

# 2021 **SPONSORSHIP & MARKETING** OPPORTUNITIES

MORRISVILLE CHAMBER OF COMMERCE | MORRISVILLE INNOVATION FOUNDATION

[WWW.MORRISVILLECHAMBER.ORG](http://WWW.MORRISVILLECHAMBER.ORG)

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# MORRISVILLE CHAMBER OF COMMERCE

## MISSION

To promote business, enhance economic and community development while serving as a champion for improving the overall quality of life in the region. The Chamber's foundation, the Morrisville Innovation Foundation, focuses on community. Its mission is to provide the building blocks for economic development, entrepreneurship and civic engagement.

Please recognize that all opportunities in this document are subject to change with the current health climate and other factors regarding what is best for MCOC staff, volunteers, attendees, and sponsors. In the event a regularly scheduled in-person event is changed to virtual for any reason, reserved attendee seats under each sponsorship level will double, with the exception of any event where a lunch option will still be offered. If you are interested in sponsoring a Morrisville Innovation Foundation program, please contact us to learn more.

## CHAMBER PARTNERS

Members can become a chamber partner by sponsoring programs and events or purchasing advertising. Chamber Partners dollars encompass total value of sponsorships and advertising with MCOC. The various partner levels are outlined below.

- Partners that submit payments before January 15, 2021 will receive a complimentary community partner sponsor (\$500 value) of 1 event of your choice.
- All online and email marketing begins immediately upon first payment and runs through December 31, 2021.
- Dues are billed separately and are not part of the partnership program

Benefits	Mission Partner	Chairman Partner	Presidential Partner
	\$15,000 or above	\$10,000 to \$14,999	\$3,000 to \$9,999
Recognition with link to company website on Chamber's website homepage	logo	logo	
Recognition with link to company website on partners webpage of chamber website	logo	logo	name
Recognition with link to company website in each issue of Chamber's bi-monthly e-newsletter for calendar year	logo	name	name

# 30TH ANNUAL MEETING

Date: February 2, 2021  
Time: 11:00 am - 1:30 pm

Expected Virtual Attendance: 250

The Chamber's Annual Meeting features a dynamic keynote speaker to inspire and energize attendees, an overview of the Chamber's accomplishments for the past year, installation of the new chair of the Board of Directors and presentation of the Jeremiah Morris Community Steward of the Year Award, the James M. Pugh Small Business of the Year Award, and the Ambassador of the Year Award.

Benefits	Marquis	Platinum	Gold	Silver	Bronze	Beverage	Community Supporter	Business Recovery Partner
	\$5,000	\$3,500	\$2,500	\$2,000	\$1,000	\$850	\$500	\$500
Reserved Program Seats	10	10	10	8	8	5	5	10*
Exclusive "presented by" recognition	x							
Presentation opportunity during event	x							
Opportunity to distribute advertising collateral during event	x	x						
Participation in award ceremony			x					
Named verbal recognition from host	x	x	x	x	x			
Recognition in printed event signage	logo	name				logo		
Recognition in promotional emails	logo	logo	name	name	name			
Recognition in digital advertising & Social Media	logo & mention	logo	name	name	name			
Recognition on website calendar	logo	logo	name	name	name	name	name	
Recognition in event program	logo	logo	logo	name	name	name	name	name
Recognition in event presentation	logo	logo	logo	logo	name	name	name	name

\*seats for organization of choice only

## CANDIDATES FORUM

Date: July 2021  
Time: TBD

Expected In-Person Attendance: 50

A forum showcasing candidates for Morrisville Town Council and/or Morrisville State delegation and Wake County Commission seats.

## STATE OF MORRISVILLE

Date: September, 2021  
Time: TBD

Expected In-Person Attendance: 75

A dynamic discussion on the current state of affairs for Morrisville and Wake County. Town and County leaders provide updates and highlights about budgets, growth and development issues, and plans for Morrisville's future.

Benefits	Platinum	Silver	Bronze	Community Supporter
	\$3,500	\$2,000	\$1,000	\$500
Reserved Program Seats	10	8	8	5
Presentation opportunity during event	x			
Opportunity to distribute advertising collateral during event	x			
Recognition in printed event signage	x			
Recognition on program agenda	logo	name		
Named verbal recognition from host	x	x	x	
Recognition in promotional emails	logo	name	name	
Recognition in digital advertising & Social Media	logo	name	name	
Recognition on website calendar	logo	name	name	name
Recognition in event program	logo	name	name	name
Recognition in event presentation	logo	logo	name	name

# EAST MEETS WEST FESTIVAL

Date: September, 2021  
Time: 8:00 am - 4:00 pm

Benefiting the Morrisville Innovation Foundation, The East Meets West Festival celebrates the cultural diversity of Morrisville through food, music and performing arts.

