



**2020
SPONSORSHIP
OPPORTUNITIES**

**FOR MORE INFORMATION REGARDING
SPONSORSHIP OPPORTUNITIES, CONTACT:**

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Premium Investors

CHAIRMAN'S CIRCLE: \$15,000

- 1 year membership to the Perry Chamber
- Company logo on the front page of website with link to your website
- Banner ad at the top of the page for your business category
- Company logo on weekly Chamber e-mail newsletter with link to your website
- Listing as a Chairman's Circle Partner on all in-house event programs
- Chamber provided banner at Annual Meeting
- 1 table (8 seats) at Annual Meeting
- 4 admissions to monthly Business After Hours
- 1 table (8 seats) at Taste of Southern

Tap into these additional benefits when your sponsorship dollars reach the following amounts!

PRESIDENTIAL PARTNER: \$10,000

- Company logo on the front page of website with link to your website
- Banner ad at the top of the page for your business category
- Listing as a Presidential Partner on all in-house event programs
- Chamber provided banner at Annual Meeting
- 4 admissions to Annual Meeting
- 2 admissions to monthly Business After Hours
- 1 table (8 seats) at Taste of Southern

PERRY PROUD PARTNER: \$5,000

- Company logo on the front page of website with link to your website
- Banner ad at the top of the page for your business category
- Listing as a Perry Proud Partner on all in-house event programs
- Chamber provided banner at Annual Meeting
- 2 admissions to Annual Meeting
- 2 admissions to monthly Business After Hours
- 1 table (8 seats) at Taste of Southern



Perry Dogwood Festival - Arts & Crafts



ATTENDANCE: 15,000-20,000

AUDIENCE: STATEWIDE ATTENDEES, PERRY COMMUNITY MEMBERS, VENDORS, CHAMBER MEMBERS

The Arts & Crafts portion of the Perry Dogwood Festival truly encompasses southern charm. Attendees have endless activities to enjoy: including the various arts, crafts, and food vendors, the Ultimate Air Dogs dock diving competition, the Kid's Entertainment Stage, both Kid's and Adult Zones, and more! With marketing that reaches throughout Georgia, sponsoring this event is a great fit for businesses looking to engage with people from all over the state.

TITLE SPONSOR: 1 AVAILABLE | \$15,000

- Naming rights of The Arts & Crafts Fest
- Premier booth space and activation opportunity
- Prominent presence on the front cover of the Perry Dogwood Festival Brochure (6,000 printed)
- Presence on 10 billboards placed throughout Middle Georgia
- Media package including:
 - television
 - website
 - social media
 - radio
- Targeted digital ads, including 100,000 impressions
- E-mail marketing opportunities to all Perry Chamber members
- Presence on table tents placed throughout local businesses
- Inclusion on the front of the official Perry Dogwood Festival T-Shirt
- Presence at the Perry Dogwood Festival Info Booth as well as on various directories placed throughout

STREET PRESENTING SPONSOR: 4 AVAILABLE | \$3,000

- Street designation of a specific area of the Arts & Crafts Fest, including branded signage
- 2 premier booth spaces in prominent location with opportunity to sample crowd
- Prominent presence on the back cover of the Perry Dogwood Festival Brochure (6,000 printed)
- Media package including: website and social media
- Presence on table tents placed throughout local businesses
- Presence on various directories placed throughout the Arts & Crafts Fest

ENTERTAINMENT STAGE SPONSOR: 1 AVAILABLE | \$3,000

- Direct marketing opportunities to all performers (roughly 600)
- 2 premier booth spaces in prominent location with opportunity to sample crowd
- Stage designation including banner placement
- Prominent presence in Perry Dogwood Festival Brochure (6,000 printed)
- Media package including: website and social media
- Presence on various directories placed throughout the Arts & Crafts Fest



Perry Dogwood Festival - Arts & Crafts

KID'S ZONE SPONSOR: 1 AVAILABLE | \$2,000

- Naming rights of the Perry Dogwood Festival Arts & Crafts Kid's Zone
- Premier presence in Kid's Zone
- A-Frame Designation
- Cobranded product included and provided to 500 attendees
- Presence in Perry Dogwood Festival Brochure (6,000 printed)
- Media package including: website and social media
- Presence on various directories placed throughout the Arts & Crafts Fest
- Verbal stage recognition

