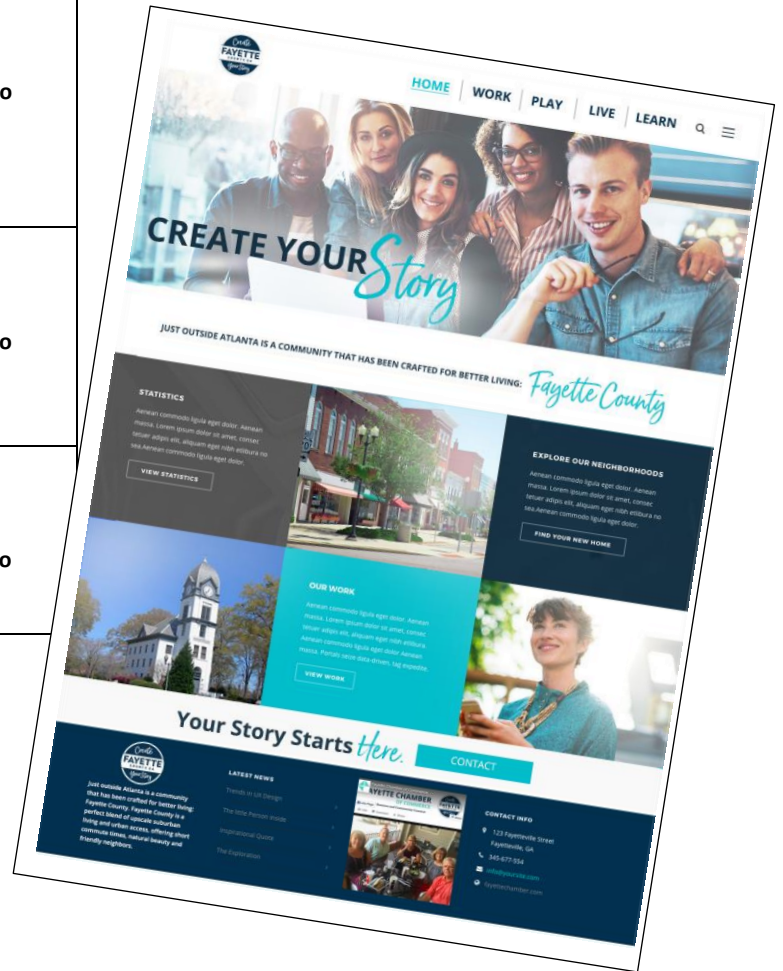
- Listing as sponsor on video
- Feature in at least one press releases a year

Bronze Sponsor - \$1,000

- Logo and link on sponsorship page of new website
- Name display at talent recruiting events

Sponsors committing to funding at this level for three years will also receive:

- Listing as sponsor on video



SIGNATURE EVENTS & PROGRAMS

The Fayette Chamber holds four signature events each year that are integral to the overall vision and mission of the Chamber while providing sponsors great visibility with the Chamber’s most prestigious events.

ANNUAL MEETING & AWARDS LUNCHEON

The Annual Meeting & Awards Luncheon brings together community and business leaders for the Chamber’s annual report, plans for the upcoming year and most important, the annual awards presentations.

<p>Presenting Sponsor - \$5,000 (exclusive)</p> <ul style="list-style-type: none"> • Prime placement of logo on all event titling, invitation*, signage, collateral • Table for ten (10) in prime location • Welcome attendees from podium
<p>Platinum Sponsor - \$3,500</p> <ul style="list-style-type: none"> • Logo on event invitation*, signage, collateral • Table for ten (10) in prime location • Recognition from podium
<p>Gold Sponsor - \$2,500</p> <ul style="list-style-type: none"> • Name on event invitation*, signage, collateral • Table for ten (10) • Recognition from podium
<p>Video Sponsor - \$2,500</p> <ul style="list-style-type: none"> • Name on event invitation*, signage, collateral • Tickets for four (4) • Recognition from podium
<p>Silver Sponsor - \$1,500</p> <ul style="list-style-type: none"> • Name on event signage, collateral • Tickets for four (4)
<p>Award Sponsor - \$1,500 each</p> <ul style="list-style-type: none"> • Logo on award, event signage & collateral -Outstanding Business Person of the Year (SOLD – Coweta Fayette EMC) -Small Business of the Year (SOLD – Christian City) -Carolyn Cary Dreambuilder Award -Chet Wells Award (SOLD – GA Power) -YP of the Year Award (SOLD – HJA Airport) -Ambassador of the Year Award -Nonprofit Award of Excellence (SOLD – Piedmont) • Tickets for two (2)
<p>Dessert Sponsor - \$1,000 (exclusive) (SOLD – GA Power)</p> <ul style="list-style-type: none"> • Logo on dessert flags at each table setting • Tickets for two (2)

