

# Marketing Guide



*Vision*

To represent and promote the economic well-being of the business community!



*Mission*

To be the leading catalyst for business, tourism, and leisure!



## Benefits of Marketing with the Chamber

Your investment in the Chamber's events and programs opens up numerous opportunities to showcase your business while helping to build and grow the Chamber and the community of Rowlett.

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# Marketing Packages

These sponsorship packages were created for the business that wants to maximize their exposure. They offer cross promotion at Chamber events, programs and social media.

## Chairmans Circle \$10,000

### **Chairmans Circle designation & benefits**

Table at Annual Banquet\* or Hometown Heroes  
Team at Golf Classic or Double Booth at Taste & Trade  
1 Leadership Rowlett Candidate  
(must qualify for participation)  
Plus all that is included in your tier package  
\$7500 a la carte in sponsorships\*

## Presidents Club \$7,000 - \$9,999

### **Presidents Club designation & benefits**

Table at Annual Banquet\* or Hometown Heroes  
Team at Golf Classic or Double Booth at Taste & Trade  
1 Leadership Rowlett Candidate  
(must qualify for participation)  
Plus all that is included in your tier package  
\$4500 a la carte in sponsorships\*

\* Sponsorship benefits supersede Tier level benefits.

# Marketing Packages

These sponsorship packages were created for the business that wants to maximize their exposure. They offer cross promotion at Chamber events, programs and social media.

## *Diamond - \$7500*

Table at Annual Banquet\* or Hometown Heroes  
Team at Golf Classic or Double Booth at Taste & Trade  
1 Leadership Rowlett Candidate (must qualify for participation)  
\$6000 a la carte in sponsorships\*

## *Emerald - \$5000*

Table at Annual Banquet\* or Hometown Heroes  
Team at Golf Classic or Double Booth at Taste & Trade  
1 Leadership Rowlett Candidate (must qualify for participation)  
\$3500 a la carte in sponsorships\*

## *Ruby - \$2500*

Table at Annual Banquet\* or Hometown Heroes  
Team at Golf Classic or Double Booth at Taste & Trade  
1 Leadership Rowlett Candidate (must qualify for participation)  
\$1000 a la carte in sponsorships\*

\* Sponsorship benefits supersede Tier level benefits.

The purpose of the Golf Tournament is to benefit the Rowlett Area Chamber & Visitors Centers and the Rowlett Animal Shelter. Through this event, the Rowlett Chamber facilitates the development of resources to promote the sustainability of Businesses, as well as maintain retention through viable workforce initiatives.

**Audience:** Professionals from businesses of all sizes and industry types

**Projected Attendance:** 100+

**Venue:** Waterview Golf Club

## **Title Sponsor (\$5000) 1 Sponsorship**

- Cart/green fees, lunch, dinner & goody bags for 4 teams
- Premier recognition on all tournament publications
- Opportunity to have a booth on the patio at registration
- Sponsor recognition from podium
- Table signs at dinner/awards ceremony
- Opportunity to speak from the podium
- Opportunity to have a booth set up at a hole
- Hole signage

## **Ace Sponsor (\$2500)**

- Cart/green fees, lunch, dinner & goody bags for 3 teams
- Recognition on all tournament publications
- Sponsor recognition from podium
- Opportunity to speak from the podium
- Table signs at dinner/awards ceremony
- Opportunity to have a booth set up at a hole
- Hole signage

## **Eagle Sponsor (\$1500)**

- Cart/green fees, lunch, dinner & goody bags for 2 teams
- Corporate logo on all tournament publications
- Opportunity to have a booth on the patio at registration
- Sponsor recognition from podium
- Table signs at dinner/awards ceremony
- Hole signage

## **Bogey Sponsor (\$1000)**

- Cart/green fees, lunch, dinner & goody bags for 1 team
- Corporate logo on all tournament publications
- Opportunity booth on the patio at registration
- Sponsor recognition on table signs at dinner/awards ceremony
- Hole signage

## **Birdie Sponsor (\$700)**

- Cart/green fees, lunch, dinner & goody bag 2 players
- Corporate logo on all tournament publications
- Sponsor recognition on table signs at dinner/awards ceremony
- Hole signage

