

SUPPORTING BUSINESS | BUILDING COMMUNITY | PROMOTING GROWTH

# 2021 Sponsorship Opportunity Guide

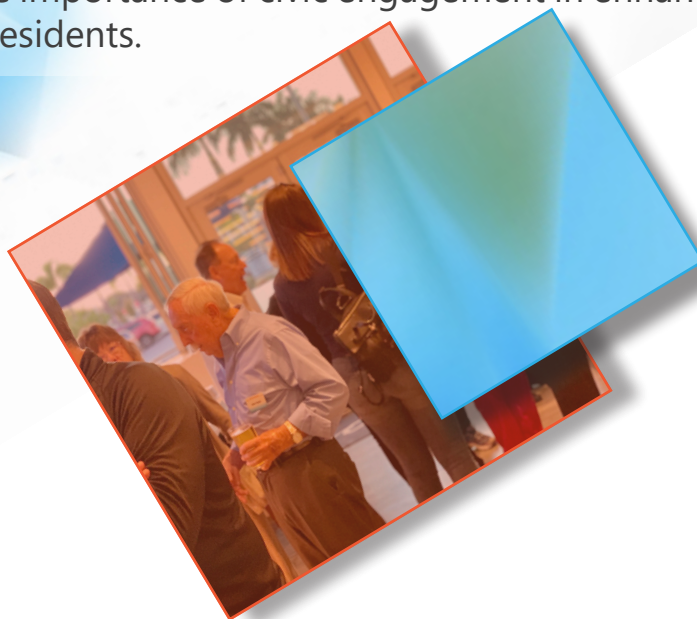
Event Details | Levels | Marketing Benefits



# Introduction

Since our founding in 1963, the Greater Seminole Area Chamber of Commerce has served as the active voice of businesses in the extended Seminole area. The Chamber helps its member businesses grow and prosper, and promotes economic development generally in our community -- through education, business assistance projects and programs, marketing opportunities, and targeted networking and fellowship activities.

As a membership of local businesses and residents, we are committed to creating and supporting a stable and ever-growing area to live and work. The Chamber also highlights its members and coordinates with other organizations and area leaders to reinforce the importance of civic engagement in enhancing the quality of life for all of our residents.



The Greater Seminole Area Chamber of Commerce (Chamber) is pleased to present the 2021 annual sponsorship opportunities, which outline the many sponsorships and marketing avenues available to promote and advertise your business.

For the Chamber to continue to grow and better serve the membership and community, we seek your active participation in our programs and events. Through a shared effort between the Chamber, our members and community, we can continue to increase our membership services and provide additional credibility, marketing and promotional opportunities for you and your business.

The Chamber continually strives to earn the support of our members and to make the Chamber a vital investment.



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## Mission Statement

The purpose of the Greater Seminole Area Chamber of Commerce is to promote and support new and existing businesses through a wide variety of resources, while building a strong community through civic engagement, outreach programs, and various local events.

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## Keys to Success

The key to our success is You! As a member of our Chamber, your virtual, financial, and physical involvement keep the Chamber running so we are able to achieve our mission. With your support, we are able to create new programs and events that drive community, leadership, business and personal development.

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2020

# SPONSORS

Thank you to our 2020 sponsors! Whether you were an annual or event sponsor, you helped the Greater Seminole Area Chamber of Commerce bring opportunity to businesses and the community, while promoting your business. We appreciate your support, commitment and generosity in supporting business, building community and promoting growth.



## SPECIAL THANKS to our PARTNERS



# CHAMBER GOALS

## — Business and Entrepreneur Development



Foster existing business development opportunities and further incorporate new resources and education for small business and entrepreneur development through Chamber and Foundation initiatives.

## — Communication & Marketing



To continue current strategies and improve upon them by fostering interaction with prospective members, members, and the community.

## — Business & Community Development & Civic Partnerships



Continue to host, when possible, safe, meaningful, well attended networking opportunities and community events, via in person or virtual, in order to increase support of local businesses and organizations.

