

2019/2020

# Marketing Menu



# GROW YOUR BUSINESS IN 2020



## EXPECT BIG THINGS!

Your business is important to us! The Exeter Area Chamber of Commerce (EACC) is pleased to introduce you to the marketing benefits of event sponsorship and Chamber advertising. Every year we organize many events to enhance the community we live in, as well as help our members grow their businesses; all while attracting visitors to the region.

Each of our events offers unique marketing opportunities for your business along with promotion via web, social media, print and in some cases radio. We are dedicated to providing peak exposure and recognition to all of our sponsors. We also understand that some businesses have specific marketing needs and can work with you to customize sponsorship options.

EACC accepts in-kind donations for some events such as radio air-time, advertising, equipment rentals, and product donations in exchange for recognition at events. We also happily accept VOLUNTEERS, either individually or as a staff team. EACC would not be able to accomplish the many events and programs we hold throughout the year without the help of our volunteers.

We hope you will develop a partnership within your community and show your support with an Exeter Area Chamber of Commerce marketing sponsorship!



## STATS

Members - 400 +

Email Subscribers - 5000 +

Web - 3000 + monthly views

## GET SOCIAL!



2.5K+



2.5k+



215+

Exeter Area Chamber of Commerce  
120 Water Street, Exeter, NH 03833  
(603) 772-2411 | [www.exeterarea.org](http://www.exeterarea.org)

# CALENDAR OF SIGNATURE EVENTS

DECEMBER

**SANTA'S  
BLOCK  
PARTY**  
DEC. 5, 2019

Downtown Exeter is lit up for a holiday celebration like no other! Santa greets young and old as holiday music fills the air along with everyone's favorite Roaming Railroad. This event attracts thousands of consumers to the area annually on the Thursday after Thanksgiving.

FEBRUARY

**ECONOMIC  
FORECAST**  
FEB. 5, 2020

The Economic Forecast is geared toward local and regional business leaders. The forum discusses New Hampshire's economy and its impact on the Exeter area. It also helps members and future members prepare and position their business for success in the coming year.

MARCH

**RESTAURANT  
WEEK**  
MARCH 5, 2020-  
MARCH 15, 2020

Restaurant week is a ten day promotion designed to encourage diners in the greater Exeter area to eat at locally owned, independent restaurants. Diners will experience delicious prix fixe menus celebrating all the culinary expertise available in our community.

APRIL

**BUSINESS OF  
THE YEAR**  
APRIL 2, 2020

This prestigious award dinner recognizes professionals from area Chamber businesses as well as hardworking citizens. Recipients are acknowledged for exemplifying best business practices and contributions to the community.

# CALENDAR OF SIGNATURE EVENTS

MAY

**GREAT BAY  
FOOD TRUCK  
FESTIVAL**  
MAY 9, 2020

EACC has teamed up with Stratham Parks and Recreation Department to present an exciting family friendly festival at Stratham Hill Park. This event will feature a variety of food trucks, live music and entertainment for the whole family.

OCTOBER

**POWDER KEG  
BEER & CHILI  
FEST**  
OCT. 3, 2020

Over the last 9 years, EACC has partnered with the Exeter Parks and Recreation Department to present the largest beer and chili festival in New England. "Powder Keg" attracts 4000+ visitors to Swasey Parkway located in downtown Exeter on the first Saturday in October.

NOVEMBER

**WOMEN OF  
EXCELLENCE  
AWARDS**  
NOV. 6, 2020

This prestigious award ceremony recognizes outstanding women in business from area Chamber businesses. Recipients are acknowledged for exemplifying leadership, best business practices, and contributions to the community.



# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## SANTA'S BLOCK PARTY

Downtown Exeter is lit up for a holiday celebration like no other! Santa greets young and old as holiday music fills the air along with everyone's favorite Roaming Railroad. This event attracts thousands of families and consumers to the area annually.

