



## 2010 SPONSORSHIP & ADVERTISING

# opportunities



**SJCHAMBER.ORG**

Here's your chance to co-brand with The Chamber of Commerce of St. Joseph County on a variety of events, programs and business communications. Gain visibility and impressions for your business with your partnership investment.



# signature events

## **SALUTE TO BUSINESS – FEBRUARY 2010**

Annual luncheon celebrating business and individual success in the region, attracting more than 700 people.

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**Title Sponsor \$8,000 ea. yr. (2 yr. commitment)**

**SOLD - Burkhart Advertising, Inc.**

- Prominent placement of company logo on front of all promotional materials, including invitations, programs and tickets
- Company logo on Chamber Web site with link
- Venue gobos
- 2 ads in *Tribune Business Weekly*
- Full-page ad in event program
- Company logo in Chamber communications
- Recognition during event
- Table of 8 at luncheon

**Speaker Sponsor \$4,000**

**SOLD - Lake Michigan Mailers**

- Company logo on select promotional materials, including invitations mailed to all members and event programs distributed at event
- 1/2-page ad in event program
- Company logo on Chamber Web site with link
- Opportunity to introduce speaker at luncheon
- Recognition during event
- Table of 8 at luncheon

**Presenting Sponsors \$3,500 (up to 6)**

**SOLD - Barnes & Thornburg LLP**

**SOLD - AM General**

**SOLD - RSM McGladrey, Inc.**

**PENDING - Fifth Third Bank**

- Company logo on select promotional materials, including invitations mailed to all members and event programs
- 1/2-page ad in event program
- Company logo on Chamber Web site with link
- Venue gobo
- Recognition during event
- Table of 8 at luncheon

**ATHENA Award Sponsor \$2,500**

**PENDING - Gurley Leep**

- Company logo on nomination materials
- Company logo in event program
- Company logo on Chamber Web site with link
- Introduction of ATHENA winner at event
- Recognition during event
- 4 seats at luncheon

**Small Business of the Year Sponsor \$2,500**

**PENDING - Kruggel, Lawton & Company, LLC CPAs**

- Company logo on nomination materials
- Company logo in event program
- Company logo on Chamber Web site with link
- Introduction of Small Business of the Year winner at event
- Recognition during event
- 4 seats at luncheon

**Economic Impact Award Sponsor \$2,500**

**PENDING - Specialized Staffing Solutions, LLC**

- Company logo in event program
- Company logo on Chamber Web site with link
- Introduction of Economic Impact award winner at event
- Recognition during event
- 4 seats at luncheon

**NEW Report Band Sponsor \$1,200**

- Company logo contained on a marketing band securing The Chamber's *2010 Strategic Plan* and *2009 Report to Members* distributed to all attendees at Salute to Business and selected Chamber events (1,000 distributed). Band will also include Chamber logo.
- 2 seats at luncheon

# signature events cont.

## **SALUTE TO BUSINESS – FEBRUARY 2010, cont.**

Annual luncheon celebrating business and individual success in the region, attracting more than 700 people.

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### **Gold Sponsors \$1,500 (unlimited)**

#### **SOLD - 1st Source Bank**

PENDING - Baker and Daniels

#### **SOLD - CB Richard Ellis/Bradley**

#### **SOLD - Century Center**

PENDING - Crowe Horwath

PENDING - GramTel

PENDING - Lake City Bank

PENDING - NIPSCO

#### **SOLD - Saint Joseph Regional Medical Center**

#### **SOLD - Wells Fargo Bank**

- Company listing in event program
- Company logo on Chamber Web site with link
- Recognition during event
- 1/3-page ad in event program
- Table of 8 at luncheon

### **Silver Sponsors \$750 (unlimited)**

#### **SOLD - AEP Indiana Michigan Power**

#### **SOLD - Ancon Construction**

PENDING - Eventsys

PENDING - Gibson Insurance Group

PENDING - Indiana University South Bend

PENDING - Madison Center

PENDING - Memorial Health System

PENDING - Mossberg & Company

#### **SOLD - MutualBank**

PENDING - National City Bank

PENDING - Press Ganey

PENDING - South Bend Tribune

PENDING - TCU

PENDING - Walsh & Kelly

- Company listing in event program
- Company listing on Chamber Web site with link
- Recognition during event
- 4 seats at luncheon

# signature events cont.

## MUTUALBANK CHAMBER GOLF CLASSIC - JUNE 14, 2010

Golf outing at Knollwood Golf Courses aimed at key business leaders in the region; one of the area's largest golf tournaments, attracting more than 200 golfers.

