

2024

# Chamber Choices

## Sponsorship & Marketing Guide



**GREATER BETHESDA**  
CHAMBER *of* COMMERCE

Better business. Stronger community.



3,000+ average  
monthly unique  
visitors to our  
website



5k+ subscribers to  
our newsletter  
with an over 40%  
open rate



Over 10,000  
followers and  
counting on Social  
Media



# 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](mailto:awilliams@greaterbethesdachamber.org)

**Carla Young**

**Director of Membership and Community Relations**

[cyoung@greaterbethesdachamber.org](mailto:cyoung@greaterbethesdachamber.org)

**Clarissa Harris**

**Director of Marketing, Communications and Events**

[charris@greaterbethesdachamber.org](mailto: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 8.5x11 in (flyer format). 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 11 in. (flyer format) 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: \$100 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: \$1,000 per email**

**Contact Clarissa Harris for more information on email advertising**

**[charris@greaterbethesda-chamber.org](mailto: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.

\$500 per placement for 90 days

**300 x 250**

Placement: adjacent to upcoming events.

## 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 more information on website advertising and informational spotlights**  
[charris@greaterbethesda-chamber.org](mailto:charris@greaterbethesda-chamber.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](mailto:charris@greaterbethesdachamber.org)



# Committee Sponsorships

Committees are one of the best ways to get involved in the Chamber and the community. We currently have 12 active committees, most of which meet 10 times per year. Select committees are available to sponsor.

Sponsors will have input into the Committee's content, activities, community involvement, and how their sponsorship dollars are allocated. Sponsors logos will be featured on each month's registration page and on the Committees & Groups page of GBCC's website. The Sponsor's name will appear at the bottom of all outgoing Chamber emails, in the footer of our weekly ChamberWatch newsletter and in the "upcoming committee meetings" section of ChamberWatch. Each available committee is limited to one sponsor. Sponsorship terms align with the calendar year, January - December.

Contact a staff member to discuss Committee Sponsorships.



## 2024 Board Room Sponsorship

Sponsor the Board Room of the Greater Bethesda Chamber of Commerce and make your brand synonymous with excellence. Here, powerful connections are formed, strategies are crafted, and the future of business takes shape. By sponsoring this prestigious space, your name becomes part of every success story.

Boardroom sponsorship includes:

Your company name on the board room door

Your logo on GBCC mugs

Your pens placed at each seat for each meeting

Your logo on notepads at each seat for each meeting

Your company name as the guest wi-fi password

**\$10,000**

**A la carte sponsorships - available after March 1, 2024**

Mug/Coffee Corner sponsor - \$4,000

Pen sponsor - \$2,000

Notepad sponsor - \$2,000

Wi-Fi Sponsor - \$2,000

# 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.

Annual Corporate Sponsorship Levels & Benefits 2024	GOLD \$10,000	SILVER \$6,000	BRONZE \$3,000	PARTNER
Recognition as Annual Sponsor on all out going Chamber emails	Name and Website link	Name and Website link	Name	Name
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	Name
Recognition as Annual Corporate Sponsor on Special Sponsor page on Website	Logo	Logo	Name	Name
Advertisement on Chamber's Website	4/year	2/year	1/year	—
Logo with link in footer of website	Logo + link	Logo + Link	—	—
Enhanced business listing and 2nd Directory category on website	Logo	Logo	—	—
Recognition as Annual Corporate Sponsor on weekly ChamberWatch e-newsletters sent to over 5,000 addresses	Logo	Logo	Name	Name
Complimentary ad in ChamberWatch	2/year	1/year	1/year	—
Recognition post shared across Chamber's Social Media Platforms	Individual	Individual	Group	Group
Complimentary tickets to 2 large annual events*	3 tickets	2 tickets	—	—
Annual Golf Tournament access	1 foursome	2 players	—	—





# 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.

**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](mailto: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