

PROMOTIONAL OPPORTUNITIES GUIDE

A comprehensive guide featuring Chamber

• EVENTS • PROGRAMS • SPONSORSHIPS

2023

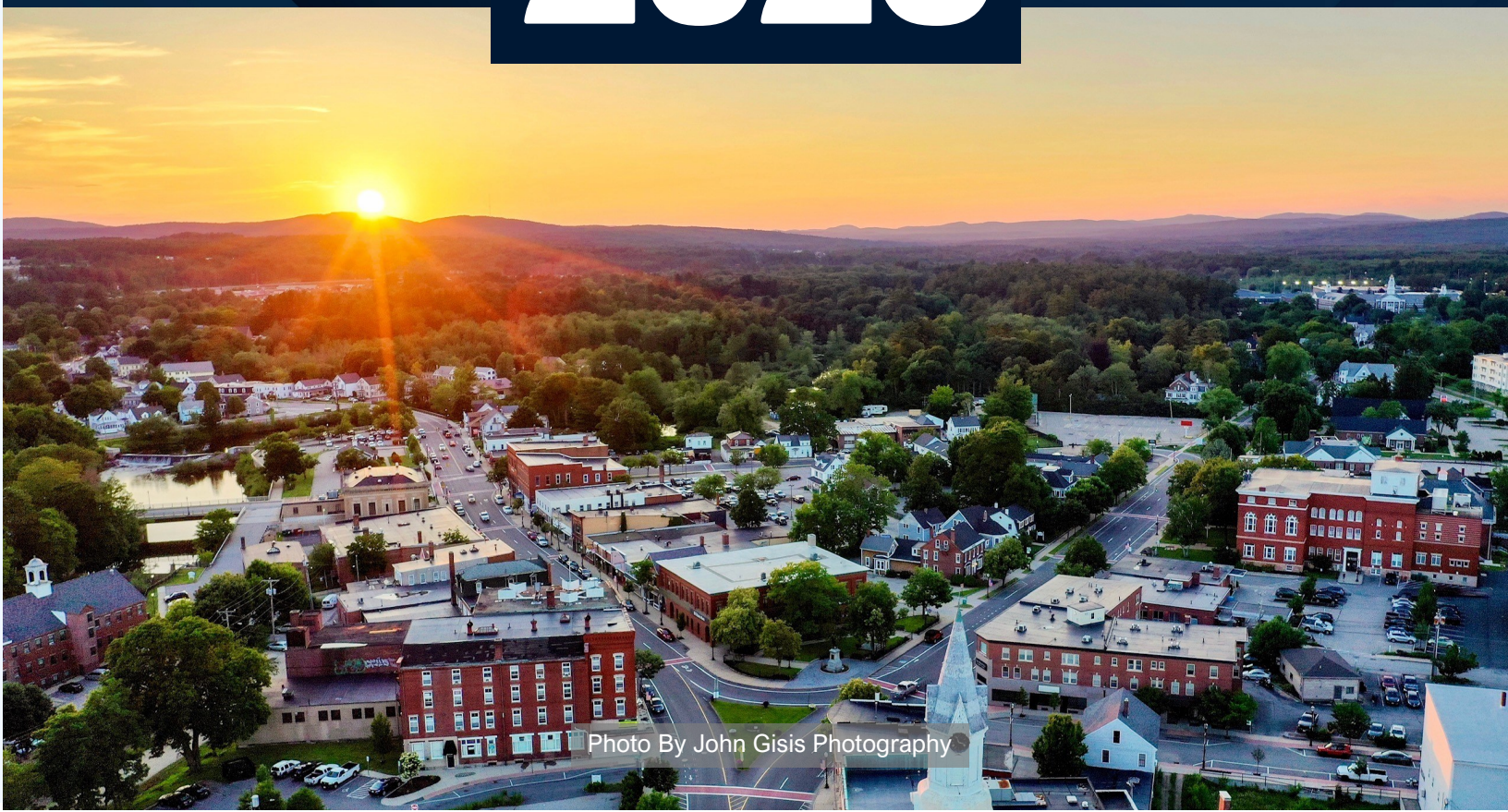


Photo By John Gisis Photography

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OUR MISSION:

The Greater Rochester Chamber of Commerce is organized to advance and promote the general welfare and prosperity of its members and to enhance the quality of life in the area.

