

Chamber of Commerce

# SPONSORSHIP OPPORTUNITIES



# SPONSORSHIP OPPORTUNITIES About Sponsoring Chamber Events

Thank you for your membership and involvement in the San Angelo Chamber of Commerce. We strive to provide great benefits, resources, and opportunities for our members. As a member of the Chamber, you are making a difference in your community while building your business. It's a win, win!

The Chamber hosts a variety of monthly and annual events throughout the year. All of our events feature unique sponsorship opportunities and create positive recognition for businesses like yours. Chamber sponsorships are a successful channel for reaching a broader audience as attendees include a large number of business leaders and decision-makers.

We understand that creating new business growth is important and have developed our tailored packages to give sponsors maximum exposure. Each sponsorship includes a variety of benefits, like brand exposure, media awareness and social media marketing. Our Chamber team is always thinking of fresh new ways that can lead to future clients and ensure customer retention for your organization.

Included in this packet are detailed opportunities and descriptions of the Chamber's recurring monthly events and large annual events. Also included are the digital exposure benefits that come with sponsoring a Chamber event. As a Chamber sponsor your business or organization receives publicity across multiple platforms and mediums (see page 9 for detailed digital sponsor coverage).

If you are interested in becoming a sponsor for any of these events, please contact the Chamber's Events Director, Tricia Peterson, or visit the Chamber's website.

### (325) 655-4136 • www.sanangelo.org • tricia@sanangelo.org



Annual Banquet



Goodfellow Appreciation Day



West Texas Legislative Summit



Celebration of Diversity Awards

# A Look at Chamber Facebook Insights

10,769

page views in 2020

242,502

users reached in 2020

60,586

post engagements in 2020

11.037

video views in 2020

If you are choosing to split a sponsorship between two companies, we ask that you choose only one company to highlight to receive the sponsorship benefits, including logo recognition on marketing materials.

Logo and text name displayed in print size relative to size of sponsorship. Higher levels of sponsorship will have more prominent exposure.

### **MONTHLY EVENTS**

## **Membership Luncheons and Business @ Happy Hour**

### **Membership Luncheons**

Typically held on the second Tuesday of each month, this event has an average attendance of 200 business professionals. Attendees range from major corporations to small businesses and organizations. Each luncheon features a speaker who addresses a business-oriented topic of interest.

### **Luncheon Sponsorships**

Three to four sponsorships are available for each luncheon. Sponsorship investments are \$600 and include the following:

- Opportunity to address audience during the program (2-3 minutes)
- Ability to distribute promotional materials on all luncheon tables
- Preferred seating for a table of 8 at luncheon at no extra charge
- Company logo displayed on audio visual presentation during event
- See **Digital Sponsorship Coverage** for details on digital exposure and outreach as a sponsor

### **Luncheon Season Tickets**

Does your organization send representatives to EVERY Chamber luncheon? Cut down on administrative and financial duties this year by purchasing season tickets to nine Chamber luncheons.

Each ticket package is \$180 and includes the following benefits:

- Avoid a monthly payment by making one purchase
- Avoid having to RSVP each month



### **Business @ Happy Hour**

Business @ Happy Hour (B @ HH) is typically held on the fourth Tuesday of each month, February through November, from 5 pm - 6:30 pm. This is a great opportunity to promote your business, gain exposure and provide a fun environment for the community to come out and network. We encourage you to bring plenty of business cards!

There are 11 opportunities per year to host B @ HH. Hosting B @ HH is a \$475 investment and includes:

- Attendance of 50 75 Chamber members in YOUR business location
- Sponsor commercial/speaking spotlight during event
- Opportunity to distribute promotional materials at event
- · Attendee business cards collected and given to host at the end of the event
- See **Digital Sponsorship Coverage** for details on digital exposure and outreach as a sponsor
- For more information, or to submit a Host Request Form, please visit www.sanangelo.org/business-happy-hour







# **ANNUAL EVENTS Annual Banquet**

With over 500 in attendance the Chamber's Annual Banquet brings together the largest gathering of business, community and civic leaders in one night. Highlights of the evening include the Chamber's goals for the coming year, the recognition of outstanding citizens and volunteers and the ceremonial naming of the Citizen of the Year.

