

2021  
CHAMBER  
CHAMPIONS

Athens Area  
CHAMBER OF COMMERCE

# SPONSORSHIP PACKAGE 2021



**ATHENS AREA**  
CHAMBER OF COMMERCE

246 W. Hancock Ave.  
Athens, GA 30601  
706.549.6800  
[info@athensga.com](mailto:info@athensga.com)



[www.athensga.com](http://www.athensga.com)





## A MESSAGE FROM THE PRESIDENT & CEO

On behalf of the Board of Directors of the Athens Area Chamber of Commerce, thank you for your continued interest and investment in the Chamber.

This Chamber Champion campaign is designed to:

- maximize the exposure for businesses that participate;
- ensure that you only receive ONE request for sponsorship of any kind from the Chamber;
- and allows the Chamber to more effectively prepare and implement our 2021 budget.

Through participation in the program, your business will receive tickets to most of our events. Those gatherings are typically focused on celebrating outstanding community partners, building connections with other local businesses, or providing fact-based information about pertinent topics. We expect to have over 4,000 attendees at Chamber events in 2021.

**LOOKING FOR VISIBILITY?** Thus far in 2020, we have had over 40,000 visitors to our website, **athensga.com**. As a Chamber Champion, you are recognized on the home page and other pages throughout the site. We use our social media platforms to tell stories of our members and typically turn to our major investors first. We have over 10,000 weekly engagements on Facebook and Instagram and hope that with the 2021 Chamber Champion levels, we will be able to use these media platforms to tell your story.

All of us have had to substantively pivot our work plans as a result of the pandemic. We have had an extraordinary and frequently difficult year. We have coordinated nearly 1,000 virtual calls or meetings including nearly 50,000 attendees focused on finding a more clear, sustainable path through this time. We have seen the tears of some business owners that have been forced to close up shop. We have also seen the face of relief from those that have found a toehold and have been able to keep their dreams alive. Our job with your help is to continue to craft an ever-changing business environment in such a way that we maximize the prosperity for local businesses...thus all Athenians.



**DAVID  
BRADLEY**

**President & CEO**

**706-549-6800 Ext 225**

**Cell: 704-253-3128**

**david.bradley@athensga.com**



# PROGRAM OF WORK

## 2021 CHAMBER RESTRUCTURING

The Board of Directors of the Chamber approved an organizational restructuring in 2021 to provide a more focused, participative Program of Work. We believe that this structure more closely aligns with our Strategic Plan and engages our growing membership in the critical work of the Chamber.



### PUBLIC POLICY DIVISION

The Chamber strives to be the voice of business in the Athens area. Having a vibrant and growing business climate is vitally important in order to maintain/expand the quality of life for all Athenians. This division will seek to solidify connections at all levels of government.



### EDUCATION/WORKFORCE DEVELOPMENT DIVISION

High quality K-12 education is critical to the long-term economic viability of a community. Extraordinary education attracts new/expanding employers as well as provides an effective workforce for years to come. The Chamber will seek to build business/education partnerships throughout the year while supporting other educationally-driven organizations in their work.



### BUSINESS DEVELOPMENT DIVISION

The backbone of our economy is a thriving business community. The Chamber has traditionally been an outstanding organizer of networking programming with over 1,500 participants throughout the year. Based on survey results, we will build programming designed to address the most critical needs expected in 2021.



### SPECIAL EVENTS DIVISION

The Chamber will hold several major events in 2021. Although the Annual Meeting will be virtual in February, we expect to hold nearly all other major events in person. We embrace the notion that face-to-face connectivity is an important benefit to building community. We expect to attract over 3,000 participants to our Chamber experiences next year.



### MEMBERSHIP & MEMBER SERVICES DIVISION

Membership is the lifeblood of the Chamber. In 2019, we grew by a net 16% and were on track to meet that in 2020 until the pandemic hit. This Division will focus on growing our membership again in 2021 through the provision of excellent communication, benefits and value.