ADULT ZONE SPONSOR: 1 AVAILABLE | \$2,000

- Naming rights of the Perry Dogwood Festival Arts & Crafts Adult Zone
- Premier presence in Adult Zone
- A-Frame Designation
- Cobranded koozies included and provided to 500 attendees
- Presence in Perry Dogwood Festival Brochure (6,000 printed)
- Media package including: website and social media
- Presence on various directories placed throughout the Arts & Crafts Fest
- Verbal stage recognition

T-SHIRT SPONSOR: 2 AVAILABLE | \$1,000

- Logo placement on 500 official Perry Dogwood Festival T-Shirts

STAFF T-SHIRT SPONSOR: 1 AVAILABLE | \$500

- Logo placement on 50 official Staff T-Shirts

Ultimate Air Dogs

The Dogwood Festival has gone to the Dogs! Attendees are invited to take a seat in Downtown Perry to enjoy two days of FREE family entertainment unlike anything you have ever seen. This non-stop competition will have everyone in Perry begging for more! Attendees are encouraged to bring their dogs to join in the fun!

PRESENTING SPONSOR: 1 AVAILABLE | \$10,000

- Naming rights of Ultimate Air Dogs Event
- Premier booth space
- Prominent presence in Perry Dogwood Festival Brochure (6,000 printed)
- Presence on various directories placed throughout the Arts & Crafts Fest
- Presence on table tents placed throughout local businesses
- Media package including:
 - television
 - website
 - social media
 - radio



Freedom Fireworks



ATTENDANCE: 8,000-10,000

AUDIENCE: PERRY & MIDDLE GEORGIA COMMUNITY, CHAMBER MEMBERS, MILITARY REPRESENTATIVES

Freedom Fireworks encompasses tradition here in Perry - gathering with family and friends, packing up blankets and a picnic, and heading to the Georgia National Fairgrounds to celebrate Independence Day with a patriotic fireworks celebration. Sponsors to this event are granted unique access to the event in the form of setting up inside the space, with access to 8,000-10,000 attendees! Sponsoring this event is a great fit for those looking to celebrate their patriotism and market to a wide reaching crowd.

TITLE SPONSOR: 1 AVAILABLE | \$8,000

- Naming rights of The Freedom Fireworks
- Presence on 10 billboards placed throughout Middle Georgia
- Media package including:
 - television
 - website
 - social media
 - radio
- E-mail marketing opportunities to all Perry Chamber members
- Presence on table tents placed throughout local businesses
- Banner rights at the Georgia National Fairgrounds
- Company Picnic Spot inside event
- Opportunity to address audience at event
- 40 VIP Parking Passes

MILITARY/HOMETOWN HERO SPONSOR: 1 AVAILABLE | \$3,000

- Opportunity to present Hometown Hero Award at Freedom Fireworks
- Access to the Middle Georgia Military Affairs Committee Tent
- Inclusion on website, social media, and e-mail marketing
- Presence on table tents placed throughout local businesses
- Banner rights at the Georgia National Fairgrounds
- 10 VIP Parking Passes

PATRIOTIC SPONSOR: 6 AVAILABLE | \$2,500

- Company Picnic Spot inside event
- Opportunity to sample crowd and distribute materials
- Inclusion on website, social media, and e-mail marketing
- Presence on table tents placed throughout local businesses
- Banner rights at the Georgia National Fairgrounds
- 10 VIP Parking Passes

COMPANY PICNIC SPACE: 5 AVAILABLE | \$500

- Company Picnic Space inside event
- 5 VIP Parking passes



Taste of Perry



ATTENDANCE: 1,000

AUDIENCE: BUSINESS LEADERS, CHAMBER MEMBERS, RESTAURANT VENDORS

Taste of Perry is a signature event held annually the Thursday after Thanksgiving at the Georgia National Fairgrounds. Attendees are invited to sample food and beverages from around 20 different restaurant and caterer vendors. Additionally, the event includes live music, a silent auction, and live auction featuring a live auctioneer. Suggested sponsors are businesses looking to connect with local business leaders, celebrate with current clients, or identify new leads.