Benefits	Marquis	Platinum	Gold	Silver	Beverage	Community Supporter	Business Recovery Partner
	\$5,000	\$3,500	\$2,500	\$2,000	\$850	\$500	\$500
Exclusive "presented by" recognition	x						
Presentation opportunity during event	x						
Named verbal recognition from host	x	x	x	x			
10 x 10 booth space in prominent location	x	x	x	x			*x
Recognition in printed event signage	logo	name			logo		
Recognition in promotional emails	logo	logo	name	name			
Recognition in digital advertising & Social Media	logo & mention	logo	name	name		name	name
Recognition on website calendar	logo	logo	name	name	name	name	

Participation Opportunities	Exhibitor	Craft Vendor	Food Vendor
	\$400	\$100	\$50
Follow-up Social Media Recognition	x		
10 x 10 booth space	x	x	x
Name Recognition on website calendar	x	x	x
Recognition in promotional emails	x	x	x

\*booth for organization of choice only

# FIRST RESPONDERS THANK YOU LUNCH

Date: July 2021

Time: 11:30 am - 1:00 pm

Expected In-Person Attendance: 150

Morrisville's first responders are a key part of the quality of life in the community. This lunch allows the business community to honor these hardworking individuals. Invitations are extended to Morrisville Police Department, Morrisville Fire Department, as well as other departments in Wake County with First Responders serving the Morrisville community. A portion of ticket sales benefit The 200 Club of Wake County, an organization providing immediate financial help for the families of police officers, sheriff deputies, firemen, EMS squad members and North Carolina State Highway Patrol serving in Wake County who lose their life in the line of duty.

Benefits	Marquis	Platinum	Gold	Silver	Bronze	Beverage	Community Supporter
	\$5,000	\$3,500	\$2,500	\$2,000	\$1,000	\$850	\$500
Reserved Program Seats	10	10	10	8	8	5	5
Exclusive "presented by" recognition	x						
Presentation opportunity during event	x						
Opportunity to distribute advertising collateral during event	x	x					
Participation in award ceremony			x				
Logo recognition with each gift given to first responder	x						
Recognition in printed event signage	logo	name				logo	
Named verbal recognition from host	x	x	x	x	x		
Recognition in promotional emails	logo	logo	name	name	name		
Recognition in digital advertising & Social Media	logo & mention	logo	name	name	name		
Recognition on website calendar	logo	logo	name	name	name	name	name
Recognition in event program	logo	logo	logo	name	name	name	name
Recognition in event presentation	logo	logo	logo	logo	name	name	name

# ANNUAL GOLF CLASSIC

Date: Spring 2021  
Time: 8:00 am - 4:00 pm

Expected Attendance: 130

The golf classic is one of the best places to connect with the area's top business leaders. The tournament includes a captain's choice format, on-course contests, breakfast, lunch, a catered awards reception and raffle.

Benefits	Marquis	Platinum	Gold	Silver	Bronze	Beverage	Community Supporter
	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>\$2,000</b>	<b>\$1,000</b>	<b>\$850</b>	<b>\$500</b>
Reserved Golfers	8	8	4	4	4	4	2
Exclusive "presented by" recognition	x						
Presentation opportunity during event	x						
Logo recognition on banner display	x					x	
Opportunity to distribute advertising collateral during event	x	x					
Logo recognition with each gift given to each player		x					
Emcee opportunity during event			x				
Choice of scorecard recognition (limit 3) or boxed meal trade (limit 2)				x			
Choice of logo recognition on mulligan package (limit 2) or tee sign at hole					x		
Named Recognition on driving range							x
Named verbal recognition from host	x	x	x	x	x		
Recognition in digital advertising & Social Media	logo & mention	logo	name	name	name		
Recognition in promotional emails	logo	logo	name	name	name		
Recognition in printed event signage	logo	logo	name	name	name	logo	
Recognition on website calendar	logo	logo	name	name	name	name	name
Recognition in event program	logo	logo	logo	name	name	name	name
Recognition in event presentation	logo	logo	logo	logo	name	name	name

# HOLIDAY RECEPTION

Date: December 2021

Time: TBD

Expected In-Person Attendance: 100

Annual thank-you reception for our members and local elected officials. This is a great holiday season kick-off event for networking, with local business and community leaders, and a little fun.

