

SPONSORSHIP GUIDE 2024



**LAKE NONA
REGIONAL
CHAMBER**

TABLE OF CONTENTS

- 1** Welcome
- 2-3** Package Deals
- 4** Illumination Awards
- 5** Elevate Nona & Mentor Program
- 6** Chamber Swing
- 7** Nona Fest
- 8** Taste of Nona
- 9** State of Medical City
- 10** Jingle Mingle
- 10-11** Monthly Events
- 12** Newsletter & Social Media

WELCOME

Dear Lake Nona Regional Chamber Partner,

We are excited to share a comprehensive guide of advertising and sponsorship opportunities available through your Lake Nona Regional Chamber of Commerce. We offer many ways to engage business partners by delivering impactful results-driven opportunities to enhance your company or brand's visibility and ultimately, your bottom line.

The 2024 Sponsorship Guide delivers insight into the marketing opportunities for the coming year, allowing businesses to better plan, budget, and allocate resources. Our focus to create a more robust return on investment for our community partners begins with this guide.

Please take a moment to review the partnership options for 2024, note the opportunities that best fit your mission, and start planning today!

Many of our Signature Events offer budget friendly marketing opportunities that may not be in this guide. For a complete event-specific Sponsorship Guide please contact Member Services.

400+
Business
Members

Sincerely,



Candy Cole
Executive Director

60+
Events
A Year

PACKAGE DEALS

MIX AND MATCH MULTIPLE SPONSORSHIPS

Secure the **MAXIMUM** exposure with these specially curated packages for an entire year.

MULTI-EVENT CORPORATE PACKAGES 1 YEAR SPONSORSHIP

\$20,000

- Two (2) Signature Event Title Sponsorships | Event Naming Rights “Presented By”
- One (1) Monthly Event Title Sponsor | Event Naming Rights “Presented By”
- VIP, Premier, OR Event Sponsor of One (1) Signature Event
- One (1) Business Luncheon Sponsorship
- One (1) Good Morning Lake Nona Region Sponsorship
- One (1) Chamber Connections Sponsorship
- One (1) First Tuesday Sponsorship
- Opportunity to Publish Content in Weekly & Monthly Newsletter (One Year)
- Website Banner Placement for One Year
(Business provided in proper dimensions)

\$15,000

- One (1) Signature Event Title Sponsorship | Event Naming Rights “Presented By”
- One (1) Monthly Event Title Sponsor | Event Naming Rights “Presented By”
- VIP, Premier, OR Event Sponsor of One (1) Signature Event
- One (1) Business Luncheon Sponsorship
- One (1) Good Morning Lake Nona Region Sponsorship
- One (1) Chamber Connections Sponsorship
- One (1) First Tuesday Sponsorship
- Opportunity to Publish Content in Weekly & Monthly Newsletter (One Year)
- Website Banner Placement for One Year
(Business provided in proper dimensions)

\$10,000

- One (1) Signature Event Title Sponsorship | Event Naming Rights “Presented By”
- One (1) Business Luncheon Sponsorship
- One (1) Good Morning Lake Nona Region Sponsorship
- One (1) Chamber Connections Sponsorship
- One (1) First Tuesday Sponsorship
- Opportunity to Publish Graphic, Press Release or Write-Up in Weekly & Monthly Newsletter (One Year)
- Website Banner Placement for One Year
(Business provided in proper dimensions)

PACKAGE DEALS

MIX AND MATCH MULTIPLE SPONSORSHIPS

Secure the **MAXIMUM** exposure with these specially curated packages for an entire year.

SMALL BUSINESS PACKAGES 1 YEAR SPONSORSHIP

\$4000

- One (1) Event Sponsor Level for Illumination Awards, "State of", or Taste of Nona
- One (1) Chamber Connections Sponsorship
- One (1) First Tuesday Sponsorship
- Pair of Tickets to 2 Luncheons of Your Choice
- Business Card Size Ad or Logo Placement in Monthly Newsletter (One Year)
- Enhanced Directory Package

\$2000

- One (1) Chamber Connections Sponsorship
- One (1) First Tuesday Sponsorship
- Pair of Tickets to 2 Luncheons of Your Choice
- Business Card Size Ad or Logo Placement in Monthly Newsletter (One Year)
- Enhanced Directory Package

WHY A PACKAGE DEAL?

Package Deals reduce the hassle of having to request Sponsorship Guides for individual events throughout the year. Review your annual marketing budget and peruse the best opportunities to suit your mission and needs to book your year in advance.

