

Health Care HEROES APPRECIATION WEEK



MARCH 23–30 | FRANKLIN COUNTY, PA

The global pandemic has challenged our health care workers like never before. Please join the Chambersburg Chamber in a community-wide event to recognize the relentless service and dedication of our Health Care Heroes.



Co-sponsor the Franklin County Health Care Tribute Video with Cross & Crown. This video will showcase Franklin County's health industry—distributed widely on social media.



Sponsor the virtual Health Care Awards Ceremony on March 23 at 8 a.m. Show your business' support —sponsor for as little as \$75.



Show your appreciation and kick-start the day of hundreds of health care workers as the beverage sponsor in select Franklin County locations.



Sponsor or donate for Food from the Heart—up to three locations in Franklin County offering free meals to health care workers.



Offer discounts to health care workers with the Show & Save Hub - businesses offer discounts to health care workers during the week.



Sponsor the Red Cross Blood Drive on March 30 from 10 a.m. to 4 p.m. at 15 S. Main Street in Chambersburg.



DETAILS: [CHAMBERSBURG.ORG/HEROES](https://chambersburg.org/heroes)



Sponsor Opportunities

Date: March 23-30, 2021

Projected Reach: Thousands in Franklin County

About the event: The Chambersburg Chamber is asking our Franklin County community to join us in recognizing the relentless service and dedication of the health care industry by participating in the Health Care Heroes Appreciation Week, March 23-30, 2021. During this special week we will host a virtual awards ceremony focusing on the achievements of our local health care workers. The week's festivities will include a blood drive, business discounts for health care workers, Thank Our Health Care Heroes banner campaign, Food From the Heart appreciation meals and a community-wide tribute video. Please join us in showing our appreciation and honoring our health care heroes throughout the industry!

Contact: Angela Schaeffer, Director of Operations, 717-264-7101 ext. 208, aschaeffer@chambersburg.org

Lark Kennedy, Communications Manager, 717-264-7101 ext. 206, lkennedy@chambersburg.org

Presenting Sponsor for the Week - \$5,000 (One Available)

- Sponsor logo or name featured on all event promotions including billboards, flyers, yard signs, event listings, radio advertising, Chamber communications, etc.
- Sponsor name in event name on Facebook i.e. Health Care Heroes Appreciation Week presented by ABC Company
- Logo and name on Chamber of Commerce website and web banner
- Logo featured on Chamber of Commerce billboard along Lincoln Way East for approximately two weeks
- Unlimited access to virtual Health Care Awards Ceremony
- Sponsor logo or name featured on Chamber of Commerce website
- Fifteen "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Full page ad in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Logo featured in digital Health Care Awards program
- Sponsor logo or name featured on Chamber of Commerce website
- Opportunity for a business representative to be a featured speaker in the video
- Sponsor logo or name featured at activities including Blood Drive, Show & Save Hub for Health Care and Food from the Heart appreciation meals
- Facebook Live interview with business representative during Health Care Appreciation Week spotlighting your company
- Opportunity for a representative to speak at the Awards Ceremony about your company for a few minutes

Tribute Video Sponsor - \$3,500 (Two Available – one reserved by Cross & Crown)

Video premiere during the Virtual Awards Ceremony and released to the public on social media following the event.

- Sponsor logo prominently featured in the Health Care Industry Tribute Video
- Video widely distributed on Facebook, Instagram and YouTube with a potential local reach of 10,000+
- Opportunity for a business representative to be a featured speaker in the video
- Sponsor name featured at activities including Blood Drive, Show & Save Hub for Health Care and Food from the Heart
- Logo featured on event banner displayed on Chamber of Commerce property along Lincoln Way East for approximately two weeks (8,800 cars travel by this sign daily per the DOT Traffic Volume Map)
- Sponsor logo or name featured on Health Care Heroes Appreciation Week promotions including Chamber event webpage, Chamber e-blast and Chamber newsletter
- Logo featured in digital Health Care Awards program
- Sponsor logo featured on the PowerPoint presentation at virtual Awards Ceremony
- Ten "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Full page ad in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Unlimited access to virtual Health Care Awards Ceremony via Zoom
- Opportunity to introduce your business and the Tribute Video to audience at the virtual Awards Ceremony

Blood Drive Sponsor - \$2,000 (One Available)

Event held at the Franklin County Visitors Bureau on March 30 from 10 a.m. to 4 p.m.

