



area chamber of commerce  
altoona

SUCCESS THROUGH  
**SYNERGY**

20 24

ALTOONA AREA CHAMBER OF COMMERCE

# MEMBERSHIP MARKETING



## Events Calendar Sponsor: \$700 (2)

The Altoona Area Chamber of Commerce's events calendar is one of the most extensive calendars in the area, helping community members make plans for the weeks to come. Have your logo place at the top of our Events Calendar for the duration of 2024 as our Events Calendar Sponsor! This provides great exposure and branding for your business.

## Website Sponsor: \$350.00 (4)

The Altoona Area Chamber of Commerce website gets thousands of unique visitors each year, locally and from all over the world, searching out information on our community, our entertainment district and our business members. Gain recognition for your business by sponsoring the "information hub" of Altoona. [www.altoonachamber.org](http://www.altoonachamber.org)

## The Breakroom Buzz: \$350 (8)

Beginning January 1st, 2024 through December 30th, 2024 your business logo will be published weekly in The Breakroom Buzz email blast sent to over 500 contacts. The Breakroom Buzz updates members on the upcoming events for the Chamber, our Members and the community!

## Bi-Monthly Newsletter: \$250 (8)

The Chamber Newsletter is loaded with local news, business tips and spotlights as well as the monthly events calendar and some sound advice from our current board President. The newsletter is distributed electronically to over 500 member contacts and shared to our website online. Your investment includes a hyperlink to your website - bringing readers directly to you!

## Members Select Deals: \$250 (6)

Hosting an event or promoting a special? Do we have the sponsorship for you. Pick one quarter of the year to promote your business to your fellow members! When you purchase our Member Select Deals, you will be able to craft your own email campaign (3 emails total) that will go out to over 500+ members. Build those business to business connections!

### Flyer Creation: \$50/Flyer



Utilize the Chamber Staff's expertise in marketing skills while drawing in the audience you desire to your events! The first flyer is complimentary.

### Social Media Consult: \$30/hr

Take your social media marketing to the next level with an in depth synopsis of your current marketing online and next steps for future growth.



### Monthly Content Calendar: \$60/month

This package includes a social media consultation and assistance on building out a monthly content calendar to help hold you accountable on reaching your full potential in the online space.

## BUSINESS 101

The way we do business changes every single day and it can be challenging to keep up with it all. The Altoona Chamber believes in continuing education and professional development, making all of us relevant in today's marketplace.

## Presenting Sponsor: \$100 (8)

- Business logo on any/all promotional materials
- Opportunity to address the class
- Opportunity to display marketing materials
- Opportunity to introduce guest professor

Brand your business by sponsoring one or more of these free classes.

Topics Including:

- Marketing Trends
- Social Media Workshop
- Benefits of the Hybrid Workplace
- Take Advantage of your Membership

# MEMBERSHIP ENGAGEMENT

## POWER LUNCH

Held two times a year (Spring and Fall), these luncheons will provide a professional speaker for motivation or personal and professional development or insights on the economic development of our area.

### Presenting Sponsor: \$600.00 (1 Spring; 1 Fall)

- Business logo on any/all pre-event promotions
  - Company banner displayed at event
    - 2 complimentary lunches
- Opportunity to welcome guests and 2 minute presentation about your business
  - Introduction of featured guest speaker
- Opportunity to provide marketing materials at guest tables

### Supporting Sponsor: \$250.00 (2 Spring; 2 Fall)

- Business name listed on any and all event promotions
  - 1 complimentary lunch
- Opportunity to provide marketing materials at guest tables
  - Opportunity to welcome guests at registration table

## WOMEN OF VISION

Women of Vision will inspire, educate and empower local business owners/managers to make a difference in their community while building relationships & supporting each other through networking and partnerships.

We host four luncheons with featured topics, speakers and/or panels.