### Diamond Sponsor: \$5,000

- · Company commercial to be presented during program
- Company video interview via Facebook Live before the program
- · Company logo on banquet information published in Chamber e-newsletter
- Company logo on Chamber website homepage with clickable logo that leads to company's website or social media
- Company logo displayed on video screens during program
- Company logo in program distributed to all attendees
- Company logo on banquet invitation
- Company name prominent in all media advertising
- Company logo included on all electronic invitations
- · Company logo included in dedicated email blasts
- Front row table of up to 8 seats provided for company at banquet
- Company display in lobby
- Minimum of 4 dedicated posts across Chamber social media platforms (Facebook: 4,500+ followers, Twitter: 1,200+ followers, over 1,300 combined followers on Instagram and LinkedIn)
- Two bottles of wine for the table

### Platinum Sponsor: \$2,500

- Company commercial to be presented during program
- Company logo on banquet information published in Chamber e-newsletter
- Company logo on Chamber website homepage with clickable logo that leads to company's website or social media
- · Company logo displayed on video screens during program
- · Company logo in program distributed to all attendees
- Company logo on banquet invitation
- Company name prominent in all media advertising
- Company logo included on all electronic invitations
- Company logo included in dedicated email blasts
- Premier seating for up to 8 seats provided for company at banquet
- Company logo on event specific posts across Chamber social media platforms (Facebook: 4,500+ followers, Twitter: 1,200+ followers, over 1,300 combined followers on Instagram and LinkedIn)
- Two bottles of wine for the table

# ANNUAL EVENTS Annual Banquet

### Gold Sponsor: \$2,000

- Company logo on banquet information published in Chamber e-newsletter
- Company logo on Chamber website homepage with clickable logo that leads to company's website or social media
- Company logo displayed on video screens during program
- Company logo in program distributed to all attendees
- · Company logo included in dedicated email blasts
- Premier seating for up to 8 seats provided for Company at banquet
- Company logo on event specific posts across Chamber social media platforms (Facebook: 4,500+ followers, Twitter: 1,200+ followers, over 1,300 combined followers on Instagram and LinkedIn)

### Silver Sponsor: \$1,500

- Company logo on banquet information published in Chamber e-newsletter
- Company logo on Chamber website homepage with clickable logo that leads to company's website or social media
- · Company logo displayed on video screens during program
- Preferred seating for up to 8 seats provided for company at banquet
- Company logo on event specific posts across Chamber social media platforms (Facebook: 4,500+ followers, Twitter: 1,200+ followers, over 1,300 combined followers on Instagram and LinkedIn)

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

- Company logo on banquet information published in Chamber e-newsletter
- Company logo displayed on video screens during program
- Preferred seating for 8 seats provided for company at banquet
- Company logo on event specific posts across Chamber social media platforms (Facebook: 4,500+ followers, Twitter: 1,200+ followers, over 1,300 combined followers on Instagram and LinkedIn)

### Pearl Sponsor: \$500

- Company logo displayed on video screens during program
- · Two tickets to the event
- Company logo on event specific posts across Chamber social media platforms (Facebook: 4,500+ followers, Twitter: 1,200+ followers, over 1,300 combined followers on Instagram and LinkedIn)

# ANNUAL EVENTS Goodfellow Appreciation Day

The Military Affairs Committee of the Chamber hosts this event exclusively for active-duty military personnel and their families to celebrate our community's appreciation for the service Goodfellow Air Force Base provides. This event features food, live entertainment, and family activities.