- Sponsor logo or name featured on all Blood Drive promotions including flyers, event listings, radio advertising, etc.
- Opportunity to set up a table with promotional materials at Blood Drive
- Opportunity to set up a table with promotional materials to display at Blood Drive
- Logo featured on Chamber of Commerce property along Lincoln Way East for approximately two weeks (8,800 cars travel by this sign daily per the DOT Traffic Volume Map)
- Sponsor name featured on Facebook event
- Logo featured on Chamber of Commerce website, e-newsletter and newsletter
- Full page ad in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Eight virtual tickets to Health Care Awards Ceremony
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Sponsor logo or name featured on the PowerPoint presentation at virtual Awards Ceremony

SOLD!



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live confidently

Straight from the Heart Raffle Sponsor - \$2,000 (One Available)

Held during Food from the Heart events, this raffle will give health care workers a chance to win gift cards and prizes.

- Sponsor logo or name featured on all Straight from the Heart promos including flyers, event listings, radio, etc.
- Opportunity to set up a table with promotional materials at each Food from the Heart event (Chambersburg, Greencastle, Waynesboro)
- Logo featured on Straight from the Heart banner displayed at raffle table
- Logo featured on Health Care event banner displayed on Chamber of Commerce property along Lincoln Way East for approximately two weeks (8,800 cars travel by this sign daily per the DOT Traffic Volume Map)
- Sponsor name in Chamber of Commerce on Facebook
- Logo featured on Chamber of Commerce website, e-newsletter and newsletter
- Full page ad in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Eight virtual tickets to Health Care Awards Ceremony
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Sponsor logo or name featured on the PowerPoint presentation at virtual Awards Ceremony

SOLD!



New Enterprise Stone & Lime Co., Inc.

Give your Heart a Squeeze Sponsor - \$2,000 (One Available)

Hundreds of custom heart stress balls will be given to health care workers in Franklin County during Appreciation Week.

- Sponsor logo featured on all heart stress balls
- Full page ad in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Eight virtual tickets to Health Care Awards Ceremony
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Logo featured on Chamber event promotions including email blasts, e-newsletter and newsletter
- Sponsor recognized in Facebook event description
- Opportunity to set up a table at each Food from the Heart event (Chambersburg, Greencastle and Waynesboro) to distribute heart stress balls to health care workers
- Sponsor logo or name featured on Health Care Heroes Appreciation Week event promotions
- Logo featured on Health Care event banner displayed on Chamber of Commerce property along Lincoln Way East for approximately two weeks (8,800 cars travel by this sign daily per the DOT Traffic Volume Map)

Virtual Health Care Awards Grand Sponsor - \$1,500 (one available) - M&T Bank has right of first refusal

Virtual event held via Zoom on March 23 at 8:00am. Awards will focus on the achievements of our health care workers. The Health Care Tribute video will premiere during the program.

- Sponsor logo featured in PowerPoint presentation at virtual Awards Ceremony
- Unlimited access to virtual Health Care Awards Ceremony
- Sponsor name in event name on Facebook i.e. Health Care Heroes presented by ABC Company
- Opportunity for a representative to present at your business for a few minutes
- Logo featured on the Chamber of Commerce website
- Logo featured in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Full page ad in digital Health Care Awards program (ad size 5"x8" submitted as .jpeg or .png)
- Mention during the welcome and Sponsor
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Logo featured in Greater Chambersburg Chamber of Commerce print newsletter article



Kick-Start the Morning Sponsor - \$1,000 Three Available - (Chambersburg, Greencastle, Waynesboro)

Each morning during Appreciation Week, health care workers can claim their free coffee or tea at a designated coffee shop in Chambersburg, Greencastle or Waynesboro. Sponsors will be featured on the cup sleeves.

- Coffee distributed for free to health care workers at designated times each day of Appreciation Week with sponsor logo featured on hundreds of cup sleeves
- Half page ad in digital Health Care Awards program (ad size 2.5"x4" submitted as .jpeg or .png)
- Eight virtual tickets to Health Care Awards Ceremony
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Logo featured on Chamber event promotions including email blasts, e-newsletter and newsletter
- Sponsor name in event name on Facebook i.e. Kick-Start Your Morning presented by ABC Company
- Sponsor logo or name featured on Health Care Heroes Appreciation Week event promotions
- Logo featured on Health Care event banner displayed on Chamber of Commerce property along Lincoln Way East for approximately two weeks (8,800 cars travel by this sign daily per the DOT Traffic Volume Map)

Food from the Heart Sponsors - \$500 (nine available) - eight reserved by Bartlett Tree Experts; Chick-fil-A; Herbert, Rowland & Grubic, Inc.; Jennings Chevrolet, Buick, GMC; LB Water; Tommy's Express Car Wash; SEK, CPAs & Advisors; Stouffer Mechanical Contractor LLC

Up to three distribution centers set up in Chambersburg, Greencastle and Waynesboro during Health Care Appreciation Week. This will be an outdoor location and health care workers must show their ID to claim their food.

