

2021 SPONSORSHIP OPPORTUNITY GUIDE



Chamber of Commerce
KNOX COUNTY

GREETINGS!

The Knox County Chamber of Commerce's mission is to provide members an environment where businesses, organizations, and communities can be successful and enhance the quality of life in Knox County.

The Chamber's strength lies in its membership, enabling us to accomplish collectively what no one could do individually. We connect 300+ member businesses through our business support, networking, education, and advocacy offerings.

Are you seeking exposure for your business? Creative ways to reach new customers or market your business? Looking to position your company as a community leader? The Knox County Chamber of Commerce provides many unique ways to partner.

We would love to help you find the right marketing sponsorship avenues for your business to achieve the goals that you have set.

THANK YOU FOR YOUR INVESTMENT!

Jamie Neal, President



2021 SCHEDULE

January

21 Membership 101
27 State of the Chamber

February

18 Chamber Net
24 Chamber Luncheon

March

11 Business Growth Series
24 Chamber Luncheon
TBD Community Connection

April

20 Membership 101
28 Chamber Luncheon
29 Annual Awards Dinner

May

20 Chamber Net
26 Chamber Luncheon

June

8 Business Growth Series
23 Chamber Luncheon
TBD Community Connection

July

22 Membership 101
28 Chamber Luncheon

August

6/7 Watermelon Festival
19 Chamber Net
25 Chamber Luncheon

September

9 Business Growth Series
17 Golf Classic
22 Chamber Luncheon
TBD Community Connection

October

7 Trap Shoot
19 Membership 101
20 Member Appreciation Cookout
27 Chamber Luncheon
29 Women's Conference

November

18 Chamber Net
27 Small Business Saturday
TBD Veteran's Day Luncheon

December

3 Five Under 40
7 Business Growth Series

*All dates and events are subject to change

PACKAGES

The Knox County Chamber of Commerce offer members special opportunities to sponsor multiple events. The four packages below offer your business a chance to have a presence at every major Chamber event throughout the year! You can customize your sponsorship package by selecting opportunities that best fit your business goals. You can make one decision that continuously benefits your business throughout the entire year in 3 easy steps.

Step 1: Choose your package

Step 2: Select your events

Step 3: Receive your discount!

Platinum: \$4,500

- \$5,000 in sponsorship for only \$4,500

Gold: \$3,200

- \$3,500 in sponsorship for only \$3,200

Silver: \$1,800

- \$2,000 in sponsorship for only \$1,800

Bronze: \$1,150

- \$1,250 in sponsorship for only \$1,150

APRIL 2021

ANNUAL AWARD DINNER

The Annual Award Dinner is an evening of networking and celebration as the Chamber recognizes businesses and individuals that make Knox County a great place to live, work and enjoy. Several awards are presented - Large and Small Business of the Year, Business Woman of the Year, Educator of the Year, Public Servant of the Year, Nonprofit of the Year and the C. James McCormick Community Leader of the Year. The evening consist of dinner and awards.

OPPORTUNITIES

Platinum (\$1,300)

- Sponsorship of Award
 - Ex: "The Educator of the Year Award, Sponsored by XYZ Corp."
- Logo on Cocktail Hour tables
- Inclusion of sponsor recognition in press releases
- Recognition by event speakers
- Inclusion of sponsor logo in all electronic media
- Logo Table Top Display
- Logo on large event display and in event program
- Premier Seating Table of 8

Gold (\$1,000)

- Inclusion of sponsor recognition in press releases
- Recognition by event speakers
- Inclusion of sponsor logo in all electronic media
- Logo Table Top Display
- Logo on large event display and in event program
- Premier Seating Table of 8

Silver (\$500)

- Inclusion of sponsor logo in all electronic media
- Logo Table Top Display
- Listing on large event display and in event program
- Special Seating Table of 8

Bronze (\$350)

- Logo Table Top Display
- Listing on large event display and in events program
- Table of 8



AUGUST 6 & 7, 2021

WATERMELON FESTIVAL

Celebrating the huge watermelon industry in Knox County with some summertime fun - the Watermelon Festival is traditionally held on the first full weekend in August. This event is boasting of booths with fair food favorites, live music, pageants, and of course, watermelon!