*if contract finalized by print deadline

GOLF TOURNAMENT

Business on the Green Golf Tournament is one of the Chamber’s largest annual events and raises funds for the Chamber’s mission. The event brings together hundreds of golfers, volunteers and sponsors who are also a who’s who of Fayette County business and community leaders. It’s the “can’t miss” golf tournament of the year.

<p>Presenting Sponsor - \$5,000 (exclusive)</p> <ul style="list-style-type: none"> • Prime placement of logo on all event titling, signage, communications and promotion • Welcome attendees at pre-tournament kick-off, display banner in prime location at clubhouse, distribute promotional materials • Choice of sponsor table on course at either “Between the Greens”/Gold location or in “Par-Tee Lounge” • Use of driving range for contest, company visibility • One (1) Champion’s Package golf foursome • Address attendees at post-tournament dinner and silent auction • Four (4) courtesy lunches delivered to sponsor table
<p>Beverage Sponsor - \$3,000</p> <ul style="list-style-type: none"> • Logo on event communications and promotion • Logo on beverage cart and beverage area signage • Logo on beverage promotional item given to each golfer • Display banner at clubhouse • One (1) Champion’s Package golf foursome
<p>Platinum Sponsor - \$3,000</p> <ul style="list-style-type: none"> • Logo on event communications and promotion • “Gold” hole sponsorship • One (1) Champion’s Package golf foursome • Two (2) courtesy lunches delivered to sponsor table
<p>Merch Sponsor - \$2,500 (cash or in-kind)</p> <ul style="list-style-type: none"> • Logo on event communications and promotion • Co-branded merch item for all player. Agreed to by both company and Chamber

The After ParTee Sponsor - \$2,000 (cash or in-kind hors d'oeuvres and beverages for all attendees)

- Logo on event communications and promotion
- Display banner at clubhouse, distribute promotional materials
- Address attendees at post-tournament announcements

Golf Cart Sponsor - \$2,000 (*exclusive*)

- Logo on all tournament golf carts
- Company name in event communications and promotions
- Display banner at the clubhouse
- Two (2) golfers

Lunch on the Turn Sponsor - \$1,500 (cash or in-kind food for golfers and attendees during play)

- Logo on event communications and promotion
- Display table near clubhouse, display banner at clubhouse, distribute promotional materials

Putting Contest Sponsor - \$1,500 (cash or in-kind trade of putting contest prize of equal value)

- Company name on event communications and promotion
- Logo on Putting Contest signage
- Display table in putting contest area, display banner
- Announce and present prize and winner at post-tournament announcements

Gold Sponsor - \$1,500

- Company name on event communications and promotion
- Hole sponsorship with table at exclusive location on course; hole signage with logo
- Display banner at clubhouse
- Two (2) golfers
- Two (2) courtesy lunches delivered to sponsor table

Silver Sponsor - \$750

- Company name on event communications and promotion
- Hole sponsorship with table at non-exclusive location on course; hole signage with logo
- Two (2) courtesy lunches delivered to sponsor table

Lunch on the Links Sponsor - \$750 (in-kind food for golfers at hole)

- Hole sponsorship with table at non-exclusive location on course; hole signage with logo
- Company name on event communications and promotion
- Two (2) courtesy lunches delivered to sponsor tables

Prize Sponsors – (cash or in-kind prize or insurance)

Closest to Pin (1-men/1-women) - \$500

Longest Drive (1 men/ 1women) - \$500

Others contests may become available

All sponsorships include the following:

- Logo on signage at designated hole; display prize
- Present prize to winner post-tournament
- Company name on event collateral

Tee-Time Sponsor - \$500 for choice of one (1)

Breakfast (cash or in-kind breakfast; quantity based on attendance)

Snack Bag (cash or in-kind snack bags, quantity based on attendance)

Water (cash or in-kind, quantity based on attendance)

All sponsorships include the following:

- Table at clubhouse to distribute breakfast/ snack/ water to attendees
- Opportunity to display banner at clubhouse
- Company name on event collateral

Snack Sponsor - \$250 (cash on in-kind snacks)

- Snacks with logo to distribute in snack bags
- Opportunity to display banner at clubhouse

Bronze Sponsor - \$150

- Logo on sign at sponsored hole
- Opportunity for representative to serve as contest monitor on sponsored hole (as available)
- Company name on event collateral

Scorecard Sponsorship

- Ask Chamber staff how we can design this sponsorship around your company!