- Opportunity to set up a table with promotional materials at food location reaching hundreds of health workers
- Sponsor name in event name on Facebook i.e. Food from the Heart for Health Care Workers presented by ABC Company
- Sponsor logo or name featured on Food from the Heart promotions including flyers, event listings, etc.
- Logo featured on Chamber event promotions including email blasts, e-newsletter and newsletter
- Eight tickets to attend virtual Health Care Awards Ceremony via Zoom
- Half page ad in digital Health Care Awards program (ad size 2.5"x4" submitted as .jpeg or .png)
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Sponsor logo featured on the PowerPoint presentation at virtual Awards Ceremony

Show & Save Hub for Health Care - \$500 (one available)

Local businesses will have the opportunity to offer special discounts for health care workers. These deals will be posted at Chambersburg.org and widely distributed through our care communication channels.

- Sponsor logo or name featured on Show & Save promotions including flyers, event listings, etc.
- Sponsor name in event name on Facebook i.e. Show & Save presented by ABC Company
- Company name in event name on Facebook i.e. Show & Save presented by ABC Company
- Eight tickets to attend virtual Health Care Awards Ceremony
- Half page ad in digital Health Care Awards program (ad size 2.5"x4" submitted as .jpeg or .png)
- Eight "Thank Our Health Care Heroes" yard signs to display at your business or distribute to employees
- Sponsor logo featured on the PowerPoint presentation at virtual Awards Ceremony



Virtual Awards Ceremony Table Sponsor - \$300

- Eight tickets to attend virtual Health Care Awards Ceremony via Zoom
- Company name featured on Chamber event webpage
- Company name featured in the digital program of the Health Care Awards Ceremony
- Logo featured on a PowerPoint slide at the virtual Awards Ceremony
- Eight “Thank Our Health Care Heroes” yard signs to display at your business or distribute to employees
- Company name listed on event promotional materials as space allows
- Mention during the Awards Ceremony welcome as a table sponsor
- Company name listed in Greater Chambersburg Chamber of Commerce newsletter recap article

Virtual Awards Ceremony Patron Sponsor - \$75

- Two tickets to attend virtual Health Care Awards Ceremony via Zoom
- Company name featured on Chamber event webpage
- Company name featured in the digital program of the Health Care Awards Ceremony
- Company name featured on a PowerPoint slide at the virtual Awards Ceremony
- Two “Thank Our Health Care Heroes” yard signs to display at your business
- Company name listed on event promotional materials as space allows
- Mention during the Awards Ceremony welcome as a patron sponsor
- Company name listed in Greater Chambersburg Chamber of Commerce newsletter recap article

Thank Our Health Care Heroes Yard Sign Purchase - \$15 per sign

- Interested in showing your support of our local Health Care Heroes? Purchase individual “Thank our Health Care Heroes” yard signs for you, your family and your friends! A portion of the proceeds supports the health industry
- Fill out form below to purchase additional signs
- *Note all sponsorships come with a specified number of yard signs

Yes, I would like to support the 2021 Health Care Heroes Appreciation Week

Company Name (as you want it to appear) _____

Contact Name _____ Phone _____

Email _____ Sponsorship Amount _____

Additional Yard Sign Quantity* _____ Yard Sign Cost _____

**If yard sign purchase is not associated with a sponsorship, please make arrangements to pick up your yard sign(s) at the Chambersburg Chamber the week of March 15.*

***Ads associated with sponsorships must be received via email to kennedy@chambersburg.org by March 16 or it will not be included in the digital Awards Ceremony program.*

Payment method (circle): Invoice Check (made payable to Chambersburg Chamber) Credit Card

Credit Card Number if applicable: _____ Exp: _____ CVV: _____

I understand that the submission of this form confirms commitment from the company above for this sponsorship.

Signature _____

Return form to Angela Schaeffer, Director of Operations: Mail to Greater Chambersburg Chamber of Commerce, Attn: Angela Schaeffer, 100 Lincoln Way East, Suite A, Chambersburg, PA 17201; or email to aschaeffer@chambersburg.org. Checks should be made payable to Greater Chambersburg Chamber of Commerce.

