

2024

Chamber Choices

Sponsorship & Marketing Guide



GREATER BETHESDA
CHAMBER *of* COMMERCE

Better business. Stronger community.

7910 Woodmont Ave, Suite 1204
Bethesda, MD 20814
greaterbethesdachamber.org
301-652-4900



GREATER BETHESDA CHAMBER of COMMERCE

Better business. Stronger community.

Elevate Your Business through Strategic Marketing and Sponsorships!

Welcome to the 2024 Greater Bethesda Chamber of Commerce
Chamber Choices Guide!

In today's dynamic and competitive business landscape, establishing a strong and visible presence is essential for success. The Greater Bethesda Chamber of Commerce is delighted to present a comprehensive resource that highlights the ways in which businesses can effectively promote themselves through innovative marketing strategies and impactful sponsorships.

Our marketing, advertising and sponsorship opportunities have been designed to empower businesses, both large and small, to achieve their visibility goals and connect with their target audiences in meaningful ways, and are a benefit exclusively reserved for GBCC members. We offer diverse options that cater to various preferences and budgets. From digital marketing campaigns and social media engagements to thoughtfully curated events, community initiatives, and annual sponsorships, our Chamber provides a range of tools that businesses can leverage to craft compelling narratives that resonate with their audience.

GBCC is committed to fostering a vibrant and interconnected business community, and we know that flexibility is key to success. If you have suggestions for critical ways to support your business, please let us know. The Chamber welcomes new ideas on how to best support our community!

If you have any questions about this year's sponsorship programs, or would like to secure a sponsorship opportunity, please contact staff as listed below. Thank you!

Allie Williams

President and CEO

awilliams@greaterbethesdachamber.org

Carla Young

Director of Membership and Community Relations

cyoung@greaterbethesdachamber.org

Clarissa Harris

Director of Marketing, Communications and Events

charris@greaterbethesdachamber.org



EMAIL ADVERTISING

Our members can market and promote their business via email in three formats: in our monthly MemberWatch newsletter, our weekly ChamberWatch Newsletter or in a stand-alone email.

All ads are subject to approval of GBCC Staff.

All payments must be received in full prior to publication.

MemberWatch

MemberWatch is your go-to news letter to learn about all the exciting events and services our members have to offer. MemberWatch is published the first Thursday of every month. Ads appear top-to-bottom in the email on a first-come-first served basis.

Ads must be received in .png or .jpeg format. Ads are acceptable up to 8.5x5.5 in 816x1056 px. and will be sized to fit newsletter.

Ads must be received one week prior to publication.

As a member benefit, each GBCC Member receives one (1) FREE ad per calendar year

ChamberWatch

ChamberWatch is GBCC's Weekly Newsletter, reaching 5,000+ in-boxes every Tuesday at 7:00 am and offering excellent visibility with an enviable open-rate above 40%.

Ads must be received in .png or .jpeg format and can be reserved up to 4 weeks in advance. Ads are acceptable up to 8.5 x 5.5 in. / 816 x 1056 px. and will be sized to fit newsletter. you may include up to 2 links (email or website).

Ads must be received the Thursday before publication.

Cost: \$75 per week

Stand-Alone Email

E-blasts, limited to two total per month, are sent to our entire email list on a Wednesday or Thursday. The same company cannot book consecutive ads; there must be a space of one month between ads, though they may be secured up to 4 months in advance.

Cost: \$300 per email

Contact Clarissa Harris for more information on email advertising

charris@greaterbethesda-chamber.org

WEBSITE ADVERTISING

We offer two styles of ads on our website; a top banner ad and a box on the right side of the page.

728 x 90 Placement: directly under header.

We are able to place your ad on a web page of your choice or rotate on a per week or per month basis. Contact us for special pricing on Landing Pages.

\$75/week or \$250/month

300 x 250

Placement: adjacent to upcoming events.

MEMBER HOSTED WEBINARS

The Chamber will help promote your scheduled webinar. \$350

- Event on our Chamber Calendar with your name/logo linked to your registration page
- Event included in Chamber Event section of weekly ChamberWatch newsletter
- Event posted on Chamber Facebook and linked to your registration page
- One dedicated email blast to our contact list about your webinar

*The Chamber will take registrations and host the webinar on our Zoom platform for an additional \$150.

** The Chamber is not responsible for and cannot guarantee attendance at your event.

**Contact Allie Williams for more information on
website advertising and member-hosted webinars
awilliams@greaterbethesdachamber.org**



MEMBER HOSTED EVENTS

OFF the CLOCK

GBCC's "Off the Clock" Networking Happy Hour is a great opportunity to showcase the products and services your business offers in a casual setting. "Off the Clock" takes place the second Tuesday of each month, and consistently attracts 65+ attendees. Sponsors have five minutes to address the crowd and exclusive rights to place signage and/or promotional materials at check-in. Your logo will appear on each attendee's name badge. GBCC takes registrations and provides name badges. GBCC will publish one dedicated "Off the Clock" email and one "Off the Clock" social media post, both featuring your logo. Sponsors provide complimentary appetizers to attendees and have the option of selecting an open or cash bar. GBCC staff will assist you in securing a venue or co-sponsor should you so desire. Sponsorship rates vary.

Annual Events

Throughout the year, GBCC offers the opportunity for Member Companies to sponsor a variety of special events, such as our Installation & Awards Dinner, Senior Market Group Breakfast, Health & Wellness Expo, Golf Classic, Real Estate Update, Annual Fall Gala and Legislative Reception. Sponsorship levels and benefits vary.