## — Membership & Retention



Retain the current 300 members and increase membership.

# EVENT STRUCTURE

## Signature Events

Historically the Chamber has provided events and networking activities for the benefit of our members and the community. While we classify events in one category, each event provides growth and economic success for our community and members. These events provide unique, high profile opportunities to showcase leading area businesses.

## Business

- Annual Awards Dinner
- Annual Golf Tournament
- Monthly Business Breakfast
- 1st Thursday Networking Mixers
- The Quarterly Luncheons Series
- Go Local Business Expo
- Bi-Monthly Chamber 101: Maximizing Your Membership

## Community

- Seminole Stampede 5K and 1K fun run & Health and Fitness Expo
- Tribute To Teachers Breakfast
- Kids Appreciation Day

In addition to these regularly planned and scheduled Signature Events, the Chamber welcomes opportunities to celebrate new business and upgrades through ribbon-cuttings, grand openings, re-openings, training and meet-and-greets all throughout the year.

# VOLUNTEER GUIDE

One of the best things you can do to support the Seminole Chamber and, thus, the Greater Seminole Area community and businesses, is choosing a sponsorship package that benefits you. With that said, we understand this isn't in the budget for every business. So, the next best help is giving us your time.

Chamber volunteers help the heart of the organization beat. Committees are what help organize and grow the Chamber. Committee members plan negotiate and brainstorm new ideas while maintaining traditions found in Greater Seminole.

## Events

**Annual Dinner & Awards** Committee  
**Stampede** Committee  
**Tribute To Teachers** Committee  
**Go Local Business Expo** Committee  
**Kids Appreciation Day** Committee  
**Annual Golf Tournament** Committee

## Community

**Marketing & Networking** Committee  
**Ambassador** Committee  
**Entrepreneur & Small Business Development** Committee  
**Economic Development** Committee  
**Restaurant, Hospitality & Entertainment Industry** Group  
**Retail & Service Industry** Group  
**Women Own Network (WON)** Group

To learn more about the Chamber's volunteer opportunities, dive into our 2021 Volunteer Guide or visit [MySeminoleChamber.com/volunteer-opportunities](http://MySeminoleChamber.com/volunteer-opportunities)



**NOTE:** The prices listed in this guide reflect active membership status. Non-member prices are subject to be higher.



# Sponsorship Opportunities

**Annual Events | Quarterly Events | Bi-Monthly Events | Monthly Events**



# ANNUAL EVENTS

## Business 1/3

### Annual Awards Dinner

The theme changes every year, but the purpose is the same. This event is to honor individuals and businesses who provide exceptional service and contributions within the Seminole Community! During this black tie event, we honor fellow chamber members and present awards to the 2020 Business of the Year, Boss of the Year, Merit winner, and the Prestigious Mr./Ms. Seminole honoree! Additional awards will be added this year.



#### Audience

Estimated attendance of 150+ community and business leaders from the Greater Seminole Area.

#### Presenting Event Sponsor

**\$1500**

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Annual Seminole Chamber Awards Dinner..."

- Featured on all event promotions
- Event signage
- Printed invitations and program
- Opportunity to speak at event
- Reserved VIP seating for 6 in premier location
- Recognition on custom page on Chamber website
- Chamber e-Newsletter
- Photo gallery
- Listed in pre- and post-event press releases
- Listed on media, social media content

#### Individual Awards Sponsor

You will be the named sponsor for the award you choose.

For an example, "The [Company Name] Business of the Year award goes to..."

**\$200**

Awards: Business of the Year | Boss of the Year | Best Customer Service | Minority Business of the Year | Rookie Business of the Year

# ANNUAL EVENTS

## Business 2/3

### Annual Golf Tournament

This event is one of our major money-raisers, taking place in the fourth quarter of the year! Golfers can participate in several contests and, after playing, congregate for dinner and awards! Proceeds are used to fund the Chamber Small Business Education Foundation, which provides numerous resources and programs to support business growth in our community, as well as other education.



