

LET'S GROW TOGETHER

2020 SPONSORSHIP OPPORTUNITY GUIDE



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marionchamber.org

GREETINGS!

The Marion-Grant County Chamber of Commerce is a non-profit, voluntary organization of the Grant County business community. It unites business, industry, and professional individuals to improve the economy and build a more vibrant and prosperous community.

The Chamber's strength lies in its membership, enabling us to accomplish collectively what no one could do individually. We connect 350+ member businesses through our business support, networking, education, and advocacy offerings.

Are you seeking exposure for your business? Creative ways to reach new customers or market your business? Looking to position your company as a community leader? The Marion-Grant County Chamber of Commerce provides many unique ways to partner.

We would love to help you find the right marketing sponsorship avenues for your business to achieve the goals that you have set.

Kylie Jackson, President & CEO

THANK YOU FOR YOUR INVESTMENT!

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2020 SCHEDULE

JANUARY

6 Governmental Affairs
8 Coffee with the Mayor
8 Ambassadors Club
9 Early Birds
16 Community Job Fair
18 Third House Session
22 Growth Series
23 The Network
24 Chamber Board Meeting

FEBRUARY

3 Governmental Affairs
4 Legislative Dinner
5 Ambassadors Club
7 Chamber 101
13 Sales & Marketing Meeting
14 The Network
18 Growth Series
19 State of the City
20 Community Job Fair
28 Chamber Board Meeting

MARCH

2 Governmental Affairs
4 Ambassadors Club
10 Chairman's Circle Reception
11 Coffee with the Mayor
12 Early Birds
19 Community Job Fair
23 The Network
25 Growth Series
27 Chamber Board Meeting

APRIL

1 Ambassadors Club
6 Governmental Affairs
15 Sales & Marketing Seminar
16 Community Job Fair
21 The Network
22 Growth Series
24 Chamber Board Meeting

MAY

4 Governmental Affairs
6 Ambassadors Club
11 Chamber 101
13 The Network
14 Early Birds
15 Chamber Board Meeting
20 Fusion: Leading Multi-Generational Teams
21 Community Job Fair
27 Growth Series

JUNE

5 Golf Outing
18 Sales & Marketing Meeting
18 Community Job Fair
24 Growth Series
25 The Network
26 Chamber Board Meeting

JULY

1 Ambassadors Club
9 Early Birds
14 The Network
16 Community Job Fair
22 Growth Series

AUGUST

3 Gov. Affairs Speaker
5 Ambassadors Club
6 Chairman's Circle Reception
13 Sales & Marketing Meeting
17 The Network
19 Chamber 101
20 Community Job Fair
26 Growth Series
28 Chamber Board Meeting

SEPTEMBER

2 Ambassadors Club
10 Early Birds
14 Governmental Affairs
17 Community Job Fair
18 The Network
25 Chamber Board Meeting

OCTOBER

5 Governmental Affairs
7 Ambassadors Club
8 Sales & Marketing Meeting
14 The Network
15 Community Job Fair
21 HR Seminar
23 Chamber Board Meeting
28 Growth Series

NOVEMBER

2 Governmental Affairs
4 Ambassadors Club
5 Annual Dinner
12 Early Birds
12 The Network
19 Community Job Fair
20 Chamber 101

DECEMBER

2 Ambassadors Club
4 Chamber Board Meeting
8 Holiday Open House
10 Sales & Marketing Meeting
11 The Network
17 Community Job Fair

November 5, 2020

ANNUAL DINNER

The Annual Dinner is an evening of networking and celebration as the Chamber reflects on the past year's accomplishments and looks forward to the upcoming year. New and outgoing board members are recognized as well as new Chairman's Circle members. Several awards are presented – the Chairman's Award, Young Professional of the Year, and Ambassador of the Year. The evening culminates with the announcement of the Athena Leadership Award recipient.

Primary Audience: Business and Community Leaders of Grant County
Projected Attendance: 150+

Opportunities

Corporate Sponsor (\$1,000)

- Recognition and promotion using business name (or logo when appropriate) in all web, social media, print, and email marketing materials.
- Acknowledgement at the event by the emcee
- Two complimentary seats
- Logo recognition on signage during event and in program

Award Sponsor (\$350)

- Acknowledgment at the event by the emcee
- Name recognition in program

Table Sponsor (\$480)

- Sponsor table (with signage) including eight (8) guaranteed, reserved seats
- Business listing in event program

Half-table Sponsor (\$240)

- Sponsor table (with signage) including four (4) guaranteed, reserved seats
- Business listing in event program



June 5, 2020

GOLF OUTING

There is no better way to network with the business community than at the Chamber's Golf Outing hosting more than 130 golfers annually. There are morning and afternoon flights.

