Sponsorships 2013

ALTOONA AREA CHAMBER OF COMMERCE

An investment in the future of your business!

Providing Opportunity. Encouraging Growth.

Membership Blog

In a nutshell: The Altoona Area Chamber of Commerce has added many new features to www.altoonachamber.org and we want to let you in on all of the great features it has to offer. With this sponsorship you will be allotted one month of full access to our RSS feed! Share your insights on your industry or helpful tips for our business membership and area residents. Control your message, be the author!

Membership Blog…… $150 ___(per month)

- Ability to author and post unlimited blog entries to the Altoona Chamber of Commerce website for one month.
- Limit of 12 sponsorships available.

Hot Deals

In a nutshell: You don't have to be a "super coupon-er" to love a great deal… everyone loves a coupon, a special or a discount. Utilize our website to advertise your company's latest promotion. The fee gets you a full month of ad space under our "Hot Deals" section of our website. Update or change the special as often as you want!

Hot Deals Advertisement…… $250 ___(per month)

- Promotion runs for full month.
- Unlimited number of spots available.

Business 101

Who says you cannot teach an old dog new tricks? Here at the Chamber we believe in continuing education and professional betterment. Within a 90 minute period of time with one of our topic experts, you will have the ability to learn and implement a new skill by the time lunch is over!

Business 101 Sponsor……...$100 ___ (no limit)

- Sponsor our latest event to heighten knowledge & serve as continuing education for our businesses.
- Choose from a variety of topics to sponsor: Healthcare, Business Blogging, Facebook Management, Reputation Management, Investments, SEO & Web Development
- Have your company logo featured on all pre-event promotional materials.

Meet Your Business Partner Postcards

In a nutshell: It's not unusual to send a postcard to family and friends showcasing the exotic locale where you're vacationing. With our "Meet Your Business Partner" postcards you can tactfully remind Chamber members that your business is better than Bora Bora and generously invite them to join you. It's a win-win!

Meet Your Business Partner Postcards…… $175 ___ (limit 12)

- Supply the information and 1 photo you would like to highlight on your post card.
- Chamber will build postcard and proof to your business for approval.
- Printing and mailing to all primary contacts of everyone in our membership.
- Limited to 12 sponsorships, 1 per month.

Local Business After Hours

In a nutshell: It has been said that nothing good happens after 2 a.m., but great things happen after work. You can showcase your business for a special event or to present an office update or new location! We'll send invites to our exclusive VIP list (a.k.a. membership) and you can invite area professionals into your business for the social event of the season!

Local Business After Hours……..... $175___ (per event)

- Promotion of your Business After Hours in the Friday Flash weekly e-mail blasts and posts on our Facebook and Twitter.
- Individualized flier built by the Chamber, emailed out twice to all of membership.
- Includes one set of mailing labels to send out your invitation via US Postal Service.

2012 Business Tune-Ups

In a nutshell: Held three times a year (February, June and September), these educational sessions allow your business to take a step back and get refreshed on a variety of topics devoted to professional development.

Business Tune-Up Sponsor…… $100___ (per event)

- Invest in the professional development of your fellow business colleagues.
- Sponsorship includes one Business Tune-Up, held three times a year (February, June and September)
- Sponsor can hang banner at Business Tune-Up, introduce guest speaker, and provide marketing materials on tables.
- Logo will be included on event registration materials.
- 3 sponsorships available. Limit of 2-3 per session.

Annual Membership Awards Dinner, 2013 Masquerade Ball

In a nutshell: Annual Dinner is the social event of the year. Not only will you keep up with the Jones, but also the Smiths and the Martins! This is a who's-who of our business membership not to be missed. This year includes the added benefit of not actually having to look at anyone's faces as they will be shielded by a masquerade mask. Whether we can see your face or not, there's no disguising a fun-filled evening!