### General Sponsor: \$1,500 and up

- Company logo on Goodfellow Appreciation Day feature in the Chamber e-newsletter
- Company name prominent in all electronic communication to Chamber membership in print size relative to size of sponsorship
- Company name on sign at event in print size relative to size of sponsorship
- 20 volunteer badges to event

### Colonel Sponsor: \$1,000 and up

- Company logo on Goodfellow Appreciation Day feature in the Chamber e-newsletter
- Company name prominent in all electronic communication to Chamber membership in print size relative to size of sponsorship
- Company name on sign at event in print size relative to size of sponsorship
- 15 volunteer badges to event

### Major Sponsor: \$800 and up

- Company logo on Goodfellow Appreciation Day feature in the Chamber e-newsletter
- Company name prominent in all electronic communication to Chamber membership in print size relative to size of sponsorship
- Company name on sign at event in print size relative to size of sponsorship
- 10 volunteer badges to event

### Captain Sponsor: \$500 and up

- Company logo on Goodfellow Appreciation Day feature in the Chamber e-newsletter
- Company name prominent in all electronic communication to Chamber membership in print size relative to size of sponsorship
- Company name on sign at event in print size relative to size of sponsorship
- 5 volunteer badges to event

### Chief Master Sergeant: \$350 and up

- Company logo on Goodfellow Appreciation Day feature in the Chamber e-newsletter
- Company name prominent in all electronic communication to Chamber membership in print size relative to size of sponsorship
- Company name on sign at event in print size relative to size of sponsorship
- 2 volunteer badges to event

### Airman: \$100 and up

- Company name prominent in all electronic communication to Chamber membership in print size relative to size of sponsorship
- Company name on sign at event in print size relative to size of sponsorship
- 2 volunteer badges to event

# ANNUAL EVENTS

## The Chamber Classic

Get your golf on at the Chamber Classic golf tournament! Showcase your business and gain exposure by sponsoring this event, held at Bentwood Country Club on November 15.

### Masters Sponsor: \$1,500

- One team of 4 players
- Company logo prominently displayed on Chamber website homepage and on event page with linked logo leading to sponsor's website or social media
- Company logo prominent in all electronic communications to Chamber membership regarding event
- Company recognized in all media advertising
- Company recognized and tagged on all social media related to the event (combined following of over 5,000)
- Company recognized on event submitted to various community calendars across the web
- Company recognized on event flyer
- Company logo on event signage
- Verbal recognition
- Present Tournament awards
- Display tent (supplied by sponsor) at tournament registration table

### Ace Sponsor: \$800

- One team of 4 players
- Company logo prominently displayed on Chamber website homepage and on event page with linked logo leading to sponsor's website or social media
- Company logo in all electronic communications to Chamber membership regarding event
- Company recognized and tagged on all social media related to the event (combined following of over 5,000)
- Company recognized on event submitted to various community calendars across the web
- Company logo on event signage
- Verbal recognition

### **Birdie Sponsor: \$600**

- One team of 4 players
- Company name displayed on Chamber website event page
- Company name included in all electronic communications to Chamber membership regarding event
- Company recognized and tagged on all social media related to the event (combined following of over 5,000)
- Company recognized on event submitted to various community calendars across the web
- Company listed on event signage

### Hole Sponsor: \$300

- Name and logo displayed on hole sign
- · Company display at designated hole

### Tee Box Sponsor: \$100

• Name displayed at designated tee box

## ANNUAL EVENTS

## **West Texas Legislative Summit**

The West Texas Legislative Summit is an award-winning event which brings together hundreds of elected officials and business professionals from throughout West Texas. This event, usually held in August, provides a forum for West Texas community representatives to spend a day addressing our common legislative priorities.