#### Audience

Estimated attendance of up to 80 golfers, plus spectators, volunteers and vendors.

#### Presenting Event Sponsor

**\$2500**

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Annual Seminole Chamber Golf Tournament..."

- Featured on all event promotions
- Event signage
- Printed flyers and invitation post card
- Opportunity to speak at event
- Reserved VIP seating for 10 in premier location
- Recognition on custom page on Chamber website
- Chamber e-Newsletter
- Photo gallery
- Listed in event press releases

#### More Sponsorship Levels

##### Birdie Sponsor

**\$1250**

##### Ace Sponsor

**\$500**

##### Par Sponsor

**\$750**

##### Individual Sponsorships

**\$100-250**

For more details, visit [MySeminoleChamber.com/Golf](http://MySeminoleChamber.com/Golf)

# ANNUAL EVENTS

## Business 3/3

### Business Expo

The Go Local Business Expo is a B2B and B2C expo showcasing our Chamber members to the community! The event will feature more than 100 vendor booths in a format designed to provide a great return on investment for our participants. Take advantage of this opportunity to get your name in front of the leaders of the business community.



### Audience

Estimated attendance of this 2nd annual event is 200 attendees and more than 75 vendors at the event representing a wide range of industries. This event attracts business and community of every level.

### Presenting Event Sponsor

**\$1500**

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Annual Seminole Chamber Business Expo..."

- Featured on all event promotions, advertisements and online billboards
- Recognition on a custom page of the Chamber website
- Recognition on event program
- Your business logo printed on postcard invitations to all Chamber members
- Large display area in premier location seen by every attendee
- Opportunity to speak at event
- Chamber e-Newsletter
- Listed in event press releases
- Your business logo printed on Vendor sign up
- Opportunity to present door prizes at the event
- PrimeTime Business Expo photo gallery
- Promotion on social media

### Vendor Sponsor

**Chamber Member**

**\$125**

**General**

**\$150**

**Non-Profit**

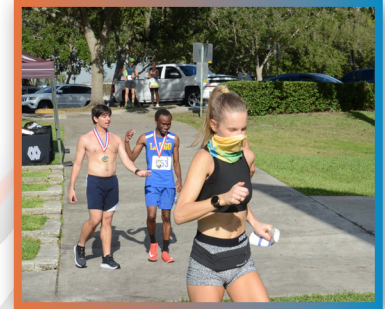
**\$50**

# ANNUAL EVENTS

## Community 1/3

### Seminole Stampede 5K and 1K fun run & Health Expo

During the first quarter of the year, businesses and runners join us from all over for an exciting morning with a 5K & 1-mile event with vendors and family fun! Runners, power walkers and race walkers of all ages are all welcomed at this sanctioned race. Proceeds benefit the Chamber of Commerce and the Chamber Small Business Education Foundation.



#### Audience

Estimated attendance of more than 250 runners, walkers, spectators and volunteers

#### Presenting Event Sponsor

**\$1500**

2 available

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Annual Seminole Chamber Stampede..."

- Featured on all event promotions, advertisements and online billboards
- Recognition on a custom page of the Chamber website
- Recognition on event program
- Your business logo printed on postcard invitations to all Chamber members
- Large display area in premier location seen by every attendee
- Feature spot on t-shirt given to participants
- Opportunity to speak at event
- Chamber e-Newsletter
- Listed in event press releases
- Your business logo printed on Vendor sign up
- Opportunity to present door prizes at the event
- Promoted in photo gallery
- Promotion on social media

#### More Sponsorship Levels

**Title**

**\$750**

**Partner**

**\$150**

**Leading**

**\$350**

**Spectator**

**\$25**

# ANNUAL EVENTS

## Community 2/3

### Tribute to Teachers Breakfast

This festive occasion, occurring during the second quarter of the year, provides the business community the opportunity to recognize a teacher from each of the educational institutions in the Seminole area. These instructors are symbolic of the hundreds of teachers who make outstanding contributions daily to the children in our community. Proceeds benefit the Chamber Small Business Education Foundation.



