



2020

**Marketing &
Sponsorship
Guide**

Four Amazing Benefits of Event Sponsorships

As you consider using a portion of your promotion/advertising budget for 2020, consider sponsoring an Allen Fairview Chamber event!

Increase Brand Visibility

Put your brand visuals in front of large audiences who may not know your business. You can increase visibility with sponsor benefits, which include:

- Recognition on event signage and collateral
- Recognition on all pre & post-event marketing/communication materials
- Opportunity to address audience (event-dependent) at event

Exposure through Community Goodwill

Clients trust brands that care about investing in their community. Community involvement will also set you apart from other brands and give people more incentive to support your business.

Grow Business and Relationships

Grow your network connections through sponsor benefits which may include, depending on event, the following:

- Opportunity to introduce keynote or invited speaker
- Opportunity to moderate or present a panel discussion
- Opportunity to provide promotional products and/or brochures detailing your business to attendees

Efficiently General New Leads

Not only do Chamber events bring you a number of compatible customers, they also allow you to show the human side of your business. By attending, you can learn about your customers, promote our products and build a strong contact list.

34th Annual Golf Classic

Friday, September 18, 2020 | The Courses at Watters Creek
SIGN IN & BREAKFAST – 7:15 AM | SHOTGUN START – 8:30 AM

Bringing it back! Included with all registrations - all-inclusive ticket for prize drawings, sure putt, luckiest putt and other contests on course per player. Gift cards, cash and/or other prizes will be awarded!

- **Presenting Sponsor - \$5,000**
 - Three teams (12 golfers), goody bag, pre & post play meals
 - Company logo on all promotional material, social media & program
 - Interactive Tee Box Sponsorship
 - Logo digital scroll displayed on all golf carts
 - Company logo on sponsor sign at check-in & lunch
 - Recognition during welcome and closing ceremonies
 - Option to provide golf related or discount coupons in the golfer goody bags
- **Eagle Sponsor - \$2,500**
 - Two teams (8 golfers), give away items, pre & post play meals
 - Listed on promotional material, social media & program
 - Course Signage (tee box)
 - Company logo on sponsor sign at check-in & lunch
 - Option to provide golf related or discount coupons in the golfer goody bags
- **Birdie Sponsor----\$1,500 | \$2,000 Non-Member**
 - One Team, give away items, pre & post play meals
 - Listed on promotional material, social media & program
 - Course Signage (tee box)
 - Option to provide golf related or discount coupons in the golfer goody bags
- **Golfer Fee----\$600 per team of 4 or \$175 for each Individual Golfer.**

NOT A GOLFER....OPPORTUNITIES FOR YOU AS WELL! Contact chamber for additional sponsorships.

- **Golf Cart or Drink Cart Sponsor - \$600** - Company recognition and logo on carts or drink carts
- **Breakfast Sponsor - \$ 1,200** - Company recognition at breakfast and printed materials
- **Interactive Tee Box Sponsor - \$500** - market your company interactively with golfers - play games, handout promotional items, tee box hosts may contribute promotional items to goody bags, includes breakfast and lunch! Tee box hosts are assigned upon receipt of entry form and payment. (LIMITED TO FIVE)
- **Social Tee Box Sponsor - \$750** includes all of the above PLUS a keg of beer at your assigned tee box!
- **Course Sponsor Signage ---\$200** - sign on tee box or near green and may contribute promotional items to goody bags
- **Podcast Co-Sponsor - \$1000** - sponsor will co-host the Golf Classic Podcast
- **Podcast Commercial \$125** - 1-minute commercial on the Golf Classic Podcast
- **Get exposure for your business by donating a prize for our drawings - Minimum value of \$50 please!**
- Place your golf related items or discount coupons in the **Golfer Goody Bags** for only \$25

Promotion of all sponsors will start when payment is received.

2020 Member Choice Awards

Friday, February 21, 2020 | Courtyard by Marriott



Diamond Sponsor: \$3,500

- Premium reserved table for 10
- Special recognition at the reception, dinner & in event program
- One Complimentary overnight stay at the Marriott at Allen Event Center
- Delivery of auction items after the event

Sapphire Sponsor: \$2,500

- Premium reserved table for 8
- Special recognition at the reception, dinner & in the event program

Ruby Sponsor: \$1,500 - SOLD

- Table for eight
- Event Recognition
- Exclusive photo booth sponsorship

Emerald Sponsor: \$1,200

- Reserved seating for 8
- Recognition in the event program

Pearl Sponsor: \$850

- Reserved seating for 4
- Recognition in the event program

Table Sponsor: \$800

- Reserved seating for 8

Individual Seats Tickets \$110 or \$215 per Couple

Donations for the live and silent auction items are accepted at any time; however, the deadline to have items to Chamber office is February 10, 2019.



Business Education Workshops: Contact Staff

A business education series is being planned for 2020 with topics that will be of interest and benefit for small to medium sized businesses. More information will be provided as programs are developed. If you are interested in sponsoring a workshop, contact Chamber staff.



Eggs & Issues Legislative

Breakfast Sponsor: \$300 per breakfast

Quarterly breakfast meetings are hosted by the Business Advocacy Committee and feature updates from local, state and national elected officials. As sponsor, you will receive 2 complimentary tickets for distribution to your employees or clients. Sponsors are also allowed time on the program to talk about your company/business and to distribute promotional materials.



General Membership Luncheons

\$500 per luncheon

Membership luncheons will be held 4-6 times per year and will feature speakers who will appeal to a larger and more diverse demographic of Chamber members and guests. Sponsorship includes three (3) complimentary registrations plus time on the agenda to introduce your business on the program.