About the Chamber

The Greater Rochester Chamber of Commerce is an active, non-profit business membership organization comprised of businesses and professionals throughout northern Strafford County who are dedicated to fostering a favorable economic climate in which to live and work. Our members provide financial, in-kind, and volunteer resources to the business community.

The Greater Rochester Chamber of Commerce also serves as an information resource to the community with an Information Center located in our foyer for residents and visitors. The Information Center distributes relocation packages, northern Strafford County street maps, regional and state highway maps, a magazine that promotes Rochester and surrounding communities, community recreation information, COAST public transportation schedules, state attractions, and more. The Chamber also provides information promoting the products and services of its member businesses.

Being a Chamber member allows you to expand your contacts and networking opportunities for your business or organization.

By sponsoring Chamber events, programs or publications, you'll increase your business or organization's visibility in the Greater Rochester community.

Strategically planning sponsorships for the fiscal year not only is helpful for budgeting purposes—it also ensures you'll get the maximum exposure with the promotional opportunities that sponsoring offers.

This guide will walk you through our major events, special events, programs and publications with detailed sponsorship information for each. Chamber staff are ready to assist you with determining which promotional opportunities will be a good fit for your business or organization.

**We're Excited to Help You Promote Your Business—
Let's Get Started Soon!**



LAURA RING
President/CEO
lring@rochesternh.org
603.332.5080 x:1



TANYA HERVEY
Office Manager and
Events & Communications
thervey@rochesternh.org
603.332.5080 x:3

Our Board of Directors



CHAIR

Kerrie Landry
COGEBI, INC



CHAIR-ELECT

David Richard
D.F. Richard Energy



VICE CHAIR— GOVERNMENTAL AFFAIRS

Paul Gatehouse
Independence Financial Advisors



VICE CHAIR—MEMBERSHIP

Amy Brown
Yankee Electric & Co., LLC



VICE CHAIR— EVENTS & FUNDRAISERS

Caitlyn Turgeon
HBL Insurance



TREASURER

Sharla Rollins
First Seacoast Bank



IMMEDIATE PAST CHAIR

Janet Oliver
Unitil



DIRECTOR

Blaine Cox
City of Rochester



DIRECTOR

Brian Dickie
Eversource Energy



DIRECTOR

Mark Farrell
Laars Heating Systems Company



DIRECTOR

Wink Faulkner
Jaeger USA, Inc



DIRECTOR

Lauren Jerr
RW Creteau Regional
Tech Center at Spaulding High



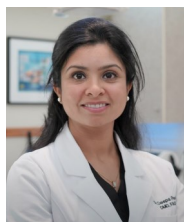
DIRECTOR

Alan Johnson
Breezeline



DIRECTOR

Kevin Miller
Profile Bank



DIRECTOR

Deepa Reddy
Deepa Reddy, DMD, PLLC



DIRECTOR

Tatjana Simon
Northeast Credit Union



DIRECTOR

David Stevens
Hourihane, Cormier &
Associates, LLC



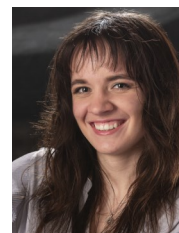
DIRECTOR

Sue Willson
The Potter's House
Bakery & Cafe



DIRECTOR

Tim Jones
Friskie Memorial
Hospital/HCA



DIRECTOR

Kendall Spewock
Admiral Property, LLC

Events

Annual Awards Celebration

The Chamber's gala event of the year at which the Business of the Year, Nonprofit of the Year and Citizen of the year are announced, and Chamber members and their guests enjoy a delicious dinner, musical entertainment, raffles and more.

For Underwriter opportunity information for this event, please contact us: 603-332-5080

All of Our Sponsors Receive the Following Promotion:

(See individual sponsorship levels for additional promotion)

Business logo or name in event invitations sent to 700 contacts and in event programs; business name included in publicity on social media and website; business logo/hyperlink or name included in several e-blasts to members promoting the event; business logo or name on PowerPoint presentation displayed at the event; business name announced to attendees at the event; recognition in the official "Thank You" flyer in the Chamber newsletter.