## **Hole in 1 Sponsor (\$600) Four Sponsorships**

- Cart/green fees, lunch, dinner & goody bags for 2 players
- Corporate logo on all tournament publications
- publications with a description of a hole-in-one gift
- Sponsor recognition from podium
- table signs at dinner/awards ceremony
- Hole signage

## **Interactive Hole Sponsor (\$500)**

- Cart/green fees, lunch, dinner, and goody bag for 1 player
- Corporate logo on all tournament publications
- Ability to have a booth on the tee box
- Hole signage

## **Goody Bag Sponsor (\$400) 1 Sponsorship**

- Corporate Logo on Bags
- Thank you at the podium
- Dinner Goody Bag

## **Hole Sponsor (\$200)**

- Dinner/Goody Bag
- Hole signage

## **Individual Player (\$100)**

- Cart/Green Fee, Lunch, Dinner/Goody Bag



# Business Round Table

Sponsor a luncheon with current industry-relevant topics attracting 20 + unique local companies.

Sponsorship Investment: \$800

Number of Sponsorships 1 per event

Audience: Rowlett Chamber Members

Projected Attendance: 20+

## Benefits:

- One (1) ticket to attend the event
- Opportunity to give a 5-minute presentation about the company including visuals
- Logo on website and email invite with a link to your company website
- Event reminder sent to all attendees with a link to your company website
- Sponsorship recap including the overall performance of the event
- List of attendees post-event
- Website ad for 1 month



# Leadership Rowlett

Leadership Rowlett helps to shape, prepare, and inspire individuals to take responsible roles within the communities in which they live and work, and we're asking for your support to help to sustain and enhance this vital leadership training program.

The purpose of Leadership Rowlett is to:

- Identify and motivate emerging community leaders
- Encourage Chamber and civic leadership and involvement
- Develop personal leadership characteristics and skills within individuals Leadership

Rowlett sponsorships are based on a partnership concept, meaning sponsors have the opportunity to be associated with a specific class session or event, which will include a brief time to make an introduction to the class on that program day. Details are shown below for the various options available.

## Opening Reception/Orientation

Sponsorship Cost: \$750

Number of Sponsorships Available: 1

Attended by class members, their guests, Chamber leadership, elected officials, and LR Alumni Sponsorship Provides:

- Opportunity to briefly welcome class members at the Opening Reception
- Recognition throughout the year on Chamber website
- Logo on cover of printed reception program and other materials distributed to class members concerning the event

## Retreat Days

Sponsorship: \$300 Number of Sponsorships Available: 2

Sponsorship Provides:

- Recognition throughout the year on Chamber website
- Logo on retreat agendas and relevant materials distributed to class members

**Class Program Days** Sponsorship: \$500

Number of Sponsorships Available: 8

Sponsorship Provides:

- Opportunity to briefly welcome class members at the beginning of the program day and enjoy breakfast with the class just prior to the beginning of the program day
- Recognition throughout the year on Chamber website
- Logo on program day agendas and relevant materials distributed to class members

## Legislative Days Transportation Sponsorship: \$1000

Number of Sponsorships Available: 2

Sponsorship Provides:

- Recognition throughout the year on Chamber website
- Logo on program day agendas and relevant materials distributed to class members

**Book Sponsorship: \$300** Number of Sponsorships Available: 1 Sponsorship Provides:

- Opportunity to briefly welcome class members at the beginning of the first program day and enjoy breakfast with the class just prior to the beginning of that program day
- Recognition throughout the year on Chamber website

## Community Project Sponsorship: \$500

Number of Sponsorships Available: 2

Sponsorship Provides:

- Opportunity to work with class members on project day
- Recognition throughout the year on the Chamber website and in the material used when announcing and publicizing the project including news releases and social media
- Logo on program day agendas and other materials distributed to class members concerning the project

## Graduation Celebration

Sponsorship: \$1,500 Number of Sponsorships Available: 1

Attended by class members, their guests, Chamber leadership, elected officials, and LR Alumni Sponsorship Provides:

- Opportunity to briefly welcome class members at the Graduation Celebration
- Recognition throughout the year on Chamber website
- Logo on cover of printed graduation program and other materials distributed to class members concerning the events a little bit of body text



# Annual Banquet

Member Engagement

The Rowlett Area Chamber's Annual Banquet celebrates the year ended and looks to the year ahead by recognizing business leaders and welcoming the chairperson as well as the new board of Directors for 2022.