TITLE SPONSOR: 1 AVAILABLE | \$6,000

- Naming rights of Taste of Perry
- Signage at entrance to event
- Opportunity to distribute product samples or collateral on red carpet
- Prominent presence on the front cover of Taste of Perry event programs
- Media package including:
 - television
 - webpage
 - social media
 - radio
- E-mail marketing opportunities to all Perry Chamber members
- Cobranded party favor provided to all attendees
- Opportunity to address the audience
- 1 table at Taste of Perry (8 seats)

TABLE SPONSOR: 1 AVAILABLE | \$3,000

- Brand on over 100 centerpieces throughout event
- Cobranded auction paddles placed at each table
- Opportunity to place branded pens at 1,000 seats
- Inclusion in event program
- Inclusion on event webpage
- Stage recognition
- 1 table at Taste of Perry (8 seats)

BEVERAGE SPONSOR: 1 AVAILABLE | \$3,000

- 250 cobranded koozies provided to attendees
- 250 cobranded cups provided to attendees
- Signage at 4 bars placed throughout Taste of Perry
- Inclusion in event program
- Inclusion on event webpage
- Stage recognition
- 1 table at Taste of Perry (8 seats)

Taste of Perry

AUCTION SPONSOR: 1 AVAILABLE | \$3,000

- Banner placement at silent auction
- Logo placement on all bid sheets
- Inclusion in event program
- Inclusion on event webpage
- Stage recognition during live auction
- 1 table at Taste of Perry (8 seats)



SPOTLIGHT SPONSOR: 3 AVAILABLE | \$1,000

- Booth space in event for photography purposes
- Cobranded backdrop provided
- Opportunity to display product and provide samples at event
- Inclusion on event program
- Inclusion on event webpage
- Stage recognition at event
- 1 table at Taste of Perry (8 seats)

AWARD SPONSOR: 1 AVAILABLE | \$750

- Brand placement on 3 awards given to restaurant and caterer participants
- Brand placement at voting booth
- 1 table at Taste of Perry (8 seats)

TICKET SPONSOR: 1 AVAILABLE | \$750

- Brand placement on over 800 tickets distributed to all attendees
- 1 table at Taste of Perry (8 seats)

Annual Meeting



ATTENDANCE: 120

AUDIENCE: CHAMBER MEMBERS, BOARD MEMBERS, COMMITTEE LEADERS

Annual Meeting is a Perry Chamber staple. The event includes food, Chamber themed awards, and the induction of the new Chamber Board Chair. This event pulls together Perry's top business leaders to celebrate one another. Sponsoring an award at Annual Meeting provides businesses the opportunity to present these awards to the most deserving Chamber champions.

BUSINESSWOMAN OF THE YEAR AWARD SPONSOR: 1 AVAILABLE | \$1,000

- Brand on award
- Logo placement in event program
- Opportunity to present award

BUSINESSMAN OF THE YEAR AWARD SPONSOR: 1 AVAILABLE | \$1,000

- Brand on award
- Logo placement in event program
- Opportunity to present award

SEABIE HICKSON AWARD SPONSOR: 1 AVAILABLE | \$1,000

- Brand on award
- Logo placement in event program
- Opportunity to present award

VOLUNTEER OF THE YEAR AWARD SPONSOR: 1 AVAILABLE | \$1,000

- Brand on award
- Logo placement in event program
- Opportunity to present award

DIPLOMAT OF THE YEAR AWARD SPONSOR: 1 AVAILABLE | \$1,000

- Brand on award
- Logo placement in event program
- Opportunity to present award

GOLDEN NAIL AWARD SPONSOR: 1 AVAILABLE | \$1,000

- Brand on award
- Logo placement in event program
- Opportunity to present award



Business Battlefield



ATTENDANCE: 150

AUDIENCE: CHAMBER MEMBERS, BUSINESS LEADERS, DIPLOMAT COMMITTEE

Is your team up for the challenge? Business Battlefield is an annual event with the goal of creating teambuilding opportunities for our members. Teams of 5-10 participants join together to compete against other businesses in games such as tug-o-war and pictionary. Sponsorship opportunities range from sponsoring the event as a whole, to sponsoring a game in which your business operates. This is a great opportunity for sponsors looking to network and connect with young professionals!

