

2018 Marketing Opportunities



Member News & Events

The Member News & Events is an e-newsletter designed to distribute Member-submitted news to fellow Members and the community. Members are encouraged to submit information about their products & services, updates, upcoming events, etc. to MemberNews@CorningNY.com for inclusion.

Distribution: 1300+

Frequency: Bi-Weekly

Available Opportunities:

Description	Investment Level
Large Block Ad – 325x170 pixels, 96dpi, included in following 4 releases	\$75/4 releases

WWW.CorningNY.com

The Corning Area Chamber of Commerce website, www.CorningNY.com, is a top-rated website for those searching for information about Corning, NY. Capitalize on this web traffic by placing an ad on our page!

Available Opportunities:

Description	Investment Level
Header Ad – 250x130 pixels, 96dpi; appears on all CorningNY.com site pages	\$150/month
Home Page Scrolling Ad – 960x320 pixels, 96 dpi, monthly	\$125/month
Enhanced Business Directory Listing – Priority placement for specific search results, ability to add your logo, enhanced description, and more!	\$100/year
Business Directory Banner Ad – 480x60 pixels, 96dpi; Targeted audience ads based on search	\$75/month

Information Center

Stand out from the rest and showcase your business at the Information Center of Corning. Design your own window display or display case & capture the attention of the local community and tourists alike!

Available Opportunities:

Description	Investment Level
Relocation Packet – Distributed by request in person, via mail, and during area tours	\$125/year
24/7 Marquee Window – Contact Andrew Schultz (ASchultz@corningny.com) for availability	\$100/month
Display Case – 1 month free, pending availability. Contact Andrew Schultz at (ASchultz@corningny.com) for scheduling.	1 st month free, \$35/month thereafter
Digital Marketing –Stay tuned for details on this exciting opportunity coming in 2018!	TBD

Exclusive Releases

Do you have an upcoming event, fundraiser, sale, etc. you want other to know about, and do you want their complete attention? We offer the following opportunities to help you spread the word:

Available Opportunities:

Description	Investment Level
Direct Mailing – The Chamber will print & mail a flyer or postcard on your behalf – 300+ recipients	\$500/release
Dedicated Email Release – We'll send your information, exclusively, to our 1300+ contact list	\$75-125/release

Gift Card Sponsorships

Since its inception in 2013, the Corning Gift Card program has generated over \$500,000 in revenue for Member Businesses. Put your logo to work by sponsoring the Gift Card program!

Available Opportunities:

Description	Investment Level
Envelope Sponsor – your logo on the outside of the gift card envelope. 4 spaces available for 2018	\$500/each or 2 for \$900
Website Sponsorship – your logo on the CorningNY.com gift card page, 10 spaces available	\$250/each

2018 Sponsorship Opportunities



Annual Dinner 2018

The Annual Dinner, a celebration of Member and Chamber accomplishments, is an opportunity for Chamber Members and the community to come together to enjoy an evening of networking, fun, food, and entertainment. The evening includes a silent and live auction, dinner and music.

Sponsorship Description	Investment
Presenting Sponsor - Welcome & Hospitality Sponsor, 4 tickets, multiple banner display, 10 PowerPoint Slides, logo listing in program and on Chamber website	\$2,100
Dance the Night Away Sponsor - Entertainment Sponsor, 2 tickets, 8 PowerPoint slides, banner display, logo listing	\$1,500
Paddle Sponsor - Live Auction Sponsor, 6 PowerPoint slides, logo listing	\$1,000
Bid Sponsor - Silent Auction Sponsor; 4 PowerPoint slides, logo listing	\$850
Menu Sponsor - Place Setting Menu Card Sponsor; 3 PowerPoint slides, logo listing	\$500
Presentation Sponsor - 2 PowerPoint slides, logo listing	\$200

Annual Golf Tournament: July 2018

Whether playing golf with employees, clients, colleagues or friends, the Annual Golf Tournament is an opportunity to build and strengthen business relationships within our community. The event includes 18 holes of golf in a Captain & Crew format, lunch, dinner, awards and prizes; not to mention fun and networking. This tournament is an effective way for sponsors to reach a captive audience, comprised of community leaders, stakeholders and business owners.

Sponsorship Description	Investment
Tee Off Sponsor - Tee Markers featuring your logo, 8 PowerPoint slides, banner display, logo listing	\$1,500
Eagle Sponsor - Team Photos featuring your logo OR Lunch sponsor, 6 PowerPoint slides, banner display, logo listing	\$1,000
Birdie Sponsor - Cart OR Putting Contest/Driving Range Sponsor, 3 PowerPoint slides, logo listing	\$750
Hole In One Sponsor - Signage on all 4 Hole in One opportunities; 2 PowerPoint slides, logo listing	\$500
Contest Sponsor - Closest to the Pin, Closest to the line, or Longest Drive; logo listing	\$350
Tee Sign Sponsor - Full color tee sign, max 11"x17" image of your choice, program listing	\$200

Awards Reception 2018

The Corning Area Chamber of Commerce will present three awards at this year's Annual Awards Reception: The Lifetime Achievement Award, the Evolving Business Award and the Young Professional Leadership Award. This event provides an exclusive opportunity to honor and recognize the contributions of the award recipients.

Sponsorship Description	Investment
Presenting Sponsor - Welcome Sponsor, 1 table (10 guests), banner display, enhanced program, website & invitation listing, inclusion in all event marketing	\$1,000
Award Sponsor - 1 ticket, sponsor display, program & website listing	\$500
Recognition Sponsor - Program & website listing	\$250

Own it! Women's Conference 2018

Launched in 2017, the Own it! Conference is planned and executed by women, for women. An inspiring and positive event, which includes educational speakers and networking, the conference will return, bigger and better, in Fall 2018.