### Presenting Sponsor - \$375 (6)

- Business logo on any/all event marketing materials
- Business logo on Event banner (must sign up by January 1, 2024)
- 2 Complimentary lunches (the luncheon your company sponsors)
- Welcome & Introduction for one luncheon to include brief bio about your business/project/startup
  - Introduction of Featured Speaker
  - Marketing materials provided for guest table
- Special bio on Altoona Area Chamber of Commerce website with event promotion

### Supporting Sponsor: \$175 (12)

- Business listing on any/all event marketing materials
- Business listing on Event banner (must sign up by January 1, 2024)
  - 1 complimentary lunch
- Opportunity to welcome guests at registration table

## ADDITIONAL OPPORTUNITIES



### Ribbon Cutting Sponsor: \$500 (1)

Each year the Chamber averages 15 Ribbon Cuttings. As our 2024 Ribbon Cutting sponsor, your logo will be placed on each certificate given to receiving businesses, brand recognition on social media platforms post ribbon cutting, and have the option to present the certificate to the business at the ribbon cutting.



# ANNUAL AWARDS DINNER



## Premier Sponsor - \$3,500 (1)

Event co-branding rights with Host Sponsor and tickets for four guests. Opportunity to address guests at the start of the program and introduce your business with a 5-7 minute short program. Your logo included on more than 500 invitations sent to Chamber members and community leaders. Your company name included in The Breakroom Buzz weekly email blasts and logo on all pre-event marketing as well as the program the night of.

## Cocktail Hour Sponsor - \$500 (2)

Be the business about town by sponsoring this fun Cocktail Hour. Your business will have signage at the bar and on each table top. Bring your top sales people and work the crowd!

## Outstanding Citizen of the Year - \$325 (2)

Presented to the winner nominated by the Altoona community. This prestigious award includes the sponsor's company name printed on the plaque awarded. Acknowledgement of your business from the podium during the evening. Business logo on the program at each place setting. Your company name included on more than 500 invitations sent to Chamber members. Your company name included in The Breakroom Buzz weekly e-mail blasts. Your company name listed on all pre-event marketing. Presentation of the Award at the Annual Dinner.

## Small Business Award Sponsor - \$325 (2)

Your company name will be printed on the plaque awarded and there will be acknowledgement of your business from the podium during the evening. Business logo will appear on the program at each place setting. Your company name included on more than 500 invitation sent to Chamber members. Your company name included in The Breakroom Buzz weekly e-mail blasts and on all pre-event marketing. Presentation of the Award at the Annual Dinner.

## Newell Franklin Award Sponsor - \$325 (2)

Your company name will be printed on the plaque awarded and acknowledgement of your business will be made from the podium during the evening. Business logo will appear on the program at each place setting. Your company name is listed on more than 500 invitations sent to Chamber members. Your company name will be included in The Breakroom Buzz weekly e-mail blasts and on all pre-event marketing. Presentation of the Award at the Annual Dinner.

## Young Professional of the Year - \$325 (2)

Your company name will be printed on the plaque awarded and acknowledgement of your business will be made from the podium during the evening. Business logo will appear on the program at each place setting. Your company name is listed on more than 500 invitations sent to Chamber members. Your company name will be included in The Breakroom Buzz weekly e-mail blasts and on all pre-event marketing. Presentation of the Award at the Annual Dinner.

## Entrepreneurial Spirit Award: \$325 (2)

Your company name will be printed on the plaque awarded and acknowledgement of your business will be made from the podium during the evening. Business logo will appear on the program at each place setting. Your company name is listed on more than 500 invitations sent to Chamber members. Your company name will be included in The Breakroom Buzz weekly e-mail blasts and on all pre-event marketing. Presentation of the Award at the Annual Dinner.

## Corporate Star Award: \$325 (2)

Your company name will be printed on the plaque awarded and acknowledgement of your business will be made from the podium during the evening. Business logo will appear on the program at each place setting. Your company name is listed on more than 500 invitations sent to Chamber members. Your company name will be included in The Breakroom Buzz weekly e-mail blasts and on all pre-event marketing. Presentation of the Award at the Annual Dinner.