Package Deals also increase visibility as we announce sponsors the moment we receive your commitment. Let the community know you are engaged and maximize your visibility.

ILLUMINATION AWARDS

DECEMBER 2024 | 200+ ATTENDEES

The Lake Nona Regional Chamber of Commerce Illumination Awards showcase trendsetting business members, individuals and volunteers who are beacons of innovation, growth and community spirit in our Lake Nona Regional business community.

LUMININARY SPONSOR

\$5,000 | \$7,500 (INDUSTRY EXCLUSIVITY)

- Event Naming Rights "Presented by"
- One (1) Sponsored Table of 12 Guests
- Top Billing on all Marketing Materials
- Logo Placement on Website with Link Placement
- Exclusive Delivery of Two-Minute Speech
- Verbal Mention and Recognition
- Full Page Ad in Program
- Signage
- Digital Logo Display on Event Screens

EVENT SPONSOR

\$2,500

- One (1) Sponsored Table of 10 Guests
- Premier Billing on all Marketing Materials
- Logo Placement on Website with Link Placement
- Verbal Mention and Recognition
- Half Page Ad in Program
- Signage
- Digital Logo Display on Event Screens

CATEGORY SPONSOR (6 CATEGORIES)

\$2,000

- Two (2) Pair of Tickets (4 Reserved Seats)
- Logo on all Marketing Materials
- Logo on Website
- Verbal Mention During Award Category Presentation
- Logo Printed in Awards Program
- Digital Logo Display on Event Screens

**For Full Illumination Awards Sponsorship Guide
Contact Member Services.**

ELEVATE NONA

FEBRUARY 2024 - JULY 2024
SIX MONTH PROGRAM

“Strengthening Leaders Through Innovation” - ELEVATE NONA is a six month program offering participants an inside look at the innovative headquarters and businesses found only in our Lake Nona Regional Community.

PRESENTING SPONSOR

\$3,000

- Full Logo Recognition
- Option to Attend Event
- Verbal Mention and Recognition
- Opportunity to Provide Marketing Materials for Attendees
- First Right of Refusal for Following Program

SESSION SPONSOR (1 PER SESSION)

\$500

- Logo Recognition (website, newsletter, event collateral)
- Opportunity to Attend the Welcome Session and Closing Reception
- Session Exclusivity

MENTORSHIP PROGRAM

JANUARY 2024 - SEPTEMBER 2024

Prominent business leaders give back by offering insight to protégés (up and coming business leaders) on up to date trends and business ethics.

KEYNOTE & CLOSING RECEPTION SPONSOR

\$1000

- Hors D'oeuvres & Non-Alcoholic Beverage Bar Sponsor
- Option to Attend Event
- Verbal Mention and Recognition
- Opportunity to Provide Marketing Materials for Attendees

CHAMBER SWING

NOVEMBER 2, 2024 | 140+ ATTENDEES

The Annual Golf Tournament brings in 100+ Attendees with a portion of profit donated to the 2024 Charity of Choice.

TITLE SPONSOR (LIMIT OF 1)

\$5,000

- Event Naming Rights “Presented by”
- Top Billing on all Marketing (Digital and Print)
- Foursome Package
- Two (2) Sponsor Provided Banners at Event
- Mention and Recognition at Awards Luncheon
- Table with Marketing Collateral During Luncheon
- First Right of Refusal for Following Year

LUNCH SPONSOR

\$2000

- Sponsor Provided Banner at Event
- Mention and Recognition at Awards Luncheon
- Table with Marketing Collateral During Luncheon
- Logo Displayed on all Marketing of Event

HOLE-IN-ONE SPONSOR

\$1,200

- Sponsor Provided Banner at Event
- Opportunity to Set Up Sponsored Provided Tent at Hole
- Twosome Package
- Logo Displayed on all Marketing of Event

GOLF BALL SPONSOR

\$1,200

- Logo Printed on Tournament Golf Balls (400+ Golf Balls)
- Logo Displayed on all Marketing of Event

BREAKFAST SPONSOR

\$1,000

- Sponsor Provided Banner at Event
- Opportunity to set up Sponsor Provided Booth
- Logo Displayed on all Marketing of Event

**For Full Chamber Swing Sponsorship Guide
Please Contact Member Services.**

NONA FESTIVAL

MARCH 2, 2024 | 500+ ATTENDEES

The Annual Nona Festival showcases our Lake Nona Regional business community in this family friend expo event.