Premier Sponsorship……... $5,000__(unavailable)

- Event branding rights and a reserved table of 8 in a prime location.
- Acknowledgement of your business from the podium during the program.
- Business logo on the scrolling PowerPoint throughout the evening.
- Your logo included on more than 500 invitations sent to Chamber members through the US mail.
- Your company name included in Friday Flash weekly e-mail blasts, your logo listed on the electronic invitation posted to Chamber Web site and your logo on all pre-event marketing.

Wine Sponsor…….. $1,000 ___ (limit 2)

- Acknowledgement of your business from the podium during the program.
- Business logo on the scrolling PowerPoint throughout the evening.
- Your company name included on more than 500 invitations sent to Chamber members
- Your company name included in all pre-event marketing.
- Business name on tag of all wine bottles

Outstanding Citizen of the Year Award Sponsor……... $300 ___ (limit 2)

- Presented to the winner by the SEP community, this sponsorship has a long "shelf-life" because the sponsor's company name will be printed on the plaque awarded.
- Acknowledgement of your business from the podium during the program.
- Business logo on the scrolling PowerPoint throughout the evening.
- Your company name included on more than 500 invitations sent to Chamber members through the US mail.
- Your company name included in Friday Flash weekly e-mail blasts, your logo listed on the electronic invitation posted to Chamber Web site at and your logo on all pre-event marketing.
- Presentation of the Award at the Annual Dinner.

Small Business Award Sponsor…… $300 ___ (limit 2)

- This sponsorship has a long "shelf-life" because the sponsor's company name will be printed on the plaque awarded.
- Acknowledgement of your business from the podium during the program.
- Business logo on the scrolling PowerPoint throughout the evening.
- Your company name included on more than 500 invitations sent to Chamber members through the US mail.
- Your company name included in Friday Flash weekly e-mail blasts, your logo listed on the electronic invitation posted to Chamber Web site and your logo on all pre-event marketing.
- Presentation of the Award at the Annual Dinner.

Social Hour Napkin Sponsor…… $200 ___ (limit 1)

- Looking for a unique twist to your sponsorship? Put your company logo on a cocktail napkin given out at two cash bars during the social hour as well as on signage at each cash bar the night of the event.
- On the night of the event, your company will be acknowledged from the podium and your logo will be on the scrolling PowerPoint.

Altoona's Premier Wine Event

In a nutshell: Altoona's Premier Wine Event may only be in its third year of existence, but it is as mature as the fine Iowa wines it promotes. This event is truly one of the greatest values Altoona has to offer: the cost of admission gets you an evening of wine samples, a cheese spread, free entertainment and great company. In an increase from previous years, last year saw well over 100 attendees and our numbers are likely to keep growing!

Premier Sponsor…… $1,000__(unavailable)

- Branding rights of the event and host location
- Logo printed on 500+ invitations sent out through the US mail.
- Logo on each individual ticket printed and sold (estimating 200+ tickets).
- Logo on winery listing booklet given to each guest and banner the night of the event.
- Logo on all pre-event marketing (print advertisements, online, etc.) & banner on display at event.
- 2 complimentary tickets to Altoona's Premier Wine Event.

Presenting Sponsor……$500 ___ (limit 3)

- Logo printed on 500+ invitations sent out through the US mail.
- Logo on each individual ticket printed and sold (estimating 200+ tickets).
- Logo on winery listing booklet given to each guest and banner the night of the event.
- Logo on all pre-event marketing (print advertisements, online, etc.) & banner on display at event.
- 2 complimentary tickets to Altoona's Premier Wine Event.

Event Take Away Sponsor…… $250 ___ (limit 2)

- Logo printed on Event Take Away given to the first 100 guests.
- Company name printed on 500+ invitations sent out through the US mail.
- Company name printed on winery listing booklet given to each guest and banner at event.
- Company name on all pre-event marketing (print advertisements, online, etc.)