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- Title Sponsor**  
**SOLD - MutualBank**
  
- Awards Program Sponsor \$2,500**
  - Company logo on promotional materials
  - Company logo on Chamber Web site with link
  - Signage at awards program
  - Admission for 2 to lunch
  - Admission for 8 to awards program
  
- Lunch Sponsor \$2,500**  
**SOLD - AEP Indiana Michigan Power**
  - Company logo on all promotional materials
  - Company logo on Chamber Web site with link
  - Signage during lunch
  - Admission for 2 to awards program
  - Admission for 8 to lunch
  
- Hole-in-One/Ace Adventures Sponsor \$1,500**
  - Company name on registration form
  - Listing in event program and on Chamber Web site
  - Signage at all par 3s on both courses
  - Admission for 2 to lunch and awards program
  
- Golf Cart Sponsor \$1,500**  
**SOLD - Physicians Health Plan**
  - Company name on registration form
  - Signage on all player carts
  - Company listing in program and on Chamber Web site
  - Admission for 2 to lunch and awards program
  
- NEW Sand Trap Sponsor \$1,000**
  - Signage, provided by The Chamber, at the 8 par 3s throughout the courses
  - Company listing in event program and on Chamber Web site
  - Admission for 2 to lunch and awards program
  
- Hospitality Cart Sponsors \$1,000 (maximum of 4)**  
**SOLD - Select Health Network**  
PENDING - Plante & Moran, PLLC
  - Signage on cart provided by The Chamber
  - Sponsor rep(s) to drive cart for connection opportunities
  - Company listing in program and on Chamber Web site
  - Admission for 2 to lunch and awards program
  
- Beverage Station Sponsors \$1,000 (2)**
  - Signage at station (provided by sponsor)
  - Sponsor rep(s) to staff station
  - Company listing in program and on Chamber Web site
  - Admission for 2 to lunch and awards program
  
- Bullseye Sponsors \$1,000 (one on each course)**
  - Signage/ reps at designated hole
  - Opportunity to offer prizes to those striking ball in bullseye
  - Company listing in program and on Chamber Web site
  - Admission for 2 to lunch and awards program
  
- GOLF ACCESSORIES SPONSORSHIPS**
- Golf Ball Sponsor \$1,000**  
PENDING - Swan Lake Resort and Conference Center
  
- Golf Towel Sponsor \$1,000**
  
- NEW Golf Glove Sponsor \$1,000**
  
- NEW Golf Accessories Sponsor (divot and tees) \$1,000**
  - Sponsor supplies golf items per sponsorship above, distributed to every golfer
  - Exclusivity as the only golf item of that type provided to golfers
  - Company listing in event program and on Web site
  - Admission for 2 to lunch and awards program

# signature events cont.

## **MUTUALBANK CHAMBER GOLF CLASSIC - JUNE 14, 2010 cont.**

Golf outing at Knollwood Golf Courses aimed at key business leaders in the region; one of the area's largest golf tournaments, attracting more than 200 golfers.

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**GOLF CONTEST SPONSORSHIPS**  
(receive signage on each course)

**Closest to the Pin Sponsor \$1,000**

**Longest Drive Sponsor \$1,000**

**Longest Putt Sponsor \$1,000**

PENDING - Hoosier Tank & Manufacturing, Inc.

- Signage at contest hole
- Company listing in program and on Chamber Web site
- Recognition from podium when winners announced
- Admission for 2 to lunch and awards program

**Driving Range Sponsor \$750**

PENDING - Lexus of Mishawaka

- Signage and company prop at designated area
- Company listing in program and on Chamber Web site
- Admission for 2 to lunch

**Putting Green Sponsor \$750**

PENDING - Lexus of Mishawaka

- Signage and company prop at designated area
- Company listing in program and on Chamber Web site
- Admission for 2 to lunch

**Premium Golf Hole Sponsors \$500 each**  
(2 total; 1 on each course)

PENDING - Old National Bank

PENDING - Peak Enterprise Solutions

- Table at tee box with opportunity to provide info/offer to golfers (any signage at table is provided by sponsor)
- Signage at tee box, provided by Chamber
- Company listing in program and on Chamber Web site
- Admission for 2 to lunch

**Golf Hole/Tee Sponsors \$200 each or 2 for \$300**

- Signage at golf hole/tee, provided by The Chamber
- Company listing in program and on Chamber Web site

# signature events cont.

## BUSINESS EXPO AFTER HOURS

The region's largest business-to-business trade show, more than 140 exhibitors and 1,300 attendees.