Leadership Allen Fairview Class Session

\$300 per session

Leadership Allen meets monthly from October through May. Each class session is a full day experience for our participants and that includes lunch and snacks. The benefit of sponsoring a daily session is more about your ability to shadow the class on that day and to promote your business to a group of residents and business representatives.



5:05 Networking

\$250 per event

Chamber members are invited to a member location for casual networking and appetizers. The host company will have an opportunity to talk about their business and introduce their staff. The sponsoring business is responsible for providing food, drinks, and a minimum of two door prizes for the event. Chamber is responsible for the invitations and marketing the event to all chamber members.



Business Showcase

\$300 Showcase Title

Sponsor Special business relationship building event. Members will have the opportunity to sign up and showcase their business by purchasing a table at the event. Showcase Title Sponsor will have prime location at the event, recognition on all signage, print & social media. **\$60 per showcase exhibitor booth.**

VIP Coffee

\$750 Annually

The VIP Coffee is a new and prospective member orientation offered by the Chamber to discuss benefits and value of membership. VIP Coffee meets monthly. Sponsorship benefits include recognition at each breakfast with time to introduce your business to those attending as well as signage at event and logo on all promotional materials, printed and online.



**Tuesday Morning Live Weekly Member Spotlight****No Fee Involved**

During the morning networking breakfast, you will receive ten minutes on the program for a presentation about your business. You are encouraged to bring any promotional materials or handouts for the audience. The sponsor is responsible for bringing breakfast for approximately 70 people and 2 cases of water. The Chamber will provide the coffee.

**Tuesday Morning Live Weekly Table Sponsor****\$25**

Highlight your business in the lobby area of Tuesday Morning Live - gain additional exposure while greeting those attending. Bring flyers, business cards or products representative of your business. We provide the table --you make it attractive!

**WISE (Women In Support of Enterprise)****\$1500 Annually**

WISE events are designed to provide valuable opportunities to connect with other women business leaders, entrepreneurs and business representatives. 2020 will bring a new look for WISE with only two scheduled events – Spring Fling and the December holiday gift expo and luncheon. Sponsor will receive two (2) tickets plus a booth for either event. There may be an additional event added, and that will be announced once determined. Sponsor will also have time on the program to promote your company and distribute promotional materials to attendees.

**Young Professionals****\$1200 Annual Sponsorship**

Monthly events featuring educational and networking opportunities for the emerging group of young professionals under forty within our area. Open to members and non-members, fee-based on membership status. Sponsor receives recognition on all marketing materials. Two (2) complimentary admissions to each event is included in sponsorship.

Other Opportunities

Weekly Update (E-Newsletter)**\$1,400 annually**

The Weekly Update comes out each Monday and reaches a distribution of over 1100 individuals and companies. Commitments allow you to change the ad at your discretion. All ad information must be provided electronically in jpeg format and be no larger than 500 x 500 pixels. Horizontal ads only, please. If you are unable to provide the ad, you may send us your logo with verbiage that we can link to a pdf document (supplied by you) that provides more information on your offer(s). Ads can link to website or pdf of additional information that you provide.

New Neighbors Packet Inserts**\$50.00 per instance**

Packets are assembled upon request by City. New and prospective residents to Allen receive a welcome packet from the Allen Fairview Chamber of Commerce. For a small fee, Chamber members may include promotional material (one piece) in packets sent to prospective and new residents. Email karen@allenfairviewchamber.com for more information. Members receive one or more months free as a benefit depending on level of investment.

Information on any of the above opportunities is available through staff members or our general email inbox at info@allenfairviewchamber.com

2020 Engagement Calendar by Month

January

- 16 Young Professionals
- 17 VIP Coffee
- 23 5:05 Networking
- 24 Senior Service Alliance

February

- 6 Young Professionals
- 11 Membership Luncheon
- 14 VIP Coffee
- 21 2020 Members Choice Awards & Auction
- 27 5:05 Networking
- 28 Senior Service Alliance

March

- 5 Young Professionals
- 13 VIP Coffee
- 19 WISE Spring Fling Luncheon
- 26 5:05 Networking
- 27 Senior Service Alliance

April

- 2 Young Professionals
- 3 Eggs & Issues: Candidates for Local Office
- 17 VIP Coffee
- 23 Donuts & Details
- 23 5:05 Networking
- 24 Senior Service Alliance

May

- 7 Young Professionals
- 8 VIP Coffee
- 12 Membership Luncheon
- 15 Donuts & Details
- 21 5:05 Networking
- 29 Senior Services Alliance

June

- 4 Young Professionals
- 12 VIP Coffee
- 16 WISE Luncheon
- 25 5:05 Networking
- 26 Senior Service Alliance

** Please note: some dates may change due to speaker availability. Changes will be announced via email.

July

- 2 Young Professionals
- 10 Eggs & Issues
- 17 VIP Coffee
- 23 5:05 Networking
- 24 Senior Service Alliance

August

- 6 Young Professionals
- 11 Membership Luncheon
- 14 VIP Coffee
- 27 5:05 Networking
- 28 Senior Service Alliance

September

- 3 Young Professionals
- 4 VIP Coffee
- 18 Annual Golf Classic
- 24 5:05 Networking
- 25 Senior Service Alliance

October

- 1 Young Professionals
- 2 Eggs & Issues - Candidate Form
- 9 VIP Coffee
- 22 5:05 Networking
- 23 Senior Service Alliance

November

- 5 Young Professionals
- 10 Membership Luncheon
- 13 VIP Coffee
- 19 5:05 Networking
- 20 Senior Service Alliance

December

- 3 Young Professionals
- 10 WISE Holiday Gift Expo & Luncheon
- 11 VIP Coffee
- 16 Chamber Holiday Celebration (tentative date)