CORPORATE SPONSOR \$1,000

Includes: All promotion listed above, PLUS:
(2) tickets to attend, banner displayed at venue, business name in press release(s), business logo displayed prominently on event signage

SOCIAL PERIOD SPONSOR \$750

Includes: All promotion listed above, PLUS:
Banner displayed at venue, business name in press release(s), business logo displayed prominently on event signage

AWARDS SPONSOR \$500

Includes: All promotion listed above, PLUS:
Business name in press release(s), business logo displayed prominently on event signage

ENTERTAINMENT SPONSOR \$500

Includes: All promotion listed above, PLUS:
Business logo displayed prominently on event signage

PROGRAM SPONSOR \$500

Includes: All promotion listed above,
PLUS: Your ad on back cover of event program, business logo displayed prominently on event signage

REGISTRATION SPONSOR \$500

Includes: All promotion listed above, PLUS:
Sign w//logo on registration table, business logo displayed prominently on event signage

TECHNOLOGY SPONSOR \$500

Includes: All promotion listed above, PLUS:
Business logo displayed prominently on event signage

DESSERT SPONSOR \$350

Includes: All promotion listed above, PLUS:
Business logo displayed on event signage

DECORATION/CENTERPIECE SPONSOR \$300—\$500

Includes: All promotion listed above, PLUS:
Business logo displayed on event signage (prominently @ \$500)

TABLE SPONSOR \$100

Includes: All promotion listed above, PLUS:
Business name displayed on a table, business name displayed on event signage



Events

Chamber Raffle & Raffle Bash

The Chamber Raffle and Raffle Bash is our most popular and largest of the fundraising events of the year. This event features 350 tickets in a reverse raffle drawing for the chance to win choice of \$10,000 or a brand new Harley Davidson motorcycle. Tickets are \$100 each and each ticket admits 2 people to the Raffle Bash event. Many Second Chance Prizes are also drawn for ticket purchasers.

For Underwriter opportunity information for this event, please contact us: 603-332-5080

All of Our Sponsors Receive the Following Promotion:

(See individual sponsorship levels for additional promotion)

Business logo or name in event programs; business logo or name included in publicity on social media and website; business logo/hyperlink or name included in several e-blasts to members promoting the event; business logo or name (on PowerPoint presentation displayed at the event; business name announced to attendees at the event; recognition in the official "Thank You" flyer in the Chamber newsletter

DRAWING SPONSOR \$1,500

Includes: All promotion listed above, PLUS:
Logo on number board, logo on tickets, sponsor-provided banner displayed at event, business name in press release(s), business logo displayed prominently on event signage

HOSPITALITY SPONSOR \$1,500

Includes: All promotion listed above, PLUS:
Sponsor-provided banner displayed at event, business name in press release(s), business logo displayed prominently on event signage

RAFFLE TICKET SPONSOR \$1,500

Includes: All promotion listed above, PLUS:
Logo on ticket, sponsor-provided banner displayed at event, business name on press release(s), business logo displayed prominently on event signage

BUFFET SPONSOR \$500

Includes: All promotion listed above, PLUS:
Signage at buffet table, business logo displayed prominently on event signage

DESSERT SPONSOR \$500

Includes: All promotion listed above, PLUS:
Signage at dessert table, business logo displayed prominently on event signage

PRESENTATION SPONSOR \$500

Includes: All promotion listed above, PLUS:
Business logo displayed prominently on event signage

PROGRAM SPONSOR \$500

Includes: All promotion listed above, PLUS:
Sponsor's ad on back cover of all programs, business logo displayed prominently on event signage

REGISTRATION SPONSOR \$500

Includes: All promotion listed above, PLUS:
Signage and your swag at registration table, business logo displayed prominently on event signage

SOCIAL HOUR SPONSOR \$500

Includes: All promotion listed above, PLUS:
Signage at the bar, business logo displayed prominently on event signage

TECHNOLOGY SPONSOR \$500

Includes: All promotion listed above, PLUS:
Business logo displayed prominently on event signage

EARLY BIRD RAFFLE SPONSOR \$450

Includes: All promotion listed above, PLUS:
Promotion with livestream Early Bird Raffle drawing, business logo displayed on event signage

ENTERTAINMENT SPONSOR \$350

Includes: All promotion listed above, PLUS:
Business name on press release(s), business logo displayed on event signage

