



# **DANVILLE CHAMBER SPONSORSHIP GUIDE**



**Danville Chamber of Commerce events are the perfect outlet for your company to gain the publicity and brand recognition that every business needs. Business leaders recognize and appreciate companies that help them gain knowledge and make important contacts. Our Chamber membership represents some of Danville's most important and influential corporate leaders; managers; small business owners; entrepreneurs; young professionals; media personalities; educators; political figures and more. Sponsoring a Chamber event provides a great means of broadening your competitive advantage by improving your company's reflection, prestige and credibility through supporting events that your community and audience find attractive.**

**Through sponsorships, our Chamber strives to create a partnership that is beneficial to all who are involved. By concentrating on aiding the businesses in Danville and surrounding areas in reaching their marketing goals through sponsored events, publications and web presence, the Danville Chamber promotes the development of businesses in our area. In addition to enhancing visibility and image, there are many great benefits that coincide with sponsoring Chamber events.**

- **Access to New Business Relationships** – The face-to-face marketing opportunities at Chamber events allow businesses to kindle relationships with an unlimited number of new clients and customers. These events are also a great place to strengthen or renew relations with existing customers or clients.
- **Creates Customer/Community Loyalty** – Your sponsorship and support of local community events builds rapport and increases the odds of your customers recommending your business to friends and other members of the community.
- **Advertising** – Exposure in print, on our website and on-site advertising ensure heightened sponsor brand recognition among a targeted audience of business owners, executives and chamber members.
- **Demonstrates Civic Engagement** – Small businesses play an important role in the framework of any community and accept a portion of the responsibility of making sure that the community stays healthy and whole. Your involvement in community events exhibits your concern for the community in which you work and live and has a favorable effect on your business.
- **Association with High Profile Business Events** – Companies that desire to be coined "Industry Leaders" welcome the benefits of being associated with important business events and programs. Chamber events are among the top places to gain name recognition with professionals, executives, managers and other business decision-makers.
- **Publicity** – Chamber events are highly publicized and so are their sponsors. Your company's name is included in print and online advertising and collateral which will earn you public recognition.

# **Annual Sponsor Package**

## **Annual Title Sponsor \$15,000**

Our annual title sponsorship includes title sponsorship of the following events:

Monthly Chamber Lunches; Evenings in Ellis; Golf Outing;  
4th of July Fireworks; Community Awards Dinner;  
Winterland

It also includes ads in Monthly Newsletter and on Website

## **Annual Platinum Sponsor \$3,500**

Our annual platinum sponsor includes the following sponsorship: Grammy- Evenings in Ellis; Eagle Sponsor- Golf Outing; Red Sponsor- 4th of July; Dinner Sponsor- Community Awards; Wreath Sponsor- Winterland

It also includes ads in our Monthly Newsletter and on Website

## **Annual Gold Sponsor \$1,750**

Our annual gold sponsor includes the following sponsorship: Emmy-Evenings in Ellis; Birdie- Golf Outing; White- 4th of July; Table Sponsor- Community awards; Gift Sponsor- Winterland

It also includes our monthly newsletter listing and on website.

# Monthly Chamber Luncheon

Each month the Danville Chambers offers the opportunity for members to engage, learn and connect with other members. This widely popular networking and learning opportunity is well attended by our membership. This year we wanted to offer more opportunities for our members to interact and support our lunch.

## Title Sponsor \$2500

3 Minutes to introduce yourself at lunch at the start of the meeting

2"x4" ad on place-mat

Time to Shine Table: set up and hand out promotional materials before & after lunch

## Lunch Sponsor \$250

Limited to 3 Sponsors per month

3 Minutes to introduce yourself at lunch at the start of the meeting

2"x4" ad on place-mat

Time to Shine Table: set up and hand out promotional materials before & after lunch

## Time to Shine Table \$50

Set up and hand out promotional materials before & after lunch

Name listed on place-mat



## **Danville Chamber of Commerce and Danville Parks & Recreation partner to provide the community with fun, family-friendly event series in Ellis Park**

Last year we had an estimated attendance of \_\_\_\_\_. This number does not include the number of people who see the advertisements, promotional materials and more.

This year we expect it to be even bigger and better!

Join us in making this our best year yet!