All sponsors are invited to attend The After ParTee and Silent Auction.



COMMUNITY EXPO

More than 100 businesses and organizations gather under one roof for an informative and fun networking event. Expo provides an opportunity to set up a business “storefront” for visitors and connect with other exhibitors. Plan to expand business and supplier networks and gain exposure of up to 2,000 attendees.



LEADING WOMEN

Leading Women is a half-day event produced in partnership with American Business Women’s Association, Business Women of Fayette and Coweta and *Fayette Woman magazine*. Keynote speakers and breakout sessions provide attendees with inspiration and leadership lessons for work, home and community.

<p>Presenting Sponsor - \$5,000 <i>(exclusive)</i></p> <ul style="list-style-type: none"> • Prime placement of logo on all event titling, event communications, signage and promotion, event slides • One (1) event sponsor booth (16’ x 6’), prime location
<p>Gold Sponsor - \$1,500</p> <ul style="list-style-type: none"> • Logo on event communications, signage and promotion, event slides • One (1) event (16’ x 6’) booth, prime location
<p>Golf Cart Sponsor - \$1,000</p> <ul style="list-style-type: none"> • Logo on event communications and promotion, event slides • Logo on all golf cart signage • One (1) standard booth
<p>Café Sponsor - \$750 (cash or in-kind food for visitors during event)</p> <ul style="list-style-type: none"> • Logo on event communications, signage and promotion, event slides • Table available in café area, display banner
<p>Business Before Expo Sponsor - \$500 (cash or in-kind food and drinks for all expo exhibitors)</p> <ul style="list-style-type: none"> • Logo on event communications and promotion, event slides • Welcome exhibitors during BBE, display banner, distribute promotional materials
<p>Water Sponsor - \$500 (cash or in-kind water bottles for all attendees)</p> <ul style="list-style-type: none"> • Company name on event communications and promotion, including event slides • Company logo on water station signage • Opportunity to distribute water to Expo attendees
<p>Exhibiting Excellence Seminar Sponsor - \$250 (cash or in-kind trade breakfast for attendees)</p> <ul style="list-style-type: none"> • Logo on event communications and promotion, including radio, event slides • Welcome seminar attendees, display banner at EE event, distribute promotional materials
<p>Exhibitor Prize Sponsor - \$250 (cash or in-kind prize)</p> <ul style="list-style-type: none"> • Logo on exhibitor survey

<p>Presenting Sponsor - \$3,000 <i>(exclusive)</i></p> <ul style="list-style-type: none"> • Prime placement of logo on all event titling, signage, promotion, collateral • Welcome from keynote session • Display at entrance of event facility • Marketing table for interaction with attendees • Four (4) event tickets in prime location
<p>Platinum Sponsor - \$1,500</p> <ul style="list-style-type: none"> • Logo on event signage, promotion, collateral • Recognition from the podium in keynote session • Marketing table for interaction with attendees • Place promotional materials in “swag” bag • Three (3) event tickets
<p>Gold Sponsor - \$750</p> <ul style="list-style-type: none"> • Logo on event signage and promotion • Marketing table for interaction with attendees • Two (2) event tickets
<p>Silver Sponsor - \$375</p> <ul style="list-style-type: none"> • Name recognition on event signage and promotion • One (1) event ticket
<p>Bronze Sponsor - \$150</p> <ul style="list-style-type: none"> • Name recognition on event signage and promotions



COMMUNITY ENGAGEMENT

LEADERSHIP FAYETTE

The prestigious program provides participants with a broad awareness economic development, government and community organizations, with exposure to material from national thought leaders on community. This bi-annual program runs August to May.