Entertainment Sponsor (50% benefits SEP High School Music Dept.)……... $100 ___ (limit 3)

- Company name printed on 500+ invitations sent out through the US mail.
- Company name printed on winery listing booklet given to each guest and banner the night of the event.
- Company name on all pre-event marketing (print advertisements, online, etc.)

Chocolate Sponsor……. $250 ___ (limit 1)

- 200 chocolate coins from Over the Top with logo printed on chocolate
- Company name printed on 500+ invitations
- Company name on pre-event marketing promotional materials

"Cheers to you!" Wine Sponsor…… $25 ___ (unlimited)

- Sponsorship provides door prize for winning attendee
- Fee used to purchase bottle of wine from local winery
- Logo appears on prize drawing entries and on gift tag on wine

Annual Golf Outing

In a nutshell: You probably thought golf was about mixing plaid pants and argyle sweaters until Tiger Woods came along and revealed the true colors of the sport. Golf is undoubtedly the sexiest sport on the planet and this is your chance to capitalize on its runaway popularity.

Platinum Sponsor…….. $800 ___ (limit 3)

- All-inclusive 4-some team entry, 4 mulligans, 8 raffle tickets, 4 meal tickets, and 8 drink tickets! VIP reception with beer and lunch prior to tee off.
- Includes a gold tee sponsorship (please see details below).
- Business name on 500+ invitations and all other pre-event marketing (Friday Flash, email blasts, website, etc.)
- Business name on table signs during the meal.

Golf Cart Sponsor…….. $600 ___ (limit 3)

- Be the mobile and visible sponsor and have your logo on every golf cart on the course! (74 carts in 2011)
- Business name on 500+ invitations and all other pre-event marketing (Friday Flash, email blasts, website, etc.)

Beverage Cart Sponsor…….. $300 ___ (limit 4)

- Help keep everyone's beverages cold and give them something to take home as a souvenir! Have your business name on the koozies given to each golfer!
- Business name on 500+ invitations and all other pre-event marketing (Friday Flash, email blasts, website, etc.)

Golf Ball Sponsor……... $300 ___ (limit 1)

- Really be part of the action! Have your business logo printed on the golf balls given to each golfer that day! 150 golf balls imprinted.
- This sponsorship also includes your company logo on more than 500 invitations sent to Chamber members through the US mail and on all pre-event marketing (Friday Flash, advertisements, online, etc.)

Gold Tee Sponsor ……..... (17% savings!)$250 ___ (limit 18)

- Sponsor a hole that day and join in the fun! Display your company banner, hold a contest, set up a table and give away promotional itemsYour business logo will be printed on a tee box sign.
- Business name on table signs during meal
- Business name on 500+ invitations and all other pre-event marketing (Friday Flash, email blasts)

Silver Tee Sponsor……(25% savings!) $150 ___ (limit 18)

- Unable to be out on the course but would still like to get your name out there? Silver is still a winner in our book! Your business logo will be printed on a tee box sign shaped as a golf cart and posted at a hole.
- Business name on table signs during meal.

Gift Basket Sponsor…… …..$50 ___ (unlimited)

- Include your company information in a fun, theme gift basket! You can include fliers, brochures, business cards etc. or donate $50 and have the Chamber create the basket for you! Your gift basket will be given away in a raffle drawing that evening.

Gift Basket Donor……YES! I wish to donate a gift basket ___ (unlimited)

- Include your company information in a fun, theme gift basket! You can include fliers, brochures, business cards etc. Your gift basket will be given away in a raffle drawing that evening.

Teacher Appreciation Breakfast

In a nutshell: Ever heard of an apple for the teacher? Well here at the Altoona Area Chamber of Commerce we believe in going above and beyond a single piece of fruit. To give thanks to our teachers we provide them with a catered breakfast of coffee, juice, bagels and muffins to get their school year off to a great start. Don't be a dunce, unleash your inner teacher's pet and sponsor this event!