TITLE SPONSOR

\$3000

- Event Naming Rights “Presented By”
- Title Sponsor and Logo Featured in NonaHood News (22,000 circulation)
- Top Billing on all Marketing
- Opportunity to Present 3-Minute Welcome Speech
- Title Sponsor Recognition Every Half-Hour During Event
- Sponsor Provided Banner Placed with Chamber Banner
- Sponsor Provided Booth in Premium Location
- First Right of Refusal for Following Year

RELAXATION STATION SPONSOR (EXCLUSIVE)

\$2000

- Sponsor Provided Banners Featured in All Four (4) Relaxation Stations
- Mention and Recognition During Opening Announcements
- Opportunity to Make Two (2) Stage Announcements During Event
- Logo Featured on all Marketing

ENTERTAINMENT SPONSOR

\$1500

- Sponsor Provided Banner on Nona Fest Stage
- Opportunity to Make Stage Announcement
- Logo Featured on all Marketing

**For Full Nona Fest Sponsorship Guide
Please Contact Member Services.**

TASTE OF NONA

SPRING 2024 | 500+ ATTENDEES

The Lake Nona Regional Food and Wine Festival RETURNS. This sip and savor event is a sure fire hit among the community.

TITLE SPONSOR

\$5000

- Event Naming Rights “Presented By”
- Logo Featured in “Save the Date” Press Release (4200+ Contacts)
- Title Sponsor and Logo Featured in NonaHood News (22,000 circulation)
- Top Billing on all Marketing
- Full-Page Ad in Event Program
- Recognition and Mention During Announcements
- Sponsor Provided Banner(s) Placement
- Sponsor Provided Booth in Premium Location
- Ten (10) Complimentary VIP Tickets (Appx. \$1500 Value)
- First Right of Refusal for Following Year

VIP SPONSOR

\$3000

- Sponsor Provided Banner Placement in VIP Designated Areas
- Logo Featured in “Save the Date” Press Release (4200+ Contacts)
- Two (2) Pair of VIP Tickets to Event (\$600 Value)
- Logo Featured on all Marketing
- Full-Page Ad in Program

EVENT SPONSOR

\$1500

- Sponsor Provided Banner Placement
- Logo Featured in “Save the Date” Press Release (4200+ Contacts)
- Pair of VIP Tickets to Event (\$300 Value)
- Half-Page Ad in Program
- Logo Featured on all Marketing

**For Full Taste of Nona Sponsorship Guide
Please Contact Member Services.**

STATE OF MEDICAL CITY

SEPTEMBER 2024

This brand new “State of” event will showcase our growing medical city and the medical and tech advancements featured here in Lake Nona.

TITLE SPONSOR

\$2000

- Event Naming Rights “Presented By”
- Logo Featured in “Save the Date” Press Release (4200+ Contacts)
- Title Sponsor and Logo Featured in NonaHood News (22,000 circulation)
- Top Billing on all Marketing
- Recognition and Mention During Opening
- Digital Logo Display on Event Screens
- Sponsor Provided Banner(s) Placement
- Opportunity to have a Marketing Table at Event
- First Right of Refusal for Following Year

EVENT SPONSOR

\$1000

- Sponsor Provided Banner Placement
- Logo Featured in “Save the Date” Press Release (4200+ Contacts)
- Recognition and Mention During Opening
- Opportunity to have a Marketing Table at Event
- Logo Featured on all Marketing
- Digital Logo Display on Event Screens

**For Full State of Medical City Sponsorship Guide
Please Contact Member Services.**

2024 JINGLE MINGLE

DECEMBER 2024

The Jingle Mingle Holiday After Hours is the end of year celebration where members can network and win door prizes while meeting special guests.

TITLE SPONSOR

\$1200

- Event Naming Rights “Presented By”
- Opportunity to have a 2-Minute Speaking Opportunity During Welcome
- Logo Branded Cups and Bar Napkins
- Top Billing on all Marketing
- Opportunity to have Marketing Table at Event
- Recognition and Mention During Announcements
- Opportunity to Draw Winning Raffle Tickets
- Digital Logo Featured on Photo Booth Images
- First Right of Refusal for Following Year

**For Full Jingle Mingle Sponsorship Guide
Please Contact Member Services.**

MONTHLY EVENTS

FIVE (5) EVENTS TO CHOOSE FROM

FIRST TUESDAY AFTER HOURS

50 - 100 ATTENDEES

TITLE SPONSOR (EXCLUSIVE)

\$2500

- Event Naming Rights “Presented By” for full calendar year
- Opportunity to have a 2-Minute Speaking Opportunity During Welcome
- Opportunity to have a Marketing Table at Event
- Recognition and Mention During Announcements
- First Right of Refusal for Following Year