Sponsorship Description	Investment
Diamond Sponsor - Organization logo included on all event promotions, display at event, gift bag opportunity, complimentary registration for 4	\$2,500
Ruby Sponsor - Organization logo included in event marketing, display at event, gift bag opportunity, complimentary registration for 2	\$1,500
Sapphire Sponsor - Organization logo included in event marketing, display at event, gift bag opportunity, complimentary registration for 1	\$1,000
Emerald Sponsor - Organization logo included in event marketing, gift bag opportunity	\$500
Pearl Sponsor - Organization logo included in event marketing	\$250

Corning Area young professionals (CAYP)

The Corning Area Young Professionals (CAYP) seek to actively engage young professionals and provide them with opportunities for networking, professional development and volunteering in an effort to attract, develop and retain talented and ambitious young professionals within our community.

Available Opportunities:

Description	Investment Level
Director Sponsorship – Company name and logo included on all signage at events; Company name and logo on all print and electronic materials including social media, as well as a click-through link to your company’s website; **Free 2018 annual membership for five employees and their entry to all events at no cost	\$1,000
Manager Sponsorship – Company name and logo included on all signage at events; Company name and logo on all print and electronic materials including social media, as well as a click-through link to your company’s website; **Free 2018 annual membership for one employee	\$500
Associate Sponsorship – Company name included on all signage at events; Company name on all print and electronic materials including social media	\$250

YEA! 2017-2018

Your generous support will directly transform local students into real business owners and real entrepreneurial success stories, strengthen our business and educational communities, and help shape the next generation of leaders in our region. For more information on the YEA! Program, program information, and sponsorship details, contact the Chamber today!

Available Opportunities:

Sponsorship Description	Investment Level
Presenting Sponsor - Exclusive Judging Seat & Guest Speaker opportunity at YEA! Investor Panel Event, trade show meet & greet, and more	\$5,000
Premier Partner –Judging Seat & Guest Speaker opportunity at YEA! Class Event and more	\$2,500
Local Champion Sponsor – Recognition at YEA! events, social media, and more	\$1,000
CEO Roundtable Sponsor – Recognition and promotion for this event, opportunity to introduce guest CEO’s, social media and more	\$500
YEA Snack Sponsor – Recognition and promotion throughout the YEA Program/Class, social media	\$500
Scholarship Partner – One student scholarship in business or organizations name and more	\$500
In-Kind Sponsorship – leveraging your resources to support the next generation of business leaders ... Contact Denise Ackley (DKAckley@CorningNY.com) to discuss your options	Custom

2018 Sponsorship summary



Event/Program	Sponsorship Level	Investment Level	Your Total
Annual Dinner Celebration	Presenting Sponsor	\$2,100	
	Dance the Night Away Sponsor	\$1,500	
	Paddle Sponsor	\$1,000	
	Bid Sponsor	\$850	
	Menu Sponsor	\$500	
	Presentation Sponsor	\$200	
Annual Golf Tournament	Tee Off Sponsor	\$1,500	
	Eagle Sponsor <input type="checkbox"/> Team Photo Sponsor <input type="checkbox"/> Lunch Sponsor	\$1,000	
	Birdie Sponsor: <input type="checkbox"/> Cart Sponsor <input type="checkbox"/> Putting Contest/Driving Range	\$750	
	Hole in One Sponsor	\$500	
	Contest Sponsor <input type="checkbox"/> Closest to the Pin <input type="checkbox"/> Closest to the Line <input type="checkbox"/> Longest Drive	\$350	
	Tee Sign Sponsor	\$200	
Awards Reception	Presenting Sponsor	\$1,000	
	Award Sponsor	\$500	
	Recognition Sponsor	\$250	
Own it! Women's Conference	Diamond Sponsor	\$2,500	
	Ruby Sponsor	\$1,500	
	Sapphire Sponsor	\$1,000	
	Emerald Sponsor	\$500	
	Pearl Sponsor	\$250	
	Director Sponsorship	\$1,000	

CAYP	Manager Sponsorship	\$500	
	Associate Sponsorship	\$250	
YEA! 2017-2018	Presenting Sponsor	\$5,000	
	Premier Partner	\$2,500	
	Local Champion Sponsor	\$1,000	
	CEO Roundtable Sponsor	\$500	
	YEA Snack Sponsor	\$500	
	Scholarship Partner	\$500	
2018 Investment Grand Total:			

<p>Business Information:</p> <p>Business: _____</p> <p>Address: _____</p> <p>City, State Zip: _____</p> <p>Contact Name: _____</p> <p>Telephone: _____</p> <p>Contact Email: _____</p>	<p>Payment Information:</p> <p>Check: Please make checks payable to: Corning Area Chamber of Commerce</p> <p>Credit Card: Visa: <input type="checkbox"/> MC: <input type="checkbox"/> Disc.: <input type="checkbox"/> AmEx: <input type="checkbox"/></p> <p>Name: _____</p> <p>Card #: _____</p> <p>Address: _____</p> <p>Exp. Date: _____ Security Code: _____</p> <p>Signature: _____</p>
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****Important Information:**

1. All advertising must be paid for in advance
2. The Chamber reserves the right to approve all advertising
3. Website and Member News ads must be submitted in hi-resolution digital files 5 business days before original run date. Accepted forms are JPEG and PDF.
4. To reserve your space or for questions, contact our Director of Member Services & Development at 607.936.4686 or email JLDegarmo@CorningNY.com