### EVENT UNDERWRITER- \$3000 (1 AVAILABLE)

- Logo and company link on website
- Logo on all event promotion & signage
- Numerous mentions on social media
- Banner displayed at event
- Opportunity to display promotional materials at event
- Verbal recognition at the event
- Opportunity to ride into town on the Roaming Railroad Train with Santa (4 people)
- Name on event directories
- Table at event

### ROAMING RAILROAD- \$2000 (1 AVAILABLE)

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Banner displayed at event
- Opportunity to display promotional materials at event
- Verbal recognition at the event
- Name on event directories
- Opportunity to ride into town on the Roaming Railroad Train with Santa (4 people)



### TINSEL SPONSOR- \$1000

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Banner displayed at event
- Opportunity to display promotional materials at event
- Verbal recognition at the event
- Name on event directories



### HOT COCOA SPONSOR- \$500 (1 AVAILABLE)

- Name on website
  - Name on all media promotion
  - Mentions on social media
  - Verbal recognition at the event
  - Ability to display and be present at Hot Chocolate booth in Chamber office at event and at the parade the following Saturday.
- Note: This sponsorship requires attendance to both events.



### SNOWFLAKE SPONSOR- \$500

- Name on website
- Name on all media promotion
- Mentions on social media
- Verbal recognition at the event
- Name on all event signage
- Name on event directories



### CANDY CANE SPONSOR- \$250

- Name on website
- Name on event directories
- Name on all media promotion
- Verbal recognition at the event
- Name candy cane basket

# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## ECONOMIC FORECAST

The Economic Forecast is geared toward local and regional business leaders. The forum discusses New Hampshire's economy and its impact on the Exeter area; It also helps members and future members prepare and position their business for success in the coming year.

### EVENT UNDERWRITER- \$2000 (1 AVAILABLE)

- Logo and company link on website
- Logo on all event promotion & signage
- Numerous mentions on social media
- Banner displayed at event
- Eight (8) complimentary tickets
- Opportunity to display promotional materials at event
- Verbal recognition at the event



### GOLD SPONSOR- \$1,200

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- Opportunity to display promotional materials at event
- Verbal recognition at the event



### SILVER SPONSOR- \$600

- Name on website
- Name on all media promotion
- Mentions on social media
- Two (2) complimentary tickets
- Name on all event signage



### BRONZE/SERIES SPONSOR- \$250

- Name on website
- Name on all media promotion
- One (1) complimentary ticket
- Name on all event signage



# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## BUSINESS OF THE YEAR

This prestigious award dinner recognizes professionals from area Chamber businesses as well as hardworking citizens and educators. Recipients are acknowledged for exemplifying best business practices and contributing to the community.

### DIAMOND SPONSOR- \$3000

- Logo and website link on Chamber website
- Logo and website on all event promotion and social media
- Logo on event invite & poster
- Premium logo placement on front cover of event program
- Five (5) complimentary tickets to the event
- Table and banner on display at event
- Logo on event signage and slideshow
- Verbal recognition at event
- Opportunity to display promotional materials at event

### PLATINUM SPONSOR- \$2000

- Logo and website link on Chamber website
- Logo and website on all event promotion and social media
- Logo on event invite & poster
- Logo placement on front cover of event program
- Four (4) complimentary tickets to the event
- Banner on display at event
- Logo on event signage and slideshow
- Verbal recognition at event
- Opportunity to display promotional materials at event

### GOLD SPONSOR- \$1000

- Name on Chamber website
- Name on all event promotion and social media
- Name on event invite & poster
- Name on event program
- Three (3) complimentary tickets to the event
- Banner on display at event
- Name on event signage and slideshow
- Verbal recognition at event
- Opportunity to display promotional materials at event



### SILVER SPONSOR- \$500

- Name on Chamber website
- Name on event program
- One (1) complimentary ticket to the event
- Name on event signage and slideshow
- Verbal recognition at event

# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## GREAT BAY FOOD TRUCK FESTIVAL

EACC has teamed up with Stratham Parks and Recreation Department to present an exciting family friendly festival at Stratham Hill Park.

This event will feature a variety of food trucks, live music and entertainment for the whole family.