Audience: Business Leaders, City Officials, State Representatives

Projected Attendance: 150 +

## **Title Sponsor – \$5,000 (one available)**

- Top Billing on all materials
- Logo and Presenting Sponsor recognition on media
- Opportunity for CEO or company representative to speak at the event for four minutes
- Verbal and logo recognition during the event
- Recognition in press releases and event signage
- Preferred table placement at event
- Presenting Sponsor recognition in the program
- Table of eight (8) at the dinner
- Two (2) invitations to a private reception

## **Platinum Sponsor – \$4,000 (two available)**

- Opportunity for CEO or company representative to speak at the event for three minutes
- Recognition in a press release
- Verbal and logo recognition during the event
- Logo recognition on invitations, broadcast emails and website
- Recognition in press releases and event signage
- Logo recognition in program
- Table of eight (8) at the dinner
- Two (2) invitations to a private reception

## **Entertainment Sponsor \$3,500**

- Recognition on website
- Logo recognition broadcast emails and website
- Logo recognition broadcast emails and website
- Verbal recognition during event
- Table of eight (8) at the dinner
- Logo recognition in program

## **Gold Sponsor – \$2,000 (two available)**

- Preferred table placement at event
- Logo recognition broadcast emails and website
- Verbal recognition during event
- Logo recognition in program
- Table of eight (8) at the dinner

## **Silver Sponsor – \$1,500 (multiple available)**

- Recognition on website
- Verbal recognition during event
- Logo recognition in program
- Logo banner behind the jazz band
- Two (2) seats at the dinner

## **VIP Reception Sponsor – \$1,250**

- Logo recognition on broadcast emails and website
- Verbal recognition during the event
- Logo recognition in program
- Opportunity for CEO or company representative to speak at the event for two minutes at reception.
- Two (2) seats at the dinner

## **Cocktail Hour Sponsor – \$1,250 (one available)**

- Recognition on website
- Verbal recognition during the event
- Two (2) seats at the dinner

## **Award Sponsor – \$750 (ten available)**

- Opportunity to introduce sponsored award on stage.
- Logo recognition on broadcast emails and website
- Verbal recognition during the event
- Logo recognition in program and on table
- Two (2) tickets

## **Table Sponsor \$750 (multiple available)**

- Recognition on website
- Name recognition in program
- Logo 8 name tents for the table

## **Decoration Sponsor – \$700 (multiple available)**

- Recognition on website
- Name recognition in program
- Name on table center pieces

## **Candy Table Sponsor – \$600 (available)**

- Recognition on website
- Logo on candy bags
- Logo on table sign

## **Video Sponsor – \$550 (multiple available)**

- Recognition on website
- Verbal recognition during the event
- Logo recognition in video

## **Swag Bag Sponsor \$450 (available)**

Logo on bag

Your swag in the bag

Recognition on website

# Taste & Trade Business Expo

The purpose of Taste & Trade is to showcase the area businesses and restaurants.

Audience: Rowlett Community

Projected Attendance: 300+

Venue: Rowlett High School

## Trade Sponsor \$1000

1. Be one of 2 Businesses on the Water Bill Insert(delivered to all households and businesses in Rowlett)
2. Double the booth size with electricity
3. Logo on the Slider on our website for one month
4. Logo on all printed marketing materials and on social media
5. 2 Free 45 second spots at a luncheon
6. 2 Free eblasts
7. Banner or Sign on the Patio at the Event

## Taste Sponsor \$750

1. Be one of 2 Businesses on the Water Bill Insert(delivered to all households and businesses in Rowlett)
2. Double the booth size with electricity
3. Logo on the Slider on our website for one month
4. Logo on all printed marketing materials and on social media
5. 2 Free 45 second spots at a luncheon
6. 2 Free eblasts
7. Banner or Sign on the Patio at the Event



# Hometown Heroes

The Rowlett Area Chamber's Hometown Heroes celebrates the true Heroes of your community. Police, Fire Fighters, Doctor, Nurses, Principals. Teachers and Exordanary Citizens.

