



2017 Sponsorship & Advertising Opportunities Guide

Walton Area
Chamber of Commerce



Helping the Community. Serving as a Voice for Business. Fostering Member Prosperity.

That's what the Walton Area Chamber is all about!



The Walton Area Chamber of Commerce implements a number of programs and initiatives that support our mission to be the driving force to promote, develop and advocate for successful businesses in the community. The Chamber does much of its work through the generosity of its members and business partners. We rely on your support to execute our program of work. The opportunities in this guide provide a variety of platforms for advertising, branding, and networking for your company and help position you as a leader in the Walton area business community. Please join us in this endeavor to create opportunities for business growth.



Annual Gala

Presented by Hilton Sandestin Beach Golf Resort and Spa

January 19, 2017

The business community event of the year is the Walton Area Chamber Annual Gala. Help celebrate the successes of the past year, share our vision for the future, and enjoy top-notch entertainment. This event format is a seated dinner with a networking reception and chamber awards ceremony. Join us as we pass the gavel and raise a glass to the companies and volunteers who partner with us to be the voice of business, create jobs, and help our members thrive.

Presenting Sponsor: \$10,000 (SOLD)

Welcome Sponsor: 2 at \$2,500 or 1 at \$5,000

- Sponsor signage in reception area • Exclusive vendor table in reception area • Beverage napkins with company logo • Company acknowledgment during main event
- Pre-event reception with welcome beverage Reserved priority seating • Table for 10 • Table signage
 - One drink ticket per person • Five valet passes
- Company logo on event presentations and pre-event marketing • Social media mention

Entertainment Sponsor: 5 at \$1,000

- Pre-event reception with welcome beverage • Four tickets to event (reserved seating)
 - One drink ticket per person • Two valet passes • Company mention by entertainer
- Sponsor signage near entertainer • Company logo on event presentations and pre-event marketing
 - Sponsor mention during main event • Social media mention

Platinum Sponsor: \$1,500

- Pre-event reception with welcome beverage • Reserved priority seating Table for 10
- Table signage • One drink ticket per person • Five valet passes • Award sponsorship and on-stage presentation • Company logo on event presentations and pre-event marketing • Social media mention

Gold Sponsor: \$1,000

- Pre-event reception with welcome beverage • Reserved table for 10 • Table signage
- One drink ticket per person • Company logo on event presentations and pre-event marketing
 - Social media mention

Friend of the Chamber - \$500

- Pre-event reception with welcome beverage • Two tickets one drink ticket per person
- One valet pass • Company/Individual name on event presentations and pre-event marketing
 - Mention during main event

Individual Ticket – \$75 (member) \$95 (nonmember)

- Pre-event reception with welcome beverage
 - Reserved seating

Monthly and Quarterly Events

Sponsorship Perks

- Receive top billing in all pre-event publicity
- Recognized as sponsor in all printed materials
- Recognized as sponsor in all emails and newsletters to members
- Opportunity for a company representative to speak
- Opportunity to handout company literature

Business After Hours

Monthly 5:30-7:00 p.m. Various Host Locations

Projected attendance: 100-150

Sponsorship Levels

- 4 sponsorships at \$300 and a Venue/Food Sponsor
- 1 sponsorship at \$500 plus paying for the food and one beverage
- Venue/Food Sponsor would be a trade sponsorship for covering all food and one free drink per person

First Friday Breakfast

Monthly 7:00- 8:30 a.m. Various Host Locations

Projected attendance: 40-70 per month

Sponsorship Levels:

- 2 sponsorships at \$350
- 1 exclusive sponsorship at \$500

Lunch and Learns North and South

Quarterly, Various Host Locations

Sponsorship Levels:

- 2 sponsorships at \$350
- 1 exclusive sponsorship at \$500

Power of Business Luncheon

9 months out of the year, 11:30 a.m.-1:00 p.m. Various Host Locations

Projected attendance: 60-110

Sponsorship Levels:

- 2 co-sponsorships at \$1,500
- 1 Exclusive Sponsor at \$2,500

Power of Networking Lunches and Breakfast

June, July, and August 11:30 a.m.-1:00 p.m. Various Host Locations

Projected attendance: 60-110 per month

Sponsorship Levels:

- 2 sponsorships at \$750
- 1 exclusive sponsorship at \$1,200



Annual Women's Symposium

Hosted by: Hilton Sandestin Beach Golf Resort & Spa
August

The Women's Symposium seeks to empower, motivate, and encourage women from all backgrounds and all educational and professional levels to pursue their passions. To embrace the support of both men and women for the betterment of all. Featuring speakers, a variety of breakout workshops, breakfast, lunch reception, door prize hour and a unique shopping experience this is a day for women to treat themselves and get inspired.