### EVENT UNDERWRITER- \$5000 (1 AVAILABLE)

- Logo and company link on website
- Logo on all event promotion, poster, paper tickets & signage
- Numerous mentions on social media
- Banner provided by festival displayed at main entrance
- Sixteen (16) complimentary tickets
- 10x10 space to display promotional materials at event- Table and tent available for use provided by festival
- Verbal recognition at the event and on all media promotions leading up to the event
- 4- Festival Tshirts

### STAGE- \$2500 (2 AVAILABLE)

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Banner provided by festival displayed on stage
- Eight (8) complimentary tickets to event
- 10x10 space to display promotional materials at event- Bring your own table & tent
- Verbal recognition at the event
- 2- Festival Tshirts

### FOOD TRUCK ZONE- \$1500

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- 10x10 space to display promotional materials at event- Bring your own table & tent
- Verbal recognition at the event



### FIRST-AID TENT- \$1500 (1 AVAIL.)

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- 10x10 space at First-Aid Tent to display promotional materials at event- Table provided by festival.
- Verbal recognition at the event

### COMMEMORATIVE CUP SPONSOR- \$3000 (1 AVAILABLE)

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- Banner provided by festival and displayed at Beer Alley.
- Verbal recognition at the event

### FESTIVAL FRIEND- \$500

- Name on website
- Name on all media promotion
- Mentions on social media
- Two (2) complimentary tickets
- Name on all event signage



# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## RESTAURANT WEEK

Restaurant week is a ten day promotion designed to encourage diners in the greater Exeter area to eat at locally owned, independent restaurants. Diners will experience delicious prix fixe menus celebrating all the culinary expertise available in our community.

### PRESENTING SPONSOR- \$1500 (1 AVAILABLE)

- Logo on all printed and digital materials as "Presenting Sponsor."
- Numerous mentions on social media and Chamber website.
- Restaurant week logo for website. and marketing.
- Table at Restaurant Week kickoff party.
- Opportunity to speak with restauranteurs.
- Four attendees for kick off party.

### GRANITE LEVEL SPONSOR- \$750

- Logo on limited printed and digital materials.
- Mentions on social media and Chamber website.
- Promotional materials at Restaurant Week kickoff party.
- Restaurant week logo for website. and marketing.
- Two attendees for kick off party.

### RESTAURANT PARTICIPANT- \$250 MEMBERS/ \$400 NON-MEMBERS

- Logo on Restaurant Week webpage with a link to your restaurant.
- Mentions on social media and Chamber website.
- Restaurant week logo for website. and marketing.



# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## BUSINESS FORUMS

The Exeter Area Chamber of Commerce hosts four business forums that cover a variety of topics, including the economy, State of the Region, State of the State, and the community.

### EVENT UNDERWRITER- \$2000 (1 AVAILABLE PER FORUM)

- Logo and company link on website
- Logo on all event promotion & signage
- Numerous mentions on social media
- Banner displayed at event
- Eight (8) complimentary tickets
- Opportunity to display promotional materials at event
- Verbal recognition at the event

### GOLD SPONSOR- \$1,200

- Logo and company link on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- Opportunity to display promotional materials at event
- Verbal recognition at the event

### SILVER SPONSOR- \$600

- Name on website
- Name on all media promotion
- Mentions on social media
- Two (2) complimentary tickets
- Name on all event signage

### BRONZE/SERIES SPONSOR- \$250

- Name on website
- Name on all media promotion
- One (1) complimentary ticket
- Name on all event signage



# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## POWDER KEG BEER & CHILI FESTIVAL

Over the last 9 years, EACC has partnered with the Exeter Parks and Recreation Department to present the largest beer and chili festival in New England. "Powder Keg" attracts 4000+ visitors to Swasey Parkway located in downtown Exeter on the first Saturday in October. This year's date is October 3, 2020.

