

2020

SPONSORSHIP OPPORTUNITIES

The Chamber promotes business success which supports a thriving community.

Thank you for supporting the Rochester Area Chamber of Commerce

MISSION | VISION | VALUES

MISSION

The Chamber promotes business success which supports a thriving community.



VISION

Rochester-area businesses are empowered to succeed in a diverse and collaborative climate.

VALUES

Collaboration
Diversity
Integrity
Innovation
Proactivity



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COMMUNITY MATTERS

Series Sponsor **\$2,500***Limited to six sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Tagged recognition in social media promotions
- Prominent recognition in promotional materials

Day-of Visibility

- Verbal and logo recognition at the events
- Banner signage displayed
- Opportunity to provide promotional items on tables
- Four registrations to attend the events

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Mention in the Chamber Advantage Magazine

Session Sponsor **\$800***Unlimited sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Prominent Recognition in promotional materials

Day-of Visibility

- Logo recognition at the events
- Opportunity to provide promotional items on tables
- Two registrations to attend the events

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

EGGS & ISSUES

Series Sponsor **\$3,000***Limited to seven sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Tagged recognition in social media promotions

Day-of Visibility

- Verbal and logo recognition at the events
- Opportunity to briefly greet the attendees
- Opportunity to provide promotional items on tables
- Four registrations to attend the events

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

Session Sponsor **\$800***Unlimited sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page

Day-of Visibility

- Logo recognition at the events
- Opportunity to provide promotional items on tables
- Two registrations to attend the events

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

LEGISLATIVE PREVIEW AND RECAP

Series Sponsor **\$3,500***Limited to eight sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Tagged recognition in social media promotions
- Prominent recognition in promotional materials

Day-of Visibility

- Logo recognition at the events
- Banner signage displayed
- Opportunity to provide promotional items on tables
- 4 complimentary registrations to attend both events

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Mention in the Chamber Advantage Magazine

Session Sponsor **\$925***Unlimited sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Prominent Recognition in promotional materials

Day-of Visibility

- Logo recognition at the events
- Opportunity to provide promotional items on tables

Post Series Brand Visibility

- Tagged recognition in Social Media recap post



ECONOMIC SUMMIT & FORECAST

Pinnacle Sponsor**\$15,000***Limited to one sponsorship opportunity***Pre-Series Marketing**

- Logo placement on all Chamber collateral and correspondence promoting the summit
- Logo placement on the Summit event registration page
- Tagged recognition in social media posts promoting the Summit
- Logo placement on all electronic and print registration materials

Day-of Visibility

- Opportunity to display pop-up banners and other promotional items
- 3 minute welcoming address at the beginning of the event
- Opportunity to provide promotional items at each table
- Two complimentary tables (12 seats) with preferential seating
- Back cover or full-page ad in the program (sponsor provides artwork)
- Logo featured in the event slide
- Featured interview on Chamber's Facebook Live stream

Post Event Brand Visibility

- Written recognition in the Chamber Advantage Magazine, a monthly publication that is distributed to More than 1,500 business and community leaders in greater Rochester
- Separate social media post recognizing sponsorship of the event
- Gratis 1/4-page advertisements in four issues of Advantage Magazine (sponsor chooses issues)

Gold Sponsor**\$5,500***Limited to three sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Recognition in all promotional materials

Day-of Visibility

- Logo displayed in the event slide
- Full-page ad in the program (sponsor provide artwork)
- 1 complimentary table (6 seats) for the Summit with preferential seating

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

Silver Sponsor**\$3,300***Limited to four sponsorship opportunities***Pre-Series Marketing**

- Logo on Chamber event registration page
- Recognition in promotional materials

Day-of Visibility

- Logo displayed in the event slide
- 1/4-page ad in the program (sponsor provide artwork)
- 1 complimentary table (6 seats) for the Summit

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

Youth Financial Literacy Sponsor*Limited to five sponsorship opportunities* **\$300****Sponsorship funds will be used to support the youth Finance Camp***Day-of Visibility**