Sponsorship Levels:

Event Host Sponsor (1): \$10,000 (Sold)

Presenting Sponsor (1): \$5,000

- 5 Minute Introduction • Introduce the Keynote Speaker • Exhibitor table • Logo inclusion as "Presenting Sponsor" on: Signage, Flyers, Appreciation Ad in Event Program, Chamber Website, E-blast, and all other printed material • Special Sponsor Slide displayed on large screen • Mentioned as Presenting Sponsor in PSAs promoting event • Promo item(s) in Symposium Goody Bags • Admission for 4 to Symposium

Diamond Sponsor (4): \$2,500

- 3 Minute Introduction • Introduce one breakout Track Speaker • Exhibitor Table • Logo inclusion as "Diamond Sponsor" on: Signage, Flyers, Appreciation Ad in Event Program, Chamber Website, E-blast, and all other printed material • Special Sponsor Slide displayed on large screen • Mentioned as Diamond Sponsor in PSAs promoting event • Promo item(s) in Symposium Goody Bags

Décor Sponsor (1): \$1,500

- Sponsor fee or Décor on Large Stage • Logo inclusion on: Exhibitor Table Chamber Website, Eblast, Large Screen Projection during Event • Verbal Mention on stage as Decor Sponsor • Promo item(s) in Symposium Goody Bags • Admission for 2 to Symposium

Exclusive Breaks and Reception Sponsor (1): \$1,500

- Two minutes of speaking time at the start of the cocktail hour • Exhibitor Table • Logo Inclusion on: half page 4.8"x4 color appreciation ad in Event Program, Chamber Website, E-blast, Large Screen Projection during Event • Verbal Mention on Stage as Breaks and Reception Sponsor • Promo item(s) in Symposium Goody Bags • Admission for 2 to Symposium

VIP Bag Sponsorship (1): \$1,200

- Exhibitor Table • Logo inclusion as "VIP BAG Sponsor" on: Signage, Flyers, Ad in Event Program, Chamber Website • E-blast, and all other printed material • Shared Sponsor Slide displayed on large screen • Mentioned as VIP BAG Sponsor in PSAs promotions • Promo item(s) in Symposium Goody Bags • Admission for 3 to Symposium



Annual Women's Symposium

Hosted by: Hilton Sandestin Beach Golf Resort & Spa

August

Advertising Sponsor (1): \$1,200

- Exhibitor table • Logo inclusion on: appreciation ad in event program, Chamber website, e-blast, large screen projection during event • Verbal mention on stage as Advertising Sponsor • Promo item(s) in Symposium goody bags • Admission for 1 to Symposium

Promotional Sponsor/ Screen-printing of Bags (1): \$1,000

- Exhibitor table • Logo inclusion on: signage, appreciation ad in event program, Chamber website, e-blast, large screen projection during event • Verbal mention on stage as Promotional Sponsor • Promo item(s) in Symposium goody bags via media or advertising • Admission for 2 to Symposium

Platinum Sponsor (3): \$1,000

- Exhibitor table • Logo inclusion on: signage, appreciation ad in event program, Chamber website, e-blast, large screen projection during event • Verbal mention on stage as Platinum Sponsor • Promo item(s) in Symposium goody bags via media or advertising • Admission for 2 to Symposium

Lunch Sponsor (2): \$750

- Exhibitor table • Logo inclusion on: signage, appreciation ad in event program, Chamber website, e-blast, large screen projection during event • Promo item(s) in Symposium goody bags • Admission for 1 to Symposium

Breakfast (2): \$650

- Exhibitor Table • Logo inclusion on: signage, appreciation ad in event program, Chamber website, e-blast, large screen projection during event • Promo item(s) in Symposium goody bags • Admission for 1 to Symposium

Program Sponsor (1): \$600

- Full-page ad on back cover • Logo on table of contents page with recognition as the Program Sponsor • Verbal mention of your company as the Program Sponsor during welcome and closing • 1 ticket into the Symposium

Gold Sponsor (8): \$500

- Logo Inclusion on: exhibitor table, appreciation ad in event program, Chamber website, e-blast, large screen projection during event • Verbal mention on stage • Promo item(s) in Symposium goody bags • Admission for 1 to Symposium

Coffee Sponsor (1): Donation of Cups and \$250 or flat \$500

- Logo inclusion on: coffee station signage, coffee cups, appreciation ad in event program, e-blast, large screen projection during event • Verbal mention on stage as coffee sponsor • Promo item(s) in Symposium goody bags • Admission for 1 to Symposium

Program Ads:

- Full Page- \$150
- ¾ Page - \$100
- ½ Page - \$85
- ¼ Page \$50



Chamber Golf Classics

North Classic in the Spring & South Classic in the Fall

Sponsorship Levels:

Title- North \$2,500, South \$5,000

- Top billing in multi-media promotional campaign• social media post• print marketing• event graphics "presented by:"• 2 complimentary 4 person teams • Company banner displayed at tournament• 2 tee signs• 1 display table for marketing materials at registration or any hole on-course• Company recognized at event and awards ceremony• Logo recognition (event signage, website, e-announcements)• Opportunity to include logo items in event bags• Receives 8 mulligans & 4 tee busters