## SPONSORSHIPS AVAILABLE

- **EVENT UNDERWRITER- \$5000 (1 AVAIL.)**
- **BEER GLASS SPONSOR- \$4000 (1 AVAIL.)**
- **CHILI ZONE SPONSOR- \$4000 (1 AVAIL.)**
- **STAGE SPONSOR- \$3000 (1 AVAILABLE)**
- **VOLUNTEER TENT- \$2500 (1 AVAILABLE)**
- **WATER SPONSOR- \$1500 IN-KIND**
- **BEER TENT- \$1500 (3 AVAILABLE)**
- **RINSING STATION SPONSOR- \$750 (2 AVAIL)**
- **FESTIVAL FRIEND- \$500**





# POWDER KEG BEER & CHILI FESTIVAL

Over the last 9 years the Exeter Area Chamber of Commerce has partnered with the Exeter Parks and Recreation Department to present the largest beer and chili festival in New England. This year's Festival date is set for Saturday, October 3, 2020.

## SPONSORSHIPS AVAILABLE

### EVENT UNDERWRITER- \$5000 (1 AVAILABLE)

- **Pre Festival Recognition:**
- Logo printed on Festival Tickets.
- Logo and web link on Festival website and Facebook cover page.
- Logo and web link on all media promotion.
- Exclusive logo placement on Festival Program and Festival poster
- Mention in Festival's radio public service announcement.
- Numerous mention on social media outlets.
- **On-site Recognition:**
- Two complimentary booth spaces (10x10).
- Opportunity to display promotional material at the event.
- Logo on all Festival signage.
- Logo on volunteer t-shirts.
- Recognition at all Festival stages during emcee announcements.
- Twenty-Five (25) REGULAR Festival tickets.

### CHILI ZONE SPONSOR- \$4000 (1 AVAIL.)

- **Pre Festival Recognition:**
- Logo and web link on Festival website.
- Logo and web link on all media promotion.
- Logo on Festival poster if committed before July 1, 2019.
- Mention in Festival's radio public service announcement.
- Numerous mention on social media outlets.
- **On-site Recognition:**
- Exclusive banners placed in the highly trafficked chili zone area (banners provided by Festival).
- One complimentary booth space (10x10).
- Opportunity to display promotional material at the event.
- Logo on all Festival signage and program.
- Recognition at all Festival stages during emcee announcements.
- Twenty (20) REGULAR Festival tickets.

### MEDIA SPONSOR- \$3000

- **Pre Festival Recognition:**
- Logo and web link on Festival website.
- Logo and web link on all media promotion.
- Logo on Festival poster if committed before July 1, 2019.
- Numerous mention on social media outlets.
- **On-site Recognition:**
- Banner displayed in prominent location (provided by Festival).
- One complimentary booth space (10x10).
- Opportunity to display promotional material at the event.
- Logo on all Festival signage and program.
- Recognition at all Festival stages during emcee announcements.
- Fifteen (15) REGULAR Festival tickets.

### BEER GLASS SPONSOR- \$4000 (1 AVAILABLE)

- **Pre Festival Recognition:**
- Logo and web link on Festival website.
- Logo and web link on all media promotion.
- Logo on Festival poster if committed before July 1, 2019.
- Mention in Festival's radio public service announcement.
- Numerous mention on social media outlets.
- **On-site Recognition:**
- Exclusive logo placement on all beer tasting glasses.
- One complimentary booth space (10x10).
- Opportunity to display promotional material at the event.
- Logo on all Festival signage and program.
- Recognition at all Festival stages during emcee announcements.
- Twenty (20) REGULAR Festival tickets.

### STAGE SPONSOR- \$3000 (1 AVAILABLE)

- **Pre Festival Recognition:**
- Logo and web link on Festival website.
- Logo and web link on all media promotion.
- Logo on Festival poster if committed before July 1, 2019.
- Numerous mention on social media outlets.
- **On-site Recognition:**
- Banner displayed over stage (banner provided by Festival).
- One complimentary booth space (10x10).
- Opportunity to display promotional material at the event.
- Logo on all Festival signage and program.
- Recognition at all Festival stages during emcee announcements.
- Fifteen (15) REGULAR Festival tickets.

### VOLUNTEER TENT- \$2500 (1 AVAILABLE)

- **Pre Festival Recognition:**
- Logo and web link on Festival website.
- Logo and web link on all media promotion.
- Numerous mention on social media outlets.
- **On-site Recognition:**
- Exclusive banner placed at Volunteer Tent at the entrance of Festival (banner provided by Festival).
- Opportunity to display promotional material at the event.
- Logo on all Festival signage and program.
- Recognition at all Festival stages during emcee announcements.
- Twelve (12) REGULAR Festival tickets.



