



2017 Sponsorship Opportunity Package

This sponsorship package offers your business an opportunity to quickly and easily choose the best fit sponsorships that allow you to support the chamber while receiving exposure all year long in a number of different ways. This package gives you the opportunity to take advantage of multiple Chamber programs and events all at once to strategically place your brand in the market.

EXPOSURE

Your company will be showcased at our community's premier events.

ADDITIONAL VALUE FOR YOUR SPONSORSHIP DOLLARS

Your business will receive increased visibility through promotional activity, advertising, and sponsorship of chamber programs and events.

COMMUNITY RECOGNITION

The chamber is a highly visible community organization and chamber sponsorships allow members the same visibility.

QUALITY OF LIFE

Sponsorships provide the Chamber with funding for a variety of events and programs, both old and new, that make a difference in our community. It's a great way to show your community spirit to both your customers and potential customers by investing in Halifax County's future.



Mitzi McCormick

Message from the President

For the past 60 years, businesses like yours have given back to our community by becoming sponsors of Halifax County Chamber of Commerce programs. The Chamber relies on sponsorships to fund high quality educational programs and events for its members. Our sponsors not only benefit the community with their investments but sponsorship also provides a powerful marketing tool for the sponsor's own products and services.

As you know, there are many ways to be involved in the Chamber of Commerce. Included in this booklet are several options you can take advantage of to market your business.

Our goal is to provide you with all sponsorship opportunities offered by the Chamber in 2017 at one time, while providing you with additional value for the events you are already sponsoring!

Making the **Most** out of your **Sponsorship** dollars!

We've made it easy for you to choose the sponsorship investment package that's right for your business and your marketing budget! With our **Design Your Own Sponsorship Packages**, we're giving you the option of selecting the events/programs you would like to sponsor at one time during the year.

Design Your Own Sponsorship Package

2017 Annual Meeting & Awards Celebration

Network with other business professionals at the Chamber's Annual Meeting and Awards Celebration. Approximately 350-400 people attend this annual event to celebrate the Chamber's accomplishments of the past year and vision for the upcoming year.

Date: March 23, 2017

Projected Attendance: 350 - 400

SPONSORSHIP LEVELS

Event Sponsor: \$1000

- ⌋ Recognition as annual meeting title sponsor during the annual meeting
- ⌋ Recognition in newspapers, online, and invitations

Contributing Sponsor: \$800

- ⌋ Recognition as annual distributor sponsor during the annual meeting
- ⌋ Recognition in newspapers, online, and invitations

Corporate Sponsor: \$450

- ⌋ Recognition as sponsor during the annual meeting
- ⌋ 10 tickets to the annual meeting
- ⌋ Recognition in newspapers, online, and invitations

Wine Pull Sponsor: \$150

- ⌋ New this year is an opportunity to showcase local and Virginia wines.

2017 Golf Tournament

Our annual chamber fall classic golf tournament provides an excellent opportunity to entertain clients and offers an invigorating day of business networking, socializing, and fun.

Date: September 2017

Projected Attendance: 160

SPONSORSHIP LEVELS

Eagle Sponsor: \$2000

- ⌋ Tent, table, and two chairs provided at the Clubhouse
- ⌋ Company representative invited to welcome guests prior to shotgun start
- ⌋ Presenter of awards at reception
- ⌋ Prominent recognition in all print and digital materials
- ⌋ Logo recognition on cover of event brochure
- ⌋ Hole sponsorship signage on two (2) holes
- ⌋ Company logo on sponsor board and signage at the golf course
- ⌋ 1 team of four with all benefits
- ⌋ Chamber fall Classic gold shirts for team members
- ⌋ Media recognition

Birdie Sponsor: \$1300

- ⌋ Company logo on sponsor board
- ⌋ Recognition in all print and digital materials
- ⌋ Company name listed in event brochure
- ⌋ Hole sponsorship signage on one (1) hole
- ⌋ Media recognition
- ⌋ 1 team of four with all benefits

Beverage Cart Sponsor: \$500

- ⌋ Hole sponsorship
- ⌋ Opportunity to network with golfers while driving the beverage cart

Hole Sponsor: \$150 or \$100 (if playing)

- ⌋ Hole sponsorship signage on one (1) hole

Team Entry Includes: \$300

- ⌋ Greens and cart fees for 4
- ⌋ Course-side lunch for 4
- ⌋ Reception and Awards ceremony for 4

2017 Virginia Cantaloupe Fest

The 37th Annual Virginia Cantaloupe Festival is a welcoming, entertaining, fun-filled celebration of our community. While preserving history and tradition, the Virginia Cantaloupe Festival strives to stimulate the local economy, and entertain and involve the community and visitors in a historic beautiful location.