Audience: Business Leaders, Elected Officials, and Rowlett Community

Projected Attendance: 200+

Venue: Rowlett Community Centre

## **Diamond Sponsor – \$3,000 (one available)**

- The program will be referred to as “Hometown Heroes Awards Banquet, presented by (company name)”
- Logo and Presenting Sponsor recognition on invitations, calendar of events, broadcast emails and website
- Opportunity for CEO or company representative to speak at the event for three minutes
- Verbal and logo recognition during event
- Recognition in press releases and event signage
- Preferred table placement at event
- Presenting Sponsor recognition in program
- Eight (8) seats at the dinner

## **Ruby Sponsor – \$2,500 (two available)**

- Opportunity for CEO or company representative to speak at the event for one minute
- Recognition in a press release
- Verbal and logo recognition during the event
- Logo recognition on invitations, broadcast emails, and website
- Recognition in press releases and event signage
- Logo recognition in program
- Eight (8) seats at the dinner

## **Sapphire Sponsor – \$2,000 (three available)**

- Preferred table placement at event
- Logo recognition broadcast emails and website
- Verbal recognition during event
- Logo recognition in program
- Eight (8) seats at the dinner

## **Pearl Sponsor – \$1,500 (multiple available)**

- Recognition on website
- Verbal recognition during event
- Logo recognition in program
- Logo recognition in program
- Two (2) seats at the dinner

## **Social Hour Sponsor – \$1,250 (multiple available)**

- Logo recognition on broadcast emails and website
- Verbal recognition during event
- Logo recognition in program
- Two (2) seats at the dinner

## **Decoration Sponsor – \$600 (multiple available)**

- Recognition on website
- Name recognition in program
- Name on table tent in the center piece

## **Award Sponsor – \$600 (ten available)**

- Opportunity to introduce sponsored award on stage.
- Logo recognition on broadcast emails and website
- Verbal recognition during the event
- Logo recognition in program and on table
- Two (2) seats at the dinner plus dine with the nominees of the award and their significant other

## **Video Sponsor – \$550 (multiple available)**

- Recognition on website
- Verbal recognition during the event
- Logo recognition in video

## **Candy Table Sponsor – \$400 (one available)**

- Recognition on website
- Logo on the candy bag
- Logo on candy table sign

## **Professional Photo Booth Sponsor – \$300 (one available)**

- Recognition on website
- Verbal recognition during event
- Logo recognition on back drop

## **Selfie Photo Booth Sponsor – \$300 (one available)**

- Recognition on website
- Verbal recognition during event
- Logo recognition on back drop

## **Table Sponsor – \$475**

- Table sign with logo
- Eight (8) seats at the dinner

## **Individual Tickets – \$55**

# Freedom 5K

The Rowlett Area Chamber's Freedom 5K is to promote health and wellness .

Audience: Everyone in our community and surrounding areas

Projected Attendance: 300+

Venue: Rowlett Area Chamber

## Title Sponsor - \$2500

- Banner at start/finish line
- Largest logo on shirts
- Logo on the race website
- Event Booth
- Recognition on all media
- Recognition at event
- 8 Runners
- Logo on signage along the route

## Gold Sponsor - \$1500

- Logo on shirts
- Logo on race website
- Recognition on all media
- Logo on signage along route
- Recognition at event
- 6 Runners
- Event Booth

## Silver Sponsor - \$1000

- Logo on shirts
- Name on the race website
- Recognition all media
- Logo on signage along the route
- Recognition at event
- 4 Runners
- Event Booth

## Packet Pickup - \$300

- Packets picked up at your location
- Logo on the race website
- Recognition on all media
- 2 Runners

## T-Shirt Sponsor \$250

- Logo on shirt
- 2 Runners
- Event Booth

## Specialty Sponsors Needed

Bib Sponsor \$150

Booth Sponsor \$75

results Page Sponsor \$75

Refueling Station @ Finish Line \$50

On Route Water Station \$50

Mile Marker Sponsor \$50

For more information call 972-475-3200

or email [info@rowlettchamber.com](mailto:info@rowlettchamber.com)





# Shop Small Saturday

The Rowlett Area Chamber's Shop Small Saturday is to promote Small Businesses in Rowlett.