OPPORTUNITIES

Jubilee (\$1,500+)

- Choice to be presenting sponsor of entertainment on Friday or Saturday, or Kids' Fun Zone
- Inclusion of logo on large event signage
- Corporate signage during performances - small banner at the bottom of stage, provided by sponsor
- Name recognition on stage
- Inclusion of name on festival t-shirt
- Inclusion of logo in bi-weekly newsletters leading up to the event
- Recognition in all social media posts pre and post event
- Recognition in all radio promotions pre and post event



Crimson Sweet (\$1,000)

- Inclusion of logo on large event signage
- Corporate signage during performances - small banner at the bottom of stage, provided by sponsor
- Name recognition on stage
- Inclusion of name on festival t-shirt
- Inclusion of logo in bi-weekly newsletters leading up to the event
- Recognition in all social media posts pre and post event
- Recognition in all radio promotions pre and post event



Sugar Baby (\$500)

- Inclusion of logo on large event signage
- Name recognition on stage
- Inclusion of name on festival t-shirt
- Inclusion of logo in bi-weekly newsletters leading up to the event
- Recognition in all social media posts pre and post event

Watermelon Slice (\$250)

- Inclusion of name on large event signage
- Inclusion of logo in bi-weekly newsletters leading up to the event
- Inclusion of name on festival t-shirt
- Recognition in 1 social media post after event



Watermelon Seed (\$100)

- Inclusion of name on large event signage
- Recognition in 1 social media post after event

SEPTEMBER 23, 2021

CHAMBER GOLF CLASSIC

A great event for networking, team building, or catching up with friends. Prizes will be given to the teams that place and also to individuals/teams that win other various competitions.

OPPORTUNITIES

Cart Sponsor - limit 1 (\$750)

- Company logo displayed on cart
- Sign placed on cart on course
- Name included in bi-weekly newsletter with embedded link to company's website
- Name included in 2 social media postings
- 1 team of 4



Longest Drive Sponsor - limit 2 (\$250)

- Opportunity to present winner with prize
- Sign with name at hole
- Name included in bi-weekly newsletter with embedded link to company's website
- Name included in 2 social media postings

Closest to the Pin Sponsor - limit 2 (\$250)

- Opportunity to present winner with prize
- Sign with name at hole
- Name included in bi-weekly newsletter with embedded link to company's website
- Name included in 2 social media postings



Longest Putt Sponsor - limit 2 (\$250)

- Opportunity to present winner with prize
- Sign with name at hole
- Name included in bi-weekly newsletter with embedded link to company's website
- Name included in 2 social media postings

Hole Sponsor (\$250)

- Opportunity to promote business at hole - sign, tent, banner (all provided by sponsor)
- Opportunity to have representatives present to network with golfers throughout the day
- Set up time is approximately 1 hr. before registration and sponsors should remain at their holes throughout the conclusion of the event
- Name included in bi-weekly newsletter with embedded link to company's website
- Name included in 2 social media postings



Course Sponsor (\$100)

- Sign with name placed on course
- Name included in bi-weekly newsletter with embedded link to company's website

Team \$300
Individual \$75

OCTOBER 7, 2021

CHAMBER TRAP SHOOT

Our Annual Trap Shoot is held each October at the Vincennes Gun Club and offers an alternative networking or team building experience. Prizes are given to the 1st and 2nd place teams.

OPPORTUNITIES

Sponsor and Squad (\$400)

- 5 person squad
- Individual sign with company name at event

Squad Only (\$350)

- 5 person squad

Sponsor Only (\$100)

- Individual sign with company name at event

Breakfast Sponsor - limit 1 (\$100 plus light breakfast approved by the Chamber)

- Opportunity to network with participants and promote business at score poster - sign, tent, banner (all provided by sponsor)
- Individual sign with company name at event



QUARTERLY

CHAMBER NET

Chamber Net is a quarterly networking event that is exclusive to Chamber members. This is a great way to connect with other members and build a larger network of referrals in a relaxed, laid back environment. Platform will vary each quarter between networking and roundtable discussions.

Primary Audience: All Chamber member businesses and their employees

Projected Attendance: 15-25

OPPORTUNITY

Host Sponsor (\$150 plus light refreshments)

- Opportunity to address the attendees
- Opportunity to have a table display
- Logo on website and social media post promoting the event
- Logo included on event sign-up page on Chamber website
- List of attendees after event



 NETWORKING

QUARTERLY

MEMBERSHIP 101

Whether you're a new or existing member of the Chamber, Membership 101 offers an in-depth look at the benefits of Chamber membership. It provides you an opportunity to network with other members and meet the Chamber staff. This is an hour-long session.

