



2021

MARKETING GUIDE



697 East Interstate 30, Rockwall, TX 75087

(972)771-5733 · www.rockwallchamber.org · www.visitrockwall.com



Rockwall Area Chamber of Commerce STRATEGIC ALLIANCE PARTNERS



Platinum



Gold



Silver



Bronze



ROCKWALL AREA CHAMBER OF COMMERCE

Sustaining Supporters

COMMITTED TO THE BUSINESS COMMUNITY

Chairman's Circle



President's Club



Executive Level



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Facebook – @RockwallChamber

Twitter – @RockwallChamber

Instagram - @rockwallchamberofcommerce

LinkedIn - rockwall-area-chamber-of-commerce

YouTube – Rockwall Chamber

Email – Communicaitons@rockwallchamber.org

**697 East Interstate 30,
Rockwall, TX 75087**

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www.visitrockwall.com



**Thank you for your
consideration to
further your
investment in the
Rockwall Area
Chamber of
Commerce...**

Throughout this publication, you will see numerous opportunities that we have available to get your business in front of your customers. From our event sponsorships to social media advertising to our new and improved digital display in our lobby, our team can help you find the right place to market your business. We look forward to working with you!

**Darby
Burkey**

President/CEO

Rockwall Area Chamber of
Commerce & Visitors Center

Darby@RockwallChamber.org

www.rockwallchamber.org

Our Team



Sonja Avramov
Program & Communications
Coordinator



Deanna Brunson
Operations Manager



Keith Burns
Partnership
Development Manager



Jocelyn Keahey
Partner Services Manager



Shaun Kirkland
Marketing &
Communication Manager



Miranda Martinez
Senior Program
& Experience Manager



Anne Wilkens
Partner & Tourism
Specialist

We're there for you every step of the way. Reach any of the Chamber Team directly at: THEIRFIRSTNAME@RockwallChamber.org or call our office.



WHY JOIN THE CHAMBER

EXPAND YOUR NETWORK:

- Front Seat to legislative information
- Business Advocacy Committee works to voice our partners' feedback
- 60 MPH Speed Networking designed to Meet People Here
- Business before & after hours
- Partner Appreciation programs
- Annual Golf Outings
- Annual Awards Dinner
- Various Programs throughout the year and opportunity to meet others.

BUSINESS SERVICES:

- Notary Republic
- Press release templates & additional resources
- Conference room at a discounted cost
- Discount Programs – Office Max & RX Savings Card
- Certificate of Origin under Business Services

INCREASE YOUR EXPOSURE:

- Website profile and ability to post jobs, events, Rockin' deals, and news releases. These metrics can be pulled from your account portal.
- Literature display
- Referrals, logged in your account portal.
- Love Local Community gift card that you can access at any moment.
- Listing in Community Guide
- Ribbon Cuttings/Special Event Recognition
- Partner Spotlights
- Custom advertising available

INFORMATION:

- The Chamber acts as a hub for information and streamlines relevant information for the business community.
- Provide information to visitors about the community and our partners.
- Access to analytics from your listing and posting

www.rockwallchamber.org

Legislative & Public Policy

The Chamber serves as the voice of business in Rockwall County. This means representing you and the things that are important to you.

Help us accomplish this by investing in our Legislative & Public Policy initiatives. This allows us to gather businesses and elected officials together to network.

Investment Levels

- Presenting - \$2,000
- Platinum - \$1,000
- Gold - \$750
- Silver - \$500
- Bronze - \$250





The Rockwall Area Chamber & Visitors Center Love Local

Community Gift Card:

Uniting Companies, Consumers, & Local Merchants to Grow Business in our Local Community.

As a member of the Rockwall Area Chamber, you are invited to participate in our Community Gift Card program.

Custom Branded for Rockwall County, they are digital gift cards that can be used at any participating merchants: restaurants, salons and spas, boutiques, hotels, etc.

They are a quick and easy way to keep spending local, strengthening our local businesses and building our community.

