

CHAMBER CHOICES

2017 – 2018

The Sponsorship and Marketing Guide for
The Greater Bethesda Chamber of Commerce



**THE GREATER
BETHESDA**
CHAMBER *of*
COMMERCE

7910 Woodmont Avenue, Suite 1204
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Smart Business, Bright Future



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ANNUAL SPONSORSHIPS

A Turn Key **Marketing Campaign** That Lasts All Year

As a Chamber Annual Sponsor you will receive a turn-key solution for communicating your brand to thousands of business leaders and the community on a consistent basis over the course of the whole year. Without having to respond to multiple sponsorship requests, Chamber Annual Sponsors enjoy a convenient way to choose a package that best fits their marketing needs and keeps budgeting simple.

FACTS:

- ⇒ Total number of referrals from our Website business directory in one year was 2,394,175.
- ⇒ Each member averaged 2,530 referrals from our website in this period.
- ⇒ Each day there was an average of 6,524 referrals from our website.
- ⇒ Our weekly emails go to over 4,000 inboxes with a 22% average open rate.
- ⇒ Our social media is followed by over 4,000 via LinkedIn, Facebook, Twitter

MAJOR EVENTS:

- ⇒ **Golf Classic** (May 7, 2018) An annual tradition, always a sell-out, this event brings in over 100 of the area's top business professionals, 30 sponsors and a wide range of volunteers for a day of friendly competition.
- ⇒ **Annual Meeting** (June 7, 2018) The Chamber's Annual Meeting is an opportunity for members to gather to welcome in the new leadership, thank the out-going leaders, honor the businesses in our community and look forward to the future.
- ⇒ **Real Estate Update** (June 27, 2018) An annual presentation on the market and trends of both the commercial and residential markets.
- ⇒ **The Big Event** (Fall, 2018) A networking and business showcase extravaganza featuring over 60 exhibitors, a "taste" of the finest restaurants and caterers, plus networking opportunities galore.
- ⇒ **Legislative Event** (Fall 2018) The opportunity for members to meet and network with local and state appointed and elected officials. Also the Chamber's Advocacy Agenda is presented at this event.

NETWORKING EVENTS:

- ⇒ **Leadership Luncheon Series**
- ⇒ **After-hours**
- ⇒ **Networking Breakfasts**
- ⇒ **Networking Luncheons**
- ⇒ **NextExec Sponsored Community & Social Events**



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ANNUAL CORPORATE SPONSOR 2018

	GOLD \$10,000	SILVER \$6,000	BRONZE \$3,000
Annual Golf Classic: Golfer Package includes Golf and Awards Banquet	√ 4 Golfers Pkgs.	√ 2 Golfers Pkgs.	
Annual Meeting: Attendees, Ad on Program A/V, Event sponsor Nametags	√ 6 -Full ad	√ 4—Full Ad	√ 2 Attendees Only
Real Estate Update: Attendees - Showcase Table Discount	√ 4—30%	√ 2—20%	√ 2—10%
The Big Event: Attendees - Exhibit Booth Discount	√ 10—30%	√ 5 -20%	√ 2—10%
Legislative Event: Attendees, Ad on Program A/V, Event sponsor Nametags	√ 6 -Full ad	√ 4—Full Ad	√ 2 Attendees Only
Recognition as Annual Sponsor in Lobby and major event programs	√ Logo	√ Logo	√ Name
Recognition as Annual Sponsor on 50 Chamber-Watch e-newsletters sent to over 4,000 addresses	√	√	√
NEW! Recognition as Annual Sponsor on Chamber Letterhead	√	√	√
Recognition as Annual Sponsor on all chamber emails	√ w/ link	√ w/ link	√
Recognition as Annual Sponsor in printed Business Directory with distribution of 11,000 copies/25,000+ Readership	√	√	√
Recognition as Annual Sponsor on special Sponsor page on website	√	√	
NEW! Business Spotlight in weekly ChamberWatch	√ 4 per year	√ 2 per year	√ 1 per year
NEW! Dedicated e-blast	√ 4 per year	√ 2 per year	√ 1 per year
NEW! Advertising credit for ChamberWatch and/or website	√ \$1,000 per year	√ \$500 per year	√ \$250 per year
Logo w/ link on front page of website	√	√	
Enhanced Business Listing and NEW! 2nd Directory Category on website	√	√	
Invitations to all Forum Club & CEO level events	√		
COST	\$10,000	\$6,000	\$3,000



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INDIVIDUAL SPONSORSHIPS

MAJOR EVENTS:

⇒ **Golf Classic (May 7, 2018)** An annual tradition, always a sell-out, this event brings over 100 of the area's top business professionals, 30 sponsors and a wide range of volunteers for a day of friendly competition.