# POWDER KEG BEER & CHILI FESTIVAL

Over the last 9 years the Exeter Area Chamber of Commerce has partnered with the Exeter Parks and Recreation Department to present the largest beer and chili festival in New England. This year's Festival date is set for Saturday, October 3, 2020.

## SPONSORSHIPS AVAILABLE

### WATER SPONSOR- \$1500 (IN-KIND)

- **Pre Festival Recognition:**
  - Logo on Festival website.
  - Logo on all Festival media promotion.
  - Logo on Festival program.
  - Mentions on Festival social media outlets.
- **On-site Recognition:**
  - One complimentary booth space (10x10).
  - Provide water bottles to Festival visitors.
  - Recognition at all Festival stages during emcee announcements.
  - Five (5) REGULAR Festival tickets.

### FIRST AID TENT- \$1500 (1 AVAILABLE)

- **Pre Festival Recognition:**
  - Logo on Festival website.
  - Logo on all Festival media promotion.
  - Logo on Festival program.
  - Mentions on Festival social media outlets.
- **On-site Recognition:**
  - One booth space dedicated as First Aid Tent (10x10).
  - Provide First Aid Kits to Festival visitors or marketing collateral.
  - Recognition at all Festival stages during emcee announcements.
  - Five (5) REGULAR Festival tickets.

### VIP RAFFLE SPONSOR- \$600 (1 AVAIL.)

- **Pre Festival Recognition:** **NEW!**
  - Name on Festival website.
  - Logo and name on VIP Raffle marketing (email and social media).
  - Opportunity to pick VIP Raffle winner on Facebook live.
- **On-site Recognition:**
  - Recognition at all Festival stages during emcee announcements.
  - Four (4) REGULAR Festival tickets.

### BEER TENT- \$1500 (3 AVAILABLE)

- **Pre Festival Recognition:**
  - Logo and web link on Festival website.
  - Logo and web link on all media promotion.
  - Numerous mention on social media outlets.
  - Logo on Festival program.
- **On-site Recognition:**
  - Banner placed at one of our Beer Tents (banner provided by PK).
  - Logo on all Festival signage and program.
  - Recognition at all Festival stages during emcee announcements.
  - Ten (10) REGULAR Festival tickets.

### RINSING STATION SPONSOR- \$750 (2 AVAIL.)

- **Pre Festival Recognition:**
  - Name on Festival website.
  - Name on all media promotion.
  - Name on Festival program.
- **On-site Recognition:**
  - Logo displayed at all beer glass Rinsing Stations.
  - Recognition at all Festival stages during emcee announcements.
  - Five (5) REGULAR Festival tickets.

### FESTIVAL FRIEND- \$500 (UNLIMITED)

- **Pre Festival Recognition:**
  - Name on Festival website.
  - Name on Festival program.
- **On-site Recognition:**
  - Recognition at all Festival stages during emcee announcements.
  - Two (2) REGULAR Festival tickets.

*Proudly Presented by Exeter Parks and Recreation and the Exeter Area Chamber of Commerce*



# SIGNATURE EVENTS

EXETER AREA CHAMBER OF COMMERCE



## WOMEN OF EXCELLENCE AWARDS

This prestigious award ceremony recognizes outstanding women in business from area Chamber businesses. Recipients are acknowledged for exemplifying best business practices and contributing to the community.

### UNDERWRITER- \$3000 (1 AVAILABLE)

- Logo and website link on Chamber website
- Logo and website on all event promotion and social media
- Logo on event invite & poster
- Premium logo placement on front cover of event program
- Five (5) complimentary tickets to the event
- Table and banner on display at event
- Logo on event signage and slideshow
- Verbal recognition at event
- Opportunity to display promotional materials at event

### PLATINUM SPONSOR- \$1500

- Logo and website link on Chamber website
- Logo and website on all event promotion and social media
- Logo on event invite & poster
- Logo placement on front cover of event program
- Four (4) complimentary tickets to the event
- Banner on display at event
- Logo on event signage and slideshow
- Verbal recognition at event
- Opportunity to display promotional materials at event