Leadership Rockwall

We have a **robust** alumni list that includes current elected officials, community & business leaders. Class members spend 9 months going through a program that shows them all aspects of what makes Rockwall County run.

Investment Levels

- Presenting - \$2,000
- Platinum - \$1,000
- Gold - \$750
- Silver - \$500
- Tuition - \$1,250

Community Gift Card

Shop Local & Love Local

Community Gift Cards are a simple way for people and companies to give back and drive more business into our local stores.

Custom-branded for Rockwall County, they are digital gift cards that can be used at any participating merchants: **restaurants, salons and spas, boutiques, hotels, ect.**

They are a quick and easy way to keep spending local, strengthening our local businesses and building our community.

Investment Levels

- Platinum - \$2,500
- Gold - \$1,000



Chamber KEYS Professional Development & Luncheon Series

Have your business's name on our Professional Development & Luncheon Series

With the Chamber KEYS, you can keep educating yourself with timely topics that matter to you and your business. These sessions take place in a small group setting and are then broadcast on YouTube & Social Media, reaching hundreds.

Leadership Rockwall

We have a **robust** alumni list that includes current elected officials, community & business leaders. Class members spend 9 months going through a program that shows them all aspects of what makes Rockwall County run.

Investment Levels

- Presenting - \$2,000
- Platinum - \$1,000
- Gold - \$750
- Silver - \$500
- Tuition - \$1,250

Luncheon & Programming Series INVESTMENT LEVELS \$2,000

Our monthly luncheon series returns in Q2 of 2021. We will provide topics that matter to the community at large. From State of the City updates, to hearing from our High School Football Coaches. We have a variety of topics lined up for these can't miss programs.





Chamber Digital Display

On average hundreds of people stop by the Rockwall Chamber office each year. From visitors to partners having meetings, put your brand in front of them with our all new digital display & kiosk.

INVESTMENT LEVELS

Platinum: 1 Year	\$1,000
Gold: 6 Months	\$600
Silver: 3 Months	\$375



2021 MEDIA KIT

SHOP LOCAL COMMUNITY GUIDE AND PARTNER DIRECTORY

The new all 2021 Shop local Community Guide is going digital which allows a greater reach and permits us to utilize the latest technologies for a searcheable, interactive, mobile-friendly publication. The Community guide will be published on the Rockwall Chamber Website, sent via email and shared by social media, Which allows your ad to be directly linked to your company's website.

AD PRICE:

Back Cover	\$2,995
Inside Covers/Page 3	\$2,595
Two Facing pages	\$3,000
Full Page Prime (first 10 pages)	\$2,295
Full Page	\$1,995
1/2 Page	\$1,495
1/4 Page	\$1,195
1/8 Page	\$695
Hyperlink	\$95
Biz card	\$395
Exclusive, Digital Cover Sponsor	\$1,595
Full color logo on the front cover of the digital guide, a hyperlink plus a full page digital ad for one quarter.	

AD SPECS:

Full Page:	7.5"w X10"h Image area 8.375"w X10.75"h + Trim 8.625"w X11"h + Trim + Bleed
Half Page:	7.5"w X4.875"h
Quarter Page:	3.625"w X4.875"h
Eighth Page:	3.625"w X2.3125"h
Biz card:	2" w x 2" h

Full Color, 300dpi, pdf

**Reaching
Over 100,000 Viewers**



DeDe Harmell
(972) 348-0126
dharmell@metromediapublishers.com

(972) 771-5733

2022 Spirit of Rockwall Giveaway Calendar

2021 PREMIUM SPONSORS

INVESTMENT LEVELS

Presenting(4)	\$3,000
Montly Sponsor (12)	\$2,000
Calendar Purchase	\$100



*Divas
and
Darlings*



TEXAS GUN RANCH



**Put your name on the
hottest new opportunity
in Rockwall!**

Each Monday throughout 2022 participants win items like gun safes, fishing rods & reels, spa treatments and weekend getaways. Our Grand Prize is valued at over \$10,000. Only 500 copies will be offered, so secure yours early.

www.rockwallchamber.org

Digital Marketing & Directory Ads

If your business is not advertising online, you simply are not reaching your audience. Let the Rockwall Area Chamber of Commerce's monthly reach of over 30k on social media and 5k via email do the work for you! The Annual Community Guide went digital in 2021, so you will get even more exposure in this sought after publication.