Premier Sponsor…… $500 ___ (limit 1)

- Event branding rights (example: Southeast Polk Teacher and Staff Appreciation Breakfast, Premier Sponsor—your company name).
- Your business name and logo will be on the program the day of the event and the goodie bag distributed to more than 500 teachers and staff of the Southeast Polk Community School District.
- A limit of two people from each sponsoring business is welcome to volunteer to serve breakfast
- Company name on all pre-event marketing (Friday Flash, advertisements, online, etc.)

Presenting Sponsor……$300 ___ (limit 2)

- Event branding rights (example: Southeast Polk Teacher and Staff Appreciation Breakfast, Premier Sponsor—your company name).
- Your business name and logo will be on the program the day of the event and the goodie bag distributed to more than 500 teachers and staff of the Southeast Polk School District.
- A limit of two people from each sponsoring business is welcome to volunteer to serve breakfast to the educators.
- Company name on all pre-event marketing (Friday Flash, advertisements, online, etc.)

Bag & Breakfast Sponsor…….. $150 ___ (limit 17)

- Get your company in front of the masses by putting your logo on the goodie bag distributed to more than 500 teachers and staff of the SE Polk School District.
- Your business name will be on the program the day of the event.
- A limit of two people from each sponsoring business is welcome to volunteer to serve breakfast to the educators.
- Company name on all pre-event marketing (Friday Flash, advertisements, online, etc.)

Breakfast Sponsor…….$100 ___ (unlimited)

- Thank the educators who are shaping our student's future. This sponsorship includes your business name on a program the day of the event
- A limit of one person from each sponsoring business is welcome to volunteer to serve breakfast to the educators.
- Company name on all pre-event marketing (Friday Flash, advertisements, online, etc.)

Taste of Altoona

In a nutshell: Don't get "Chopped" from one of Altoona's favorite events. We're not looking for "The Next Iron Chef," just the type of fare that could be found at any "Diner, Drive-in or Dive." So prep your food, your booth and your promotional materials and get ready to meet your fans!

Gold Sponsor……..$500 ___ (limit 4)

- Have your booth seen first! This sponsorship includes booth placement right outside the main entrance door, meaning everyone that attends will see you first!
- This package also includes your booth registration fee and 10 tickets to the event.
- Logo on all pre-event marketing including fliers, Friday Flash, etc.

Silver Sponsor…… $250 ___ (limit 5)

- This package secures you excellent booth placement, right inside the main door!
- Sponsorship includes your booth registration fee and 10 tickets to the event.
- Logo on all pre-event marketing including fliers, Friday Flash, etc.

Booth Sponsor…… $120 ___ (limit 66)

- Sponsorship fee automatically includes electricity hook-up & power strip.
- Sponsorship includes your booth registration fee and 10 tickets to the event.
- Business name on all pre-event marketing including fliers, Friday Flash, etc.

Exclusive Prize Drawing Sponsor…… $500 ___ (limit 1)

- Logo on all pre-event marketing including fliers, Friday Flash, etc.
- Company name on 1,500 printed tickets sold for event
- Announced as donor of Taste of Altoona prize drawing to 1,500 people in attendance

Taste of Altoona Tote Bag Sponsor……. $500 ___ (limit 3)

- You company logo printed on tote bag presented to first 500 attendees
- Company name on all pre-event marketing materials
- Sponsorship includes 10 tickets to the event.

The fun doesn't stop there…
ADDITIONAL MARKETING OPPORTUNTIES

Membership Labels…….. $100 ___ (per set)

- A set of Altoona Area Chamber of Commerce primary contact address labels.
- Contact information will only be sold in label form to ensure one time use.
- Labels are not sold to non-Chamber members.