SCRATCH TICKET BASKET SPONSOR \$500

Includes: All promotion listed above, PLUS:
Business logo displayed on event signage

AUCTION SPONSOR \$250

Includes: All promotion listed above, PLUS:
Business logo displayed on event signage

GAME SPONSOR \$200

Includes: All promotion listed above, PLUS:
Logo on game promotional materials, business logo displayed on event signage

DECORATION SPONSOR \$150

Includes: All promotion listed above, PLUS:
Business name displayed on event signage

TABLE SPONSOR \$100

Includes: All promotion listed above, PLUS:
Option to decorate a table at event, option to enter table decorating contest at event, business name displayed on a table, business name displayed on event signage



Events

Golf Tournament

The Chamber's annual Golf Tournament presents a wonderful opportunity for members to network while enjoying a day of golf. Player fees cover the cart and green fees, continental breakfast, lunch, hors d'oeuvres, and clambake dinner. Players also have the option of purchasing passports for entry into specialty hole contests, as well as raffle tickets for the many prizes.

For Underwriter opportunity information for this event, please contact us: 603-332-5080

All of Our Sponsors Receive the Following Promotion:

(See individual sponsorship levels for additional promotion)

Business logo or name in event programs; business logo or name included in publicity on social media and website; business logo/hyperlink or name included in several e-blasts to members promoting the event; business logo or name (on PowerPoint presentation displayed at the event; business name announced to attendees at the event; recognition in the official "Thank You" flyer in the Chamber newsletter

BOX LUNCH SPONSOR \$600

Includes: All promotion listed above, PLUS:
Logo on all player lunch boxes, 16x30 sign w/
business name on the course, business logo
displayed prominently on event signage

AWARDS SPONSOR \$500

Includes: All promotion listed above, PLUS:
16x30 sign w/ business name on the course,
business logo displayed prominently on event
signage

HORS D'OEUVRES SPONSOR \$500

Includes: All promotion listed above, PLUS:
Signage at the hors d'oeuvres table or bar, 16x30 sign w/
business name on the course, business logo displayed
prominently on event signage

SOCIAL HOUR SPONSOR \$500

Includes: All promotion listed above, PLUS:
16x30 sign w/ business name on the course,
business logo displayed prominently on event
signage

PROGRAM SPONSOR \$500

Includes: All promotion listed above, PLUS:
Your ad on back cover of all programs, 16x30 sign w/
business name on the course business logo
displayed prominently on event signage

CART SPONSOR \$450

Includes: All promotion listed above, PLUS:
Signage on all golf carts throughout tournament, 16x30
sign w/ business name on the course,
business logo displayed on event signage

REGISTRATION SPONSOR \$400

Includes: All promotion listed above, PLUS:
Banner displayed in registration table area, 16x30 sign w/
business name on the course, business logo displayed on
event signage

HOLE-IN-ONE SPONSOR \$400 / \$350 w/ Team In

Includes: All promotion listed above, PLUS:
16x30 sign w/ business name on the course at the tee,
business logo displayed on event signage

HOLE SPONSOR \$350 / \$300 w/ Team In

Includes: All promotion listed above, PLUS:
8.5x24 signs w/ business name on the course at the tee,
green and fairway, option to have a table for swag on the
hole, business logo displayed on event signage

BEVERAGE CART SPONSOR \$350

Includes: All promotion listed above, PLUS:
16x30 sign w/ business name on the course, business
logo displayed on event signage

SAND TRAP SPONSOR \$250

Includes: All promotion listed above, PLUS:
16x30 sign w/ business name on the course,
business logo displayed on event signage

TEE / GREEN / FAIRWAY SPONSOR \$200

Available only when hole sponsorships are not full

Includes: All promotion listed above, PLUS:
8.5x24 sign w/ business name on the course at the tee,
green or fairway, business logo displayed
on event signage

RAFFLE OR AUCTION PRIZE DONORS

*Donation of golf-related gift certificates, golf-related items,
tickets to sporting events, etc.*

Includes: All promotion listed above

PLAYER GOODY BAG DONORS

**Must provide quantity of 150—can be branded with
your company name and/or logo**

*Donation of golf-related items like: golf balls, tees,
ball markers, divot tools, ponchos, golf towels,
ChapSticks, notepads & pencils, koozies, etc*

Includes: All promotion listed above



Events

Job Fair

The annual Job Fairs (Spring and Fall) present a great opportunity for businesses, staffing agencies, and state agencies to get in front of job seekers and promote their job openings. There is no cost for employers or agencies to have a table; attending employers and agencies share the promoting of the event along with the Chamber. There is no cost for job seekers to attend.

