

# Chamber Choices

## Sponsorship & Marketing Guide



**GREATER BETHESDA**  
CHAMBER *of* COMMERCE

Better business. Stronger community.

7910 Woodmont Ave, Suite 1204  
Bethesda, MD 20814  
[greaterbethesdachamber.org](http://greaterbethesdachamber.org)  
301-652-4900

# A NEW WORLD OF MARKETING OPPORTUNITIES

## Spread the Word about Your Business with the Chamber

Times are not the same. In this world of 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 2023 Overview of Sponsorship and Marketing Opportunities still considers the recent crisis and the understanding that many businesses are operating from different platforms and therefore need new ways to market themselves.

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!

Allie Williams - [awilliams@greaterbethesdachamber.org](mailto:awilliams@greaterbethesdachamber.org)

Carla Young – [cyoung@greaterbethesdachamber.org](mailto:cyoung@greaterbethesdachamber.org)

Clarissa Harris – [charris@greaterbethesdachamber.org](mailto:charris@greaterbethesdachamber.org)

**GBCC Chamber Choices 2023**

# EMAIL ADVERTISING

Our members can market and promote their business via email in two formats: in our weekly e-newsletter, the ChamberWatch or in a stand-alone email. **Starting at \$50.**

## ChamberWatch

Reaches over 4,000 member and non-member inboxes each Tuesday and is resent to non-openers.

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: **\$100/week**

Spots can be reserved up at a maximum of 3 months in advance.

## Dedicated Emails

An email sent to only members or the entire contact list. Sent on a Wednesday or Thursday.

**E-blasts** are limited to two total per month. 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. **\$250 per ad**

All ads are subject to approval by the Chamber staff Payment in full must be received before any publication, no exceptions

### All Email Ad Requirements:

Acceptable formats: .jpg or .png. (ChamberWatch can be PDF)  
Ads must be linked to a webpage Artwork must be received by the  
Wednesday before the email send date

# 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 can 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.

# VIRTUAL PROGRAMS AND EVENTS

The Chamber holds several types of virtual 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.

## 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

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

## PRESENTING SPONSOR \$250

- Every benefit of "EVENT SPONSOR" and ...
- Share a "Virtual Infomercial" for the first three minutes of the program.
- Option to share PowerPoint slides.
- List of attendees: name, company, phone, address

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# 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.

## ANNUAL CORPORATE SPONSORSHIP PROGRAM

As an Annual Corporate Sponsor, you will receive a turnkey 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.

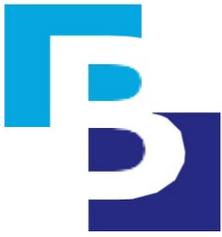
	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
Recognition as Annual Sponsor on all outgoing Chamber emails	Name and your website link	Name and your website link	Name
Recognition on Annual Corporate Sponsors sign at beginning of every virtual event of the Chamber and when possible, during meetings/events	LOGO	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

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**\$10,000**

**\$6,000**

**\$3,000**



# GREATER BETHESDA CHAMBER of COMMERCE

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301.652.4900 [p]  
301.657.1973 [f]

www.greaterbethesdachamber.org  
staff@greaterbethesdachamber.org

## 2023 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](mailto:awilliams@greaterbethesdachamber.org)



**THE GREATER BETHESDA**  
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## 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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