Benefits	Platinum	Gold	Silver	Bronze	Beverage	Community Supporter
	\$3,500	\$2,500	\$2,000	\$1,000	\$850	\$500
Presentation opportunity during event	x					
Opportunity to distribute advertising collateral during event	x	x				
Recognition in printed event signage	logo				logo	
Recognition in promotional emails	logo	name	name	name		
Recognition in digital advertising & Social Media	logo	name	name	name		
Recognition on website calendar	logo	name	name	name	name	name
Recognition in event presentation	logo	logo	logo	name	name	name

# ISSUES FORUM

Date: June, 2021

Time: TBD

Expected In-Person Attendance: 100

Designed to focus on an important issue that requires our community's attention, the forum will feature a keynote speaker or a panel of local leaders to discuss an emerging issue that has a direct impact to our businesses and our local community. This forum will bring community and business leaders together to discover the opportunities in these issues, identify innovative solutions and support our businesses seeking to implement those solutions into their day-to-day operations. All sponsor levels get verbal recognition from host. .

Benefits	Marquis	Platinum	Gold	Silver	Bronze	Beverage	Community Supporter
	\$5,000	\$3,500	\$2,500	\$2,000	\$1,000	\$850	\$500
Reserved Program Seats	10	10	10	8	8	5	5
Exclusive "presented by" recognition	x						
Presentation opportunity during event	x						
Opportunity to distribute advertising collateral during event	x	x					
Participation in award ceremony			x				
Named verbal recognition from host	x	x	x	x	x		
Recognition in printed event signage	logo	name				logo	
Recognition in promotional emails	logo	logo	name	name	name		
Recognition in digital advertising & Social Media	logo & mention	logo	name	name	name		
Recognition on website calendar	logo	logo	name	name	name	name	name
Recognition in event program	logo	logo	logo	name	name	name	name
Recognition in event presentation	logo	logo	logo	logo	name	name	name

# CHAMBER DAY OF SERVICE

Date: May and October 2021

Time: 9:00 am - 12:00 pm

Expected In-Person Attendance: 50-80

Service days for Chamber members and their employees to give back to our community, learn about a new organization, and get to know other area professionals. Sponsorship levels based per event. In Partnership with Activate Good

Benefits	Gold	Bronze	Beverage	Community Supporter
	\$2,500	\$1,000	\$850	\$500
Presentation opportunity during event	x			
Opportunity to distribute advertising collateral during event	x			
Recognition in promotional emails	x	x		
Recognition in digital advertising & Social Media	x	x		
Named verbal recognition from host	x	x	x	x
Recognition on printed event t-shirts	logo	logo	logo	name
Recognition on website calendar	logo	name	name	name
Recognition in event presentation	logo	logo	name	name

## COFFEE & CONNECTIONS

Date: Jan., March, May, July, Sept., Nov., 2021  
Time: Breakfast Meeting

Expected In-Person Attendance: 35

This bimonthly breakfast meeting is designed to help members hone their connection skills and build an effective network to grow their businesses. This is a structured networking event that begins with attendees giving a 30-second overview about their business.

## SHARPEN YOUR SKILLS WORKSHOP

Date: Feb., April, June, Aug., Oct., 2021  
Time: Breakfast Meeting

Expected In-Person Attendance: 45 per event

These bi-monthly educational breakfast workshops offer affordable training from a network of business experts so you save time and money optimizing your business, and developing your staff. This workshop series is designed to help you learn tricks of the trade from many different types of businesses, applicable to all.

Benefits	Series Platinum consecutive events	Series Silver consecutive events	Community Supporter per event
	\$3,500	\$2,000	\$500
Presentation opportunity during event	x		
Opportunity to distribute advertising collateral during event	x		
Recognition in printed event signage	x		
Recognition on program agenda	logo	name	
Named verbal recognition from host	x	x	
Recognition in promotional emails	logo	name	
Recognition in digital advertising & Social Media	logo	name	name
Recognition on website calendar	logo	name	name
Recognition in event presentation	logo	logo	name

# KNOW EVENT SERIES

Date: March, May, August, November, 2021  
Time: 11:30 am - 1:00 pm

Expected In-Person Attendance: 150

Knowledgeable Network of Women - A quarterly lunch providing professional development and networking opportunities for women in business. The series features four lunches with either a keynote speaker or panel of experts on a variety of topics, directly related to women in business.