For Underwriter opportunity information for this event, please contact us: 603-332-5080

All of Our Sponsors Receive the Following Promotion:

(See individual sponsorship levels for additional promotion)

Business logo or name in event programs; business logo or name included in publicity on social media and website; business logo/hyperlink or name included in several e-blasts to members promoting the event; business logo or name on PowerPoint presentation displayed at the event; recognition in the official "Thank You" flyer in the Chamber newsletter

CORPORATE SPONSOR \$1,000

Includes: All promotion listed above, PLUS:
Prime table space at the event, business logo displayed prominently on event signage

JOB SPONSOR \$350

Includes: All promotion listed above, PLUS:
business logo displayed on event signage

PROGRAM SPONSOR \$600

Includes: All promotion listed above, PLUS:
Full page ad on the back of all event programs, business logo displayed prominently on event signage

TABLE SPONSOR \$200

Includes: All promotion listed above

CAREER SPONSOR \$500

Includes: All promotion listed above, PLUS:
business logo displayed on event signage



Events

Holiday Tree Lighting & Parade

The annual Holiday Tree Lighting features the lighting of Rochester's Christmas Tree in Central Square, plus caroling, dance performances, cookie decorating, a visit with Santa and more. The Chamber's Holiday Parade is one of the most successful parades on the Seacoast with floats, marching bands, marching and mobile units,

For Underwriter opportunity information for this event, please contact us: 603-332-5080

All of Our Sponsors Receive the Following Promotion:

(See individual sponsorship levels for additional promotion)

Business logo or name included in publicity on social media and website; business logo/hyperlink or name included in several e-blasts to members promoting the event; recognition in the official "Thank You" flyer in the Chamber newsletter

Holiday Tree Lighting

CEREMONY SPONSOR \$500

Includes: All promotion listed above, PLUS:
Recognition in Holiday Tree Lighting video,
business name announced at event

PROGRAM SPONSOR \$500

Includes: All promotion listed above, PLUS:
Recognition in Holiday Tree Lighting video,
business name announced at event

ENTERTAINMENT SPONSOR \$500

Includes: All promotion listed above, PLUS:
Recognition in Holiday Tree Lighting video,
business name announced at event

VIDEO SPONSOR \$500

Includes: All promotion listed above, PLUS:
Prominent recognition in the Holiday Tree Lighting
video, business name announced at event

Parade

PLATINUM SPONSOR \$500

Includes: All promotion listed above, PLUS:
Recognition in parade narrative, logo displayed
prominently in Holiday Parade video, recognition in local
newspaper(s)

VIDEO SPONSOR \$500

Includes: All promotion listed above, PLUS:
Prominent recognition in the Holiday Parade video

BAND / ENTERTAINMENT SPONSOR \$350—\$1,000

Includes: All promotion listed above, PLUS:
Logo on banner carried by band or entertainment (\$1,000
sponsors get to be sole sponsor in front of a band or
entertainment), recognition in local newspaper(s)

GOLD SPONSOR \$100

Includes: All promotion listed above, PLUS:
recognition in local newspaper(s)

SILVER SPONSOR \$50

Includes: All promotion listed above, PLUS:
recognition in local newspaper(s)



Special Events

Business After Hours

Business After Hours Host

HOSTING FEE \$150

The Chamber's Business After Hours events provide an opportunity for a member business to showcase their business while providing members with the ability to gather and network at a member business. These networking events can be held on a Tuesday, Wednesday, or Thursday, just after work in the evening.

The hosting business will provide: *

- Ample space
- Ample parking
- Refreshments
- Door prizes

For a hosting fee of just \$150, your member business will be promoted on all Business After Hours publicity including flyers, social media posts, press releases, and e-blasts.

Business After Hours hosts are also given the opportunity to speak and to give tours during the networking event.

