

# 2022 CHAMBER CHAMPIONS



**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 sharing the vision of a brighter tomorrow in Athens. Through your investment, we will be able to accomplish even more in this great community.

This Chamber Champion campaign is designed to:

- maximize your business's exposure;
- ensure that your business receives premium sponsorship benefits throughout the year;
- and allow the Chamber to most effectively plan to support the business community in the upcoming year.

Through participating in the program, you will receive tickets to our events which are focused on celebrating outstanding community partners, building connections with other local businesses, and providing fact-based information about pertinent topics. Our staff will work diligently throughout the year to ensure that your business is involved in those events most meaningful to you and that you receive priority to host events in order to maximize your exposure.

Your investment will allow us to promote and expand our programming, which is focused on five major areas of work: business development, public policy, education and workforce development, special events, and member services.

Our mission, with your support, is to serve as the voice of Athens' business community by connecting, innovating, and growing opportunity for all.



**DAVID  
BRADLEY**

*President & CEO*

Office: 706-549-6800 Ext 225

Cell: 704-253-3128

david.bradley@athensga.com

# PROGRAM OF WORK

PUBLIC POLICY	EDUCATION/WORKFORCE DEVELOPMENT	BUSINESS DEVELOPMENT	MEMBER SERVICES	SPECIAL EVENTS
				
<i>Pancakes &amp; Policy</i> <i>Day at the Capitol</i> <i>Inter-City Leadership Visit</i>	<i>Seeing is Believing</i> <i>Bus Tour</i> <i>Spelling Bee</i> <i>Educator Support</i>	<i>Small Business Breakfast Club</i> <i>Leads Groups</i> <i>Diversity, Equity, &amp; Inclusion Forum</i>	<i>Chamber Ambassadors</i> <i>Chamber 101</i> <i>New Member Social</i> <i>Monthly Networking</i>	<i>Annual Meeting</i> <i>Golf Tournament</i> <i>Mid-Year Event</i> <i>Athena Award</i>



## PUBLIC POLICY DIVISION

The Chamber strives to be the voice of business in the Athens area. A growing business climate is vitally important in order to maintain and 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 expanding employers and provides an effective workforce for years to come. The Chamber seeks to build business and education partnerships throughout the year while supporting educationally-driven organizations.



## 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. We will continue to build programming designed to address the most critical needs in 2022.



## SPECIAL EVENTS DIVISION

The Chamber will hold several major events in 2022. We expect to return to an in-person format for all our events. Face-to-face connectivity is an important benefit to building community. We expect to attract thousands of participants to functions next year.



## MEMBER SERVICES DIVISION

Membership is the lifeblood of the Chamber. In 2019, we grew by a net 16% and maintained those numbers despite challenges faced throughout the pandemic. We expect membership to continue increasing throughout 2022 through the provision of excellent communication, benefits, and value.

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



**ATHENS AREA**  
CHAMBER OF COMMERCE

# 2021 IN REVIEW

**75,500**

WEBPAGE VIEWS  
ATHENSGA.COM

**1,500**

IN ATTENDANCE  
AT EVENTS

**35,000**

SOCIAL  
MEDIA  
PAGE  
REACH



**23,008**

EMAIL  
NEWSLETTERS  
OPENED



**818**  
MEMBERS

**19,150**

EVENT CALENDAR  
PAGE VIEWS



**“The Chamber does a great job of connecting people so businesses like ours are more aware of opportunities within the city to connect and serve. I cannot think of another organization that represents our community as a whole and speaks closer to the Athens vernacular.”**

**-Terrapin Beer Co.**

# 2022 SPONSOR LEVELS

	PREMIER \$13,500	ELITE \$8,500	CLASSIC \$5,500	SUPPORTING \$3,500	FRIEND \$1,250
EVENTS	Presenting Sponsor				
• Pancakes & Policy	Table of 8	Table of 8	4 Tickets	2 Tickets	
• Day at the Capitol	4 Tickets	4 Tickets			
• Seeing is Believing	4 Tickets	2 Tickets	2 Tickets	2 Tickets	1 Ticket
• Spelling Bee	1 Team	1 Team			
• Annual Meeting	Table of 8	Table of 8	Table of 8	4 Tickets	4 Tickets
• Golf Tournament	Foursome	Foursome	2 Players	2 Players	1 Players
• Mid Year	Table of 8	Table of 8	6 Tickets	4 Tickets	2 Tickets
• Athena Luncheon	8 Tickets	8 Tickets			
• Inter-City Visit	Available	Available			
• Monthly/Regular Events	Logo Recognition	Logo Recognition	Logo Recognition	Name Recognition	Name Recognition
VISIBILITY					
Logo recognition on athensga.com Chamber Champion page	✓	✓	✓	✓	✓
Logo displayed at all Chamber events	✓	✓	✓	✓	✓
Logo displayed year-round in Chamber lobby	✓	✓	✓	✓	✓
Advertorial spotlight in Chamber member newsletter	✓	✓	✓		
Enhanced online member directory listing	✓	✓	✓		
Preferred event access & seating	Priority Seating	✓			
Rotating logo on high traffic athensga.com webpages	✓	✓			
Social media advertorial spotlight	✓	✓			



# THANK YOU

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

## PREMIER PARTNERS



Georgia Power

SYNOVUS®



BULLDOG 93.3 FM

## ELITE PARTNERS



ST. MARY'S  
HEALTH CARE SYSTEM



UNIVERSITY OF  
GEORGIA



BLASINGAME • BURCH  
GARRARD • ASHLEY, P.C.



FORTSON,  
BENTLEY &  
GRIFFIN, P.A.  
ATTORNEYS AT LAW



Piedmont  
ATHENS REGIONAL



First American  
Bank & Trust

## CLASSIC PARTNERS



ANDERSEN | TATE | CARR  
A FULL SERVICE GEORGIA LAW FIRM



Spectrum  
ENTERPRISE



BankSouth.



AT&T



TRUIST

## SUPPORTING PARTNERS

ABB



W&A  
Engineering



REGIONS



## FRIENDS OF THE CHAMBER



CATERPILLAR®



OCONEE  
STATE BANK



KAPTIV8



PELLICANO  
Construction

# CORE VALUES



TRUSTED TO DO THE  
RIGHT THINGS IN  
THE RIGHT WAY



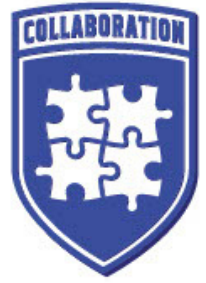
EMBRACING FRESH  
NEW IDEAS



EMPOWERING OURSELVES  
AND OTHERS TO LEAD  
WITH CONFIDENCE



LISTENING TO AND  
LEARNING FROM  
OTHERS



SEEKING PARTNERS  
TO ACCOMPLISH BIG  
IDEAS TOGETHER

## MISSION

The Athens Area Chamber of Commerce is the voice of business. By connecting, innovating and growing opportunity for all, the Chamber is laying the foundation for tomorrow's workforce and economy.

## VISION

The Athens Area Chamber of Commerce is the essential business champion for Athens - the premiere community for creativity, innovation, and economic development.



## 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

## JAKE HENDON

Membership Sales

Jake@athensga.com

## BECKY BEASLEY

Accountant

Becky@athensga.com



**ATHENS AREA**  
CHAMBER OF COMMERCE

246 W Hancock Ave

Athens, GA 30601

706.549.6800

info@athensga.com



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