2012 Discover the Chamber Newsletter Ad…… $200 or $250 ___

- Have your business ad in the Chamber Newsletter distributed bi-monthly each year.
- Discover Your Chamber Newsletter is a 4-page newsletter with inserts that include the President's Letter, upcoming events, member accomplishments, and much more! The newsletter is distributed both electronically and as a paper copy.
- The **$200** sponsorship includes your ad in both the paper copy and electronic copy.
- The **$250** sponsorship includes the above listing and a hyperlink to your business Web site on the electronic copy.

Friday Flash Advertising……$300 ____ (limit 3)

- Take advantage of this sponsorship! Get in front of the entire membership on a weekly basis.
- Beginning January 1, 2013, and going through December 31, 2013, have your business logo listed on the weekly Friday Flash e-mail blast. The Friday Flash notifies members of upcoming events and happenings within the membership.

Not sure which sponsorship is right for you? Set up an appointment with Melissa or Anne and we'll help you determine which sponsorships fit your business goals and how to put your money to work! Call 515-967-3366.

Don't forget to like us on Facebook! www.facebook.com/altoonachamber

Follow us on Twitter @Altoona_Chamber

ORDER FORM

Membership Blog…… $250 ___(per month)

Hot Deals Advertisement…… $150 ___(per month)

Business 101……. $100 ___ (per event)

Meet Your Business Partner Postcards……. $175 ___ (limit 12)

Local Business After Hours……..... $175___ (per event)

Business Tune-Up Sponsor……... $100___ (per event)

Annual Dinner

Premier Sponsorship……. $5,000__(unavailable)

Wine Sponsor……. $1,000 ___ (limit 2)

Outstanding Citizen of the Year Award Sponsor……... $300 ___ (limit 2)

Small Business Award Sponsor…… $300 ___ (limit 2)

Franklin/ Newell Award…… $300 ___ (limit 2)

Social Hour Napkin Sponsor…… $200 ___ (limit 2)

Altoona's Premier Wine Event

Premier Sponsor…… $1,000__(unavailable)

Presenting Sponsor…… $500 ___ (limit 3)

Event Take Away Sponsor…… $250 ___ (limit 2)

Entertainment Sponsor (50% benefits SEP High School Music Dept.)……..... $100 ___ (limit 3)

Chocolate Sponsor……. $250 ___ (limit 1)

"Cheers to you!" Wine Sponsor…… $25 ___ (unlimited)

Golf Outing

Platinum Sponsor…….. $800 ___ (limit 3)

Golf Cart Sponsor…….. $600 ___ (limit 3)

Beverage Cart Sponsor…….. $300 ___ (limit 4)

Golf Ball Sponsor……... $300 ___ (limit 1)

Gold Tee Sponsor ……..... (17% savings!) $250 ___ (limit 18)

Silver Tee Sponsor……(25% savings!) $150 ___ (limit 18)

Gift Basket Sponsor…… $50 ___ (unlimited)

Gift Basket Donor……YES! I wish to donate a gift basket ___ (unlimited)

Southeast Polk Teacher and Staff Appreciation Breakfast

Premier Sponsor…… $500 ___ (limit 1)

Presenting Sponsor…… $300 ___ (limit 2)

Bag & Breakfast Sponsor…….. $150 ___ (limit 17)

Breakfast Sponsor……. $100 ___ (unlimited)

Taste of Altoona

Gold Sponsor…….. $500 ___ (limit 4)

Silver Sponsor…… $250 ___ (limit 5)

Booth Sponsor…… $120 ___ (limit 66)

Exclusive Prize Drawing Sponsor…… $500 ___ (limit 1)

Taste of Altoona Tote Bag Sponsor……. $500 ___ (limit 3)

A la Carte

Membership Labels……... $100 ___ (per set)

2012 Discover the Chamber Newsletter Ad…… $200 or $250 ___

Friday Flash Advertising…… $300 ___ (limit 3)

TOTAL _____

Please return this complete ORDER FORM to:
Altoona Area Chamber of Commerce
119 2nd Street S.E.
Altoona, Iowa 50009
FAX: 515.967.3346
*Please make a copy for yourself!