#### Audience

Estimated average participation of 125 teachers and their families, educational leaders and community members

#### Presenting Event Sponsor

**\$1500**

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Seminole Chamber's Annual Tribute to Teachers..."

- Recognition on all promotional materials
- Recognition in Chamber In Motion newsletter
- Company name listed on all post-event press releases
- Opportunity for representative to speak at event
- Recognition on ValdostaChamber.com
- Star Banquet photo gallery
- Recognition on invitation
- Recognition on STAR Banquet webpage

#### More Sponsorship Opportunities

##### Honor Roll Sponsor

**\$500**

##### Sponsor a Teacher

**\$15**

##### Principal's List Sponsor

**\$250**

##### Sponsor a Gift Bag

**\$25**

Cover the cost of a teacher's breakfast at this event! Your sponsee will thank you.

Donate cash, gift, or gift card of this amount which will be included in gift bag.

# ANNUAL EVENTS

## Community 3/3

### Kids Appreciation Day

This is an end of the year annual celebration, on the last day of school, honoring Seminole area elementary students. This event aims to reward local elementary age students for a job well done on the last day of school, while also promoting summertime safety. In previous years, over 300 elementary school-aged children attended this event and many area businesses and civic organizations participated in this unique and fun-filled day for the kids.



#### Audience

Estimated average attendance of more than 200 K-5th graders and their families on the last day of school

#### Presenting Event Sponsor

**\$1500**

2 available

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Seminole Chamber's Annual Kids Appreciation Day..."

- Featured on all event promotions, advertisements and online billboards
- Recognition on a custom page of the Chamber website
- Recognition on event program
- Your business logo printed on postcard invitations to all Chamber members
- Large display area in premier location seen by every attendee
- Opportunity to speak at event
- Chamber e-Newsletter
- Listed in event press releases
- Your business logo printed on Vendor sign up
- Opportunity to present door prizes at the event
- Promotion on social media

#### More Sponsorship Opportunities

**Vendor**

**\$75**

**Bike Sponsor**

**12 available**

**Contest Prize Donation**

**\$25-50**

Cash, prize or gift card

# QUARTERLY EVENTS

## Quarterly Luncheon

Occurring once each quarter, this luncheon gives the opportunity for the business and community to connect while hearing from speakers on relevant topics related to local business and community. The 2021 series will take place in February, May, September and November.



### Audience

Estimated average attendance of 75+ attendees, community leaders, chamber board members, members and residents per event.

### Presenting Event Sponsor

**\$1500**

2 available

Includes 2 out of 4 of the luncheons

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Seminole Chamber's Quarterly Luncheon: Installation..."

- Featured on all event promotions, advertisements
- Recognition on event program
- Your business logo printed on postcard invitations to all Chamber members
- Opportunity to provide opening or closing comments at event
- Chamber e-Newsletter
- Listed in event press releases
- Promotion on social media





# BI-MONTHLY EVENTS

## Chamber 101

Chamber 101 is an informational event for new members, veteran members, and anyone curious about joining the Chamber. Hands-on training is offered during this time to ensure members are maximizing their membership by learning about all the opportunities the Chamber has to offer!



### Audience

Estimated average small group attendance of 5-20 member prospects, new members and renewed members.

### Presenting Event Sponsor

**\$1000**

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Seminole Chamber's Chamber 101..."

- Your business logo printed on postcard invitations
- Promotional signage with logo at all 6 events
- Opportunity to provide opening or closing comments at event
- Chamber e-Newsletter
- Opportunity to provide information and promotional items to attendees

### Benefits

Opportunity to introduce your business to new and renewing members and member prospects. Many prospects are new businesses, new to the area, or are just looking to learn about area business!



# MONTHLY EVENTS

1/2

## Business Breakfast

The topic changes every month, but each breakfast's goal is to offer various types of training to the business community. Ranging from social media and networking training to better business practices, such as in accounting, HR, marketing, networking and more.



### Audience

Estimated average attendance of 15-30 business people looking for training to help grow their business.