SPONSORSHIP Level & Benefits	Reception (1) \$2,000	Lunch (1) \$1,750	Corporate (UL) \$1,600	Golf Cart (1) \$1,250	Beverage Cart (2) Concierge Cart (1) \$750	Hole-in-One (2) Closest to the Pin (2) Longest Drive (2) Golf Scoreboard (1) Driving Range (1) \$500	Golf Tee Hole (UL) \$475
All Event Golfer Package	✓ (4)	✓ (4)	✓ (4)				
Pre - Post Publicity	✓	✓	✓	✓			
Business Spotlight on ChamberWatch	✓	✓	✓	✓			
Recognition in Program	✓	✓	✓	✓	✓	✓	✓
Lunch & Dinner	✓	✓	✓	✓	✓	✓	✓
Exclusive Sponsorship	✓	✓		✓		✓	





INDIVIDUAL SPONSORSHIPS

MAJOR EVENTS:

⇒ **Annual Meeting (June 7, 2018)** The Chamber's Annual Meeting is an opportunity for members to gather to welcome in the new leadership, thank the out-going, honor the businesses in our community and look forward to the future. Held at the Hyatt Regency Bethesda, this event brings together over 250 of the leading business professionals and elected and appointed officials for an evening of celebration.

⇒ **PRESENTING SPONSOR—Exclusive Sponsorship \$5,000 includes:**

- ◇ Event recognition as Presenting Sponsor
- ◇ Premier placement in all pre-event media coverage
- ◇ Exclusive Logo Item honoring your company
- ◇ Exclusive table for ten—front center premium placement
- ◇ Full page ad in program along with logo on sponsorship page of event program
- ◇ Premier recognition in all event communications
- ◇ Announced recognition during the program
- ◇ Registration list of attendees and contact information
- ◇ Dedicated email sent to 4,000+ inboxes

SPONSORSHIP Level & Benefits	Award Sponsor Choice of: William Prescott Allen Police Officer of the Year Dick Price Community Service Award Ron Resh Business Advocate Award \$2,500	Cocktail (1) \$2,000	Dessert (1) \$2,000	Champion (UL) \$1,750	Patron (UL) \$750
Signage Recognition	✓	✓	✓	✓	✓
Attendees	✓ Exclusive Table of ten	✓ Table of ten	✓ Table of ten	✓ Table of ten	Two Attendees
Opportunity to Present Award	✓				
Ad in Program	✓ Full Page	✓ Full Page	✓ Full Page	✓ Half Page	✓ 1/4 Page
Logo on Sponsor Page	✓	✓	✓	✓	✓
Exclusive Sponsorship	✓	✓	✓		



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INDIVIDUAL SPONSORSHIPS

MAJOR EVENTS:

⇒ **Real Estate Update** (June 27, 2018) An annual presentation on the market and trends of both the commercial and residential markets. This event draws over 125 business professionals with interest in the local, and county markets, both commercial and residential. Trends, facts and key development information is given as well as current statistics. Also included is a display of local businesses, services and current projects relating to the real estate industry.

⇒ **PRESENTING SPONSOR—Exclusive Sponsorship \$1,500 includes:**

- ◇ Event recognition as Presenting Sponsor
- ◇ Premier placement in all pre-event media coverage
- ◇ Exclusive Logo Item honoring your company
- ◇ Attendee tickets for ten
- ◇ Full page ad in program
- ◇ Premier recognition in all event communications
- ◇ Announced recognition during the program

SPONSORSHIP Level & Benefits	SHOWCASE SPONSORSHIP \$400	EVENT SPONSORSHIP \$200
Attendees	✓ 4 Attendees	✓ 2 Attendees
Recognition on all pre & post publicity	✓	✓
Logo in Program	✓	✓
Display Space	✓	
Business Spotlight in Weekly ChamberWatch	✓	





INDIVIDUAL SPONSORSHIPS

MAJOR EVENTS:

⇒ **The Big Event** (Fall, 2018) A networking and business showcase extravaganza featuring over 60 exhibitors, a “taste” of the finest restaurants and caterers, plus networking opportunities galore. Attended by over 500 business professionals, this event is the networking event of the year.