PRESENTING SPONSOR: 2 AVAILABLE | \$1,000

- Nomenclature stated as "Business Battlefield presented by your business and co-sponsor"
- Media package including:
 - television
 - website
 - social media
 - radio
- E-mail marketing opportunities to all Perry Chamber members
- Opportunity to speak at event
- Opportunity to host a game at event for no additional cost (\$250 value)
- Opportunity to enter a team to compete at no additional cost (\$100 value)



GAME SPONSOR: 8 AVAILABLE | \$250

- Booth space at event to host a field day style game to approximately 150 competitors
- Opportunity to sample product and distribute materials
- Opportunity to enter a team to compete at no additional cost (\$100 value)

Business of the Month



ATTENDANCE: 350

AUDIENCE: CHAMBER MEMBERS, BUSINESS LEADERS

REACH: 15,000

Business of the Month was created with the goal of celebrating businesses in our community. Once a month, a Chamber member is selected to receive this award. As a winner of the award, they receive a certificate and sign to keep in front of their store front for the entire month. Additionally, they are then entered for consideration of the "Business of the Year" award at Annual Meeting. Sponsors for this initiative are those looking to celebrate current clients or identify new leads.

PRESENTING SPONSOR: 1 AVAILABLE | \$3,000

- Opportunity to speak at 12 Business of the Month Celebrations
- Branding on Business of the Month sign on display in community throughout the year
- Branding on 12 Business of the Month certificates
- Inclusion on website, social media, and e-mail marketing
- Included sponsorship of Business of the Year Award at Annual Meeting, including:
 - Brand on award
 - Logo placement in event program
 - Opportunity to present award

Business After Hours



ATTENDANCE: 400 ANNUALLY
AUDIENCE: CHAMBER MEMBERS
REACH: 12,000

Business After Hours is a semi-monthly event held for the purpose of bringing Chamber members together to network and celebrate business. Each month draws anywhere from 30-100 attendees, as attendees enjoy food, drinks, giveaways, and conversation. Businesses can sponsor this event in the form of hosting one Business After Hours, or maximizing exposure by sponsoring the program in it's entirety.

PRESENTING SPONSOR: 1 AVAILABLE | \$3,000

- Opportunity to speak at 9 Business After Hours throughout the year held at various locations
- Opportunity to host 1 Business After Hours at no additional cost (must select from available dates)
- Opportunity to distribute product at each Business After Hours
- Event marketing includes:
 - website
 - social media
 - e-mail

HOST SPONSOR: 5 AVAILABLE | \$250

- Sponsor will serve as hosting site for 1 Business After Hours, and will provide food and beverage for attendees (must select from available dates)
- Opportunity to speak at 1 Business After Hours
- Opportunity to distribute product at 1 Business After Hours
- Event marketing includes:
 - website
 - social media
 - e-mail

Ribbon Cuttings



ATTENDANCE: 600

AUDIENCE: CHAMBER MEMBERS, NEW BUSINESS OWNERS

REACH: 30,000

What better way to celebrate new business? The Perry Chamber offers Ribbon Cuttings as a complimentary benefit to all members. This includes event marketing, as well as a ribbon that is cut at the event to signify a grand opening or new addition. Additionally, businesses are loaned a "New Business" sign to keep in front of their store for a limited time. Suggested sponsors are those looking to connect with new area businesses and network with the community.

PRESENTING SPONSOR: 1 AVAILABLE | \$3,000

- Opportunity to speak at each Ribbon Cutting throughout the year, average 20
- Inclusion on website, social media, and e-mail marketing
- Cobranding on new business sign to be displayed at various businesses throughout the year

Business Seminars



ATTENDANCE: TBD
AUDIENCE: CHAMBER MEMBERS
REACH: TBD

This new sponsorship opportunity aligns with the Perry Chamber's organizational goal of providing more business education, support, connections, and advocacy to its members. These business seminars will provide opportunities for members to learn about a wide variety of topics. Does your business have knowledge they would like to share? Consider becoming a teaching sponsor, and you will have the unique opportunity to directly engage with our members!