Contact Clarissa Harris for more information on sponsoring an event
charris@greaterbethesdachamber.org



Informational Marketing Spotlights

Member Minute Videos

GBCC's Member Minute is a one to one-and-a-half minute maximum video giving members the opportunity to share interesting information about their industry, a particular insight about their business, and share a story about their involvement with the Chamber. You can self-record your Member Minute, or our staff can assist.

Member Minute Videos are published on the last Tuesday of the month in ChamberWatch and on GBCC's Social Media sites.

GBCC Blog

Publishing a blog post with GBCC is opportunity to share useful community, cultural or practical information with your fellow members.

GBCC reserves the right to edit blogs for content and/or refuse topics that do not meet our metrics and standards.

<https://www.greaterbethesda-chamber.org/blog>

Contact Clarissa Harris for information on Member Minute Videos and Blog Posts
charris@greaterbethesda-chamber.org

ANNUAL CORPORATE SPONSORSHIP PROGRAM

As an Annual Corporate Sponsor, you will receive a turn key solutions for communicating your brand to thousands of business leaders and the community on a consistent basis over the course of the whole year. In today's shifting business environment, Annual Corporate Sponsors will receive the best opportunities for increased in-person and digital exposure to a large audience. This convenient program provides an excellent platform to promote your business while demonstrating your commitment to the Chamber and the Greater Bethesda business community.

	GOLD	SILVER	BRONZE
Recognition as Annual Sponsor on all outgoing Chamber emails	Name and your website link	Name and your website link	Name
Recognition on Annual Corporate Sponsors sign at beginning of every virtual event of the Chamber and when possible, during meetings/events	LOGO	LOGO	LOGO
Recognition as Annual Corporate Sponsor in printed Business Directory-distribution of 6,000 copies/25,000+ Readership and e-paper directory on the Chamber's website	LOGO	LOGO	NAME
Recognition as Annual Corporate Sponsor on special Sponsor page on website	LOGO	LOGO	NAME
ChamberWatch Spotlight as Business of the Week	3/year	2/year	1/year
Advertisement on Chamber's website	5/year	3/year	1/year
Logo with link in footer of website	Logo + Link	Logo + Link	-----
Enhanced Business Listing and 2nd Directory Category on website	Enhanced Listing + Category	Enhanced Listing + Category	-----
Recognition as Annual Corporate Sponsor on 50 ChamberWatch e-newsletters sent to over 4,000 addresses	LOGO	LOGO	NAME
Recognition as Annual Corporate Sponsor in Lobby and major event programs	LOGO	LOGO	NAME
	Prices: \$10,000	\$6,000	\$3,000

Contact Allie Williams for more information on Annual Corporate Sponsorships
awilliams@greaterbethesdachamber.org



Annual Sponsorship Commitment Form

Thank you for your continued investment and support in The Greater Bethesda Chamber of Commerce. Because of organizations such as yours, we are able to continue to give our membership top quality programs and events, plus advocate on the behalf of the business community.

As you know, sponsorship not only brings you the visibility and prestige of supporting the Chamber, but it also brings you to a different level of ownership which stamps your organization’s mark on all Chamber policies, activities and communications.

We are inviting you to support the Chamber as a 2023 Annual Corporate Sponsor of The Greater Bethesda Chamber of Commerce. Please look at the overview, which outlines the benefits for all levels of Annual Sponsorship: Gold, Silver, and Bronze and highlights some added value visibility for all sponsors.

If you would prefer to sponsor individual events or programs please contact staff for information on various options.

Thank you!

Level of Annual Sponsorship: Gold \$10,000 Silver \$ 6,000 Bronze \$ 3,000

Sponsorship of Other Program (s): _____

“Sponsor Partnership” (agreed upon trade): _____

Name: _____

Company: _____

Address: _____

Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____

Email: _____

Website: _____

Check made payable The Greater Bethesda Chamber of Commerce
 AE Visa MC CC# _____ Exp. _____
Billing Zip Code _____ Security Code: _____

I am processing our investment payment but want to let you know today!

FAX, EMAIL or MAIL TO: The Greater Bethesda Chamber of Commerce,
7910 Woodmont Avenue, Suite 1204, Bethesda, Maryland 20814

T: 301-652-4900 | F: 301-657-1973 or email

awilliams@greaterbethesdachamber.org



THE GREATER BETHESDA
CHAMBER of COMMERCE

Smart Business. Bright Future

Easy-Pay Sponsorship Options

Step 1: Provide your contact information:

Business Name: _____

Business Address: _____

City: _____

State: _____

Phone: _____

Zip/Postal Code: _____

E-mail (required): _____

Step 2: Amount of your annual sponsorship investment:

\$ _____

Step 3: Choose your automatic payment option:

Monthly Automatic Payment Plan

Quarterly Automatic Payment Plan

Bi-Annually Automatic Payment Plan

Please charge my credit/debit card: **Card Type**

American Express

Visa

MasterCard

Card Number: _____

Expiration: _____

Cardholder's Name: _____

Security Code: _____

Billing Address (if different than above): _____

Step 4: Understand and agree to the terms.

Signature: _____

Date: _____

By signing this form, you agree to purchase an Annual Corporate Sponsorship of the Chamber for an entire year and to have your credit card charged as noted in your payment plan selection. Please note that no refunds can be made once the card is charged. If you stop payment before the current annual billing is complete, the TGB Chamber will charge the amount of the current annual billing balance in one final payment.

Step 5: Please return this completed form to:

The Greater Bethesda Chamber of Commerce

7910 Woodmont Avenue, Suite 1204
Bethesda, MD 20814

staff@greaterbethesdachamber.org
P. 301.652.4900 | F. 301.657.1973