Opportunities

Corporate Sponsorship (\$1,000)

- Recognition and promotion using business name (or logo when appropriate) in all web, social media, print, email marketing materials, and event banner.
- A 4-player team in Outing
- Premier Hole Sponsorship
- Koozie Sponsorship

Golf Cart Sponsorship (\$500) *Exclusive*

- Company logo and phone number or website on all golf carts (both flights)

Lunch Sponsorship (\$500)

- Company logo/name at lunch buffet
- 1 beverage ticket displaying company logo to distribute to all golfers

Hole #1/#10 Sponsorship (\$250) *Exclusive*

- Company name on sign at hole #1 or #10

Putting Green Sponsorship (\$250) *Exclusive*

- Company name on putting green

Beverage Oasis (\$225)

- Company name on all traveling and stationary beverage oasis signs with the option to have a representative at the oasis

Beverage Sponsorship (\$200)

- 1 Beverage ticket displaying company logo to distribute to all golfers

Premier Hole Sponsorship (\$175)

- Company name on sign at hole
- opportunity to meet & greet golfers and distribute company information

Breakfast Sponsorship (\$175)

- Company logo/name on table tents during breakfast

Koozie Sponsorship (\$150) (until SOLD OUT or May 15, 2020)

- Company logo on koozie distributed to all golfers

Hole Sponsorship (\$125)

- Company name on sign at hole



Second Thursday of ODD months

EARLY BIRDS

Early Birds is an opportunity to network and engage with other local businesses over a hot breakfast that is open to all members of the Marion-Grant County Chamber of Commerce. Attendees will learn about other local businesses as well as have the opportunity to share about their own organization.

Primary Audience: All Chamber member businesses and their employees

Projected Attendance: 75-80

Opportunities

Presenting Sponsor (\$200) *Exclusive*

- 10 minutes to speak during session (with Powerpoint)
- Booth Space during event
- Top billing on all marketing materials (program, registration website, social media, etc)
- Opportunity to place promotional materials on tables

Supporting Sponsor (\$25)

- Booth Space during event
- 2-minute interview during session
- Acknowledgement in program



NETWORK

Quarterly

CHAMBER 101

Chamber 101 is the Chamber's Quarterly Member Benefit Mixer. It is promoted to new members to learn all that the Chamber has to offer as well as to long-time members as a reminder of the power of their investment.

Primary Audience: New Chamber Members

Projected Attendance: 15-30

Opportunity

Welcome to the Chamber Sponsor (\$50/session)

- Logo recognition on marketing materials (social media, flier, weekly email, newsletter, etc)
- Opportunity to come to event, meet & greet new members, and introduce your business



April 15, 2020

SALES & MARKETING SEMINAR

This full-day seminar featuring regionally and nationally renowned speakers will help hone your sales and marketing skills. There are numerous opportunities for you to network and promote your business while sharing and gaining sales and marketing strategies with industry peers.



Primary Audience: Marketing Staff / Business Owners
Projected Attendance: 50-60

Opportunities

Corporate Sponsor (\$250)

- Full page ad in Seminar Resource Guide
- Two (2) complimentary attendees
- Logo on marketing materials (registration website, social media, email communications, etc)
- Mention by emcee during the event

Resource Guide Advertiser (\$50-100)

- ½ page or ¼ page ads available in Seminar Resource Guide

May 20 / October 21

HUMAN RESOURCES SEMINAR

The Chamber hosts two seminars directed towards Human Resources professionals. The first, in the spring, is the DOL Seminar. Facilitated by the U.S. Department of Labor, this seminar addresses current issues such as Minimum Wage/Overtime, Child Labor, Family Medical Leave Act, and Exempt/Non-Exempt. The second seminar, in the fall, focuses on an industry-specific topic of interest.

Primary Audience: HR Managers / Business Owners • Projected Attendance: 50

Opportunities

Event Sponsor (\$250)

- Logo on all marketing materials (registration website, social media, email communications, etc)
- Opportunity to donate paper, pens, etc to attendees
- Five (5) minutes to speak during Seminar
- Two (2) complimentary attendees



February 4, 2020

LEGISLATIVE DINNER

Taking place at the Columbia Club in downtown Indianapolis, the Legislative Dinner is designed to provide the opportunity to participate in candid conversations with legislators on key issues affecting your business and State government.

Primary Audience: Business leaders and state legislators • Projected Attendance: 50

Opportunities

Corporate Sponsor (\$1,000)

- Recognition and promotion using business name (or logo when appropriate) in all web, social media, print, and email marketing materials.
- Mention by emcee during the event
- Logo on all signage during registration and cocktail hour
- Business listing in event program

Table sponsor (\$500)

- Sponsor table (with signage) including eight (8) guaranteed, reserved seats
- Business listing in event program



January 18, 2020

THIRD HOUSE SESSION

The Third House Session is an important opportunity for Chamber members and members of the public to interact with Grant County's members of the Indiana General Assembly in a question and answer format. The event, held at the Marion City Council Chambers in City Hall, has the legislators answer questions from a moderator in a panel-style in front of the audience. Questions are solicited from Chamber members in advance and audience members on the day of the event.