Email | Reach of 1.4k+ | 30% Average Open Rate Monday Newsletter Advertisement

\$125/ Two Consecutive Weeks
\$200/ Four Consecutive Weeks
Stand Alone Email (Entire database) \$150/ea.
Stand Alone Email (Affiliate database) \$75/ea.

Website Ad | 3k-8k Visitors/Month RockwallChamber.org & VisitRockwall.com

\$150/One Month
\$300/ Three Consecutive Months
\$500/ Six Consecutive Months

*Home Page, Event Page & Directory Page available.

Social Media | 8.5K + Followers | 3 Platforms Social Media Post

\$75/ One Post
\$125/ Two Posts

*Still & Video options available

Option for enhanced marketing listings are available at \$150 annual fee

DIGITAL MARKETING OPPORTUNITIES

Monday Newsletter	\$75
Banner Ads	\$150
Social Media Ads	\$75

April 27th, 2021

Annual Meeting & Awards Banquet

The Rockwall Area Chamber of Commerce Annual Meeting celebrates the accomplishments of the Chamber and our Partners from the previous year. This is the place to meet and get to know the diverse cross-section of our partnership. Solopreneurs sit at tables next to CEO's of multimillion dollar corporations, all gathered for the same reason: to recognize every partner and celebrate the accomplishments of the business community.

INVESTMENT OPPORTUNITIES

Presenting	\$5,000
Platinum	\$3,500
Award Sponsor	\$2,500
Milestone Award Sponsor	\$2,500
Entertainment Sponsor	\$2,500
Program Sponsor	\$2,500

Photo Booth Sponsor	\$2,500
Décor Sponsor (2)	\$2,000
Reception Sponsor	\$2,000
Valet Sponsor	\$2,000
Coat Check Sponsor	\$2,000
Interactive Voting Sponsor	\$2,000
Sustaining Supporter Table	\$1,500



May 20th, 2021

CaddyShack

Par-Tee & Golf Tournament

Some traditions fade away, others come back with full force! The CaddyShack Par-Tee & Golf Tournament returns in all its glory to Boyd Farms Event Center & Buffalo Creek Golf Club. We kick off the festivities with the Par-tee, an evening of networking, fellowship, food, drinks, music, and auction. The next day, Rockwall's best golfers take to the course to compete for bragging rights as the best in the county.

PAR-TEE INVESTMENT LEVELS

Presenting	\$4,000
Entertainment	\$2,000
Auction Sponsor	\$1,500
Bunker Sponsor	\$250

CADDYSHACK GOLF TOURNAMENT INVESTMENT LEVELS

	\$2,000
Co-Presenting Sponsor(2) Hole	\$3,500
In One Sponsor (4)	\$1,500
After Tourney Food Sponsor	\$2,000
Driving Range Sponsor	\$1,500
Longest Drive Sponsor Closest	\$1,500
to the Pin Sponsor Beverage	\$1,500
Cart Sponsor (2)	\$1,500
Lunch Sponsor	\$1,500
Toilet Bowl Challenge Sponsor	\$1,500
Snack Sponsor	\$1,500
Expo & Team	\$1,500
Sponsor Team	\$1,000



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INVESTMENT LEVELS

Co - Presenting (2)	\$3,500
Platinum	\$1,500
Gold	\$1,000
Silver	\$750
Bronze	\$500

August 4th

RISD New Teacher & Employee Welcome Breakfast

If children are the future, our local teachers help every parent mold them into contributing citizens to our local economy. Each year we partner with Rockwall ISD to kick off their New Teacher & Employee Orientation by traditionally holding a breakfast in their honor. We provide gifts, prizes, and a fantastic program to thank them for joining our community and educating our area future leaders.