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### □ Presenting Sponsor \$20,000 ea. yr.

- Company logo prominently placed in all promotional materials, including registration form, fliers, posters and all newspaper ads in *South Bend Tribune* and *Tribune Business Weekly* (minimum 11 ads)
- Company name included in all radio spots and in all PR materials, including social media communities
- Opportunity for company rep(s) to participate in media interviews
- Company logo in Chamber communications promoting event and on Web site with link to sponsor company
- Sponsor of *ChamberWire* e-newsletter (minimum of 2 issues)
- Signage at event registration
- Gobo at event venue
- Company logo in official show guide
- Double booth at Business Expo

### □ Event Sponsors \$5,000 (4)

**SOLD - Lake Michigan Mailers**

**SOLD - Select Health Network**

PENDING - IOI / Payroll Services

PENDING - TCU

- Company logo on promotional materials, including registration form, fliers, posters and select newspaper ads in *South Bend Tribune* and *Tribune Business Weekly* (up to 7 ads)
- Company mention in PR materials
- Company logo in Chamber communications and on Chamber Web site with link to sponsor company
- Signage at event registration
- Company logo in official show guide
- Double booth at Business Expo

### □ Entertainment Sponsor \$1,500

- Company logo in official show guide
- Company logo on Chamber Web site with link
- Signage on band stage during event
- Single booth at Business Expo

### □ Bag Sponsor \$1,000

**SOLD - Saint Joseph Regional Medical Center**

- Exclusivity—only bag distributed at Business Expo entrance
- Company reps to distribute bags
- Company logo in official show guide and on Chamber Web site with link
- Sponsor provides bags imprinted with company logo (no plastic bags please)

### □ **NEW** Door Prize Sponsor \$500

- Opportunity for company recognition over PA during single door prize drawing drawn at the conclusion of the Business Expo
- Company rep to make announcement
- Door prize instruction with sponsor name on attendee handouts at entrance
- Company logo in official show guide and on Chamber Web site with link
- Sponsor supplies door prize—\$300 or more in value

# Chamber events

## **NORTHERN INDIANA DC FLY-IN**

This popular event takes a delegation of key regional community and business leaders to Washington, D.C., to get in front of key federal officials from our area to discuss and present our regional legislative agenda.

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- Level I Sponsors \$2,500**
- Level II Sponsors \$5,000**

## **ELECTED OFFICIALS RECEPTION**

Held at the conclusion of the Indiana General Session, this informal networking reception gives business professionals the opportunity to discuss issues with their elected officials. 125-200 attending.

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- Event Sponsor \$1,000**
  - SOLD - Saint Joseph Regional Medical Center**
  - Company logo on all marketing materials, including letters inviting elected officials, event fliers and online communications to members
  - Signage at venue
  - Opportunity to get in front of key business leaders and elected officials
  - Sponsor provides food/cash bar and venue

## **CAPITOL CONNECTION BREAKFAST**

Held in late November/early December prior to the 2011 Indiana General Session, this program provides a preview of The Chamber's proposed legislative priorities and an opportunity for members to offer input and ask questions of invited elected officials.