Primary Audience: New Chamber Members

Projected Attendance: 10-20

OPPORTUNITY

Host Sponsor (\$100)

- Opportunity to come to event, meet and greet new members, and introduce your business
- Opportunity to have a table display
- Logo on website and social media post promoting the event
- List of attendees after event



FOURTH WEDNESDAY OF THE MONTH

CHAMBER LUNCHEON

As a well-known event, this program is held monthly, offering Chamber members lunch, networking, and an informational session. The program begins at 12 p.m. and ends within the hour.

Primary Audience: All Chamber member businesses and their employees

Projected Attendance: 75-100

OPPORTUNITIES

Gold Sponsor- limit 1 per month (\$500)

- Recognition by speakers
- Opportunity to speak up to 35-40 minutes about organization, projects, services, or donate time to a non profit
- Opportunity to place promotional items/handouts on all tables
- Sponsor provides signage at event
- Logo included in 2 newsletters
- Logo included in event flyer
- Event flyer with logo sent out in individual email to all members with embedded link to company website
- 4 Luncheon tickets included



Silver Sponsor - limit 2 per month (\$50)

- Opportunity to have a table display at luncheon
- Name listed on event flyer
- Name listed on social media post
- Name listed in 2 newsletters
- Recognition by the Chamber at the event
- 1 Luncheon ticket included



RELOCATION GUIDE

The Knox County Chamber of Commerce is the first stop for new businesses, individuals relocating to Knox County and the information hub for our current residents. The Guide to Knox County is a successful publication for a number of reasons, including the quality of the content and the methods of distribution. Copies are distributed by local realtors to new homeowners, by City Hall to local residents, and by local businesses to their customers.

OPPORTUNITY

Pricing information will be released in November 2021.



MARCH, JUNE & SEPTEMBER 2021

COMMUNITY CONNECTION

Local industry leaders are invited to address the business community to unveil their vision for the upcoming year. These will be held in three different sessions throughout the year with topics of Local Government, Health Care and Education.

Primary Audience: Business and community leaders

Projected Attendance: 75-100

OPPORTUNITY

Event Sponsor (\$350)

- Recognition by speakers
- Introduction of speakers
- Event flyer with logo sent out in individual email to all members with embedded link to company website
- Logo on all printed promotional materials
- Inclusion on bi-weekly e-newsletter
- Recognition in all social media posts
- Recognition in all media promotions
- Logo included on Chamber website home page and event page promoting event

QUARTERLY

BUSINESS GROWTH SERIES

Business Growth Series are an educational opportunity on various business topics ranging from discussions with entrepreneurs, to Google training to leadership and much more. You have the option to facilitate the training, suggest a person/business to lead the training or let the Chamber find a trainer. This event can be held in person or virtually.

Primary Audience: All Chamber member businesses and their employees

Projected Attendance: 15-25

OPPORTUNITY

Host Sponsor (\$150 plus light refreshments)

- Sponsor gets 15 minutes to address attendees
- Sponsor provides signage and handouts at event
- Logo included in event flyer
- Logo included in 2 newsletters
- Event flyer with logo and recognition sent out in individual email to all members with link to company website
- List of attendees after event



EDUCATION

AS NEEDED

LUNCH/LATTE & LEARN

An opportunity for you to market your business in front of other professionals, network and inform others about your business's current initiatives. This event is typically held from either 8:00-9:00 a.m. (Latte & Learn) OR 12:00-1:00 p.m. (Lunch & Learn).

Primary Audience: All Chamber member businesses and their employees

Projected Attendance: 15-25

OPPORTUNITY

Host Sponsor (\$150 plus light refreshments)

- Opportunity to speak about your business and/or services you provide
- Opportunity to have a table display
- Opportunity to place promotional items/handouts on all tables
- Sponsor provides signage at event
- Logo on website and social media post promoting the event
- List of attendees after event



FEBRUARY 2021

LOVIN' LOCAL GIVEAWAYS

The Lovin' Local Giveaways is a series of 14 different Facebook giveaways (one per day) from February 1-14. Participating businesses must provide a giveaway that is a minimum of \$25 value.