Date: July 28, 2017

Projected Attendance: 1500—2000

SPONSORSHIP LEVELS

Presenting Sponsor: \$7500

-)] 40 admission tickets (includes 8 VIP passes)
-)] Option to purchase 8 additional VIP passes at \$20 each
-)] 20 VIP Parking Passes
-)] Exhibit Opportunities
-)] Your logo on all printed materials, print advertising, posters, flyers, etc.
-)] Featured on Radio Advertising
-)] Banner Placement on Main Stage
-)] Recognition by festival emcee
-)] Pictured in newspapers as a sponsor
-)] Featured on Virginia Cantaloupe Festival website
-)] Featured in Chamber's newsletter and E-News
-)] 2 rooms at Berry Hill Resort with the option to purchase 2 more at a discounted rate

Corporate Sponsor: \$5500

-)] 30 Admission Tickets (includes 6 VIP passes)
-)] Option to purchase 6 additional VIP passes at \$20 each
-)] 15 VIP Parking Passes
-)] Exhibit Opportunities
-)] Your logo on all printed materials, print advertising, posters, flyers, etc.
-)] Featured Radio Advertising
-)] Recognition by festival emcee
-)] Pictured in newspapers as a sponsor
-)] Featured on Virginia Cantaloupe Festival website
-)] Featured in Chamber's newsletter and E-News
-)] 1 room at Berry Hill Resort with the option to purchase 1 more at a discounted rate

Platinum Sponsor: \$2500

-)] 16 Admission Tickets (includes 4 VIP passes)
-)] Option to purchase 4 additional VIP passes at \$20 each
-)] 6 VIP Parking Passes
-)] Your name listed on all printed materials, print advertising, posters, flyers, etc.
-)] Pictured in newspapers as a sponsor
-)] Featured on Virginia Cantaloupe Festival website
-)] Featured in Chamber's newsletter and E-News

Gold Sponsor: \$1250

-)] 12 Admission Tickets (includes 2 VIP passes)
-)] Option to purchase 2 additional VIP passes at \$20 each
-)] 6 VIP Parking Passes
-)] Your name listed on all printed materials, print advertising, posters, flyers, etc.
-)] Pictured in newspapers as a sponsor
-)] Featured on Virginia Cantaloupe Festival website
-)] Featured in Chamber's newsletter and E-News

Silver Sponsor: \$500

-)] 8 Admission Tickets
-)] Option to purchase 2 VIP passes at \$20 each
-)] 4 VIP Parking Passes
-)] Pictured in newspapers as a sponsor
-)] Featured on Virginia Cantaloupe Festival website
-)] Featured in Chamber's newsletter and E-News

Bronze Sponsor: \$300

-)] 4 Admission Tickets
-)] Option to purchase 2 VIP passes at \$20 each
-)] 2 VIP Parking Passes
-)] Pictured in newspapers as a sponsor
-)] Featured on Virginia Cantaloupe Festival website
-)] Featured in Chamber's newsletter and E-News

Media & In-Kind Sponsorship

-)] Please contact the Chamber to discuss details of in-kind sponsorships.

2017 Business Expo

Display your products and service at our premier Business Expo. There is no better place to find new business and new business clients. It is the one place where large and small companies can connect with hundreds of potential customers in a single day.