Annual Sponsor - \$3,000 *(exclusive) SOLD*

- Prime placement of logo on all program titling, signage, communication and promotion
- Welcome attendees at all sessions and program graduation, distribute promotional materials
- Company message/logo on all agendas

Orientation Retreat Gold Sponsor - \$1,500 **SOLD**

- Logo recognition on all orientation retreat event signage and promotion
- Address attendees at welcome or dinner, distribute promotional materials

Orientation Retreat Silver Sponsor - \$750 **SOLD**

- Logo recognition on dinner signage and promotion
- Attend and distribute promotional material at orientation retreat dinner

Graduation Event Gold Sponsor - \$1,000

- Logo recognition on all graduation event signage and promotion
- Welcome attendees at graduation event, distribute promotional materials

Graduation Event Silver Sponsor - \$500

- Logo recognition on all graduation event signage and promotion
- Distribute promotional materials at graduation event

Session Sponsor - \$750 *(4 available in 2018)*

- Logo recognition on single session signage and promotion
- Welcome attendees, receive recognition and distribute promotional materials at session



WORKFORCE & EDUCATION FORUM

Workforce and Education Forum presents t issues and initiatives impacting education in Fayette County, including K-12, post-secondary and workforce development.

Gold Sponsor - \$1,000

- Prime placement of logo on all event titling, signage, promotion, collateral
- Welcome attendees and display banner at event

Silver Sponsor - \$500

- Logo recognition on single event signage, collateral
- Display banner at event

YP FAYETTE

YP Fayette connects young professionals (21-39) within the Chamber. YP Fayette grows business acumen and develops relationships and leadership skills.

Series Sponsor - \$2,000 *(all events)*

- Logo recognition on all sessions promotion, collateral

Host Sponsor - \$250 (cash or in kind food)

- Logo recognition on single session promotion, collateral

CATALYST

Featuring up to three of the hottest topics from Leadership Fayette, Catalyst is a half day crash course. Speakers and panels provide high-level overviews about leadership and facets of a successful community. (1x/year)

Gold Sponsor - \$2,500

- Logo recognition on all sessions promotion, collateral

Silver Sponsor - \$1,000

- Logo recognition on single session promotion, collateral

DIVERSITY & INCLUSION FORUM

A forum that presents ideas about how successful communities are committed to being a diverse and inclusive communities. (1x/year)

Gold Sponsor - \$2,500

- Logo recognition on all sessions promotion, collateral

Silver Sponsor - \$1,000

- Logo recognition on single session promotion, collateral

C-SUITE EVENTS

BOARD OF DIRECTORS RETREAT

Each fall, the members of the Board of Directors gather for an extended meeting to discuss the Chamber's direction and strategic plan.

Platinum Sponsor - \$1,000

- Name recognition on event promotions and collateral
- Attend Board reception

Gold Sponsor - \$500

- Name recognition on event promotions and collateral

CHAIRMAN'S EVENTS

Chairman's Investor events bring executive-level business and community leaders together to network, listen to engaging speakers, and discuss current business and community-focused topics. Four (4) to six (6) events are held each year.

Series Sponsor - \$2,000 *(all events)*

- Prime placement of logo on all event titling, signage, promotion, collateral
- Welcome attendees at single event
- Two (2) tickets to each event

Host Sponsor - \$750 *(1 event only)*

- Logo on single event promotion, signage, collateral
- One (1) ticket for event

ADVOCACY EVENTS

CANDIDATE ACADEMY

With a goal to share critical information and remove barriers for those considering elected office, this forum is for individuals who are running or may be interested in running for local, state or federal elected office.

Gold Sponsor - \$1,000

- Prime placement of logo on all event titling, signage, promotion, collateral
- Welcome attendees and display banner at event

Silver Sponsor - \$500

- Logo recognition on single event signage, collateral
- Display banner at event

ELECTED OFFICIALS APPRECIATION DINNER

This dinner is hosted by the Government Affairs Committee and Board of Directors. Started by Huie and Bea Bray, this dinner is the Chamber's opportunity to provide special recognition to elected officials serving the citizens and businesses of Fayette County.

Platinum Sponsor - \$1,500

- Prime placement of logo on all event titling, signage, communication and promotion
- Welcome attendees at event, distribute promotional materials
- Four (4) event tickets

Gold Sponsor - \$750

- Logo recognition on event signage and promotion
- Two (2) event tickets

PANCAKES & POLICY

Pancakes and Policy provides a forum for local, state and national elected officials to meet with Chamber members, have dialogue and give updates on key areas of public policy. Three (3) events are held each year.

Series Sponsor - \$1,500 *(all events)*

- Prime placement of logo on all event titling, signage, communication and promotion
- Option to welcome attendees at event

Host Sponsor - \$500 *(1 event only)*

- Logo recognition on single event signage and promotion

MEMBERSHIP SERVICES

For businesses focused on marketing and business education as a way to support the overall mission of the Fayette Chamber, the following programs will get your business in front of peers and the community.