EVENT SPONSOR (INDIVIDUAL)

\$500

- Opportunity to have Marketing Table at Event
- Recognition and Mention During Announcements
- Opportunity to have a Marketing Table at Event
- Logo Featured on all Marketing

MONTHLY EVENTS (CONTINUED)

FIVE (5) EVENTS TO CHOOSE FROM

GOOD MORNING LAKE NONA REGION 25 - 40 ATTENDEES

TITLE SPONSOR (EXCLUSIVE)

\$2500

- Event Naming Rights "Presented By" for full calendar year
- Opportunity to have a 2-Minute Speaking Opportunity During Welcome
- Opportunity to have a Marketing Table at Event
- Recognition and Mention During Announcements
- First Right of Refusal for Following Year

EVENT SPONSOR (INDIVIDUAL)

\$500

- Opportunity to have Marketing Table at Event
- Recognition and Mention During Announcements
- Opportunity to have a Marketing Table at Event
- Logo Featured on all Marketing

CHAMBER CONNECTIONS 25 - 40 ATTENDEES

TITLE SPONSOR (EXCLUSIVE)

\$2500

- Event Naming Rights "Presented By" for full calendar year
- Opportunity to have a 2-Minute Speaking Opportunity During Welcome
- Opportunity to have a Marketing Table at Event
- Recognition and Mention During Announcements
- First Right of Refusal for Following Year

EVENT SPONSOR (INDIVIDUAL)

\$350

- Opportunity to have Marketing Table at Event
- Recognition and Mention During Announcements
- Opportunity to have a Marketing Table at Event
- Logo Featured on all Marketing

MONTHLY EVENTS (CONTINUED)

FIVE (5) EVENTS TO CHOOSE FROM

BUSINESS LUNCHEON

25 - 40 ATTENDEES

TITLE SPONSOR (EXCLUSIVE)

\$2500

- Event Naming Rights “Presented By” for full calendar year
- Opportunity to have a 2-Minute Speaking Opportunity During Welcome
- Opportunity to have a Marketing Table at Event
- Recognition and Mention During Announcements
- First Right of Refusal for Following Year

EVENT SPONSOR (INDIVIDUAL)

\$500

- Opportunity to have Marketing Table at Event
- Recognition and Mention During Announcements
- Opportunity to have a Marketing Table at Event
- Logo Featured on all Marketing

NONA PROFESSIONAL LADIES

25 - 40 ATTENDEES

PRESENTED BY:



TITLE SPONSOR (EXCLUSIVE)

\$2500

- Event Naming Rights “Presented By” for full calendar year
- Opportunity to have a 2-Minute Speaking Opportunity During Welcome
- Opportunity to have a Marketing Table at Event
- Recognition and Mention During Announcements
- First Right of Refusal for Following Year

EVENT SPONSOR (INDIVIDUAL)

\$350

- Opportunity to have Marketing Table at Event
- Recognition and Mention During Announcements
- Opportunity to have a Marketing Table at Event
- Logo Featured on all Marketing

NEWSLETTER & SOCIAL MEDIA

Maximize your business or brand exposure through our Lake Nona Regional Chamber Social Media and Newsletter!

NEWSLETTER 4200+ SUBSCRIBERS

ANNUAL MARKETING SPONSOR

\$2000

- Weekly Ad with Link to Company Website
- Ad Size 1080 x 1080px (Standard Instagram Post Size)

MONTHLY MARKETING SPONSOR

\$500

- Monthly Ad with Link to Company Website
- Ad Size 1080 x 1080px (Standard Instagram Post Size)

ONE (1) GRAPHIC & PRESS RELEASE

\$100 | \$200 (STAFF CREATED GRAPHIC)

- Business Provided Marketing Graphic Featured in One (1) Newsletter
An Additional \$100 will Incur is Not Provided
- Story Placement for 24 on Facebook and Instagram
- Static Post on Facebook, LinkedIn and Instagram Grid for One (1) Week
Will be hidden from Instagram Grid After

SOCIAL MEDIA

12K+ FOLLOWERS ACROSS ALL PLATFORMS

ONE (1) SOCIAL MEDIA STATIC POST & STORY COMBO

\$100 | \$200 (STAFF CREATED GRAPHIC)

- Business Provided Marketing Graphic Featured on Chamber Socials
An Additional \$100 will Incur if Graphic is Not Provided
- Story Placement for 24 on Facebook and Instagram
- Static Post on Facebook, LinkedIn and Instagram Grid for One (1) Week
Will be hidden from Instagram Grid After