Healthcare Appreciation

September

New to 2021, this event will be the least we can do for the frontline workers of the COVID-19 pandemic – our local healthcare workers. This event will look much different from what you are used to. No big luncheon, no big party. Just a simple drop off thank you that you have the opportunity to take part in. We will thank them on behalf of our local business community for their selfless dedication to serve others.

INVESTMENT LEVELS

Presenting	\$3,000
Co-Presenting	\$2,000
Platinum	\$1,500
Gold	\$1,000
Silver	\$750
Bronze	\$500



Texas Health
Presbyterian Hospital

(972) 771-5733

November Rockin' on the Docks, Flavor of Rockwall

Returning in 2021 with a new look and feel, we are bringing you the greatest flavors of the Rockwall community together for a day of celebration featuring local eateries, vendor booths, boutiques and a full day of music and fun.

INVESTMENT LEVELS

Co-Presenting (2)	\$5,000
Platinum Sponsor	\$3,500
Gold Sponsor	\$1,000
Silver Sponsor	\$750
Bronze Sponsor	\$500
Vendor Booth	\$300



INVESTMENT LEVELS

Co-Presenting Sponsors	\$3,500
(2) Ammo Sponsor (2)	\$3,000
Ammo Box/Bag Sponsor	\$3,000
Food Sponsor	\$2,000
Shuttle Sponsor (2)	\$2,000
Raffle Sponsor (2)	\$2,000
Entertainment Sponsor	\$1,500
Gun Rack Sponsor	\$1,500
Prize Sponsor	\$1,500
Award Sponsor	\$1,500
Station/Team	\$1,000



September 24th

The Iron **Clay Shoot**

Take your best shot at The Iron Clay Shoot. Our business community gathers at the Texas Gun Ranch for an afternoon of business and fun on the range. Come early for lunch and stay late to enjoy live music and casino with chances to win fabulous prizes!

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October, 2021

First Responder Appreciation Event

The cornerstone of a thriving community is safety. This wouldn't be possible without the tireless and often thankless efforts of our local First Responders. For over five years, it has been our duty to make sure our business community thanks these local heroes, with lunch, gifts and raffles, along with a meaningful message.

INVESTMENT LEVELS

Presenting(2)	\$3,500
Platinum	\$1,500
Gold	\$1,000
Silver	\$750
Bronze	\$500



www.rockwallchamber.org

Professional Women's Alliance

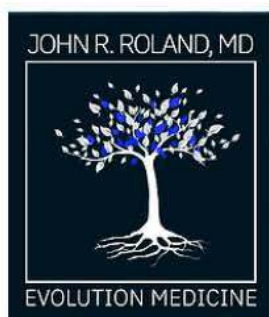
The Professional Women's Alliance (PWA) is a committee of the Rockwall Area Chamber of Commerce that empowers and unites women through business and community events. We are committed to strengthening women as professionals and civic leaders. Membership is open to local professional women.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gathering. It is a wonderful opportunity at the price of \$650.

**MEMBERSHIP
\$50 PER YEAR**



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INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$50

Spring 2022 PWA Taste of the Derby Ladies Luncheon

Run for the roses with the best female business leaders in Rockwall at the PWA, Taste of the Derby Luncheon. Attendees have the opportunity to network with other women who are business-focused, take in a little shopping from local vendors and hear from an amazing speaker that will pump you up and give you actionable lessons you can implement in your life that day.

PWA Fall Luncheon

From empowering yourself in the workplace to reaching your max potential to how to use your skills to advance your career, our ladies conference brings together the best of our female business leaders to learn and grow together.

INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$65

INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$100

December 2021 PWA La Tee Da: Winter Event

By late November, we all have the itch to gather and start celebrating the holiday season, and what better way than with some of your best friends! At La Tee Da, we bring you some of Rockwall's greatest vendors, best bites and most festive drinks for an evening of shopping, socializing and sharing business. Each attendee will receive a 2022 Spirit of Rockwall Giveaway Calendar, which offers 52 fabulous prizes throughout the year.