⇒ **PRESENTING SPONSOR—Exclusive Sponsorship \$2,500 includes:**

Include a 10' x 10' space, 2 six foot tables, up to 4 chairs, space for a free standing display plus electric. Premier location, recognition on all pre and post publicity and during as Presenting Sponsor, plus signage / logo recognition. Plus contact list of all attendees (excluding email addresses) and opportunity to include message on post email sent to all attendees by Chamber on your behalf. 10 Attendees. Dedicated email blast to over 4,000 addresses / Business highlight in ChamberWatch / Recognition on front page of website.

SPONSORSHIP Level & Benefits	EXCLUSIVE SPONSORSHIP Hospitality (1) Networking (1) Bag Sponsor (1) \$1,600	Premium Exhibitor (UL) \$550	Regular Exhibitor (UL) \$300
Attendees	✓ 6 Attendees	✓ 4 Attendees	✓ 2 Attendees
Space Size # of Tables (6ft.)	✓ 8' x 8' 2 Tables	✓ 8' x 8' 2 Tables	✓ 7' x 5' 1 Table
Electric	✓	✓	
Premier Location	✓	✓	
Recognition in all pre & post publicity	✓	✓	
Contact list of all attendees (excluding emails)	✓		
Opportunity to include message on post email to	✓		
Logo Item highlighting your company for	✓		



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MAJOR EVENTS:

⇒ **Legislative Event** (Fall 2018) The opportunity for members to meet and network with local and state appointed and elected officials. Also the Chamber's Advocacy Agenda is presented at this event.

PRESENTING SPONSOR—Exclusive Sponsorship \$2,500 includes:

- ◇ Recognized as top sponsor of event with speaking role in program,
- ◇ Company logo on promotional materials, highlighting your company as top sponsor
- ◇ Admission for 15 attendees, perfect to invite customers and prospects
- ◇ VIP sponsorship badges
- ◇ Recognition as Platinum Host Sponsor in media coverage, on web site, social media Chamber publicity
- ◇ Contact information of all attendees (excluding emails)
- ◇ Profile in ChamberWatch and Dedicated Email for your company

SPONSORSHIP Level & Benefits	RECEPTION 1 Available \$1,500	GOLD Unlimited \$1,100	SILVER Unlimited \$750	BRONZE Unlimited \$250
Attendee Number	10	6	4	2
Sponsor Logo Recognition at event	✓	✓	✓	✓
Sponsor Name Badges	✓	✓	✓	
Visibility as a sponsor on the TGB Chamber's Social Media	✓	✓	✓	
Recognition on Chamber website and event communications	✓	✓		
Company Profile on Chamber-Watch	✓	✓		





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INDIVIDUAL SPONSORSHIPS

⇒ **NextExec's** TGBCC NextExec Group is a vibrant, active group of professionals aged 20 -30 "something" that is an integral part of the Chamber. They have a group meeting 11 times per year, and at least 10 special events including a joint event with other area Young Professional groups. Monthly meeting typically average 20 -30 attendees. The Special Event attendance can range from 20 – 80 attendees depending on the type and time of the event. The regional YP event draws close to 200 attendees. They are the only demographic of the Chamber Membership that has a member only membership designed for the young professional whose company is not a member of the Chamber.

Mission Statement:

The NextExec Group is for young professionals in the greater Bethesda community interested in engaging in business networking, professional development, and community service in order to position themselves for optimal career growth and to be community leaders tomorrow while focusing on attracting and retaining young talent to the greater Bethesda area.

As the exclusive NextExec Sponsor, you would receive the following benefits:

- ◇ Listing / Logo as NextExec Sponsor on all out going emails from the TGBCC staff in footer, on TGBCC letterhead, on TGBCC website, on all signage at special events that list Annual Sponsors, signage in TGBCC office, in TGBCC Business Directory and any and all locations the Annual Sponsors are listed including weekly e-newsletter.
- ◇ Listing / Logo on dedicated NextExec page on website.
- ◇ Listing / Logo all event pages for NextExec events on website and all NextExec communications.
- ◇ Listing / Logo all event flyers for NextExec events.
- ◇ Listing and / or Logo on all NextExec social media pages including Facebook, LinkedIn and Twitter.
- ◇ Listing / Logo as NextExec Sponsor on monthly meeting agendas and opportunity to provide marketing materials at monthly meetings.
- ◇ Opportunity to greet attendees at NextExec events in a speaking role in program, and ability to provide marketing materials at events.
- ◇ Two complementary attendees at all NextExec events.