### Presenting Event Sponsor

**\$1500**

You will be the named sponsor for the event.

For an example, "[Company Name] presents the Seminole Chamber's Business Breakfast..."

- Your business logo printed on postcard invitations
- Opportunity to provide opening or closing comments at event
- Chamber e-Newsletter
- Promotional signage with logo at all 10
- Listed in event press releases
- Promotion on social media
- Opportunity to provide information and promotional items to attendees



# MONTHLY EVENTS

2/2

## 1st Thursday Networking Mixers

This high-energy, after-hours event is held at a Chamber member's business. It is scheduled, monthly, from 5-7 p.m., with a cocktail reception that is ideal for networking. There is no charge for this event. All cost for food, drinks and cocktails will be absorbed by the host member.



### Audience

Estimated average attendance of approximately 35-50+ business people.

### Presenting Event Sponsor

Must be a Chamber member

**No Charge**

Includes one (1) mixer

The host member has the option to contribute \$250 for catering/beverage costs or provide all food, drinks and cocktails for at least 40 attendees.

- Exclusive Event
- Featured on all event promotions
- Event held at your location
- Opportunity to speak at event
- Printed postcards mailed to 1,100+ members
- Recognition on Chamber's event calendar
- Chamber e-Newsletter
- Business After Hours photo gallery
- Promotion on social media

### Benefits

These monthly mixers are excellent opportunities for you to showcase your company, services, products and/or facility. Sponsors have the option to distribute product samples and promotional materials, while also receiving time to address the attendees.

# DAILY

## Go Local Go BIG Business of the Week

A program designed to honor and feature Chamber members in order to support the Chamber's shop local campaign, Go Local, Go BIG, "Buy in Greater Seminole." The Chamber consistently asks the community to shop at local retailers, restaurants and especially local small businesses.



### Audience

Estimated average exposure is 2500+ social media followers, over 300 member emails, and the community.

### Presenting Program Sponsor

**\$1000**

49 weeks

You will be the named sponsor for this year's program.

For an example, "[Company Name] presents this week's #GoLocalGoBIG Business of the Week..."

- Your business logo at the top of all social media promotions
- Your testimonial about the importance of shopping local
- Chamber e-Newsletter
- Business logo at the top of the Business of the Week, displayed at the winners business



# BUSINESS OF THE Week



# Pre-Packaged Promotional Plans

Instead of sponsoring one event, we offer opportunities to be an overall Chamber sponsor partner. These packages allow businesses to plan programming and marketing for the next 12 months with the Chamber. For an annual investment of \$2,000 or more, your company will receive advertising including and beyond individual event sponsorship.

Looking to become a sponsor partner and sponsor an individual event? A-la-cart marketing and promotional packages can be created at a negotiated cost.



# CHAIRMAN'S CIRCLE

**\$5000**

3 available

Annual membership (Up to 5 representatives)	>640
Chamber Chairman's Sponsor signage at every events	Invaluable
Logo and listing as Chamber Chairman's partner displayed in Chamber lobby	\$500
Website banner ad and link on homepage for 12 months	\$500
Listed on major Chamber event marketing materials as a Chairman 's Partner	\$1000
Weekly e-blast listing and link in Sponsor area	\$1000
Two tickets to every Chamber lunch & dinner	\$500
Feature article about business in Chamber newsletter	\$250
Opportunity to host Networking Mixer at business location, or co-sponsored at another business	\$200
Booth at the Business Expo with prime placement at event	\$250
Two participants in the Seminole Stampede	\$50
12 exclusive e-blasts	\$360
Full page ad in each Quarterly Newsletter	\$600
Featured in various social media posts and exclusive shout-outs	\$500
Promotional products in event goodie bags (when available)	Invaluable