Benefits	Series Marquis 4 consecutive events	Series Platinum 4 consecutive events	Bronze per event	Community Supporter per event	Business Recovery Partner per event
	\$5,000	\$3,500	\$1,000	\$500	\$500
Reserved Program Seats	10	10	8	5	10*
Exclusive "presented by" recognition	x				
Presentation opportunity during event	x				
Opportunity to choose non-profit highlight for each event	x				
Opportunity to distribute advertising collateral during event	x	x			
Recognition in printed event signage	logo	name			
Recognition in promotional emails	logo	logo	name		
Recognition in digital advertising & Social Media	logo & mention	logo	name		
Recognition in event program	logo	logo	name		
Recognition on website calendar	logo	logo	name	name	
Recognition in event presentation	logo	logo	name	name	name
Named verbal recognition from host	x	x	x	x	x

\*seats for organization of choice only

# NEW MEMBER LUNCH

Date: June and October 2021

Time: 11:30 am - 1:00 pm

Expected Attendance Per Event: 15

Held biannually, new member lunches provide new Chamber members and new employees of current member firms with an overview of the Chamber including tips on how to make the most of their Chamber membership.

Benefits	Series Silver consecutive events \$2,000	Community Supporter per event \$500
Presentation opportunity during event	x	
Opportunity to distribute advertising collateral during event	x	
Named verbal recognition from host	x	
Recognition in promotional emails	name	
Recognition in digital advertising & Social Media	name	name
Recognition on website calendar	name	name
Recognition in event program	name	name
Recognition in event presentation	logo	name

# POWER OF INCLUSION SERIES

Date: Jan., April, August, October, 2021  
Time: TBD

Expected In-Person Attendance: 80

Organizations and institutions across the country are quickly realizing that diversity cannot be the end goal. Instead, we must develop safe, open, and inclusive environments for all to collaborate and co-exist. This series highlights a specific topic of diversity, equity, and inclusion on a deeper level, giving business and community leaders additional resources to be inclusive in their everyday lives. This series is accompanied by an online DEI toolkit with continual updates to resources for companies and individuals to increase their own awareness and knowledge surrounding Diversity, Equity, and Inclusion

Benefits	Series Marquis 4 consecutive events \$5,000	Series Platinum 4 consecutive events \$3,500	Bronze per event \$1,000	Community Supporter per event \$500	Business Recovery Partner per event \$500
Reserved Program Seats	10	10	8	5	10*
Exclusive "presented by" recognition	x				
Presentation opportunity during event	x				
Opportunity to distribute advertising collateral during event	x	x			
Recognition in printed event signage	logo	name			
Recognition in promotional emails	logo	logo	name		
Recognition in digital advertising & Social Media	logo & mention	logo	name		
Recognition in event program	logo	logo	name		
Recognition on website calendar	logo	logo	name	name	
Recognition in event presentation	logo	logo	name	name	name
Recognition & link to resource of choice under MCOC online DEI Toolkit	logo	logo	name	name	name
Named verbal recognition from host	x	x	x	x	x

\*seats for organization of choice only

# ADVERTISING OPPORTUNITIES

## E-NEWSLETTER

The electronic bi-monthly newsletter sent to more than 2100 Triangle busines and community leaders is a great opportunity to showcase your work, offerings, and communtiy involvement. You can run the same ad in each newsletter or change it. The Morrisville Chamber Staff can create your ad for you or you can email ready to publish advertising graphics. The newsletter is sent on the first & third Tuesday of each month. Ads are due the Friday prior to each issue.

Banner Ad that links directly to advertiser's website	Per Issue	Per Month 2 consecuive issues	Year - Single 1 ad per month	Year - Full 2 ads per month
	\$60	\$100	\$600	\$1,100

## WEBSITE

The Chamber website is a popular site for people interested in visiting or relocating to our area, as well as for those seeking information about local member businesses. It includes an events calendar, a searchable member directory, discounts on member products and services and Chamber news. Our website, [Morrisvillechamber.org](http://Morrisvillechamber.org), receives more than 25,000 visits per year.

Non-Rotating Per Year	Rotating Per Month
<b>\$1,100</b> <b>consecutive 12 months</b> Logo recognition with link to company website featured prominently on each page of Morrisville Chamber website	<b>\$100</b> <b>2-month min,</b> Logo recognition with link to company website displayed on prominant webpage on Morrisville Chamber Website