BUSINESS AFTER HOURS

Held monthly, Business After Hours is a great way to advertise your business and its location by providing an onsite networking event. Demand is high so a lottery is held in October to select hosts. (10x/year)

Series Sponsor \$2,000 *(all events)*

- Logo on all event signage, communications and promotion
- Address attendees at designated event; distribute promotional materials

Host Sponsor - \$500+location, food, drink *(1 event only)*

- Logo on single event signage, communications and promotion
- Address attendees at designated event; distribute promotional materials



TOP 6 MEET UP

Entrepreneurs and business leaders meet for education and inspiration to increase their profitability and success. (quarterly)

Series Sponsor \$2,000 *(all events)*

- Logo on all event signage, communications and promotion
- Address attendees at designated event; distribute promotional materials

Host Sponsor - \$750 (cash or in-kind trade lunch for 75) *(1 event only)*

- Logo on single event signage, communication and promotion
- Address attendees at designated event; distribute promotional materials



MEMBERSHIP BOOTCAMP

This membership breakfast is an opportunity for new and current members to learn about the Fayette Chamber's mission, its current programs, events and active committees. Connect with Chamber staff and Ambassadors, learn opportunities on making the most of your membership and how to promote a pro-business climate. (quarterly)

Series Sponsor \$1,000 *(all events) (exclusive) SOLD*

- Logo on all event signage, communications and promotion
- Address attendees at designated event; distribute promotional materials

Host Sponsor - \$350 (cash or in-kind trade breakfast) *(1 event only)*

- Logo recognition on single event promotion and signage
- Address attendees at designated event; distribute promotional materials



TARGETED INDUSTRY SECTORS

HEALTH & WELLNESS COUNCIL

A collaboration of health and wellness industry professionals who wish to enhance and expand the businesses in this industry, connect and serve as a referral network for one another. (quarterly).

Series Sponsor - \$1,000 *(all events)*

- Prime placement of logo on all program titling, signage, communication and promotion
- Welcome attendees at each meeting

Host Sponsor - \$300 *(1 event only)*

- Logo recognition on single event promotion and signage
- Address attendees at program event

Series Sponsor - \$1,500 *(all events)*

- Prime placement of logo on all program titling, signage, communication and promotion
- Welcome attendees at each meeting

Host Sponsor - \$500 *(1 event only)*

- Logo recognition on single event promotion and signage
- Address attendees at program event

INDUSTRY COUNCIL

The industry council's mission is to discuss common challenges and develop solutions by sharing best practices, learning about available resources and advocating on common causes. (quarterly).

Series Sponsor - \$1,000 *(all events)*

- Prime placement of logo on all program titling, signage, communication and promotion
- Welcome attendees at each meeting

Host Sponsor - \$300 *(1 event only)*

- Logo recognition on single event promotion and signage
- Address attendees at program event

NONPROFIT COUNCIL

A collaboration of non-profit organizations who meet to discuss important topics geared towards non-profits. The meeting includes relevant speakers, networking, best practices and upcoming event information. For-profit businesses are encouraged to attend. (quarterly)

Series Sponsor - \$1,000 *(all events)*

- Prime placement of logo on all program titling, signage, communication and promotion
- Welcome attendees at each program meeting, distribute promotional materials

Host Sponsor - \$300 (cash or in-kind breakfast)

- (1 event only)*
- Logo recognition on single event promotion and signage
 - Address attendees at program event; distribute promotional materials

STARTUP FAYETTE

A collaboration of high-tech, creatives, makers and non-traditional entrepreneurs looking to meet people building the businesses of tomorrow. Meetings on the fifth Thursdays of the month when they occur. (quarterly)

SOUTHSIDE STARTUP SUMMIT

A half-day forum featuring innovative leaders from the Metro Atlanta area and the state of Georgia. The goal of the forum is to provide those on the southside with insights and information on how to launch and expand a high-growth business.