**YOUR INVESTMENT IS CRITICAL FOR THIS WORK TO SUCCEED.**



# THANK YOU

"There are many players in the game, but only a handful of champions."  
Matshona Dhlwayo

## PREMIER PARTNERS



## ELITE PARTNERS



## CLASSIC PARTNERS



## SUPPORTING PARTNERS



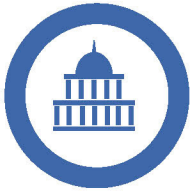
## FRIENDS OF THE CHAMBER





# OUR CORE FOCUS

## PUBLIC POLICY



PANCAKES & POLICY  
DAY AT THE CAPITOL  
INTER-CITY  
LEADERSHIP VISIT

## EDUCATION/ WORKFORCE DEVELOPMENT



SEEING IS BELIEVING  
BUS TOUR  
SPELLING BEE

## BUSINESS DEVELOPMENT



SMALL BUSINESS  
BREAKFAST CLUB  
LEADS GROUPS

## MEMBERSHIP/ MEMBER SERVICES



CHAMBER  
AMBASSADORS  
CHAMBER 101  
NEW MEMBER  
SOCIAL  
DIVERSITY, EQUITY &  
INCLUSION FORUM

## SPECIAL EVENTS

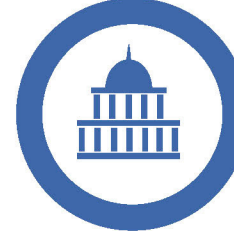


ANNUAL MEETING  
GOLF TOURNAMENT  
MID-YEAR  
ATHENA AWARD  
LUNCHEON

## SPECIAL EVENTS



## PUBLIC POLICY



## MEMBERSHIP/ MEMBER SERVICES



## EDUCATION/ WORKFORCE DEVELOPMENT



## BUSINESS DEVELOPMENT



# 2021 SPONSOR LEVELS



**ATHENS AREA**  
CHAMBER OF COMMERCE

**PREMIER**  
**\$13,500**



**ELITE**  
**\$8,500**



**CLASSIC**  
**\$5,500**



**SUPPORTING**  
**\$3,500**



**FRIEND**  
**\$1,250**



## PUBLIC POLICY

- PANCAKES & POLICY
- DAY AT THE CAPITOL

### Presenting Sponsor

Table of 8  
(Reserved)  
4 Tickets

Table of 8  
(Reserved)  
4 Tickets

1/2 Table  
(4 Tickets)

2 Tickets

## EDUCATION/WORKFORCE DEVELOPMENT

- SEEING IS BELIEVING
- SPELLING BEE

### Presenting Sponsor

4 Tickets  
(1) Team

2 Tickets  
(1) Team

2 Tickets

2 Tickets

1 Ticket

## SPECIAL EVENTS

- ANNUAL MEETING
- GOLF TOURNAMENT
- MID-YEAR
- ATHENA AWARD LUNCHEON
- INTER-CITY VISIT

### Presenting Sponsor

Table of 8  
(Reserved)

Foursome

Table of 8  
(Reserved)

8 Tickets

Available

Table of 8  
(Reserved)

Foursome

Table of 8  
(Reserved)

8 Tickets

Available

Table of 8  
(Reserved)

2 Players

6 Tickets

1/2 Table  
(4 Tickets)

2 Players

1/2 Table  
(4 Tickets)

1/2 Table  
(4 Tickets)

1 Player

1/2 Table  
(4 Tickets)

## BUSINESS DEVELOPMENT

- SMALL BUSINESS BREAKFAST CLUB
- LEADS GROUPS

### Presenting Sponsor (Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Name)

Sponsor  
Recognition  
(Name)

### Presenting Sponsor (Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Name)

Sponsor  
Recognition  
(Name)

## MEMBERSHIP

- CHAMBER AMBASSADORS
- CHAMBER 101
- NEW MEMBER SOCIAL

### Presenting Sponsor (Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Name)

Sponsor  
Recognition  
(Name)

### Presenting Sponsor (Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Name)

Sponsor  
Recognition  
(Name)

### Presenting Sponsor (Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Logo)

Sponsor  
Recognition  
(Name)

Sponsor  
Recognition  
(Name)





# VISIBILITY

	PREMIER	ELITE	CLASSIC	SUPPORTING	FRIENDS OF THE CHAMBER
					
Website recognition - business logo included on Chamber Champion logo	X	X	X	X	X
Special recognition at scheduled events and on display in the Chamber lobby	X	X	X	X	X
Free ad in newsletter (duration and frequency vary)	X	X	X	X	X
Enhanced member directory listing including top level bolded listing with logo, website link, email, social media, and map locator	X	X	X		
Preferred seating at events	Priority Seating	X	X		
Rotating logo on Chamber's most visited web pages	X	X			
Member directory listing with up to three category associations including website, email, social media and map locator	X	X			
Feature article on business in newsletter - 1/2 page, 2 x per year	X	X			



## DAVID BRADLEY

President & CEO

david.bradley@athensga.com

## MARISSA CHASTAIN

Director of Sales

marissa@athensga.com

## KIM CHILDS

Director of Programs & Member Services

kim@athensga.com

## BECKY BEASLEY

Accountant

becky@athensga.com

## JAKE HENDON

Membership Sales

jake@athensga.com



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Athens, GA 30601

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