- Two tickets to the Summit
- Logo displayed in the event slide
- Written recognition in the program

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

Table Sponsor**\$500***Limited to space available***Day-of Visibility**

- Logo displayed in the event program
- Business logo signage displayed at the table
- One table (6 seats) for the Summit



AM ESPRESSO**Host Sponsor** **\$850**

Limited to one sponsorship opportunity per month

Pre-Series Marketing

- Logo on Chamber event registration page
- Tagged recognition in social media and eblast promotions
- Prominent recognition in promotional materials
- Creation of a custom graphic for use

Day-of Visibility

- Opportunity to host the Business After Hours guests at a location of your choosing (some restrictions apply)
- Opportunity to provide a 1-3 minute greeting
- Banner signage displayed at the event
- Opportunity to provide Door Prizes

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

BUSINESS AFTER HOURS**Host Sponsor** **\$1,650**

Limited to one sponsorship opportunity per month

Pre-Series Marketing

- Logo on Chamber event registration page
- Tagged recognition in social media and eblast promotions
- Prominent recognition in promotional materials
- Creation of a custom graphic for use

Day-of Visibility

- Opportunity to host the Business After Hours guests at a location of your choosing (some restrictions apply)
- Opportunity to provide a 1-3 minute greeting
- Banner signage displayed at the event
- Opportunity to provide Door Prizes

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Recognition in the Chamber Advantage Magazine

SPEED NETWORKING AFTER HOURS**Series Sponsor** **\$1,750**

Limited to two sponsorship opportunities

Pre-Series Marketing

- Logo on Chamber event registration page
- Tagged recognition in social media and eblast promotions

Day-of Visibility

- Opportunity to provide a 1-3 minute greeting
- Banner signage displayed at the event
- Opportunity to provide door prizes

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Recognition in the Chamber Advantage Magazine
- Receive a list of all event attendees

WOMEN'S ROUNDTABLE**Series Sponsor** **\$2,700**

Limited to two sponsorship opportunity

Pre-Series Marketing

Logo included on the Chamber event registration page
Tagged recognition in the social media post and eblasts promoting the sponsored session

Day-of Visibility

- Provide a 2 minute greeting to the attendees at the roundtable
- Banner signage displayed at the event
- Opportunity to provide promotional items

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- receive a list of all event attendees

Host Sponsor **IN-KIND**

Limited to one sponsorship opportunity

Note: Host location provides the space and light refreshments for the gathered attendees

Pre-Series Marketing

- Tagged recognition in social media and eblast promotions

Day-of Visibility

- Opportunity to provide a 1-3 minute greeting
- Opportunity to provide door prizes

Post Series Brand Visibility

- Tagged recognition in Social Media recap post



Community Celebrations

ANNUAL GOLF OUTING

NEW VENUE ROCHESTER GOLF & COUNTRY CLUB | JUNE 29, 2020

Title Sponsor

\$10,000

Limited to one sponsorship opportunity

Pre-Series Marketing

- Logo placement on all Chamber collateral and correspondence promoting the golf outing
- Logo placement on all electronic and print registration materials
- Tagged recognition in all social media promotion of the event

Day-of Visibility

- Opportunity to provide event bags for every tournament golfer
- Premier placement at the most prominent, highly trafficked area of the golf course, allowing for maximum visibility and golfer engagement
- Signage placement in key areas leading up to the clubhouse, in the clubhouse, and on table tents during the awards ceremony (sponsor provides signage)
- Opportunity to greet the golfers during both waves and present a prize during the awards ceremony
- Consistent social media exposure - written, visual, and video - during the golf outing

Post Event Brand Visibility

- Gratis advertising for 1/4 of a page in 4 Advantage editions of the sponsor's choice
- Premier placement in the Chamber Member directory
- Right of first refusal for subsequent golf outing
- Logo in the Chamber Advantage Magazine

Eagle Sponsor

\$1,500

Limited to four sponsorship opportunities

Pre-Series Marketing

- Tagged recognition in stand-alone social media post
- Logo included on all promotional event collateral
- Logo included on the event registration page