## Impact Award Sponsor: \$325 (2)

Your company name will be printed on the plaque awarded and acknowledgement of your business will be made from the podium during the evening. Business logo will appear on the program at each place setting. Your company name is listed on more than 500 invitations sent to Chamber members. Your company name will be included in The Breakroom Buzz weekly e-mail blasts and on all pre-event marketing. Presentation of the Award at the Annual Dinner.

## Program Sponsor: \$225 (2)

Put your company logo on the back of the program positioned at each guest's table setting. Company name listed on more than 500 invitations sent to Chamber members. Your company name will be included in The Breakroom Buzz weekly email blasts and on all pre-event marketing.

## Social Hour Napkin Sponsor: \$200 (3)

Looking to soak up a little promotion? Put your company logo on a cocktail napkin given out at the bar during the social hour as well as on signage posted the night of the event. Your business will be listed on the event program.

## Table Decoration Sponsor: \$100 (12)

Brand the table to your businesses! Have some fun and decorate a table of 8 place settings for guests to enjoy at the 2023 Annual Awards Dinner.



Save the Date  
**APRIL 5TH, 2024**

# WINE & CRAFT BEER FEST

Altoona's Wine & Craft Beer Event celebrates 12 years of great sampling and neighborhood connections! It's as mature as the fine Iowa and California wines it promotes. The cost of admission brings you an evening of wine, beer & spirit samples, gourmet cheeses, fruits and crudités, entertainment and great company. Venue is the Enabling Garden.

## Premier Sponsor - \$1,500 (1)

Co-Branding rights of the event. Your Logo printed on 500+ e-vites, printed tickets and any/all pre-event marketing materials. You also receive four complimentary tickets to the event.



## Bag Sponsor - \$300 (3)

Have your logo on the bag given to the first 200-300 guests! Our guests asked & we're going to deliver! With your sponsorship, you'll receive one ticket to the event and be included in all pre-event marketing!

## Sippin' Sponsor - \$250 (3)

Have over 300+ guests wrap their hands around your logo on the event glass given to all who attend. Your business is listed on all pre-event marketing materials. You also receive two complimentary tickets to the event.

## Event Take Away Sponsor: \$250 (3)

Business logo printed on Event Take Away given to the first 200-300 guests. Your company name printed on 500+ e-vites and signage at the event. Your company name on all pre-event marketing. Two complimentary tickets!

## Photo Booth Sponsor - \$250 (4)

We're bringing the fun to Wine & Craft Beer Fest! Get the most out of your sponsorship and bring two volunteers to network your biz & have fun with our guests while they strike a pose! Business logo printed on 2x6 photo strips given to all guests who visit the photo booth. Sponsors are welcome to bring custom props, set out signage near the booth or hand out business cards and/or other marketing material at the booth. Signage at the event with your business name included!

## Entertainment Sponsor - \$200 (4)

Sponsor the entertainment who bring the positive vibes to the venue. Your logo is printed on the banner where everyone's attention is (on the entertainment)! Your company name printed on 500+ e-vites. Your company name listed on all pre-event marketing materials.

## Snackin' Sponsor - \$150 (3)

Provide something salty or sweet at the Wine & Craft Beer Fest & promote your business. You have the opportunity to provide marketing materials to guests. Your company name printed on 500+ e-vites and on all pre-event marketing promotional materials.

## Ticket Table Sponsor - \$100 (2)

Your company logo will appear on a custom feather flag...greeting guests as they arrive! Your company name printed on 500+ e-vites and on all pre-event marketing materials as well as the weekly Breakroom Buzz.

Save the Date **JUNE 7TH, 2024**



# GOLF OUTING

Our annual golf outing is one of our Chamber businesses' favorite events! This is a wonderful opportunity to promote your business and network with other Chamber Members. 9:30AM Shotgun Start!

**2024 Theme - AGA: Average Golfers Association Tournament**

## Platinum Sponsor: \$825 (8)

All-inclusive 4-some team entry, 4 mulligans, 4 lunch tickets, 8 raffle tickets and 8 drink tickets! Includes a gold tee sponsorship (please see details below). Business name on 500+ e-vites and all other pre-event marketing (The Breakroom Buzz, email blasts, website, etc.)