HOSTING SPONSOR: 3 AVAILABLE | \$500

- Admissions to event (quantities vary)
- Speaking opportunity at event
- Opportunity to distribute materials at event
- Event marketing includes:
 - website
 - social media
 - e-mail

TEACHING SPONSOR: 3 AVAILABLE | \$1,000

- Admissions to event (quantities vary)
- Opportunity to teach course to Chamber members
- Opportunity to distribute materials at event
- Event marketing includes:
 - website
 - social media
 - e-mail

Legislative Appreciation Reception



ATTENDANCE: 200

**AUDIENCE: CHAMBER MEMBERS, BUSINESS LEADERS,
STATE AND LOCAL LEGISLATURE**

Legislative Appreciation Reception is an annual event hosted by the Perry Chamber Governmental Affairs Committee. The purpose of this event is to celebrate and support our legislature with food, drinks, socializing, and a brief program to include giving a small token of gratitude to those who represent us. Sponsors are invited to be a part of the event in the form of engaging with our legislature.

PRESENTING SPONSOR: 1 AVAILABLE | \$2,500

- Presenting title in conjunction with "Legislative Appreciation Reception"
- Opportunity to speak at event
- Marketing package including:
 - website
 - social media
 - e-mail
- Inclusion in photo with Legislature
- Banner rights at event
- 16 admissions to event

APPRECIATION SPONSOR: 2 AVAILABLE | \$1,000

- Opportunity to speak at event
- Opportunity to present gifts to Legislature
- Inclusion in photo with Legislature
- Banner rights at event
- 8 admissions to event



State of the Community



ATTENDANCE: 160

**AUDIENCE: ELECTED OFFICIALS, BUSINESS LEADERS,
CHAMBER MEMBERS, LOCAL OFFICIALS**

State of the Community is an annual event that gives Chamber members the unique opportunity to hear an update on topics that are both insightful and relevant for business leaders and the Perry community. The occasion is also an opportunity to learn about the previous year's successes as well as upcoming initiatives. State of the Community includes a catered lunch for all attendees. Sponsoring this event is a great way for businesses to support the Perry community while engaging with area business leaders.

CO-PRESENTING SPONSOR: 3 AVAILABLE | \$2,000

- Opportunity to speak at event
- Branding included on screens at the event
- Included admissions to the event
- Marketing package including:
 - website
 - social media
 - e-mail
 - television

Education

STUDENT OF THE MONTH SPONSOR: 1 AVAILABLE | \$1,500

- Opportunity to speak at 4 Student of the Month presentations
- Inclusion on website
- Inclusion on all education printed programs

STUDENT OF THE QUARTER SPONSOR: 1 AVAILABLE | \$1,500

- Opportunity to speak at 4 Student of the Quarter presentations
- Inclusion on website
- Inclusion on all education printed programs



PERRY YOUTH LEADERSHIP SPONSOR: 1 AVAILABLE | \$1,500

- Opportunity to speak at Perry Youth Leadership sessions
- Logo placement on shirts given to all participants
- Inclusion on website
- Inclusion on all education printed programs

LEADERSHIP PERRY SPONSOR: 1 AVAILABLE | \$1,500

- 1 tuition to Leadership Perry included
- Opportunity to speak at Leadership Perry sessions
- Logo placement on shirts given to all participants
- Inclusion on website
- Inclusion on all education printed programs



GOLD EDUCATION SPONSORSHIP: \$500

- Inclusion on website as Gold Sponsor
- Inclusion on all education printed programs as Gold Sponsor

SILVER EDUCATION SPONSORSHIP: \$350

- Inclusion on website as Silver Sponsor
- Inclusion on all education printed programs as Silver Sponsor

BRONZE EDUCATION SPONSORSHIP: \$200

- Inclusion on website as Bronze Sponsor
- Inclusion on all education printed programs as Bronze Sponsor

FRIEND OF EDUCATION SPONSORSHIP: DONATION LESS THAN \$200

- Inclusion on website as Friend of Education
- Inclusion on all education printed programs as Friend of Education

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grow with us.