



THE GREATER BETHESDA
CHAMBER of COMMERCE

Smart Business, Bright Future



ANNIVERSARY

CHAMBER CHOICES

2020-2021

**SPONSORSHIP &
MARKETING
GUIDE**

7910 Woodmont Avenue, Suite 1204
Bethesda, MD 20814
www.greaterbethesdachamber.org
(301) 652-4900



CHAMBER CHOICES – 2020 - 2021

NEW WORLD OF MARKETING OPPORTUNITIES

Spread the Word about Your Business with the Chamber

Times are not the same. In this world of social distancing, working from home, doing business virtually and meeting people and prospects online, businesses need to turn to new ways of marketing their services and staying in touch with current and prospective clients.

The 2020-2021 Overview of Sponsorship and Marketing Opportunities takes into account the COVID crisis and the understanding that many businesses are operating from different platforms and therefore need new ways to market themselves.

In these uncertain times, we cannot guarantee that we will be able to hold in-person events and meetings during the first half of this fiscal year. This is reflected in this packet and our sponsorship packages; we only included benefits that we are confident can be offered and still bring great value to our members.

Please take the time to review the numerous marketing and event sponsorship opportunities available to promote your business, and learn about the Chamber's Annual Corporate Sponsorship program, which brings visibility to you and your business all year long, on the last two pages of this packet.

If we've learned anything from this crisis, it is that flexibility is key to success. If we are missing any 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!

Ginanne M. Italiano - Annual Corporate Sponsorship Program
gitaliano@greaterbethesdachamber.org 301-652-4900 x203

Courtney DeLucia - Advertising and Event Sponsorships
cdelucia@greaterbethesdachamber.org 301-652-4900 x200

Monica Scisorek - Membership and Benefits
mscisorek@greaterbethesdachamber.org 301-652-4900 x201



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WEBSITE AND EMAIL ADVERTISING

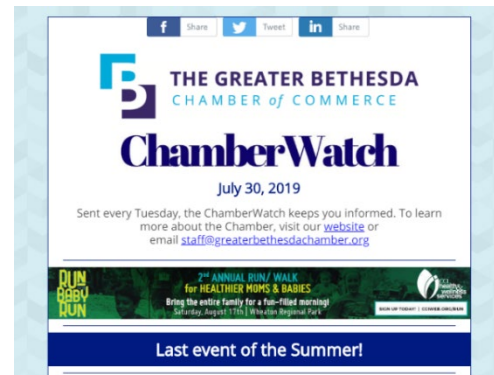
Our members can market and promote their business via email and on our website in various formats: in our weekly e-newsletter, the ChamberWatch; in a stand-alone email; and on our website.

The ChamberWatch is delivered to over 4,000 inboxes each Tuesday, loaded with Information and news for both members and non-members. The email is resent once each week to non-openers.

Our website is a hub of information and events for the business community in the Greater Bethesda Region. Overall, it averages 1,700+ users per month.

ChamberWatch Stats

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



DEDICATED EMAILS

\$250 per ad

This email is a one-ad, one-company email which can be sent to members only or to the entire contact list. E-blasts are limited to two total per 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.

Requirements and terms for advertisement emails:

- ⇒ Acceptable formats: .jpg and .png
- ⇒ Spots can be reserved up to a maximum of four months in advance
- ⇒ Ads must be linked 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 publication, no exceptions



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CHAMBERWATCH

\$50 or \$75 per week

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

⇒ **Premier Banner Ad**

Location: Directly under email header

Dimensions: 728x90px

Cost: \$75/week

⇒ **Portrait or Landscape Banner Ad**

Location: Within the body of the email, opposite of a content box

Dimensions: 180x300px OR 728x90px

Cost: \$50/week

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

- ⇒ Acceptable formats: .jpg, .png, or PDF
- ⇒ Ads must be linked 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
- ⇒ Spots can be reserved up at a maximum of three months in advance
- ⇒ Payment in full must be received before any ad publication, no exceptions

WEBSITE ADVERTISING

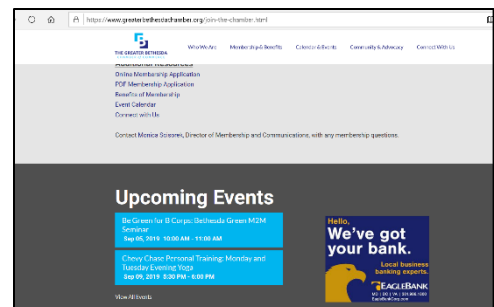
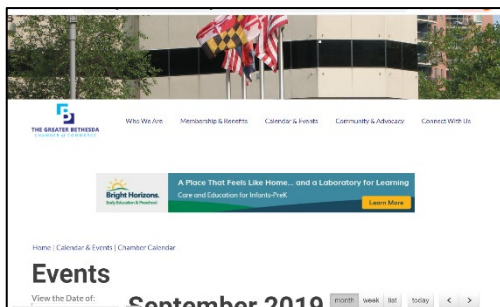
\$75/week or \$250/month

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. Contact us for special pricing on Landing Pages.

Placement Options:





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VIRTUAL PROGRAMS AND EVENTS

The Chamber holds several types of virtual monthly networking events that can be sponsored:

Speed Networking Events: attendees are broken up into “rooms” and rotate several times during the event.

Unique/Fun Networking Events: cocktail making classes, “yappy hour” networking with your dog, trivia, etc.

Educational Webinars: Presenters with an expertise in a particular subject matter provide information to attendees.

PRESENTING SPONSOR

\$250

- ⇒ Company name/logo in all pre-event promotion, including social media, ChamberWatch newsletter, & e-blasts
- ⇒ Company name/logo with a link to your website on the event registration page
- ⇒ Host will share your contact information, website, social media links, etc. in the event chat to all attendees
- ⇒ Share a “Virtual Infomercial” for the first three minutes of the program.
- ⇒ Option to share PowerPoint slides.
- ⇒ List of attendees: name, company, phone, address

EVENT SPONSOR

\$125

- ⇒ Company name/logo in all pre-event promotion, including social media, ChamberWatch newsletter, & e-blasts
- ⇒ Company name with a link to your website on the event registration page
- ⇒ Host will share your contact information, website, social media links, etc. in the event chat to all attendees

MEMBER HOSTED WEBINARS

\$350

The Chamber will help promote your scheduled webinar.

- ⇒ 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.*

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ANNUAL CORPORATE SPONSORSHIP PROGRAM

As an Annual Corporate 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. In today's shifting business environment, Annual Corporate Sponsors will receive the best opportunities for increased virtual exposure to a large audience. This convenient program provides an excellent platform to promote your business while providing much needed support for the Chamber during difficult times.

	GOLD \$10,000	SILVER \$6,000	BRONZE \$3,000
Recognition as Annual Sponsor on all outgoing Chamber emails	Name and link to your website	Name and link to your website	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 per year	2 per year	1 per year
Advertisement on Chamber's website	5 per year	3 per year	1 per 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
COST	\$10,000	\$6,000	\$3,000

Note: Under "normal" circumstances, Annual Corporate Sponsors would receive tickets and/or tables to annual events including the Annual Golf Classic in May, Annual Installation Dinner in June and Real Estate Update in June (depending on sponsor level). If/when social distancing restrictions are lifted and more in-person networking starts to take place, many of these benefits will be added back to the annual sponsorship packages.



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7910 Woodmont Ave., Suite 1204
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301.652.4900 [p]
301.657.1973 [f]

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staff@greaterbethesdachamber.org

2020-2021 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 2020-2021 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: _____

Web Site: _____

- 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 gitaliano@greaterbethesdachamber.org



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

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