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- NEW Event Sponsor \$2,000**
  - Company logo on all marketing materials, including event fliers and e-communications
  - Company logo on Chamber Web site with link
  - Signage at event, provided by The Chamber
  - Recognition during event
  - Table of 8 at the breakfast

# Chamber events cont.

## **SOLUTIONS FOR BUSINESS SUCCESS: A SEMINAR SERIES**

**A series of 5 business educational seminars held in The Chamber Briefing Center focusing on topics of relevance to the business community.**

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**Series Sponsor \$3,250**

**SOLD - 1st Source Bank**

- Company logo on all promotional materials relating to series, including event fliers and online communications/events calendar
- Signage at venue provided by The Chamber
- Company logo in ads placed in the *Tribune Business Weekly*, promoting the seminars
- Opportunity to present one of the seminars
- Opportunity to introduce presenter at each of the seminars
- Opportunity to provide advertising specialty item to attendees
- Registration for two at each seminar

## **QUARTERLY MARKET SHARE**

**A series of lunch programming that will connect you to other Chamber members while also learning best practices on marketing, networking and sales topics. One event per quarter. Events will be limited to 40 to 60 attendees for best results.**

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**NEW Series Sponsor \$3,000**

- Company logo on all promotional materials relating to series, including event fliers and online communications/events calendar
- Signage at each event, provided by The Chamber
- Company logo in ads placed in the *Tribune Business Weekly*, promoting the events
- Opportunity to deliver remarks at each of the programs
- Opportunity to provide advertising specialty item to attendees
- Registration for two at each event

# Chamber events cont.

## **MEMBER BRIEFING - February, May, August, November**

This complimentary, members-only, quarterly program allows attendees the opportunity to get an economic development update, as well as a better understanding of The Chamber mission and the activities of which The Chamber is engaged on behalf of its members. Each briefing will feature a special guest to discuss economic development along with Chamber staff to provide members with important updates and reminders. Seating will be limited.

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**NEW Series Sponsor: \$1,500**

- Company logo on event marketing materials, including Chamber Web site with link
- Signage at event, provided by The Chamber
- Opportunity to deliver brief, opening remarks
- Opportunity to provide advertising specialty item to attendees
- 2 attendees to event

## **CONNECT WITH THE PRESIDENT - March, June, September, December**

Chamber members have the opportunity to meet with The Chamber President and CEO for an update on Chamber programming, advocacy and initiatives. Limited to 25 individuals, members will also be able to share insight on their current challenges, best practices and vision.

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**Series Sponsor: \$1,500**

**SOLD - Select Health Network**

- Company logo on event marketing materials, including Chamber Web site with link
- Signage at event, provided by The Chamber
- Opportunity to deliver brief, opening remarks
- Opportunity to provide advertising specialty item to attendees
- 2 attendees to event

## **BUSINESS BEFORE HOURS HOST SPONSORS**

**\$400 each (up to 4 events per year)**

Informal 7:30-9:00 a.m. reception for building relationships featuring breakfast treats. Opportunity to be visible in front of The Chamber audience, 65-125 attending. Host provides refreshments.

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## **BUSINESS AFTER HOURS HOST SPONSORS**

**\$600 each (up to 6 events per year)**

Informal 5:00-7:00 p.m. networking/hors d'oeuvres reception targeted to the business community. Offers opportunity to reach The Chamber audience, 125-175 attending. Host provides food/cash bar.

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# Chamber events cont.

## ADDITIONAL SEMINARS/WORKSHOPS

\$1,500 - \$7,500

Other programming will be added throughout 2010. If you are interested in a specific topic area or audience, let us know. We can take a look at a program that suits your needs and The Chamber's.

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## 2010 Seminars/Workshops

**KORDELL NORTON WORKSHOPS**

**January 19 - Marketing/Branding/Business Growth**

**August 31 - Consultative Sales**

▪ **SOLD - 1st Source Bank**

## Previous seminars/workshops have included

- Education Summit
- Manufacturing Summit
- The Networking Institute
- The Business of Going Green
- Referral Magic
- Advertising Deficit Disorder
- World-Class Customer Service
- The Art of Networking

# young professionals network

YPN targets YPs, ages 21-39, in this region. Programming and activities are geared to help YPs develop, connect and become empowered.

## YPN PROGRAM SPONSORS

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**Presenting Sponsor \$5,000 each year - 2-yr. commitment (up to 4)**

**SOLD - Crowe Horwath**

PENDING - Press Ganey Associates, Inc.

