



# Sponsorship, Advertising & Participation

2018 Walton Area Chamber of Commerce

GRUDE



# Helping the Community. Serving as a Voice for Business.

# Fostering Member Prosperity.



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.

# Chamber Golf Classics

## Spring North Classic & Fall South Classic

### 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:" | two (2) complimentary four-person teams | logo placement on all player cart windshields with Golf Cart Sponsor | company banner displayed at tournament | two (2) tee signs | one (1) display table for marketing materials at registration or any hole on the course | company recognized at event and awards ceremony | logo recognition (event signage, website, e-announcements) | opportunity to include logo items in event bags | receives eight (8) mulligans and four (4) tee busters per team

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

Top billing in multi-media promotional campaign | social media post | print marketing | one (1) complimentary four-person team | company banner displayed at tournament | one (1) tee sign | one (1) display table for marketing materials at registration or any hole on the course | company recognized at event and awards ceremony | logo recognition (event signage, website, e-announcements) | opportunity to include logo items in event bags | receives eight (8) mulligans and four (4) tee busters

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

One (1) complimentary four-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

#### Golf Cart - North \$750 South \$1,500

One (1) complimentary four-person team | logo placement on all player cart windshields with presenting sponsor logo | 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 \$600 South \$1,000

Tee sponsorship | eight (8) mulligans and four (4) tee busters | one (1) complimentary four-person team

#### Contest Hole - North \$250 South \$500

Signage on contest hole | opportunity for logo item in event bag | one (1) display table for marketing materials and/or promotional material at the designated hole on the course

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

Signage on driving range | opportunity for logo item in event bag | one (1) display table for marketing materials and/or promotional material at driving range

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

Signage on putting green | opportunity for logo item in event bag | choice of activity on putting green | one (1) display table for marketing materials and/or promotional material at putting green

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

Tee box signage | opportunity to put logo item in event bags

#### Sandbag - North \$50 South \$100

Opportunity to put logo item in event bags

#### Team - North \$400 South \$700

# Annual Gala

January 19, 2018

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. The 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**

Sponsor signage in reception area | exclusive vendor table in reception area | company acknowledgment during main event | on-stage welcome | award sponsorship and on-stage presentation | pre-event reception with welcome beverage | reserved priority seating | table for ten (10) | table signage | one drink ticket per person | five valet passes | company logo on event presentations and pre-event marketing | social media mention

## **Welcome Reception 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 ten (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 ten (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 ten (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 to event | 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 (non-member)**

Pre-event reception with welcome beverage | reserved seating

Prices reflect sponsorship rates for member companies. For non-member rates please contact [gabrielle@waltonareachamber.com](mailto:gabrielle@waltonareachamber.com)



# Empowering Women Symposium

August 22, 2018

The Women's Symposium seeks to empower, motivate and encourage women from all backgrounds and all educational and professional levels to pursue their passions. We strive to embrace the support of both men and women for the betterment of all.

Featuring speakers, breakfast, lunch reception, door prize hour and a unique shopping experience; this is a day for women to treat themselves and be inspired.

## **Event Host Sponsor - (1) \$10,000**

Co-emcee the program with Chamber Staff | introduce a Keynote Speaker | exhibitor table | logo inclusion as "Event Host 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 Host Sponsor in PSA's promoting event | admission for four (4) to the event

## **Presenting Sponsor - (1) \$5,000**

Five minute introduction | introduce a 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 PSA's promoting event | admission for four (4) to the event

## **Diamond Sponsor - (4) \$2,500**

Three minute introduction | introduce an Enrichment Speaker | exhibitor table | logo inclusion as a "Diamond Sponsor" on: signage, flyers, appreciation ad in event program, chamber website, e-blast and all other printed material | special sponsor slide displayed on the large screen | mentioned as Diamond Sponsor in PSA's promoting the event

## **Decor Sponsor - (1) \$1,500 or In Kind**

Provide decor on large stage | logo inclusion on: exhibitor table, chamber website, e-blast, large screen projection during the event | ad in event program | signage near large stage decor | verbal mention on stage as decor sponsor | admission for two (2) to the event

