

# Marketing: Sponsorships & Advertising



## *Signature Programs & Events*

FAYETTE EXPOFEST

BUSINESS ON THE GREEN GOLF TOURNAMENT

ANNUAL AWARDS CELEBRATION

LEADERSHIP FAYETTE

\*SEE SEPARATE DOCUMENTS

## *Chamber Programs & Events* CATEGORIES

ADVOCACY

COMMUNITY DEVELOPMENT

MEMBER ENGAGEMENT

ECONOMIC & WORKFORCE DEVELOPMENT

## *Why Sponsor?*

- Enhance credibility with some of the state's most important and influential corporate leaders, small business owners, entrepreneurs, young professionals, educators, political figures, and more
- Make an impact with visibility and credibility
- Target advertising placement
- Access new business relationships and potential customers
- Align your business with the Fayette Chamber's core purpose: advocating for the success of members and community

# Sponsored Events Time Table

	Annual Awards Celebration	BAH / Let's Get Ssocial!	Small Business Workshops	Innovation Dinner Series	Expofest	Leadership Fayette	Lunch and Learn	Member Appreciation	Pancakes & Policy / Bray Appreciation	Summits	Tournaments
JAN							●				
FEB		●	●	●			●			●	
MAR				●			●				●
APR		●			●		●	●			
MAY		●	●	●			●			●	
JUNE		●					●	●			
JULY											
AUG		●				●	●	●	●	●	
SEPT				●		●	●	●			
OCT						●	●				●
NOV		●				●	●		●		
DEC	●										

# Summits & Events

**Civic Leadership Summit\*\***  
**Diversity & Inclusion Summit\***  
**Small Business Outlook Summit**  
**Bray Elected Officials Appreciation Fish Fry\***  
**Workforce Summit**

## Sponsorship Levels

### **Presenting Sponsor: \$5,000**

- Exclusive sponsorship
- Prime placement of logo on all event signage and marketing collateral
- Opportunity to give welcoming remarks at Keynote Session
- VIP Table\*

### **Platinum Sponsor: \$3,000**

- Logo on all event signage and marketing collateral
- Recognition from podium
- VIP Table\*

### **Gold Sponsor: \$2,000**

- Logo on all event signage and marketing collateral
- Recognition from podium
- VIP Table\*

### **Silver Sponsor: \$1,000**

- Company name on all event signage and marketing collateral
- Two VIP Tickets

### **Gift Sponsor: \$1000\***

- Sponsor recognition on event promotion

### **Bronze Sponsor: \$500**

- Company name on all event signage and marketing collateral
- One VIP Ticket

### **Transportation Sponsor: \$500\*\***

- Company name and logo on Chamber website
- One seat

# Programs & Councils

**Business After Hours (5)**  
**Innovation Dinner Series\* (4)**  
**Leadership Fayette**  
**Let's Get Social**  
**Lunch & Learn\*\* (10)**  
**Pancakes & Policy (3)**  
**Small Business Workshop (3)**  
**YP Fayette**  
**Manufacturer's Council**  
**Healthcare Council**  
**Small Business Council**  
**Arts & Entertainment Council**

## Sponsorship Levels

### **Series Sponsor: \$1,000 (\$2,000\*)**

- Logo on all event signage and marketing collateral for all events
- Option to distribute marketing material

### **Host Sponsor: \$500 (\$1,000\*)**

- Prime placement of logo on event signage and marketing collateral for single event
- Opportunity to address attendees at event
- Option to distribute marketing material

*\*\* Host Sponsor for Lunch & Learn is priced at \$200*

# Advocacy

## Bray Elected Officials Appreciation Fish Fry

**PROJECTED DATE:** June 14, 2022

Special recognition and appreciation to elected officials serving the citizens and businesses of Fayette County.

**Projected Attendance:** 75+

**Audience:** Local elected officials, Chairman Investors, Community Leaders

**Cost to Attend:** No cost for Elected Officials | \$25 for +1 Guest

## Civic Leadership Summit

**PROJECTED DATE:** 1st or 2nd Week of February 2022

Join the Fayette Chamber as they head to the state Capitol to meet with our local delegation and hear from state leaders and other organizations who support Fayette County.

**Projected Attendance:** 25-50

**Audience:** Local business leaders, investors, community partners and fellow chamber members

## Pancakes & Policy

As part of our monthly chamber meeting and advocacy efforts. Federal Representatives address key issues and provide updates on items that effect our community.

Projected Attendance: 50+

**Legislative Wrap-Up - Invitation Only**

**PROJECTED DATE:** April 15, 2022

The Chamber presents its legislative agenda and priorities to the Fayette legislative delegation.

**Audience:** Governmental affairs committee, Board of Directors, Invited Guests

**Pancakes & Policy: Federal Update**

**PROJECTED DATE:** August 12, 2022

**Audience:** Local elected officials, Chairman investors, Chamber Members, Invited Guests

**Pancakes & Policy: Local Update**

**PROJECTED DATE:** November 11, 2022

**Audience:** Local elected officials, Chairman Investors, Chamber Members, Invited Guests

## Government Affairs Committee

Objective: To build a pro-business climate by fostering relationships between the business community and elected officials and advising the Fayette Chamber Board in setting Chamber agenda. This committee meets monthly on the third Friday of the month at 8:00 a.m.