** Please contact the Chamber for full details on the requirements for being a Business After Hours host.*



BUSINESS
after
hours



Special Events

Breakfasts

Annual Meeting Breakfast Sponsor

SPONSORSHIP \$1,500 (Sole Sponsor)

Members each year are invited to attend the Chamber's Annual Meeting breakfast which provides an opportunity to hear updates and goals for the year. The new Chairman of the Board highlights goals, introduces new and existing members of the Board of Directors, staff and various committee chairs who will also be on hand to greet members and answer questions. The past Chair reports on the previous year's accomplishments.

The event sponsor has the opportunity to speak to a typically full room.

This event sponsor is the sole on all promotion before, during and after the event. *

* Hosting venue is on promotion as well



Breakfast Forum/Seminar Sponsor

SPONSORSHIP \$150

The Breakfast Forum /Seminar sponsorship offers the sponsoring company the opportunity to market their services or products to the entire membership of the Greater Rochester Chamber of Commerce and the public.

These business programs can range from 30-50 business attendees. This sponsorship is a powerful marketing opportunity targeted toward decision makers and community leaders.



Programs

Ambassador Program Sponsor



\$500 / year

Chamber Ambassadors assist Chamber staff with keeping members informed about Chamber benefits, events and programs, which helps with member retention. Your sponsorship allows Ambassadors to receive incentives and rewards for a job well done.

As the Ambassador Program's sole sponsor, your logo or business name will appear:

- In the program brochure
- On the Chamber's website
- In all promotion
- In the Chamber's Annual Meeting program
- In announcements for the Ambassador of the Year Award (presented at annual meeting; sponsor has the opportunity to present the award to the recipient themselves)

Chamber 101 Sponsor

\$800 / year



Chamber 101 runs twice per month (most months of the year), and teaches new members and also seasoned members and prospective members how to get the most out of their Chamber membership. As the sole sponsor of the program, your company's logo will appear:

- Many times throughout the PowerPoint presentation
- In the program brochure
- On the Chamber's website
- In all promotion

Scholarship Program Sponsor

\$100 \$200 \$1000 / year



Each year the Chamber gives out scholarships to several graduating high school seniors who have a Chamber member parent, or who are employed by a Chamber member.

Sponsors of the program are named "Scholarship Champions" and receive recognition at various levels according to the amount they sponsor. Recognition is received:

- On the Chamber's website
- On social media
- In press release(s)
- In several e-blasts
- In the Chamber's newsletter
- At the school's scholarship ceremony

Publications

Member Promotional E-Blast

\$100 / \$75 Non-profit

Quantity pricing available

Advertise your company's promotions, incentives, new products, services or workshops to all Chamber members by utilizing the Chamber's promotional e-blast service. This benefit offers members a way to get timely information to fellow Chamber members quickly. It is a green option; it saves on time and the cost of producing, mailing or distributing flyers.

Newsletter Ad / Insert (per issue)

Ad 2"x3.6" \$50

Insert 8.5"x11" \$100 / \$75 Non-profit

The Chamber publishes and distributes its Update newsletter each month to inform members of upcoming events, programs, committees, member news, legislative updates and more. The newsletter provides an advertising opportunity for members to promote their business by providing an ad or a flyer insert. Members also have a free opportunity to provide a paragraph with links to promote their news, awards, or specials on the newsletter's Member news page.

Business Resource Directory

This yearly, spiral-bound high quality directory lists Chamber member businesses. Members have one listing (category) included with membership; additional listings and a variety of ad sizes can be purchased. The directory is distributed each year at the Chamber's Operation Thank You event in October, and also at the Chamber office and by Chamber Ambassadors

Additional Listing \$25

Full page ad \$350

Half page ad \$250

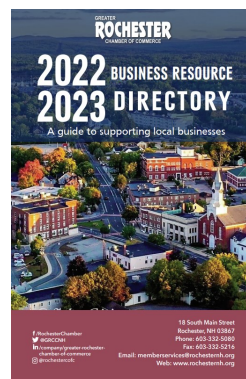
1/4 page ad \$200

1/8 page ad \$150

Back cover (full color) \$1200

Inside cover (full color) \$2000

Divider page (full color) \$600



Enhanced Website Listing

\$100 / year

Chamber members are provided a free Basic Listing in the Chamber's online Business Directory; by upgrading to an Enhanced Listing, members can add the additional features listed below to further engage with those that visit their member page. In addition to the Basic features, the Enhanced Listing includes:

- YouTube video
- 1600-character "About" section
- Photo gallery
- E-card
- 5 bulleted highlights w/ back links
- Unlimited keywords
- Search photo link to website
- Search results logo
- Search results summary

Dining Guide

Chamber member restaurants and breweries are featured in this full color bifold guide which is distributed throughout the year to Chamber members and the community. It is also available on the Chamber's website.