### GOLD SPONSOR- \$500

- Name on Chamber website
- Name on all event promotion and social media
- Name on event invite & poster
- Name on event program
- Three (3) complimentary tickets to the event
- Banner on display at event
- Name on event signage and slideshow
- Verbal recognition at event
- Opportunity to display promotional materials at event



# MAKE LASTING CONNECTIONS

## INCREASE YOUR VISIBILITY!

### MORNING MIXERS (\$200)

Morning Mixers are an opportunity to mix and mingle before work between the hours of 7:30-9:00 am. Host one at your location for just \$200 plus the cost of light breakfast fare and expect 30-50 people to attend. The Chamber will promote your business heavily through multiple marketing channels leading up to the event and you will have the opportunity to introduce your business to members, give tours and answer questions.

### BUSINESS AFTER HOURS (\$400)

You can unwind at our Business after Hours events and chat with current and future Chamber members. These events can be hosted at your location for \$400 plus the cost of hors d'oeuvres and adult beverages. You can expect 80-100 members to attend and you will have the opportunity to introduce your business, give tours, and answer questions.



Business After Hours are held from 5:00-7:00 pm and heavily promoted through a variety of marketing channels leading up to the event. Email [bobbi@exeterarea.org](mailto:bobbi@exeterarea.org) for more information.

### "CHAMBERCONNECTS" SPEED NETWORKING (Provide Lunch)

"CHAMBERConnects" speed networking session is an interactive fast-paced networking event that takes place once a month. Business professionals attend and have a series of timed mini-meetings to maximize their networking in a short amount of time.

Sponsors provide lunch and are able to talk about their business to the entire group before the session begins. Sponsors are able to have their logo on the event website listing and social media listing in addition to bringing marketing collateral to the event.

You can expect 20-30 attendees at these sessions.

# MAKE LASTING CONNECTIONS

## MARKETING AND ADVERTISING OPPORTUNITIES

### Website Banner Ads

The EACC website is visited by thousands of people each month. Get noticed with a new website banner ad! Several packages are available to accommodate any marketing budget.

- Community Calendar: 6 months @ \$600**
- 12 months @ \$1000 (only 3 available)**
- Business Directory: 3 months @ \$200**
- 6 months @ \$400**
- 12 months @ \$800 (only 3 available)**

### Email Blasts

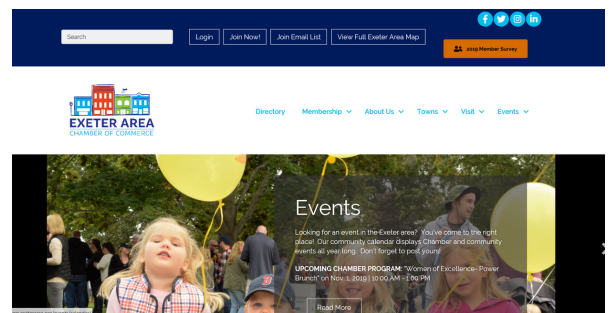
Promote your event or a special offering through the Chamber by purchasing a dedicated eblast. Our blasts are sent out to a database of 5000+ email addresses. All we need from you is a jpeg of your flyer, a subject line and any pertinent links! All eblasts should be reserved as early as possible. Artwork is required at least three business days prior to email date. Note all of our tiered dues and nonprofit member options include at least one complimentary eblast so be sure you ask about that prior to purchase.

- Eblast: Member pricing- \$150**
- Nonprofit: Member pricing- \$75**

### Facebook Cover Sponsor

The Exeter Area Chamber of Commerce has 2000+ followers on Facebook and is continuously growing. We also have an exceptional engagement and share rate! The EACC Facebook page is used to promote community events, local businesses, Chamber events, and member news. You can reach a new audience by sponsoring the EACC Facebook Page and we will include your logo in the cover photo for the year and a "thank you" post upon purchase!

- Page Sponsor: \$1500 (limit one)**



Note: So as to not Spam our members no more than two eblasts of the same content will be sent within a four week period of time.