Day-of Visibility

- Logo permanently displayed on every cart
- Logo prominently displayed on tournament info sheet
- Display logo signage along fairway on designated hole (sponsor to provide the banner / sign)
- Opportunity to provide an item for the event bag
- Pop-up banner displayed at the event
- Verbal recognition at awards presentation

Post Series Brand Visibility

- Logo included in Advantage Magazine
- Tagged recognition in social media recap post

Birdie Sponsor

\$850

Limited to seven sponsorship opportunities

Pre-Series Marketing

- Logo on Chamber event registration page

Day-of Visibility

- Logo permanently displayed on every cart
- Opportunity to provide an item for the event bag
- Logo included on tournament info sheet

Post Series Brand Visibility

- Written recognition in Advantage Magazine

Tee2Green Sponsor ***NEW***

Limited to 18 sponsorship opportunities **\$850**

New for 2020, Tee2Green sponsors will receive exclusive access to one entire golf hole to decorate and promote their business

Day-of Visibility

- Written recognition on tournament info sheets
- Exclusive rights to one entire golf hole

Post Series Brand Visibility

- Written recognition in Advantage Magazine

Cart Sponsor

\$1,500

Day-of Visibility

- Logo displayed permanently on every cart
- Business logo signage displayed at the table
- Logo included in tournament info sheet



ANNUAL MEMBER & COMMUNITY CELEBRATION

Diamond Sponsor \$15,000

Limited to one sponsorship opportunity

Pre-Series Marketing

- Logo placement on all Chamber collateral and correspondence promoting the summit
- Logo placement on the Summit event registration page
- Tagged recognition in social media posts promoting the Summit
- Logo placement on all electronic and print registration materials

Day-of Visibility

- Opportunity to display pop-up banners and other promotional items
- 3 minute welcoming address at the beginning of the event
- Opportunity to provide promotional items at each table
- Two guaranteed tables (16 seats) with preferential seating
- Back cover or full-page ad in the program (sponsor provides artwork)
- Logo featured in the event slide show

Post Event Brand Visibility

- Written recognition in the Chamber Advantage Magazine, a monthly publication that is distributed to More than 1,500 business and community leaders in greater Rochester
- Separate social media post recognizing sponsorship of the event

Platinum Sponsor \$10,000

Limited to one sponsorship opportunity

Pre-Series Marketing

- Logo on Chamber event registration page
- Recognition in all promotional materials

Day-of Visibility

- Logo displayed in the event slide show & program
- Full-page ad in the program (sponsor provide artwork)
- One guaranteed table (8 seats) for the event with preferential seating
- Verbal recognition at the event

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Written recognition in the Advantage Magazine

Gold Sponsor \$5,000

Limited to four sponsorship opportunities

Pre-Series Marketing

- Logo on Chamber event registration page

Day-of Visibility

- Logo displayed in the event slide show & program
- 1/2-page ad in the program (sponsor provide artwork)
- One guaranteed table (8 seats) for the event
- Verbal recognition at the event

Post Series Brand Visibility

- Tagged recognition in Social Media recap post

HILTON ROCHESTER MAYO CLINIC AREA APRIL 3, 2020



ANNUAL MEMBER & COMMUNITY CELEBRATION



Silver Sponsor

\$2,500

Limited to four sponsorship opportunities

Pre-Series Marketing

- Logo will appear on the Chamber's event registration page

Day-of Visibility

- Logo displayed in the event slide show & program
- 1/4-page ad in the program (sponsor provide artwork)
- 1/2 guaranteed table (4 seats) for the event
- Verbal recognition at the event

Post Series Brand Visibility

- Written recognition in the Advantage Magazine

Bronze Table Sponsor

\$800

Limited to space available

Day-of Visibility

- Guaranteed table at the event
- Business signage displayed at guaranteed table
- Written recognition at the event