## **VIP Door Prize and Giveaway Sponsor - (1) \$1,200**

Exhibitor table | logo inclusion as "VIP Door Prize and Giveaway Sponsor" on: signage, chamber website, e-blast, flyers and all other printed material | ad in event program | shared sponsor slide on large screen | mentioned as VIP Door Prize and Giveaway Sponsor in PSA promotions | admission for three (3) to the event

## **Advertising Sponsor - (1) \$1,000**

Exhibitor table | logo inclusion on: appreciation ad in the event program, chamber website, e-blast, large screen projection during the event | verbal mention on stage as Advertising Sponsor | admission for two (2) to the event

## **Promotional Items Sponsor - (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 | admission for two (2) to event

## Breaks and Reception Sponsor - (1) \$1,000

Two minutes of speaking time at the beginning of the cocktail hour | exhibitor table | signage displayed in reception area | logo inclusion on: half-page color appreciation ad in the event program, chamber website, e-blast, large screen projection during event | verbal mention on stage as Breaks and Reception Sponsor | admission for two (2) to the event

## 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 | admission for two (2) to event

## Signs and Printing Sponsor - (1) \$800

Two minute introduction | exhibitor table | logo inclusion on chamber website, e-blast, large screen projection during event and full-page ad in the program as Signs and Printing Sponsor | verbal mention on stage | admission for two (2) to the event

## Lunch Sponsor - (2) \$750

Exhibitor table | logo inclusion on: signage, appreciation ad in event program, chamber website. e-blast, large screen projection during event | admission for one (1) to the event

## Program Sponsor - (1) \$550

Full-page ad on program 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 | one (1) ticket to the event

## Gold Sponsor - \$500

Logo inclusion on: exhibitor table, appreciation ad in event program, chamber website, e-blast, large screen projection during event | verbal mention on stage | admission for one (1) to the event

## Breakfast Sponsor - (2) \$400

Exhibitor table | logo inclusion on: signage, appreciation ad in event program, chamber website, e-blast, large screen projection during event | admission to one (1) to the event

## 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 the Coffee Sponsor | admission for one (1) to the event

## Chamber Member Vendor Table - \$150

Includes one (1) representative with free admission to the event (additional participants must purchase a ticket) | tables must be manned during, prior-to and after each break | vendors must provide one door prize (\$50 or greater)

## Table Decor Sponsor - \$150

table signage | opportunity to decorate one (1) table at the event

## Program Ads

Full Page- \$150    3/4 page- \$100  
1/2 page- \$85    1/4 page- \$50  
Business card- \$30  
Signature ad- \$15  
Artwork must be supplied by 8/1/18

## Vendor Table & Table Decor Sponsor Package - \$200

# Cardboard Boat Race

September 15, 2018

Looking for a great way to enhance your team building skills and create comradery with your team? Then this race is for you!

## Host Sponsor - \$5,000 (trade)

Distribution of marketing materials and/or product samples at the race | logo on company-supplied banners displayed at race site | logo on all promotional materials including race flyers and chamber website | business recognized at awards ceremony | business linked from chamber website and race Facebook event | four (4) complimentary race entries | company booth at the event, set up and supplied by company

## Title Sponsor - \$3,500

Top billing- "Cardboard Boat Race Presented By:" | distribution of marketing materials and/or product samples at the race | logo on company-supplied banners displayed at race site | top billing logo on all promotional materials including race flyers and chamber website | business recognized at awards ceremony | business linked from chamber website and race Facebook event | business recognized on all press releases as the Title Sponsor | six (6) complimentary race entries | customized company booth at the event, set up and supplied by company | complete list of race participants | inclusion on all race social media posts

## Photo Booth Sponsor - \$1,500 or In Kind

Logo as sponsor on the photo generated from the photo booth | business linked from chamber website and Facebook event | business recognized at award ceremony | Two (2) complimentary race entries