Dining Guide Sponsor \$250

(Logo on front cover)

Inside Ad 1-1/2"x3" \$100 (when available)

Inside Ad 1-1/2" x 7" \$150 (when available)

Back Cover Ad 5"x8: \$500

Sponsor Form

Please indicate which sponsorships you'd like for your business.

EVENTS	SPONSORSHIP NAME	AMOUNT
Annual Awards Celebration	_____	\$ _____
Chamber Raffle	_____	\$ _____
Golf Tournament	_____	\$ _____
Job Fair	_____	\$ _____
Holiday Tree Lighting	_____	\$ _____
Holiday Parade	_____	\$ _____

NOTE: If the sponsorship you are requesting is unavailable, Chamber staff will be in touch to offer you an alternative.

NOTE: Unless you request it, you won't be invoiced until we do the billing prior to each event.

SPECIAL EVENTS

☐ Annual Meeting Breakfast Sponsor \$1,500

☐ Business After Hours Host \$150

Requested Date: _____ (Please write "TBD" if unsure of date at this time)

Alternate Date: _____

Chamber staff will be in touch soon to discuss date and send you the host agreement

☐ Breakfast Forum/Seminar Sponsor \$350

Requested Forum/Seminar: _____

Sign Me Up for Next Available Forum/Seminar: _____

PROGRAMS

Program sponsorships are for a calendar year

☐ Ambassador Program \$500

☐ Chamber 101 \$800

☐ Scholarship Program \$100 \$500 \$1000 (please circle your choice)

PUBLICATIONS

Promotional E-Blast

- ☐ 1x \$100 ☐ 3x (consecutive) \$225 (\$75 ea.) ☐ 6x (consecutive) \$300 (\$50 ea.)
☐ 1x \$75 Non-profit

☐ Enhanced Website Listing \$100 (per year)

Newsletter Ad/Insert (per issue)

- ☐ Ad 2"x3.6" \$50
☐ Insert \$100 ☐ \$75 Non-profit

Business Resource Directory

- ☐ Additional Listings \$25 ea. Qty: _____ Total Additional Listings: \$ _____
☐ Full Page Ad \$350 ☐ Back Cover (full color) \$1200
☐ Half Page Ad \$250 ☐ Inside Cover (full color) \$2000
☐ 1/4 Page Ad \$200 ☐ Divider Page (full color) \$600
☐ 1/8 Page Ad \$150

Dining Guide

- ☐ Dining Guide Sponsor (front cover logo) \$250
☐ Inside Ad 1-1/2" x 3" \$100
☐ Inside Ad 1-1/2" x 7" \$150 (when available)
☐ Back Cover Ad 5"x8" \$500

Chamber staff will be in touch with ad spec details and to assist you with any questions you may have about ads. Ads can be sent to us as .jpeg or .pdf.

WEBSITE

Banner ads are available on our website; ask us for pricing

Total Event Sponsorships \$ _____
Total Special Event Sponsorships \$ _____
Total Program Sponsorships \$ _____
Total Publications \$ _____
GRAND TOTAL \$ _____

- ☐ PAYMENT ENCLOSED
☐ INVOICE ME *

COMPANY NAME _____

CONTACT NAME _____

PHONE _____

EMAIL _____

* Event sponsorships can be paid when we do the billing prior to each event, but must be paid for before the event takes place. Program sponsorships are for a calendar year and must be paid prior to the new calendar year. Ads for publications must be paid prior to the ad(s) running. Please contact us with any questions.



Photo By John Gisis Photography

GREATER
ROCHESTER
CHAMBER OF COMMERCE

18 South Main Street
Rochester NH 03867
603.332.5080
rochesternh.org

Doing our part to help make Rochester a great place to live, work and play!

Connect With Us!



Facebook.com/RochesterChamber

SPONSORSHIP OPPORTUNITIES AVAILABLE



@GRCCNH



Greater-Rochester-Chamber-of-Commerce



rochestercofc