Audience: Everyone in our community and surrounding areas

Projected Attendance: 300+

Venue: Rowlett Area Chamber

## Game Board Sponsor \$2000

- Logo in the center of the board
- Advertising on our website with your logo with a click through to your website
- Opening Remark Continues

## Block Sponsor \$500

- Logo on the board
- Logo with a click through to your webpage

## Property Sponsor \$50

- Logo on board

## Cookie Sponsor \$100

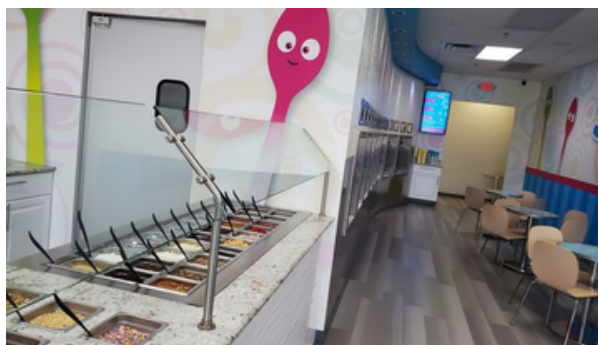
- Sign in Santa's Workshop

## Hot Chocolate Sponsor \$100

- Sign in Santa's Workshop



Life Message



Spoons Fine Frozen Yogurt



Girl Friends

# Sunset Santa 5K

The Rowlett Area Chamber's Sunset Santa 5K is to promote health and wellness .

Audience: Everyone in our community and surrounding areas

Projected Attendance: 300+

Venue: Rowlett Area Chamber

## Title Sponsor \$1000

- Social Media Recognition
- Advertising on our website with your logo with a click through to your website
- Opening Remarks Recognition
- Company Logo on Event Banner
- Company Logo on Event T-shirt
- Option to include Marketing Materials in race bag
- Company Mentioned in all Media Coverage
- Option to have a Booth at the Event
- 2 complimentary race entries, including a T-shirts

## Snow Globe Sponsor \$750

- Advertising on our website with your logo with a click through to your website
- Company Logo on Event Banner
- Sign with your logo
- Option to include
- Marketing Materials in race bag
- Option to have a
- Booth at the Event
- 2 complimentary race entries, including a T-shirts

## Santa's Workshop Sponsor \$750

- Advertising on our website with your logo with a click through to your website
- Company Logo on Event Banner
- Sign with your logo
- Option to include
- Marketing Materials in race bag
- Option to have a
- Booth at the Event
- 2 complimentary race entries, including a T-shirts

## Santa Hat Sponsor \$600

- Advertising on our website with your logo with a click through to your website
- Company Logo on
- Event Santa Hats
- Option to include
- Marketing Materials in race bag
- Option to have a
- Booth at the Event
- 2 complimentary race entries, including a T-shirts

## Bag Sponsor \$400

- Advertising on our website with your logo with a click through to your website
- Logo on back of the t-shirt
- Option to have a Booth at the Event
- Option to include
- Marketing Materials in race bag
- One runner

## Packet Pick-up \$300

- Social Media Recognition
- Advertising on our website with your logo with a click through to your website
- Opening Remarks
- Recognition
- Runners come to the location to pick up a packet
- Option to include
- Marketing Materials in race bag
- Company Mentioned in all Media Coverage
- 1 complimentary race entry, including a T-shirts

## Bib Sponsor \$100

be the only sponsor on the bib

## Results page \$75

be 1 Of 5 logos on the runner's results page

## Mile Marker \$75

1 of 3 logos on the Mile Marker

## 2 Water Stations \$50

supply water for 200 plus Runners



# Thank you to all our 2021 Sponsors

## 42nd Annual Banquet



## Freedom 5K



## 31st Annual Golf Tournament



We would like to take this opportunity to thank all of those that sponsored our golf tournament. We could not do this without you.