## Partner Sponsor - \$1,000

Distribution of marketing materials and/or product samples at the race | logo on company-supplied banner displayed at race site | logo on all promotional materials including race flyers, press releases and Chamber website | business recognized at award ceremony | business linked from chamber website and Facebook event | four (4) complimentary race entries | company booth at the event set up and supplied by the company

## Gold Sponsor - Member \$500

Distribution of marketing material and/or product samples at the race | logo on company-supplied banner displayed at race | logo on promotional materials | business recognized at award ceremony | business linked from chamber website and Facebook event | two (2) complimentary race entries

## Vendor Booth - \$200

Distribution of marketing material and/or product samples at the race | company booth at the event set up and supplied by the company | one (1) complimentary race entry

## Team Entry - \$100 with a \$25 refundable fee for cleanup on race day only

# 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 | opportunity for a company representative to speak at event | opportunity to handout company literature

## Business After Hours

**Four (4) at \$300 and a Food/Venue Sponsor or  
One (1) at \$500 plus paying for food and one beverage  
Food/Venue Sponsor would be a trade for covering all food and  
one beverage per person**

Monthly 5:30-7:00 PM | various host locations | projected attendance 100-150

## First Friday Breakfast

**Two (2) \$350 or One (1) exclusive at \$500**

Monthly 7:00-8:30 a.m. | various host locations north of the bay | projected attendance 40-70

## Power of Business/Networking Luncheon

**Two (2) \$1,500 or One (1) exclusive \$2,500**

Monthly 11:30 a.m.- 1:00 p.m. | various host locations south of the bay | projected attendance 60-110

Power of Business Luncheons will be January-May, September-November

Power of Networking Luncheons will be June, July, August and December

## Networking Sponsorship

**One (1) \$250**

Available in conjunction with the Power of Business Luncheon

11:15-11:50 a.m. | various host locations south of the bay | projected attendance 60-100 |  
vendor table during networking time | logo on networking activity | mention as networking  
sponsor during lunch

## Networking Breakfast Sponsor

**Two (2) \$350 or One (1) exclusive at \$500**

Quarterly | 7:30-8:30 a.m. | various host locations south of the bay | projected attendance 25-40

## Lunch and Learn

**Two (2) \$350 or One (1) exclusive \$500**

Quarterly | 11:30 a.m.-1:00 p.m. | various host locations north and south of the bay | various  
educational topics



# More to Come in 2018

## Chamber Birthday Bash

**June 23, 2018**

Join us to celebrate 93 years of the Walton Area Chamber of Commerce! This promises to be a great event, with a silent auction and entertainment.

There will be many opportunities available for you to be a sponsor, donate an auction item or volunteer.

## Candidate Forums

**Summer 2018**

The Walton Area Chamber of Commerce will be hosting Candidate Forums in the summer of 2018 leading up to the primary election season. A candidate forum is a public event where candidates running for office are invited to express their positions on small-to-large business issues. Whether for a local or state election, our goal is to build support for the issues that matter to our business community and to learn more about the candidates running to represent you.

## Craft & Commerce

Join us as we introduce industry-specific, rectangle table discussions with peers in your workforce. Network with other businesses in your industry and brainstorm solutions to your questions.

There will be many opportunities available for you to be a sponsor or attend these events. Stay tuned to the newsletter for more information.

If you are interested in sponsorship for the Birthday Bash or Craft & Commerce please contact Gabrielle at [gabrielle@waltonareachamber.com](mailto:gabrielle@waltonareachamber.com).

# Participation Guide

The Walton Area Chamber of Commerce has many ways you can increase your investment as a member by being involved. Help from our members makes us successful. Below are a few ways for you to engage with us.

## Leadership Walton - \$1,375

Leadership Walton has been training emerging and existing leaders in the Northwest Florida region since 2000. As a unique and innovative approach to the traditional community based leadership model; the program provides the opportunity to: develop an individual's leadership, entrepreneurial and team building skills, increase their value to their organization, and strengthen the greater community. The program is designed in eight monthly sessions beginning with an overnight retreat in September. Each session thereafter focuses on one major skill, including: beliefs and attitudes, team building, mentoring, communication, organizational leadership, coaching, time management, servant hood. The program concludes with a graduation dinner ceremony in May.