## Pin Flag Sponsor: \$650 (1)

Put your logo on each hole—guaranteeing all 144 golfers see your business, all day long!

## Towel Sponsor - \$500 (1)

Each golf towel will have your business name printed on it and will be distributed to each player! Business name on 500+ e-vites and all other pre-event marketing (The Breakroom Buzz, email blasts, website, etc.)

## Golf Cart Sponsor: \$450 (2)

Be the mobile and visible sponsor and have your logo on every golf cart on the course! Business name on 500+ e-vites and all other pre-event marketing (The Breakroom Buzz, email blasts, website, etc.)

## Golf Ball Sponsor: \$400 (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 business name on more than 500 e-vites sent to Chamber members and on all pre-event marketing. (The Breakroom Buzz, advertisements, online, etc.)

## Beverage Cart Sponsor: \$300 (4)

Help keep everyone's beverage cold and give them something to take home as a souvenir! Have your business name on the koozies given to each golfer and signage on all beverage carts! Business name on 500+ e-vites and all other pre-event marketing. (The Breakroom Buzz, email blasts, website, etc.)

## Specialty Drink Sponsor: \$300 (2)

Your logo will be printed on reusable cups that all of the Golfers will receive when they enjoy a Specialty Drink to get the day started. Logo on the signage at the table. Business name on table signs during meal and on 500+ e-vites and all other pre-event marketing (The Breakroom Buzz, email blasts, website, etc.)

## Gold Tee Sponsor: \$300 (10)

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 items. Your business logo will be printed on a tee box sign. Business name on table signs during meal and on 500+ e-vites and all other pre-event marketing (The Breakroom Buzz, email blasts, website, etc.)

## Silver Tee Sponsor: \$150 (18)

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 the tee-off. All participants will be given a bag filled with a 4-pack of lucky silver tees. Your business name will be printed on the bags. Great opportunity if you are not available to be out on the course.

## 19th Hole Sponsor: \$300 (2)

Sponsor the 19th hole or better known as the putting green during the hour long registration period and welcome! Great visibility near the club house. Logo included in pre-event marketing!

## Raffle Basket Sponsor - \$50

Be a part of this fun event and we will do all the work for you! Sponsor a basket for the Raffle Prize Drawing and the Chamber will fill it up / brand it for you. Special signage at the event during the dinner.

*Save the Date*

# JULY 12TH, 2024



# BACK TO SCHOOL BREAKFAST

To celebrate our SEP Community School District, educators and staff we provide them with a catered breakfast (and a fun mini "Taste of Altoona" lunch) to get their school year off to a great start. The first 800 teachers and staff through the door receive goodie bags from our event sponsors!

**2024 Theme - Fiesta**

## Platinum Sponsor - \$750 (1)

This sponsorship gives your business premier positioning on the goodie bag for the teachers. Your logo and tagline will shine on 800 bags distributed to the teachers and staff of the SEP School District! A limit of two people from your business are welcome to volunteer to serve breakfast. You can also provide an item for the goodie bags! Your company logo will appear on all pre-event marketing and table display at the breakfast.

## Premier Sponsor: \$500 (3)

What a great event to be a part of! Your logo appears at the top of 800 bags distributed to the teachers and staff of the SEP School District! A limit of two people from your business are welcome to volunteer to serve breakfast. You can also provide an item for the goodie bags! Your company logo will appear on all pre-event marketing.

## Coffee Bar Sponsor: \$250 (2)

Interact with teachers, administrators and educators of our community by sponsoring the Coffee Bar. Treat the staff by serving coffee during our breakfast! Your company will be listed on all pre-event marketing as well as signage at the coffee bar on the day of. You can also provide an item for the goodie bags!

## Bag & Breakfast Sponsor: \$165 (20)

Get your company in front of the masses by putting your logo on the goodie bag distributed to 800 teachers and staff of the SEP School District. A limit of two people from each sponsoring business are welcome to volunteer to serve breakfast. You can also provide an item for the goodie bags! Your company name is listed on all pre-event marketing and on signage at the event.