Rockwall Veteran Business Alliance

Rockwall Veteran Business Alliance (RVBA) is a committee with a mission to promote commerce and growth within the Veteran business community. To educate and bring awareness to Veteran-owned businesses and provide mentorship to new and developing Veterans in a professional environment.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gatherings. It is a wonderful opportunity at the price of \$650.

**MEMBERSHIP
\$50 PER YEAR**

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INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$65

RVBA

Conference

Many don't know, but about 10% of the Rockwall Community are Veterans. And out of the 10%, we have countless business owners and managers who finished serving their country and came back home to add value to their community. We'll bring the Veteran business community together for an afternoon of professional development to help them grow their business.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gatherings. It is a wonderful opportunity at the price of \$650.

Young Professionals of Rockwall

The Young Professionals of Rockwall (YPR) actively provides opportunities and resources to maximize personal and professional growth through networking, social and philanthropic events, and business development in the Rockwall community and beyond.

**MEMBERSHIP
\$50 PER YEAR**



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INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$65

November 4, 2021

YPR

Conference

Rockwall has a vibrant young professional community and each year we bring them together for an afternoon of education, networking and building community.

Senior Services Alliance

The Senior Services Alliance (SSA) is a committee of chamber business professionals focused on being a resource to educate and serve the senior community and their families. Businesses that cater to our area seniors are encouraged to join SSA to get involved and contribute to this mission.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gatherings. It is a wonderful opportunity at the price of \$650.

**MEMBERSHIP
\$50 PER YEAR**



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INVESTMENT LEVELS

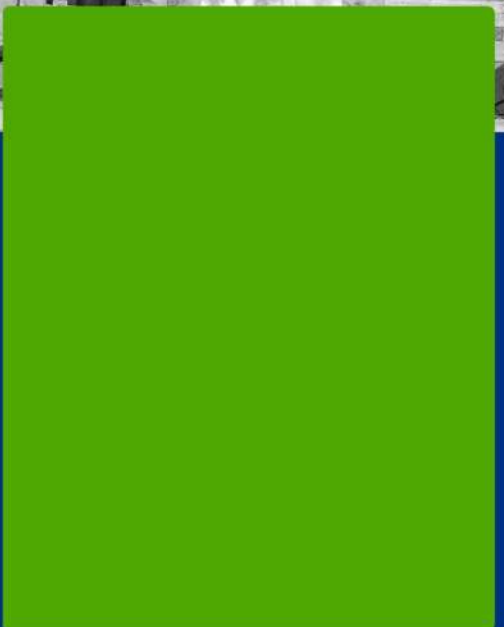
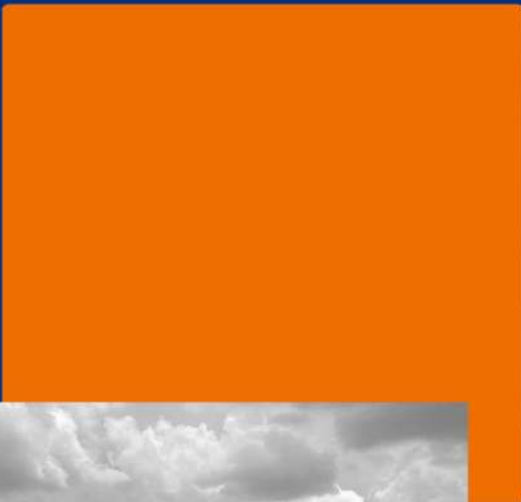
Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Free to attend	

September 15th, 2021
SSA

Health Fair

SSA is proud to partner with the City of Rockwall to offer a day of fun, fellowship & food to our senior community, 50 and older. Paired with free health screenings and informative speakers geared towards health and wellness.

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Digital Marketing That Grows Businesses



**PPC
(GOOGLE ADS)**



**FACEBOOK
ADS**



**LOGOS &
BRAND MANUAL**



**SEO &
CONTENT**



**WEBSITE
DEVELOPMENT**

Tatianna Chamorro
Owner-Partner
Hite Digital Dallas



903.366.3439



tchamorro@hitedigital.com



www.hitedigital.com/Dallas