## Hometown Heroes



## Rowopoly

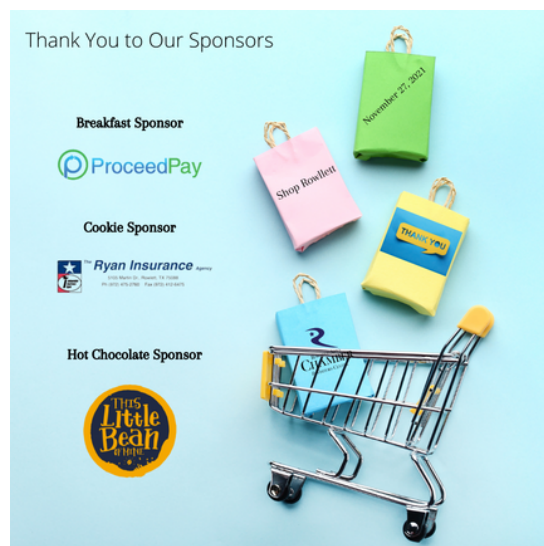


## Sunset Santa

### Thank you to all our Sponsors



## Shop Small Saturday



Rowlett Chamber of  
Commerce

# 2022 Sponsorship Opportunities

## Annual Awards Banquet

*Saturday January 29, 2022*

\$5000 ~ Title Sponsor  
\$3000 ~ Platinum Sponsor  
\$2000 ~ Gold Sponsor  
\$1500 ~ Silver Sponsor  
\$1250 ~ Entertainment Sponsor  
\$1200 ~ VIP Reception Sponsor  
\$1000 ~ Social Hour Sponsor  
\$750 ~ Award Sponsor  
\$650 ~ Table Sponsor  
\$600 ~ Decorations Sponsor  
\$550 ~ Video Sponsor  
\$550 ~ Candy Table Sponsor  
\$300 ~ Photo Booth Sponsor

## Taste & Trade

*TBD*

\$1,000 ~ Trade Sponsor  
\$750 ~ Taste Sponsor

## Hometown Heroes

*Friday May 6<sup>th</sup>, 2022*

\$3,000 ~ Diamond Sponsor  
\$2,500 ~ Ruby Sponsor  
\$2,000 ~ Sapphire Sponsor  
\$1,500 ~ Pearl Sponsor  
\$1,250 ~ Social Hour Sponsor

## Freedom 5K

*Monday July 4<sup>th</sup>, 2022*

\$2,500 ~ Title Sponsor  
\$1,000 ~ Silver Sponsor  
\$300 ~ Packet Pickup  
\$250 ~ T-Shirt Sponsor

## Annual Golf Classic

*Thursday September 29<sup>th</sup>, 2022*

\$5000 ~ Title Sponsor  
\$2500 ~ Ace Sponsor  
\$1500 ~ Eagle Sponsor  
\$1000 ~ Bogie Sponsor  
\$700 ~ Birdie Sponsor  
\$600 ~ Hole in one Sponsor  
\$500 ~ Par Sponsor  
\$125 ~ Hole Sponsor

## Sunset Santa/Shop Small

Saturday

*Saturday November 26, 2022*

\$2,500 ~ Presenting Sponsor  
\$1,000 ~ Sunset Sponsor  
\$500 ~ Santa Hat Sponsor  
\$300 ~ Packet Pickup  
\$200 ~ T-Shirt Sponsor  
\$2000 ~ Rowopoly Sponsor  
\$500 ~ Block Sponsor  
\$ 50 ~ Rowopoly Business Square  
\$550 ~ Santa's Workshop Sponsor  
\$50 ~ Popup Business Booth

## Leadership Rowlett

*2021-2022*

\$750 ~ Opening Reception/Orientation  
\$300 ~ Retreat Days  
\$500 ~ Class Program Days  
\$2000 ~ Legislative Days Transportation  
\$300 ~ Book  
\$500 ~ Community Project  
\$1500 ~ Graduation Celebration

## Other Opportunities

*2021-2022*

\$195 ~ Luncheon Sponsor  
\$100 ~ Make a Connection Sponsor  
\$250 ~ Teacher/Principal Sponsor