Post Series Brand Visibility

- Written recognition in the Advantage Magazine



MLK DAY BREAKFAST

Community Sponsor \$4,500

Limited to two sponsorship opportunity

Pre-Series Marketing

- Logo placement on all Chamber collateral and correspondence promoting the summit
- Logo placement on the event registration page

Day-of Visibility

- Two complimentary tables (12 seats) with preferential seating
- Logo featured in the event slide show & program
- Verbal recognition at the event
- Consistent social media exposure during the event

Post Event Brand Visibility

- Written recognition in the Chamber Advantage Magazine
- Tagged recognition in the social media posts recapping the event

Celebration Sponsor \$2,200

Limited to five sponsorship opportunities

Pre-Series Marketing

- Logo on Chamber event registration page
- Recognition in all promotional materials

Day-of Visibility

- Logo displayed in the event slide show
- Verbal recognition at the event
- 1 complimentary table (6 seats) for the event with preferential seating
- Logo included in the event program

Post Series Brand Visibility

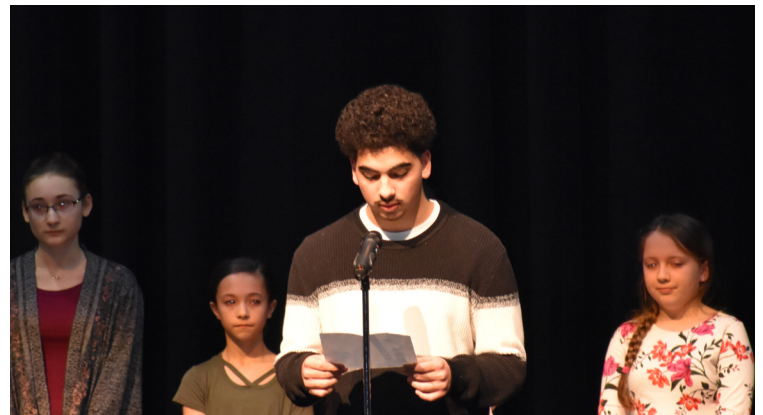
- Written recognition in the Advantage Magazine

Table Sponsor \$200

Limited to space available

Day-of Visibility

- Company name included in the event slide show and program
- Business logo signage displayed at the table
- 1 complimentary table (6 seats) for the event



8 Future Workforce Development

STEAM SUMMIT

Platinum Sponsor

\$6,000

Limited to one sponsorship opportunity

Pre-Series Marketing

- Logo placement on all Chamber collateral and correspondence promoting the summit
- Logo placement on the Summit event registration page
- Tagged recognition in social media posts promoting the Summit

Day-of Visibility

- Premium booth space for interactive exhibit
- Logo displayed on the event slide show
- Banners / signage displayed at the event (provided by the sponsor)
- Featured interview on Chamber's Facebook Live stream

Post Event Brand Visibility

- Tagged recognition in the social media posts recapping the Summit
- Written recognition in the Advantage Magazine.

Gold Sponsor

\$3,750

Limited to four sponsorship opportunities

Pre-Series Marketing

- Logo placement on the Summit event registration page
- Tagged recognition in social media posts promoting the Summit
- Recognition in promotional items

Day-of Visibility

- Preferred booth space for interactive exhibit
- Logo displayed on the event slide show
- Featured interview on Chamber's Facebook Live stream

Post Event Brand Visibility

- Tagged recognition in the social media posts recapping the Summit
- Written recognition in the Advantage Magazine.

Silver Sponsor

\$2,000

Limited to eight sponsorship opportunities

Pre-Series Marketing

- Recognition in promotional items

Day-of Visibility

- Preferred booth space for interactive exhibit
- Logo displayed on the event slide show

Post Event Brand Visibility

- Tagged recognition in the social media posts recapping the Summit
- Written recognition in the Advantage Magazine.

Bronze Sponsor

\$900

Unlimited sponsorship opportunities

Pre-Series Marketing

- Recognition in promotional items

Day-of Visibility

- Booth space for interactive exhibit
- Logo displayed on the event slide show

Post Event Brand Visibility

- Written recognition in the Advantage Magazine.