**Applications must be submitted by September 3, 2018.**

## Mentoring Emerald Coast - \$250

No matter your age or career stage, whether you're looking to increase your management capacity or to start to grow your own business, the Mentoring Emerald Coast program has a place perfect for you. With entrepreneurial and leadership tracks there is something for everyone and when you've reached some measure of success, you owe it to others to send the elevator back down to bring them up.

If you are interested in being a sponsor, mentor or mentee for greater personal and professional success please reach contact the Walton Area Chamber of Commerce or visit our website for more details.

## Chamber Committees

**Government Affairs-** meets the second Thursday of the month at 8:15 a.m. at the Santa Rosa Beach Chamber office, anyone can attend.

**Special Event Committees** (Annual Awards Gala, North and South Golf Classics, Women's Symposium, Cardboard Boat Race, Birthday Bash)- meetings will begin up to two months prior to the event, any current member may attend.

### Ambassador Committee-

**DeFuniak Springs** meets the Tuesday after First Friday Breakfast, 8 a.m., locations TBD.

**South of the Bay** meets the second Thursday of the month, 11:30 a.m. at the Santa Rosa Beach Chamber office, any current member may attend.

**To join the any committee please email Evans at [evans@waltonareachamber.com](mailto:evans@waltonareachamber.com)**

## Chamber Board of Directors

Any chamber member who has been a chamber member for at least a year and is in good standing is eligible to be nominated to serve on the board of directors. The board meets monthly on the last Monday of the month at 11:30 a.m.

**Board nominations are accepted annually and must be submitted by December 1st each year.**

Nominations should be emailed to [ceo@waltonareachamber.com](mailto:ceo@waltonareachamber.com).

# Website Advertisements

## Website Home Page Advertisements



Location on site	Monthly Price	Specs
Home page under main menu	\$500	777x207
Home page below ~Welcome to Walton	\$400	720x150
Home page below upcoming events	\$400	720x300

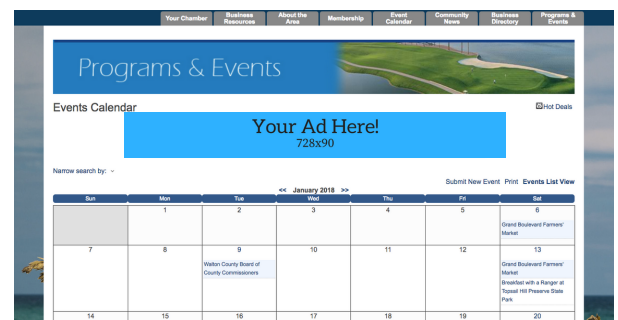
The home page ad pictured above will be in a rotation with ads from our Diamond sponsors

All other ad options are limited to a rotation of 3 advertisers per spot

## Event Page Advertisements

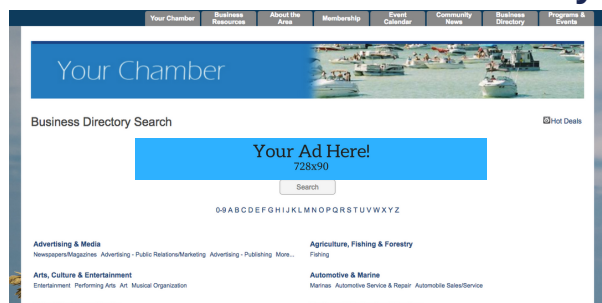
Location on site	Monthly price	Specs
Event Page	\$500	728x90

As one of the most viewed pages on our site, the event page is the perfect spot for members to promote an upcoming event.