### Summit Underwriter Sponsor: \$20,000

- 8 tickets to the Summit
- · 8 tickets to the Reception
- 6 tickets to the VIP Reception
- · 4 complimentary hotel room nights
- · Signage at Reception and Summit entryway
- · Prominent verbal recognition by emcee
- · Promotional items in goodie bags provided by the sponsor
- Company logo displayed on luncheon information published in Chamber e-newsletters
- · Company logo prominently displayed on Chamber website homepage with clickable logo to sponsor's website or social media
- · Company name prominent in all media advertising
- · Company logo included in dedicated email blasts
- · Recognition on Chamber social media accounts and sponsors are tagged in content featuring event
- · Company recognized on event submitted to various community calendars across the web

### VIP Reception Sponsor: \$10,000

- 6 tickets to the Summit
- 6 tickets to the Reception
- 4 tickets to the VIP Reception
- · 2 complimentary hotel room nights
- Signage at Reception and Summit entryway
- Verbal recognition by emcee
- · Promotional items in goodie bags provided by the sponsor
- · Company logo displayed on luncheon information published in Chamber e-newsletters
- · Company logo prominently displayed on Chamber website homepage with clickable logo to sponsor's website or social media
- · Company name prominent in all media advertising
- · Company logo included in dedicated email blasts
- Recognition on Chamber social media accounts and sponsors are tagged in content featuring event
- · Company recognized on event submitted to various community calendars across the web

### **Dinner Sponsor: \$7,500**

- 6 tickets to the Summit
- · 6 tickets to the Reception
- 2 tickets to the VIP Reception
- · 2 complimentary hotel room nights
- · Signage at Reception and Summit entryway
- · Verbal recognition by emcee
- · Promotional items in goodie bags provided by the sponsor
- · Company logo displayed on luncheon information published in Chamber e-newsletters
- · Company logo prominently displayed on Chamber website homepage with clickable logo to sponsor's website or social media
- · Company name prominent in all media advertising
- · Company logo included in dedicated email blasts
- · Recognition on Chamber social media accounts and sponsors are tagged in content featuring event
- Company recognized on event submitted to various community calendars across the web

# ANNUAL EVENTS West Texas Legislative Summit

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

- 6 tickets to the Summit
- 6 tickets to the Reception
- · 2 complimentary hotel room nights
- · Verbal recognition by emcee
- · Promotional items in goodie bags provided by the sponsor
- Company logo displayed on luncheon information published in Chamber e-newsletters
- · Company logo prominently displayed on Chamber website homepage with clickable logo to sponsor's website or social media
- · Company name prominent in all media advertising
- · Company logo included in dedicated email blasts
- · Recognition on Chamber social media accounts and sponsors are tagged in content featuring event
- · Company recognized on event submitted to various community calendars across the web

### Beverage Sponsor: \$3,000

- · 4 tickets to the Summit
- 4 tickets to the Reception
- · Digital recognition during Reception and Summit
- · Verbal recognition by emcee
- Company logo in all printed materials and publications
- · Company logo on disposable cups used at reception bar
- Custom bar signage with company logo
- Opportunity to distribute advertising specialty items at reception

### **Breakfast Sponsor: \$2,500**

- 4 tickets to the Summit
- 4 tickets to the Reception
- · Digital recognition during the Reception and Summit
- Verbal recognition by emcee
- · Promotional items in goodie bags provided by sponsor
- · Company logo in all printed materials and publications
- Signage placement near breakfast area

### Panel Discussion Sponsor: \$2,500

- · 4 tickets to the Summit
- · 4 tickets to the Reception
- · Digital recognition during the Reception and Summit
- Verbal recognition by emcee
- Promotional items in goodie bags provided by the sponsor
- · Company logo in all printed materials and publications
- Logo displayed on screen during chosen panel discussion

### **Networking Break Sponsor: \$1,500**

- 2 tickets to the Summit
- 2 tickets to the Reception
- · Digital recognition during the Reception and Summit
- · Verbal recognition by emcee
- · Promotional items in goodie bags provided by the sponsor
- · Company logo in all printed materials and publications

### General Sponsor: \$1,000

- 1 ticket to the Summit
- 1 ticket to the Reception
- Digital recognition during the breaks
- Promotional items in goodie bags provided by the sponsor
- · Company logo in all printed materials and publications

### **Listing Sponsor: \$500**

- 1 ticket to the Summit
- 1 ticket to the Reception
- · Promotional items in goodie bags provided by the sponsor
- Company logo in all printed materials and publications

## DIGITAL SPONSORSHIP COVERAGE **About Digital Exposure Benefits**

As an event sponsor for the Chamber, you will receive exposure digitally across multiple platforms and mediums.