- Company logo prominently displayed on all YPN promotional materials, including brochures, fliers, posters, as well as on YPN and Chamber Web sites with link
- Company logo on YPN e-newsletter distributed monthly to 1,000 YPs on contact list
- Company logo on YPN banner stand displayed at all YPN events

**Supporting Sponsor \$2,500 each year - 2-yr. commitment (up to 5)**

**SOLD - Gibson Insurance Group**

**SOLD - Saint Joseph Regional Medical Center**

PENDING - Baker & Daniels, LLP

PENDING - South Bend Tribune

- Company logo on selected YPN promotional materials, including YPN brochure, fliers, as well as on YPN and Chamber Web sites with link
- Company logo on YPN banner stand
- Company listing on all YPN e-newsletters distributed monthly to 1,000 YPs on contact list

## MICHIANA FORTY UNDER 40 – EARLY JUNE

The program, presented by YPN, showcases 40 of the top young professionals in the region. Honorees are determined by a nomination process.

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**Presenting Underwriter \$5,000**

**SOLD - WorkOne**

- Company logo on letter to all Chamber members asking for nominations
- Company logo on all marketing materials, including nomination form, on Chamber Web site with link and event promotions (on Elkhart Web site as well)
- Company logo on Call for Nomination ads in *South Bend Tribune* and *Elkhart Truth*
- Opportunity to have information available at Recognition Luncheon
- Opportunity to provide opening remarks at Recognition Luncheon
- Company information included in special issue of *Tribune Business Weekly*, showcasing honorees
- Company logo in event program
- Signage at event (provided by The Chamber)
- Table of 8 to the Recognition Lunch

**Supporting Sponsors \$2,500 (up to 4)**

**SOLD - Barnes & Thornburg LLP**

**SOLD - RSM McGladrey, Inc.**

- Company logo on letter to all Chamber members asking for nominations
- Company logo on all marketing materials, including nomination form, on Chamber Web site with link and event promotions (on Elkhart Web site as well)
- Company logo on Call for Nomination ads in *South Bend Tribune* and *Elkhart Truth*
- Opportunity to have information available at Recognition Luncheon
- Company information included in special issue of *Tribune Business Weekly*, showcasing honorees
- Company logo in event program
- Signage at the event (provided by The Chamber)
- 4 seats to the Recognition Lunch

# young professionals network cont.

## YPN SIGNATURE EVENT SPONSORS

### Previous YPN signature events have included

- An Economic Update: A Regional Perspective
- A Showcase of Entrepreneurship
- Cocktails and Conversation
- Mayoral Candidate Forum
- Nonprofit Expo
- YPN Block Party
- Leadership Attributes

**\$1,500 - \$3,500 each (up to 6 events per year)**

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## YPN POWER LUNCH SERIES SPONSOR(S)

Monthly educational and/or relevant programming within the mission of YPN. 40 – 75 YPs attending. Power Lunch topics have included board training, nutrition, achieving good credit, coaching and mentoring, effective delegation and more.

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**YPN Power Lunch Annual Sponsor (12 programs) \$7,500**

- Exclusive title sponsorship (company name in series name)
- Company logo on all promotional materials, including Chamber/YPN Web site with link and online communications to YPs
- Opportunity for welcoming remarks at each event
- Literature distributed at events
- Chamber to provide banner stand with sponsor logo on graphic to be displayed at venue for each event

**YPN Power Lunch Semi-Annual Sponsor (6 programs) \$3,900**

- Company logo on all promotional materials for appropriate events being sponsored, including Chamber/YPN Web site with link and online communications to YPs
- Opportunity for welcoming remarks at sponsored events
- Literature distributed at sponsored events
- Sponsor to provide signage for display at each sponsored event
- Sign created by Chamber for events

**YPN Power Lunch Three-Month Sponsor (3 programs) \$2,025**

- Company logo on all promotional materials for appropriate events being sponsored, including Chamber/YPN Web site with link and online communications to YPs
- Opportunity for welcoming remarks at sponsored events
- Literature distributed at sponsored events
- Sponsor to provide signage for display at sponsored events

# Chamber communication & web site advertising opportunities

## CHAMBERWIRE E-NEWSLETTER ADVERTISER/SPONSOR

Online newsletter communicated twice a month (second and fourth Tuesdays) to 4,000 member contacts.

### ADVERTISING RATES / FREQUENCY

Frequency discounts available. Acceptable file formats are: gif or jpeg.