\* The ads are limited to a rotation of 3 advertisers

## Business Directory Page Advertisements



Location on site	Monthly price	Specs
Business Directory Page	\$500	728X90

Another frequently viewed page on our site, the business directory page is the perfect spot to promote your business.

\* The ads are limited to a rotation of 3 advertisers

## Full Site Advertisements

**Purchase an ad for 18 pages of the website for \$1,000 per month!**

Pages include home page, event page, business directory, hot deals, job postings, community news and more

## Page Ad-On Advertisements

Businesses that purchase an ad on the home page, event page, or business directory page can purchase an ad-on additional pages for **only \$20 a month**. Ad-on pages do not include the home page, event page or business directory page. Contact [Amanda@waltonareachamber.com](mailto:Amanda@waltonareachamber.com) for a list of ad-on page options.

\* Members that purchase 3 or more advertisements will receive a 10% discount. (Does not include page ad-ons.) All ads must be purchased at the same time.  
\* Ads will not run until full payment is received. \* In 2018, the Chamber's website will undergo redesign and some ad placement may change.



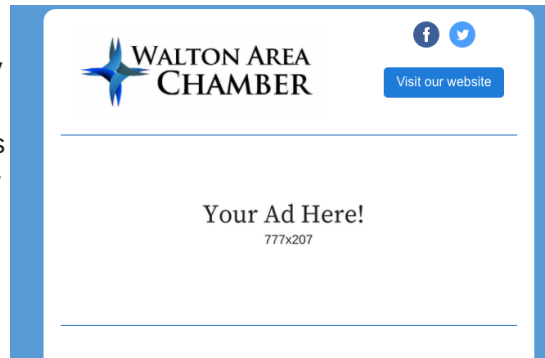
# Email Marketing Advertisements

## Banner Ad Within The Chamber Weekly Emails

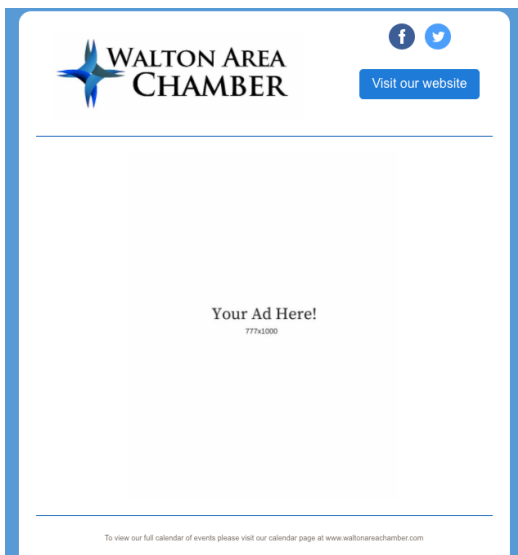
The Walton Area Chamber of Commerce sends out two emails per week informing members of community events and announcements. Spread your message within these emails to 6,000+ potential customers! This ad will be featured throughout the entire month of your choice. Banner ads are limited to three per month.

**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 6,000+ 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**

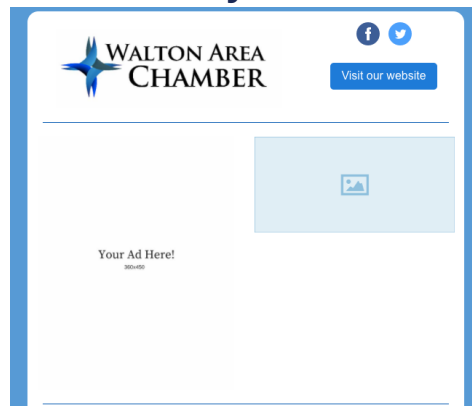
**1 social media post = \$650**

## 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 6,000+ 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**



## Social Media Posts



Social media posts will be featured on the Walton Area Chamber of Commerce Facebook page and seen by 3,000+ followers. Additionally we will monetarily boost the post for more exposure.

**1 Facebook post = \$100**

**3 Facebook posts = \$250**

\* 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. \* In 2018, the Chamber's website will undergo a redesign and some ad placement may change.