## Breakfast Sponsor: \$115 (Unlimited)

Thank the educators and staff who are shaping our student's future. A limit of one person from each sponsoring business is welcome to volunteer to serve breakfast. You can also provide an item for the 800 goodie bags! Your company name is listed on all pre-event marketing and on signage at the event.



# FIRST RESPONDERS APPRECIATION

Help us honor our local heroes! A catered meal & gift bag from our sponsors will be given to each First Responder to show our appreciation for their dedication and service to our community.

## Chief Sponsor: \$500 (4)

This sponsorship gives your business premier positioning on all event promotions and signage! Your sponsorship will help provide a complimentary lunch for the local First Responders and goes towards the purchase of beneficial equipment for both the Police Department and Fire Department. Business recognition on all of the tables. Your business logo printed at the top of all the gift bags given to the first responders and you can provide an item for the bags. Your company name is listed on all pre-event marketing. 4 complimentary event tickets included.

## Donut Sponsor: 300 (1)

First Responders all love a good donut, right!? Business recognition on all of the tables. Your business logo printed at the top of all the gift bags given to the first responders and you can provide an item for the bags. Business recognition on all of the tables. Your company name is listed on all pre-event marketing. 2 complimentary event tickets included.

## Hero Sponsor: \$250 (6)

Be a part of this annual event by providing a complimentary lunch for the local First Responders, and help with the purchase of beneficial equipment for both the Police Department and Fire Department. Business recognition on all of the tables. Your business logo printed at the top of all the gift bags given to the first responders and you can provide an item for the bags. Business recognition on all of the tables. Your company name is listed on all pre-event marketing. 2 complimentary event tickets included.

## Friends of First Responders: \$150 (Unlimited)

Thank the local first responders by helping to purchase beneficial equipment for both the Police Department and Fire Department. Your business logo listed on all the gift bags given to the first responders and you can provide an item for the bags. Business recognition on all of the tables. Your company name is listed on all pre-event marketing. 1 complimentary event ticket included.

*save the Date*

**OCTOBER 2ND, 2024**





# BOO-ZE BALL GOLF CLASSIC

Gear up for some SPOOKY FUN! Hosted at Toad Valley Golf Course, this golf outing will incorporate all things Halloween along with getting in another 18 holes in before Winter hits! This causal but festive event is a great way to promote your business and network with other chamber members. Shotgun start at 11:30am - lets give them pumpkin to talk about.

## Take Away Sponsor: \$250 (4)

Be apart of our wicked fun day by being one of our fa-boo-lous Koozie Sponsors! Have your business name on all the take away gifted to each golfer. This is a great way to market your business in the hands of 72 golfers! Your business name will also be listed on all pre-event marketing.

## Hole Sponsors: \$200 (9)

What better way to get involved in this event than to sponsor a hole! Be one of only nine holes sponsored in this exclusive event. Display your company banner, hold a festive contest, give away promotional items and more! Your business logo will be printed on a tee box sign. Business name will be on table signage for our post tournament social hour! Logo on all pre-event marketing.

## Specialty Drink Sponsors: \$150 (2)

Sponsor our specialty drink for this spook-tacular event! Your logo will be on the cup of our specialty drink that guests can take home with them after the outing! Brand exposure in pre-event marketing and on all the tables for the day of.

## Appetizer Sponsors: \$125 (5)

Provide some delicious food for our golfers for our post golf outing social hour! Your company logo will be displayed at our appetizer table and you will have the opportunity to provide marketing materials at each table. Your company name will be used in all pre-event marketing.