# Community Development

## Diversity & Inclusion Summit

**PROJECTED DATE: August 31, 2022**

The theme of this year's conference is focused on inclusion in the business community. Expected speaker topics include a discussion on what inclusion means and entails.

**Projected Attendance:** 80+

**Audience:** Local business leaders, investors, community partners and fellow chamber members

## Innovation Series Dinner

**PROJECTED DATES: February 10, March 10, May 12, September 8**

The Fayette Chamber is excited to announce a new dinner series for 2022. The Innovation Dinner Series will establish 2022 as our Year of Innovation. This series of four dinners will be held throughout the year at Flat Creek Country Club, will each focus on a different area of INNOVATION at its finest. We hope you will join us for all four for networking, dinner, and high-level informative speakers.

**Location: Flat Creek Country Club**

## Leadership Fayette

Started by the Fayette Chamber of Commerce in 1980, Leadership Fayette strives to empower and encourage a diverse group of existing and emerging leaders that are prepared and committed to serving Fayette County. The program provides opportunities for individuals to enhance their civic knowledge of Fayette County, hone their leadership skills and network with leaders across the community. Leadership Fayette provides a hands-on educational experience with emphasis on economic development and community awareness, focusing on the interdependencies between sectors of the local economy, as well as the interrelationships of a variety of local issues. Participants will receive a better understanding of how our community works, will build relationships with the region's leaders and will be inspired to apply their talents to serve the community.

## YP Fayette

Objective: YP Fayette is the Chamber's Young Professionals network whose mission is prioritizing a culture of community building where young professionals, are energized, engaged and empowered to shape a legacy of progress and growth in our community. Programming focuses on professional development, opportunities to get connected with business and community leaders. All young professionals in and around Fayette County are welcome to join our events.

# Member Engagement

## Business After Hours

**PROJECTED DATES:** January 27, May 26, June 23, November 17

Held four times a year, Business After Hours is a great way to advertise your business and its location by providing an onsite networking event.

**Projected Attendance:** 65+

**Audience:** Chamber Members, Hosts' guests, Chamber Staff

## The Throwdown: Cornhole Tournament

**PROJECTED DATE:** March 24, 2022

Our first ever Chamber cornhole tournament is aiming for small business participation. Everyone is welcome, but sponsorships and teams are on levels for everyone. Toss some bags while meeting the teams around you. This event will include networking, beer and food – and cornhole!

**Location:** TBD

## Let's Get Social!

**PROJECTED DATES:** February 22, April 26, August 23

New for 2022, we are introducing Let's Get Social!, a social hour for members to be held bi-monthly. With plans to highlight our local restaurant members, we hope to see you there!

**Projected Attendance:** 65+

**Audience:** Chamber members, Hosts' guests, Chamber staff

## Lunch & Learn

**PROJECTED DATES:** January 13, February 3, March 3, April 7, May 5, June 2, August 4, September 1, October 6, November 3

The Lunch & Learn workshop series allows current members to share a workshop or seminar style presentation on a topic or subject area of expertise. \*This is not intended to be a sales pitch.\*

**Projected Attendance:** 15-30

**Audience:** Open to chamber members and non-members

## Member Appreciation Day

**PROJECTED DATE:** September 22, 2022

We're thankful for you!

Your Chamber of Commerce is celebrating our members by providing food, drinks and networking in a casual, laidback environment.

**Location:** TBD

# Economic & Workforce Development

## Small Business Outlook Summit

**PROJECTED DATE:** May 20, 2022

The purpose of this program is to provide an economic outlook for Small Businesses in Fayette County and the region.

**Projected Attendance:** 50+

**Audience:** Local business leaders, investors, community partners and fellow chamber members

**Cost to Attend:** \$39

## Workforce Summit

**PROJECTED DATE:** TBD

The purpose of this summit is to make connections between education needs and business partnerships.

**Projected Attendance:** 50+

**Audience:** Local business leaders, investors, community partners and fellow chamber members

## Small Business Workshops

**PROJECTED DATES:** February 9, June 8, October 12

Our word for 2022 is INNOVATION. The goal with these workshops is to offer increased engagement with shared learned experiences. The format is hands-on, problem-solving learning in an interactive learning environment.

**Location:** The Chamber Meeting Place

## Healthcare Council

Objective: Healthcare Council is designed for businesses and support organizations within our regional Healthcare industry to share best practices, align resources, and coordinate common enablers to successfully serve the community. Sub-committees meet throughout the year on specific initiatives.

## Manufacturers Council

Objective: Manufacturers Council is designed for best practice sharing, bench-marking, and programing for manufacturing businesses in and around Fayette County. Past programming has included 5S best practices, lean manufacturing, and workforce resources. Chamber member Manufacturers and business leaders are welcome to attend.

## Small Business Committee

Objective: Small Business Committee functions as the planning committee for the Chamber's B2B Luncheon Series. This Committee explores topics and coordinates programs relevant for small business growth.

## Talent Attraction & Retention Council

Objective: To bring together industry partners, HR executives and workforce development representatives to identify the talent & workforce needs in our community, to share training resources, and best practices.