Platinum Sponsor - \$3,000

- Prime placement of logo on all event titling, signage, promotion, collateral
- Welcome attendees and display banner at event
- Four (4) event tickets

Gold Sponsor - \$1,500

- Logo recognition on event signage, collateral
- Display banner at event
- Three (3) event tickets

Silver Sponsor - \$750

- Name recognition on event signage, collateral
- Two (2) event tickets

Bronze Sponsor - \$500

- Name recognition on event signage, collateral

INDUSTRY APPRECIATION EVENT

Luncheon for Fayette County industry representatives coinciding with National Industry Appreciation Day—10/5/18

Platinum Sponsor - \$1,500

- Prime placement of logo on all event titling, signage, promotion, collateral
- Welcome attendees and display banner at event
- Four (4) event tickets

Gold Sponsor - \$750

- Logo recognition on event signage, collateral
- Display banner at event
- Three (3) event tickets

Silver Sponsor - \$500

- Name recognition on event signage, collateral
- Two (2) event tickets

Bronze Sponsor - \$250

- Name recognition on event signage, collateral

VISIBILITY OPPORTUNITIES

WEBSITE

The website is one of the first places that visitors, newcomers and citizens look for information about Fayette County and its business community. Sponsor tiles can be hyperlinked to a website. Ads run for 52 weeks, can be changed up to six (6) times and are subject to staff approval. The Chamber's website averages more than 10,000 pageviews each month.

- Home page ad (52 weeks) \$1,500
- Ads on all other pages (52 weeks) \$750

CHAMBER NEWS EMAILS

Chamber News and *Calendar of Events* are weekly emails distributed to 1,700+ member email addresses. Focuses on advocacy updates, member benefit information, chamber happenings, events and programs. The Chamber's e-news offerings average higher than a 30% open rate, higher than the industry average.

Annual Sponsor - \$1,800 (exclusive) SOLD

- 400x96 pixel ad at top of every Chamber News/Calendar email - member designed and/or approved with hyperlink to member website
- Inclusion at least 50 weeks/year
- Spotlight Tile (50 weeks) \$1,250
Spotlight Tile (12 weeks) \$500
Spotlight Tile (4 weeks) \$200
(400x96 pixel ad within article blocks or in side column in Chamber News/Calendar email - member designed and/or approved with hyperlink to member website)
- Footer Tile (50 weeks) \$750
Footer Tile (12 weeks) \$250
Footer Tile (4 weeks) \$100
(600x90 pixel ad at bottom of Chamber News/Calendar email - member designed and/or approved with hyperlink to member website)

MEMBER 2 MEMBER SEMINARS

Chamber members may host a workshop or seminar showcasing their business or topic of expertise at the Chamber. M2M provider leads the event, determines topic (with staff approval), sets up speaker and handles registration. If food is provided, M2M provider must use

and pay for Chamber member restaurant/catering and is responsible for clean up afterward.

M2M Host - \$150

- Event promotion on Chamber calendar
- Meeting room rental of up to three (3) hours during office hours (includes set up and clean up time)

FIND IT IN FAYETTE SPOTLIGHT EMAIL

The Find It In Fayette spotlight email is a member-focused email that showcases no more than two (2) member businesses per issue. The email is distributed to the Chamber email list of approximately 1800 email addresses.

- Included benefit at Connect & Grow membership level and above
- \$100 for Small Business level or below

CHAMBER CALENDAR

The chamber calendar is updated daily and is available 24/7 online. A paper copy is included in all new and prospective member packets, distributed at all Chamber programs and events and is available in the Chamber lobby. The Chamber distributes 200+ calendars each month.

Annual Sponsor \$1,000

- Logo recognition on website chamber calendar page & printed calendar distributed as detailed above

FAYETTE COMMUNITY SOURCE

The Chamber's annual Fayette County magazine. Part visitor guide part brag book, this magazine features the people, businesses, places and stories that make Fayette County a great place to be.



Chamber members receive first option on ad space. Advertising handled through third-party publisher. Rates vary. Ads in *Fayette Community Source* are an advertising expense, not a sponsorship investment

Fayette Chamber 2018-19 Investment Commitment

On behalf of COMPANY, I NAME agree to monetarily support the Fayette Chamber through the following membership, sponsorship and products purchased listed below.

Membership Term: Month/year through Month/year

Membership level **\$x**

- What it includes

Sponsorship: Event/program, level **\$x**

- What it includes
- What it includes

Advertising, tickets and other products not included in sponsorships **\$x**

Total Commitment **\$x**

SPECIAL INSTRUCTIONS

Member Business Representative Signature

Date

Chamber Representative Signature

Date

All sponsorships are available on a first come, first served basis and cannot be held without receipt of signed contract. Payment is due within five (5) business days of signed contract OR by event date, whichever comes first.

Thank you for supporting the Fayette Chamber of Commerce!