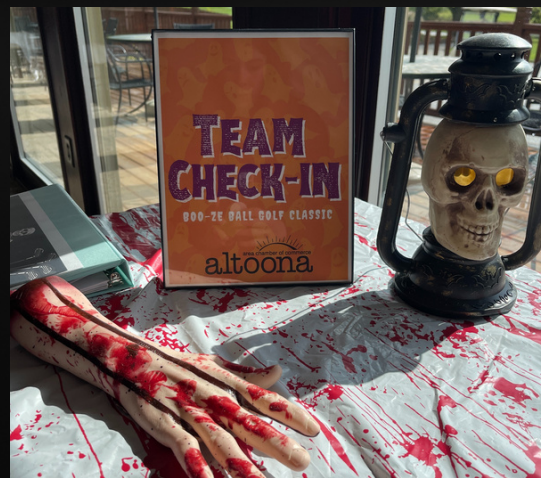
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## Silver Tee Sponsors: \$100 (9)

Not able to make it on the day of but still want to be a part of the SPOOKY FUN?! Well, do we have the sponsorship for you. Your business logo will be printed on a tee box sign shaped as a golf cart and posted at the tee-off area at a designated hole. You'll be included in pre-event marketing and day of signage at the event.

COSTUMES HIGHLY ENCOURAGED FOR GOLFERS & HOLE SPONSORS

Save the Date **OCTOBER 11TH, 2024**



# BUSINESS TRICK OR TREAT

The Altoona Area Chamber of Commerce hosts the annual Business Trick or Treat night each October in and around Civic Plaza. Join us as we provide a safe alternative for trick or treating in our community with our local businesses and organizations. This event has proven to be a success and we welcome an average of 2,500 people to this FREE Halloween event.

## Spook-tacular Sponsor: \$300 (4)

Have your business be Spook-tacular! This sponsorship includes placement right at the start of the lineup, you're the first to be seen! Your business logo will be at the top of our thank you signage at the beginning of the event. Your logo will also be included in all pre-event marketing!

## Halloween Scavenger Hunt: \$250 (2)

Save the best for last! Your business logo printed on all Trick or Treat Scavenger Hunt cards given to the first 500 attendees. Being the final booth, attendees will show their finished cards and receive a special Halloween treat provided by the Chamber! Your company name is listed on all pre-event marketing. 1 complimentary booth space.

## Boo-th Sponsor: \$10 (Unlimited)

Participate in the biggest Halloween event in Altoona! Sponsor a booth for over 2,500 people to see. Each participating business/organization will receive a 10x10 booth space. Your company name is listed on all pre-event marketing

*Save the Date*

**OCTOBER 23RD, 2024**



# YOUTH JOB TOURS

Work towards a greater tomorrow by helping the youth of Southeast Polk Community School District! The two job tours will encompass a wide spread of career opportunities for Juniors and Seniors at SEP. This job tour will get the students up close and personal with a future job opportunity.

## Presenting Sponsors: \$1,000 (2)

This sponsorship gives your business premier positioning on all marketing materials during ALL four youth tours! You will have the opportunity to send two individuals to each youth tour to interact with the students. Marketing materials provided by your business in each career kit. Your company logo will be placed on all pre-event marketing.

## Supporting Sponsors: \$500 (2)

What an impactful event to be apart of! This sponsorship will give you the opportunity to be a supporting sponsor for one of our four youth tours! For your selected sponsoring tour you will be able to send one individual to interact with the students, have marketing materials provided by your business in each career kit, and company logo on all pre-event marketing. You're able to sponsor more than one tour for \$500/tour.

## Bus Sponsor: \$350 (3)

Be a Bus Sponsor for all four of our youth job tours! Be the load of transportation for our students participating in this event. Your company logo will be placed on both sides of the bus for the duration of all four tours and your business name will be listed in all pre-event marketing.

## Breakfast and/or Lunch Sponsor: \$300 (1)

Sponsor breakfast and/or lunch for our students and staff participating in the Youth Job Tours! For the selected sponsoring tour, your business logo will be placed on all boxed breakfast/lunches for all students. Business name will be listed on all pre-event marketing. You're able to sponsor more than one tour for \$300/tour.

## Career Kit Sponsor: \$250 (2)

Be the career kit sponsor for our Youth Job Tours! We will provide each student with a folder of materials to set them up for success after the job tour is complete. As a Career Kit Sponsor, you're able to put marketing material inserts into the career kits as well as have your company logo on the front of the folder. Business name will be listed in all pre-event marketing.