AD SIZES	PIXEL DIMENSIONS	1X COST	ANNUAL COST
BANNER ADS	468w x 60h	\$200	\$2,000
TOWER AD	129w x 428h	\$125	\$1,250
BLOCK AD	129w x 214h	\$75	\$750

### SPONSORSHIP RATES / FREQUENCY

Sponsor receives company logo at top of newsletter in masthead with link to specified sponsor Web landing page.

ISSUES	COST	IMPRESSIONS
24 ISSUES	\$2,400	96,000 member impressions
12 ISSUES	\$1,800	48,000 member impressions
6 ISSUES	\$1,200	24,000 member impressions
4 ISSUES	\$1,000	16,000 member impressions
SINGLE ISSUE	\$300	4,000 impressions

## CHAMBER WEB SITE

Official Chamber Web site attracting Chamber member contacts, those looking to relocate to this area, as well as visitors. 25,000 unique visitors each month/300,000 hits per month. Ad opportunities available. Contact Sheri Miller for rate info. [smiller@sjchamber.org](mailto:smiller@sjchamber.org), 574.234.0051, ext. 312.

WEB SITE POSITIONING	ANNUAL COST	POSITION
LEVEL ONE	\$2,400	homepage position (up to 5)
LEVEL TWO	\$1,375	1 click after homepage
LEVEL THREE	\$675	business category page
HIGHLIGHTED BUSINESS DESCRIPTION	\$225	40 word description

# Chamber communication & web site advertising opportunities cont.

## THE CHAMBER@WORK QUARTERLY

Quarterly 24-page, full-color, glossy magazine distributed to 3,500 member contacts.

### ADVERTISING RATES / FREQUENCY

PREMIUM POSITIONS	4X	2X	1X
CENTER SPREAD	\$2,000	\$2,200	\$2,400
BACK COVER	\$1,000	\$1,100	\$1,200
INSIDE FRONT COVER	\$950	\$1,050	\$1,150
INSIDE BACK COVER	\$950	\$1,050	\$1,150
FULL PAGE	\$900	\$1,000	\$1,100
<b>FRACTIONAL ADS</b>			
1/2 PAGE HORIZONTAL	\$500	\$550	\$600
1/4 PAGE	\$300	\$350	\$400
1/6 PAGE VERTICAL	\$200	\$250	\$300

**SOLD - Barnes & Thornburg LLP**

# Chamber communication advertising opportunities cont.

## PLATINUM ADVERTISING PACKAGE

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**\$7,500\* Save \$900**

- 1 full-page ad in 4 issues of *The Chamber@Work* quarterly
- Banner ad on the homepage of The Chamber Web site (Level I)
- Exclusive annual sponsorship of *ChamberWire* e-newsletter with company logo and hotlink in 24 issues.

## GOLD ADVERTISING PACKAGE

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**\$4,725\* Save \$450**

- 1/2-page ad in 4 issues of *The Chamber@Work* quarterly
- Banner ad on a premium page of The Chamber Web site (Level II)
- Exclusive semi-annual sponsorship of *ChamberWire* e-newsletter with company logo and hotlink in 12 issues.

## SILVER ADVERTISING PACKAGE

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**\$2,850\* Save \$225**

- 1/4-page ad in 4 issues of *The Chamber@Work* quarterly
- Banner ad on a category page of The Chamber Web site (Level III)
- Exclusive quarterly sponsorship of *ChamberWire* e-newsletter with company logo and hotlink in 6 issues.

## CORPORATE ADVERTISING PACKAGE

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**\$1,900 Save \$125**

- 1/6-page ad in 4 issues of *The Chamber@Work* quarterly
- Highlighted business description on The Chamber Web site
- Exclusive 2-month sponsorship of *ChamberWire* e-newsletter with company logo and hotlink in 4 issues.

*\*All packages are based on pre-payment, are subject to change and will be limited based on the number and types of packages purchased.  
NOTE: Individual rates for Chamber communication pieces available upon request. Contact Sheri Miller at 574.234.0051, ext. 312, or [smiller@sjchamber.org](mailto:smiller@sjchamber.org).*

## CUSTOM PACKAGED SPONSORSHIP OPPORTUNITIES

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Discounts are available through packaged sponsorship opportunities. These packages are available upon request.

Phone **Sheri Miller: 574.234.0051, ext. 312** E-mail **Sheri Miller: [smiller@sjchamber.org](mailto:smiller@sjchamber.org)**