Date: November 2017

Projected Attendance: 500

SPONSORSHIP LEVELS

- Title Sponsor: \$1000
 -) Two (2) premium exhibitor booths (approximately 20' x 10')
 -) Logo and listing in all Business Expo 2017 promotional materials
 -) Logo and recognition on Chamber's website, www.HalifaxCamber.net
 -) Signage at the Business Expo
 -) Category Exclusivity
 -) Prominent recognition as the Trade Show Sponsor on the official Business Expo 2017 Exhibitor Map.
 -) Post-event sponsor profile in the Chamber bi-monthly newsletter, "Chamber Connection"
 -) Renewal Option
 -) 3' side curtains and 8' matching backdrop
 -) 2 folding chairs
 -) 1-6 ft. draped table
 -) 1 - 7" x 44" booth identification sign
 -) Wireless Internet
- Event Sponsor: \$500
 -) One (1) premium exhibitor booth (approximately 10' x 10')
 -) Logo and Listing in all Business Expo 2017 promotional materials
 -) Logo and recognition on Chamber's website, www.HalifaxChamber.net
 -) Signage at the Business Expo
 -) 3' side curtains and 8' matching backdrop
 -) 2 folding chairs
 -) 1-6 ft. draped table
 -) 1 - 7" x 44" booth identification sign
 -) Wireless Internet
- Exhibitor Sponsor: \$300
 -) One (1) booth (10' x 10')
 -) 3' side curtains and 8' matching backdrop
 -) 2 folding chairs
 -) 1-6 ft. draped table
 -) 1 - 7" x 44" booth identification sign
 -) Wireless Internet

Power is available at an additional charge: \$25.00

Business After Hours

Business After Hours is the premier networking opportunity for Chamber members and their business.

Date: Varies

Projected Attendance: 75-125

SPONSORSHIP LEVELS

- Event Sponsor: \$350
 -) Invitation preparation, printing, and mailing
 -) Supplies for Event
 -) Staff to meet and greet attendees
- Co-Event Sponsor: \$175 each
 -) Invitation preparation, printing, and mailing
 -) Supplies for Event
 -) Staff to meet and greet attendees
- Event Sponsor (3-4): \$125 each
 -) Invitation preparation, printing, and mailing
 -) Supplies for Event
 -) Staff to meet and greet attendees

Series Events

Workshops or Seminars

Date: Varies

Projected Attendance: Varies

SPONSORSHIP LEVELS

- Event Sponsor: \$500
 -) Recognition and opportunity to speak in front of the guest prior to the event.
- Supporting Sponsor: \$250
 -) Recognition and opportunity to pass out promotional materials prior to the event.

Halifax Young Professional and Entrepreneurs (HYPE)

HYPE holds professional development events, workshops, seminars, and socials to help the young professionals of our community, serve, grow, and connect.

Date: Varies

Projected Attendance: Varies

SPONSORSHIP LEVELS

- Event Sponsor: \$250
) Recognition and opportunity to speak in front of the guest prior to the event.

Chamber Checks

Chamber checks work just like gift certificates and make great gifts or employee incentives. They are available in \$10, \$20, \$25, and \$50 denominations.

SPONSORSHIP LEVELS

- Chamber Check Sponsor: \$50/quarter
) Your logo on checks purchased during quarter

Please choose which quarter you would like your logo to appear on the checks:

- 1st Quarter 3rd Quarter
 2nd Quarter 4th Quarter

The Chamber checks keep over \$100,000 in the community annually.

Would you like to be a participating business?

- Yes No

Website Banner Ad Sponsorship

The Chamber of Commerce's website is a portal of information for the community, visitors, and members.

SPONSORSHIP LEVELS

- Annual Sponsorship: \$1188 (only one)
) Banner Ad on every page
- Category Sponsor: \$100/quarter
) Banner Ad on the page of your choice for a quarter

Which page you would like your ad to display on:

- | | |
|--|--|
| <input type="checkbox"/> Business Directory | <input type="checkbox"/> What's New: Job Postings |
| <input type="checkbox"/> The Chamber: (About Us & Board of Directors & Staff | <input type="checkbox"/> What's New: Hot Deals |
| <input type="checkbox"/> The Chamber: Information & Publication Request | <input type="checkbox"/> What's New: MarketSpace |
| <input type="checkbox"/> The Chamber: Resources | <input type="checkbox"/> Our Community: Lodging & Travel |
| <input type="checkbox"/> The Chamber: Contact Us | <input type="checkbox"/> Our Community: Shopping |
| <input type="checkbox"/> Member Application | <input type="checkbox"/> Our Community: Dining |
| <input type="checkbox"/> Member to Member Deals | <input type="checkbox"/> Our Community: Entertainment |
| <input type="checkbox"/> Programs | <input type="checkbox"/> Our Community: Real Estate |
| <input type="checkbox"/> Events: Calendar | <input type="checkbox"/> Our Community: Healthcare |
| <input type="checkbox"/> What's New: News | <input type="checkbox"/> Our Community: Education |