OPPORTUNITY

Title Sponsor - limit 2 (\$100)

- Inclusion on bi-weekly newsletter
- Recognition in Chamber of Commerce
- Recognition in Chamber of Commerce
- Name included in Chamber of Commerce and event page



SUPPORT

WEEKLY

MEMBER OF THE WEEK

Each week, a new Chamber member is featured as our Member of the Week. The selected business receives 5 dedicated posts to the Chamber Facebook page highlighting their business, specials and services.



OPPORTUNITY

Monthly Sponsor (\$100)

- Recognition in Chamber of Commerce newsletter 5 times per week
- Recognition in Chamber of Commerce newsletter 5 times per week
- Name included in Chamber of Commerce newsletter 5 times per week
- Name included in Chamber of Commerce newsletter 5 times per week



BI-WEEKLY

VIDEO NEWSLETTER

To help Chamber members and the community stay up-to-date on Chamber news and member events, the Chamber will record, produce and publish a minimum of two video newsletters a month to the Chamber Facebook page and YouTube Channel.

OPPORTUNITIES

Title Sponsor (\$100 per month or \$1,000 for the year)

- Inclusion on bi-weekly e-newsletter
- Recognition in video newsletter
- Recognition in all social media posts regarding video newsletter
- Name included on Chamber website home page and event page promoting newsletter

Segment Sponsors (\$50 per month)

- Examples: Event Segment, Business Highlight Segment, New Member Segment

SPRING/FALL 2021

TASTE OF KNOX COUNTY

The Taste of Knox County is a two-week event that showcases the unique offerings of our local restaurants, bars and specialty shops. It is the premier Knox County wide dining experience.



OPPORTUNITIES

Title Sponsor - limit ~~2~~ - 1 remaining (\$500)

- Logo on all printed promotional materials
- Inclusion on bi-weekly e-newsletter
- Recognition in all social media posts
- Recognition in all media promotions
- Logo included on Chamber website home page and event page promoting event

Supporting Sponsor - limit 4 (\$200)

- Inclusion on bi-weekly e-newsletter
- Recognition in all social media posts
- Recognition in all media promotions
- Name included on Chamber website home page and event page promoting event

2021 ADVERTISING OPPORTUNITIES

For multiple months, contact the Chamber for pricing.

Website Banner Ads

(Banner ad size should be at least 480x60)

- ☐ Website Directory ALL Categories Banner: \$150/mo
- ☐ Website Calendar Banner: \$100/mo
- ☐ Website Job Postings Banner: \$100/mo
- ☐ Website Directory Category Banner: \$75/mo
- ☐ Website News Releases Banner: \$50/mo
- ☐ Website Hot Deals Banner: \$25/mo
- ☐ Premium Website Sponsorship: \$275/mo
- ☐ Banner ad included on ALL Categories, Calendar, Job Postings, News Releases, and Hot Deals Pages. Value: \$400

Membership Add-Ons

- ☐ Enhanced Online Directory Listing: \$150/yr
- ☐ Member 2 Member Email: \$100
- ☐ Additional Buisness Category Listing: \$25/yr

2021 COMMITMENT FORM



Chamber of Commerce
KNOX COUNTY

Company Name: _____

Contact: _____ Date: _____

Contact Email: _____

Authorized by (signature): _____



**YES, I WANT TO GROW MY BUSINESS THROUGH
SPONSORSHIP WITH THE CHAMBER!**

PACKAGE OPTIONS

Package	Amount
Platinum	\$5,000 value for only \$4,500
Gold	\$3,500 value for only \$3,200
Silver	\$2,000 value for only \$1,800
Bronze	\$1,250 value for only \$1,150

INDIVIDUAL EVENT OPTIONS

Event/Opportunity	Sponsorship Name	Amount
Annual Awards Dinner		
Watermelon Festival		
Chamber Golf Classic		
Chamber Trap Shoot		
Chamber Connection		
Membership 101		
Chamber Luncheon		
Community Connection		
Business Growth Series		
Lunch and Learn		
Round Table with the Chamber		
Taste of Knox County		
Lovin' Local Giveaways		
Member of the Week		
Video Newsletter		

Chamber Authorized Signature: _____

Date: _____