Opportunities

Event Sponsor (\$250)

- Logo on all printed marketing materials
- Mention by moderator during the event
- Logo on all signage

Refreshment Sponsor (varies)

- Provide coffee and donuts for event
- Logo on all marketing materials



February 19, 2020

STATE OF THE CITY

Marion's Mayor presents the State of the City address to the business community unveiling the vision of the administration for the year.

Primary Audience: Business and community leaders

Projected Attendance: 150

Opportunities

Event Sponsor (\$500)

- Recognition and promotion using business name (or logo when appropriate) in all web, social media, print, and email marketing materials.
- Mention by emcee
- Two reserved tables of twelve (12) total attendees

Table Sponsor (\$150)

- One reserved table of six (6) attendees
- Logo on day-of-event marketing materials

TBD

GOVERNMENTAL AFFAIRS SPEAKER

The Governmental Affairs committee will host, from time-to-time, speakers on relevant topics. These speakers range from government officials to journalists to policy experts.

Opportunity

Event Sponsor (\$150)

- Recognition and promotion using business name (or logo when appropriate) in all web, social media, print, and email marketing materials.
- Mention by emcee
- Two (2) reserved seats at event



Monthly GROWTH SERIES

The Growth Series is a monthly educational opportunity. Sessions will range from discussions with successful entrepreneurs to Google trainings to leadership lunch & learns and much more.

Primary Audience: Depends on topic

Projected Attendance: 15-20 per session

Opportunities

Series Sponsor (\$250)

- Logo on all marketing materials
- Two (2) minutes to welcome attendees and introduce business at each session

Session Sponsor (\$100)

- Logo on specific session of your choice
- One (1) minute to welcome attendees



NETWORK

Monthly BUSINESS AFTER HOURS

Business After Hours is a great opportunity to show off your business in a casual setting. In addition to "After Hours", this event can be hosted "Before" or "During" hours as well. The Chamber only hosts one of these events per month and businesses can only host once per year. The Chamber's Ambassadors will attend to help welcome your guests.

Primary Audience: Chamber members interested in networking • Projected Attendance: 30-150



Opportunity

BAH Host (cost varies)

- No additional costs beyond those incurred in hosting the event.
- Hosts are encouraged to have refreshments, beverages, and giveaways.
- Promotion through the Chamber's marketing channels.



November 5, 2020

ATHENA AWARD

The ATHENA Award recognizes individuals for professional excellence, for providing valuable service to their community and for assisting women in their attainment of professional goals and leadership skills. It is awarded each year during the Chamber's Annual Dinner.

Opportunity

Award Co-Sponsor (\$750)

- Recognition and promotion using business name (or logo when appropriate) in all web, social media, print, and email marketing materials.
- Mention by emcee during Annual Dinner
- Business Name on Award Nameplate

ADDITIONAL OFFERINGS

Digital Billboard (\$200/mo)

- Your Billboard will show 4,000+ times per month
- Less than \$.05 per showing
- 17,000+ cars per day
- Quarterly commitment and able to change the design once a month.

Website Banner Ad (\$100/mo) *Exclusive*

- Ad on Chamber Website
- Ad can be changed monthly and is clickable to your member directory page
- 6-month commitment

Business Herald Sponsorship Opportunities

- Quarterly publication of Chamber & News Herald - THE Source for Business News in Grant County
- Sent to ALL business in Grant County plus all News-Herald subscribers (3,000 total)
- Ad pricing/sizes vary - contact Chamber for most up-to-date pricing

Weekly Email Boost (\$50/wk) *Exclusive*

- Have your event, news, or ad boosted to its own block in Chamber's weekly email
- Only one business per week can boost
- Sent to 1,000+ subscribers

2020 COMMITMENT FORM



Company Name: _____

Contact: _____

Contact Email: _____

Authorized by (signature): _____

Authorized by (please print): _____

Date: _____

This contract is a sponsorship agreement. By signing above, I agree, on behalf of the company listed above, to provide written notice to the Marion-Grant County Chamber of Commerce of cancellation of any or all of this sponsorship at least 60 days prior to the date of the sponsored event. I also agree that I understand the terms and deadline dates and am authorized to sign this contract on behalf of my company.

This contract is not complete until it has been reviewed and accepted by the Chamber staff. Once accepted, you will receive a copy of this contract signed by the Chamber staff.



YES, I WANT TO GROW MY BUSINESS THROUGH SPONSORSHIP WITH THE CHAMBER!

Event/Opportunity	Sponsorship Name	Amount
Annual Dinner		
Golf Outing		
Community Marketplace		
Early Birds		
Chamber101		
Sales & Marketing Seminar		
Human Resources Seminar		
Legislative Dinner		
Third House Session		
State of the City		
Governmental Affairs Speaker		
Growth Series		
Business After Hours		
Athena Award		
Digital Billboard		
Weekly Email Boost		
Website Banner Ad		
Business Herald		

RETURN BY EMAIL TO RHONDA@MARIONCHAMBER.ORG

Chamber Authorized Signature: _____

Date: _____