### E-Blasts

The Chamber sends out multiple e-blasts per event to over 1,500 of our contacts in our database. These contacts include our membership list, city and county representatives, our Board of Directors and our Concho Cadre ambassadors. These e-blasts are dedicated to the following events:

- Monthly Luncheons
- Business Brown Bag
- Business @ Happy Hour
- Annual Banquet
- Goodfellow Appreciation Day
- West Texas Legislative Summit
- The Chamber Classic

### **Social Media**

The Chamber posts on the following social media platforms regularly:

- Facebook
- Twitter
- Instagram
- LinkedIn

We post on these platforms in the days and weeks leading up to the event, tagging your business as a sponsor. With over 4,700 followers on Facebook, over 1,200 Twitter followers, over 1,100 Instagram followers and a growing following on LinkedIn, your business is broadcasted across all platforms as a supporter of the Chamber.

#### Newsletter

Our e-newsletter is sent out two times per month to our entire membership list, city and county representatives, our Board of Directors and our Concho Cadre ambassadors. These newsletters are sent out on the first and third Wednesdays of the month. Events highlighted in the newsletter include:

- · Monthly Luncheons
- Business Brown Bag
- Business @ Happy Hour
- Annual Banquet\*
- Goodfellow Appreciation Day\*
- West Texas Legislative Summit\*
- The Chamber Classic\*

Annual events will receive top billing in the newsletter, followed by Monthly Luncheons, then Business @ Happy Hour unless otherwise noted.

### **Events Calendars**

All events are submitted to the Chamber's Facebook page, which have reached over 45,000 people in the past year. Events are featured on our website homepage, which attracts over 1,500 monthly visitors, and are also submitted to various events calendars across the web. These include:

- GoSanAngelo.com
- ConchoValleyHomepage.com
- DiscoverSanAngelo.com

### **Google Events**

Events are also added to the Chamber's Google My Business calendar, which populates in the *About the* San Angelo Chamber of Commerce panel when a user searches for the Chamber. The Chamber is searched for over 1,000 times per month on average.

### **Chamber Website**

Events are added to the events calendar on the Chamber's website. Both monthly and annual events are featured events on the Chamber's homepage and when clicked, will display more details about the event, including sponsor names typed out with a clickable link to the sponsor's website or social media page. Additional website coverage is based off of sponsorship levels per event.











<sup>\*</sup> denotes an annual event



### Major Annual Events

### Annual Banquet - March 4

- New Board of Directors Chair announced
- · Yearly goals announced
- Awards presented to outstanding organizations
- Citizen of the Year named

### West Texas Legislative Summit - August 3-4

- Each year a specific topic is chosen for the event
- Recent topics include international trade, energy, agriculture, education and the workforce
- Between 500 and 600 attendees have access to elected officials and industry experts

### Celebration of Diversity Awards - November 9

- Began in 1999 as a way to celebrate and recognize businesses and individuals exemplifying diversity in the community
- Held concurrently with the November Membership Luncheon
- Focuses on how diversity strengthens the community

### Goodfellow Appreciation Day - May 15

- Held on Armed Forces Day
- A day of appreciation for military men and women and their families
- Large sponsorship opportunities available in support of the men and women at Goodfellow Air Force Base

### Golf Tournament - November 15

- Typically held in the late fall to kick off the holiday season
- Opportunity for a day of golf, food, drinks, and prizes
- · Can register as an individual player or as a team
- Side games also available
- A range of sponsorships are available

### 20 Under 40 Celebration - October 21

Details to follow

\*Dates and events subject to change

To keep up to date with all Chamber events, both monthly and annual, please visit: <a href="https://members.sanangelo.org/event-calendar">https://members.sanangelo.org/event-calendar</a>



## SANANGELO

Chamber of Commerce

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