FINANCE CAMP

Pinnacle Sponsor

\$2,000

Limited to one sponsorship opportunity

Pre-Series Marketing

- Written recognition on event registration page
- Tagged recognition in social media and email promotions
- Prominent recognition in promotional materials

Day-of Visibility

- Opportunity to provide staff for the volunteer booths to engage with students
- Banner signage displayed at the event
- Opportunity to provide Door Prizes

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Recognition in the Chamber Advantage Magazine

Gold Sponsor

\$500

Limited to four sponsorship opportunities

Day-of Visibility

- Opportunity to provide staff for the volunteer booths to engage with students
- Opportunity to provide Door Prizes

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Recognition in the Chamber Advantage Magazine

Pinnacle Sponsor

\$4,000

Limited to one sponsorship opportunity

Pre-Series Marketing

- Logo placement on all Chamber collateral and correspondence promoting the program
- Logo placement on the program registration page
- Tagged recognition in social media posts promoting the program registration
- Logo placement on all electronic and print registration materials

Day-of Visibility

- Opportunity to host the kick-off orientation session (sponsor provides the space)
- Logo on program slide show shown at each of the 10 sessions
- Logo included in all 10 agendas provided to the cohort
- Tagged recognition in social media post recapping the orientation session

Post Event Brand Visibility

- Written recognition in the Chamber Advantage Magazine
- Separate social media post recognizing sponsorship of the program

Graduation Sponsor

\$3,300

Limited to one sponsorship opportunity

Pre-Series Marketing

- Logo on Chamber event registration page

Day-of Visibility

- Logo displayed in the event slide show & in the cohort agenda
- 1 complimentary table (6 seats) for the program with preferential seating
- Opportunity to greet the cohort and guests at the graduation session

Post Series Brand Visibility

- Tagged recognition in Social Media recap post
- Written recognition in the Advantage Magazine

Session Sponsor

\$1,850

Limited to 10 sponsorship opportunities

Pre-Series Marketing

- Recognition in promotional materials

Day-of Visibility

- Logo displayed in the event slide show
- Logo displayed on the session agenda
- Opportunity to greet the cohort the morning of their session

Post Series Brand Visibility

- Invitation to join the cohort graduation in May
- Written recognition in Advantage Magazine

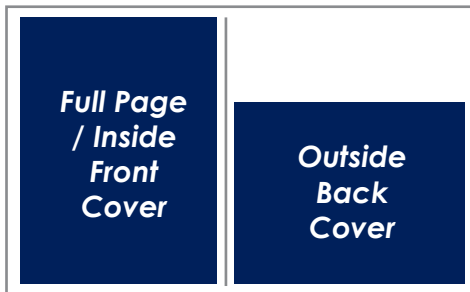


ADVANTAGE MAGAZINE

Rate Card

Ad Sizes

SIZE	WIDTH	HEIGHT
Magazine Trim Size	8.5"	11"
Back Cover	8"	7"
Inside Front Cover	8"	10.25"
Full Page Ad	8"	10.25"
Half Page Ad	8"	5.25"
Quarter Page Ad	8"	2.5"



Advertising Rates

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Back Cover	\$725	\$700	\$675	\$650
Inside Front Cover	\$725	\$700	\$675	\$650
Full Page Ad	\$675	\$650	\$625	\$600
Half Page Ad	\$625	\$600	\$575	\$550
Quarter Page Ad	\$425	\$400	\$375	\$350

QUESTIONS?

Please contact Cheryl Krage by calling (507) 424-5699 or by emailing ckrage@rochestermnchamber.com.

ADVERTISE
AND BE SEEN

by
total circulation

1,540

pass-along circulation

6,200

TECHNICAL SPECS

- Press-ready files
- PDF format
- 300-dpi or greater resolution
- Artwork in the CMYK process

ROCHESTER AREA
CHAMBER OF COMMERCE

rochestermnchamber.com

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