Which months would you like your ad to be displayed:

- 1st Quarter 3rd Quarter
 2nd Quarter 4th Quarter

Once you have made your sponsorship selections, find your sponsorship package level based on your total sponsorship investment. Be sure to include your yearly membership.

Signature Sponsor Benefits:

Sponsor events totaling \$10,000+

Priority seating and placement at all events

Top Tier Placement:

Recognition as Signature Partner in Annual Membership Directory and Buyers' Guide (5,000 copies distributed)

Logo on Chamber's Official Newsletter, Chamber Connection (distributed monthly in local newspaper)

Logo (with link) on homepage of the Chamber's website, www.HalifaxChamber.net

Logo (with link) at the base of the Chamber's E-News

Logo on Traveling Sign (displayed at all events)

Banner ad on homepage of website for 6 months

Recognition at Annual Meeting and in Annual Report

Premium Investor Identification decal at member's location

Value added to sponsorship packages = PRICELESS

Premier Sponsor Benefits:

Sponsor events totaling \$7000+

Recognition as Premier Partner in Annual Membership Directory and Buyers' Guide (5,000 copies distributed)

Logo on Chamber's Official Newsletter, Chamber Connection (distributed monthly in local newspaper)

Logo (with link) on homepage of the Chamber's website, www.HalifaxChamber.net

Logo (with link) at the base of the Chamber's E-News

Logo on Traveling Sign (displayed at all events)

Banner ad in specific business category of online directory for 3 months

Recognition at Annual Meeting and in Annual Report

Premium Investor Identification decal at member's location

Value added to sponsorship packages = \$2500

Corporate Sponsor Benefits:

Sponsor events totaling \$4000+

Recognition as Corporate Partner in Annual Membership Directory and Buyers' Guide (5,000 copies distributed)

Name on homepage of the Chamber's website, www.HalifaxChamber.net

Name at the base of the Chamber's E-News

Name on Traveling Sign (displayed at all events)

Recognition at Annual Meeting and in Annual Report

Premium Investor Identification decal at member's location

Value added to sponsorship packages = \$1500

Supporting Sponsor Benefits:

Sponsor events totaling \$2000+

Recognition as Supporting Partner in Annual Membership Directory and Buyers' Guide (5,000 copies distributed)

Recognition at Annual Meeting and in Annual Report

Premium Investor Identification decal at member's location

Value added to sponsorship packages = \$500

Sponsorship Package Total: _____

+

Membership Dues: _____

=

Total Investment: _____

Method of Payment:

Bill Me Preferred Month(s) _____

Check

Contact Name

Signature

Date

By investing in a Chamber Sponsorship Package, you can:

Create top-of-mind awareness of your business, service and products.

Expand your network.

Build your business.

Involve your employees.

Align your company with other business leaders.

Demonstrate your commitment to our community.

...and so much more!

Sponsorships are as much about the **synergy** that can be created with **fellow sponsors** as they are about the **exposure** derived from the actual event. Through Chamber sponsorships you have the **opportunity** to create **synergistic partnerships** that can be carried forward long after the event is over.
Maximize your opportunity to collaborate!

Important Points to Remember:

These packages are no different than sponsorships previously offered. The Chamber is giving member businesses the opportunity to select sponsorship opportunities at one time. This will reduce the number of times members are approached for sponsorships. If you decide to sponsor an event/program outside of your package, just let us know. We will always provide additional information on new sponsorship opportunities. If you have an interest, contact us.

Some sponsorships require either an additional investment of staff time or talent (IE: staff a table or booth, etc.) or an additional investment (IE: purchase of supplies, good, etc.) or both.

Please contact me to discuss sponsorship opportunities for my business.

Company

Address

Phone