This is designed to be a calendar year sponsorship. Cost \$2,000





INDIVIDUAL SPONSORSHIPS

NETWORKING EVENTS:

- ⇒ **After-hours**
- ⇒ **Networking Breakfasts**
- ⇒ **Networking Luncheons**

Opportunity to be the exclusive sponsor of regular networking events. One sponsor for each type of networking event (after-hours, breakfast or lunch) held at different locations throughout the year. Your consistent benefits last and your brand gets noticed. Whether it's your time and schedule, one of these is perfect for you and your budget.

SPONSORSHIP	After-hours (1)	Breakfast (1)	Lunch (1)
Level & Benefits	\$750	\$750	\$750
Number of Events	✓ 5 Networking	✓ 5 Networking	✓ 5 Networking
Pre - Post Publicity plus Logo on Event Page on Website	✓	✓	✓
Listed as Sponsor on all promotional pieces	✓	✓	✓
Recognition and Speaking role in Program	✓	✓	✓
Attendees	✓ 4 per event	✓ 2 per event	✓ 2 per event
Exclusive Sponsorship	✓	✓	✓





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MARKETING OPPORTUNITIES

We are pleased to announce new opportunities for our members to marketing and promote via email and on our website. Now, marketing is offered not only in our weekly e-newsletter, the ChamberWatch, but in a stand-alone email also. ChamberWatch is delivered to over 4,000 inboxes on Tuesday each week, loaded with information, facts and news for both members and non-members to enjoy and utilize. The directed, marketing only emails, are limited to twice per month, to be sent on a Wednesday or Thursday every other week. And if you choose to market on our website, not only can you choose the type of ad, but we can place it on a specific page or rotate throughout the site.

We hope you take full advantage the new and exciting visibility opportunities including banner ads and special spotlight sections. We value your suggestions, ideas and input.

DEDICATED EMAIL MARKETING

This email is a one ad, one company email which can be sent to members only or to the entire contact list. This marketing is limited to two in one month, sent 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: \$250 per ad. Specs are:

Acceptable formats: .jpg, .gif, (static or animated)

***Animated.gif will only display the first frame in most email clients (e.g. Outlook)*

Spots can be reserved up to a maximum of four months in advance

Ads must be lined to a webpage

Artwork must be received by the Wednesday before the email send date

All ads are subject to approval by the Chamber staff

Payment in full must be received before any ad publication, no exceptions



ChamberWatch Stat's

- ⇒ Over 4,000 on the contact list
- ⇒ Members and non-members alike
- ⇒ Consistent 20% - 25% + open rate
- ⇒ High Click through rate



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CHAMBERWATCH MARKETING OPPORTUNITIES

Banner Advertisement Specifications

Three distinct opportunities for banner advertisements are available in the ChamberWatch e-mail:

Premier Banner Ad

Location: Directly under e-mail header

Dimensions: 728x90px

Cost: \$75/week

Portrait Banner Ad

Location: Within the body of the e-mail, opposite of a content box, (exact location to be determined)

Dimensions: 180x300px **Cost:** \$50/week

Banner Ad

Location: Within the body of the e-mail, opposite of a content box (exact location to be determined)

Dimensions: 728x90px

Cost: \$50/week

In addition to the above, location-specific specifications, ads must also adhere to the following criteria:

- ⇒ Acceptable formats: .jpg, .gif, Word or PDF
- ⇒ Ads must be linked to a webpage
- ⇒ Artwork must be received by the Wednesday before the e-mail send date
- ⇒ All ads are subject to approval by the Chamber staff
- ⇒ Payment in full must be received before any ad publication, no exceptions.
- ⇒ Spots can be reserved up at a maximum of three months in advance

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. The sizes are:



We are able to place your ad on a webpage of your choice or rotate on a per/week or per/month basis - **\$75/week or \$250/month**. Contact us for special pricing on Landing Pages.

Sample Top Banner Placement



Sample Square Ad Placement





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MARKETING OPPORTUNITIES

Banner Booster Sponsor



Be one of only 12 sponsors per banner. Your logo displayed on a banner sign taken to every event, displayed for every meeting, and in the Chamber offices for 1 year. High resolution artwork must be supplied. **\$300 per logo.**