### **Title Sponsor \$1000**

LOGO on all Marketing Materials & Website

1 Picnic Table in VIP area for each night

Promo Signage out each evening

Name on all promotional materials

### **Grammy Level Sponsor \$500**

1 Picnic Table in VIP area for each night

Promo Signage out each evening

Name on all promotional materials

### **Emmy Level Sponsor \$250**

1 Picnic table in VIP area for each night.

Name on all promotional materials

### **Globe Level Sponsor \$100**

Name on all promotional materials

# Annual Danville Chamber Golf Outing



Would you rather be playing golf or stuck in the office?  
Join the Danville Chamber and over \_\_\_ golfers for an  
afternoon on the links. Take advantage and get your  
name in front of some of Danville's finest as well as our  
advertisements, promotional materials and more.

## Title Sponsor \$2500

Logo on all marketing materials & website

2 Golf foursomes

Banner Displayed (Provided by sponsor)

Hole Sponsor Sign

2"x4" Ad on lunch Placemat

Presenter of trophy/award

Set up at hole and pass out promotional materials

## Lunch Sponsor \$1000

Signage on Lunch Buffet

Logo on all marketing materials & website

Hole Sponsor Sign

2"x4" Ad on lunch Place-mat

Set up table at lunch and pass out promotional materials

## Eagle Sponsor \$600

Golf Foursome

Banner Displayed (provided by sponsor)

Name listed on place-mat

## Birdie Sponsor \$300

Exclusive Hole Sponsor

Name on place-mat

## Par Sponsor \$150

Hole Sponsor Sign

Name on place-mat

# Danville Tradition

## 4th of July Fireworks



Each year thousands of people flock to Danville to take part in a long tradition of fireworks on the 4th of July.

Be a part of the tradition the Town of Danville & Danville Chamber of Commerce have put on for years.

### **Title Blue Sponsor \$1500**

Logo on promotional materials & Website

Logo on all advertisements

Banner posted at parking lot entrance (provided by sponsor)

### **Red Sponsor \$500**

Banner at parking lot entrance (provided by sponsor)

Logo on Website

### **White Sponsor \$250**

Yard Sign at entrance to parking lot

Name on Website

# Community Awards Dinner

People Are What Make The World Go Round; and they are what helps make Danville great! The Danville Community Awards recognize and honor the significant accomplishments, contributions and work of our nominees. This event applauds their commitment and provides visibility and recognition for their leadership and vision. This event is a collaboration with Danville Kiwanis and Danville Rotary. It also serves as a really fun time for people to get together.

## Title Sponsor \$1500

Logo on all marketing materials & website

8 Tickets to dinner

Poster Displayed at Ticket Table

Logo on tickets

2"x4" Ad on Place-mat

Presenter of award

## Dinner Sponsor \$500

2"x4" Ad on place-mat

8 Tickets to Dinner

Name listed on marketing materials & website

## Table Sponsor \$250

Name Listed on Place-mat

8 Tickets to Dinner



# *Winterland*

Ellis Park - Danville, IN

**SPECTACULAR SIGHTS OF HOLIDAY LIGHTS**

Each year Danville Chamber in partnership with the Danville Parks & Recreation Department host a Christmas Light display in Ellis Park. The display is open late November through December. Your support helps keep the park illuminated with various displays for approximately 6000 cars to enjoy. Do not miss out on this opportunity to be a part of tradition.

## **Title Sponsor \$2500**

Logo on Printed Program

Banner at entrance to park

Logo on on marketing materials, website & social media

## **Sign Sponsors**

As a sign sponsor, you will receive advertising signage on the well-lit route and your business name will appear in printed program (given to every car that travels through).

Wreath \$1,000

Gift \$500

Tree \$250

Bell \$125

Ornament \$75

# Other Sponsor Opportunities

## Monthly Coffee Conversations Drink Sponsor \$75

Logo on marketing material & event website  
5 minutes to tell the group about what you have to offer

## Monthly Pour after Four Drink Sponsor \$150

Logo on marketing material & event website  
5 minutes to tell the group about what you have to offer

**Please watch for more  
sponsorship opportunities in  
2020**

As always, we cannot thank you enough for your support  
of the Danville Chamber!