Estimated Value: \$6,000

# EXECUTIVE PARTNER

**\$3000**

4 available

Annual membership (Up to 5 representatives)	>640
Listed sponsor at all major events (includes Listing & logo on all event materials and banner)	Invaluable
Feature article in chamber newsletter	\$300
Logo and listing as Chamber Executive partner displayed in Chamber lobby	\$500
Website banner ad and link for 12 months	\$300-500
1/2 page ad in each quarterly newsletter	\$400
Monthly e-blast listing and link in Sponsor area	\$500
Two tickets to every Chamber lunch & dinner	\$250
Two participants in annual golf tournament & the Seminole Stampede	\$300
6 exclusive e-blasts	\$150
Listed on all Chamber event marketing materials as Executive Partner	Invaluable
Booth space in Business Expo	\$175
Prime "Placement" at events (where applicable)	Invaluable
Opportunity to host Networking Mixer at business location or co-sponsored at another business	\$200
Mention in social media marketing and exclusive shoutouts	\$500

**Estimated Value: \$4,000**

# PREMIUM PARTNER

**\$2000**

4 available

Annual membership (Up to 5 representatives)	>640
Logo and listing as Chamber Premium Partner displayed at every event	Invaluable
Feature article in chamber newsletter	\$300
Logo and listing as Chamber Premium Partner displayed in Chamber lobby	\$500
Website banner ad and link for 12 months	\$300-500
1/4 page ad in each quarterly newsletter	\$400
Monthly e-blast listing and link in Sponsor area	\$500
One Ticket to Awards Banquet & 4 Quarterly Lunch Series	\$250
One participant in annual Golf Tournament & Stampede	\$150
6 exclusive e-blasts	\$150
Opportunity to host Network Mixer at business location or co-sponsored at another business	\$200
Booth space in Business Expo	\$175
Prime "Placement" at events (where applicable)	Invaluable
Opportunity to host Networking Mixer at business location or co-sponsored at another business	\$200
Mention in social media marketing	\$250

Estimated Value: \$3,300



# MORE MARKETING & ADVERTISING

## E-Blasts

Please provide information one week in advance.

### 1 blast

**\$30** for members  
**\$40** for non-members  
**\$15** for non-profits

### 4 blasts

**\$90** for members  
**\$128** for non-members  
**\$60** for non-profits

### Banner Ads

Must be about 1920 x 288 pixels.  
Prices are for 4 consecutive e-blasts.  
Political requests, see non-member pricing.  
Choose between Tues, Fri, or Reminder e-blasts

### Top Banner

**\$25** for members  
**\$35** for non-members  
**\$15** for non-profits

### Bottom Banner

**\$15** for members  
**\$25** for non-members  
**\$10** for non-profits

## Chamber Website

Prices include 1 ad for 12 months and can be changed 4 times a year. Ads placed at the bottom of page are \$75 off listed price. You will need to provide us with your ad or logo. If you need help with your ad or logo, our graphic artist can create a custom design for you for an additional fee of \$35-\$50. Page views reflect average over a full year (APV).

### Homepage

**\$500**  
+4,000 APV

### Directory

**\$500**  
+1,000 APV

### Calendar/Registration Join Chamber

**\$300**  
+3,000 APV

**\$150**  
+1,000 APV

Don't see the page you want? *Contact us!*

## Newsletter

Newsletters are printed and mailed to members quarterly. Prices are per newsletter. Businesses provide graphics for ad placement. Minimum 350 printed copies needed for full page inserts. Our graphic artist can create a custom design for you for an additional fee of \$35 to \$50, depending on the project.

### Business Card Ad

(2.5"x 4.25")  
**\$25**

### 1/4 Page Ad

(5.25"x 4.25")  
**\$50**

### 1/2 Page Ad

(5.25"x 8.25")  
**\$100**

### Full Page Ad

(10.75"x 8.25")  
**\$150**

### Full Page Insert

(8.5"x 11")  
**\$25**

FIND MORE OPPORTUNITIES ON OUR WEBSITE


**MySeminoleChamber.com | (727) 392-3245 |**






**SUPPORTING BUSINESS | BUILDING COMMUNITY | PROMOTING GROWTH**



 **(727) 392-3245**

 **MySeminoleChamber.com**

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