Masters- North \$1,000, South \$2,500

- Top billing in multi-media promotional campaign• social media post• print marketing• 1 complimentary 4 person teams • Company banner displayed at tournament• 1 tee signs • 1 display table for marketing materials at registration or any hole on-course• Company recognized at event and awards ceremony• Logo recognition (event signage, website, e-announcements)• Opportunity to include logo items in event bags• Receives 4 mulligans & 2 tee busters

Beverage Cart- North \$750, South \$1,500

- 1 complimentary 4-person team• Logo recognition on hole signage at one hole• Logo recognition on beverage carts• Company banner displayed at tournament• Logo recognition (event signage, website, e-announcements)• Verbal recognition at event and awards ceremony• Opportunity to place logo items in event bags

Eagle- North \$550, South \$1,000

- tee sponsorship• 8 mulligans and 4 tee busters • 4-person team

Driving Range- North \$250, South \$500

- Signage on driving range• Opportunity for logo item in event bag
- Opportunity to present your company's goods and services on the range

Putting Green- North \$250, South \$500

- Signage on putting green• Opportunity for logo item in event bag
- Choice of activity on putting green • Opportunity to present your company's goods and services on the green

Tee Sponsor- North \$100, South \$200

- Tee box signage • Opportunity to put logo item in gift bag

Team- North \$400, South \$700

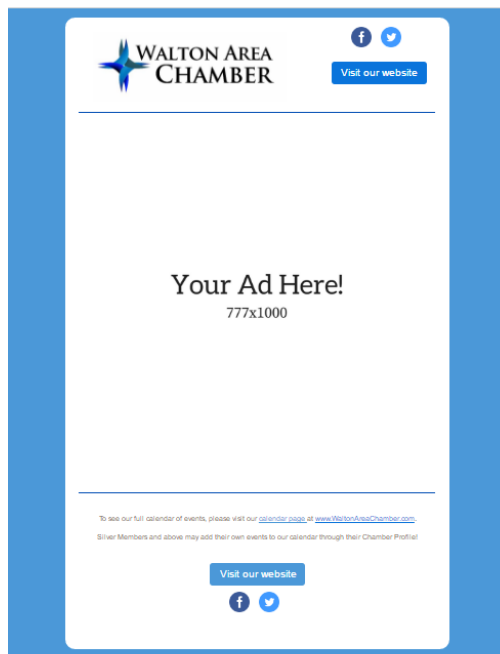
Email Marketing Advertisements

BANNER AD WITHIN THE CHAMBER WEEKLY EMAILS

The Walton Area Chamber of Commerce sends out two emails per week informing members of community events and announcements. Spread your message within these emails to 6000+ potential customers! This ad will be featured throughout the entire month of your choice. Banner ads are limited to three per month.

4 emails featuring one banner ad= \$400

8 emails featuring one banner ad= \$600



ONE DEDICATED EMAIL BLAST AND SOCIAL MEDIA POST

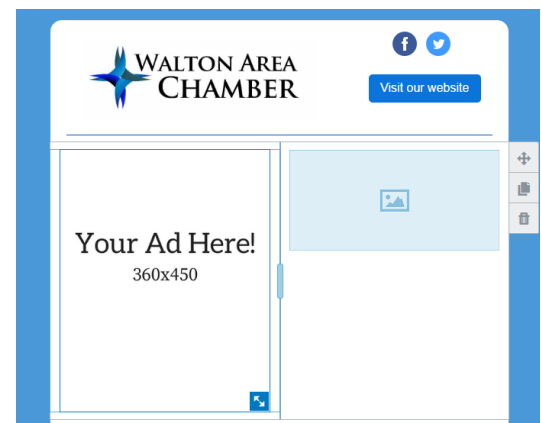
Once a month the Walton Area Chamber of Commerce will dedicate one community email to a member advertisement. This ad will be sent to our 6000+ email database and will be shared to 3,000+ followers on our Facebook page. Because this is limited to only one email per month, grab one of this year's 12 spots while you can!

**1 dedicated email blast and
1 social media post= \$650**

FLYER WITHIN THE CHAMBER COMMUNITY EMAILS

Once a week, The Walton Area Chamber of Commerce sends out an email sharing upcoming community events, announcements and more. This e-blast is the perfect space to feature an upcoming event or promotion. This ad will be sent to our 6000+ email database and will be shared to 3,000+ followers on our Facebook page. Flyers are limited to two per month.

**4 emails including flyer and
1 social media post= \$500**



*Members that purchase 3 or more advertisements will receive a 10% discount. All ads must be purchased at the same time.

*Ads will not run until full payment is received.



Walton Area

Chamber of Commerce

Businesses that sponsor 3 or
more events will get a 10%
discount on the sponsorships

THANK YOU

The Chamber appreciates all of your support.
It is because of your efforts that we are able to provide
amazing events and programs.