



Table Rock Lake
Chamber of Commerce

2019/2020

Sponsorship & Advertising
Opportunities Guide



Want more from your Chamber membership?

Chamber advertising and sponsorships are a great way to expand your marketing efforts. Whether you are looking to reach a local market or to cast a nationwide net, we offer opportunities designed to put your message in front of the audience you are seeking.

Chamber advertising offers a lot of bang for your buck. Advertising vehicles are available in digital format, which allows you to reach your market for just pennies per click. Ninety-seven percent of the population prefer to find a business online (Forbes). Take advantage of our technology to assist you in your business goals.

Event and program sponsorships offer not only advertising options and brand recognition, but also build business and community relationships. By supporting our signature events and programs, sponsors demonstrate their commitment to our area's economic growth, business environment, and quality of life.

The Table Rock Lake Chamber of Commerce is excited to help you find the advertising or sponsorship that meets your business needs. Contact Michelle Cochran if you are ready to make the most of your Chamber membership with one these affordable and effective options.

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MARKETING OPPORTUNITIES

2019 Marketing Partners

Table Rock Lake Chamber of Commerce receives state tourism funding to pay for specific marketing opportunities, but its use is limited. The Chamber receives some funding from Stone County, but the amount only defrays the cost of items such as Vacation Guide distribution, market research, and website maintenance. Our costs are significantly more than the dollars we receive. We must rely on donations and fundraisers to pay for any other marketing opportunities, since our membership dues revenue is not sufficient to fund destination marketing in addition to Chamber activities.

Make an investment in marketing Table Rock Lake to potential visitors, and receive discounts on Chamber products - plus extra added-value items and high-level business recognition!

PARTNER LEVELS

PLATINUM: \$5,000

- 20% discount on all advertising
- Your logo on Chamber website (with hyperlink)
- Visitors Center Signage (21 x21 back lit)
- Your logo and partner level on Chamber's retractable banner displayed at events
- 8 free luncheon admissions (January –November)
- Your logo displayed on all luncheon programs
- One banner ad on Chamber website free for six months (some restrictions apply)
- Two free MSAs, during calendar year
- Featured on our on-hold music when you call the Table Rock Lake Chamber of Commerce

GOLD: \$2,500

- 15% discount on all advertising
- Your logo on Chamber website (with hyperlink)
- Visitors Center Signage (21 x21 back lit)
- Your logo and partner level on Chamber's retractable banner displayed at events
- 6 free luncheon admissions (January –November)
- Your logo displayed on all luncheon programs
- Two free MSAs, during calendar year
- Featured on our on-hold music when you call the Table Rock Lake Chamber of Commerce

SILVER: \$1,500

- 10% discount on all advertising
- Your logo on Chamber Website (with hyperlink)
- Visitors Center Signage (21 x21 back lit, based on availability)
- Your logo and partner level on Chamber's retractable banner displayed at events
- 4 free luncheon admissions (January –November)
- Your logo displayed on all luncheon programs
- One free MSA, during calendar year
- Featured on our on-hold music when you call the Table Rock Lake Chamber of Commerce

BRONZE/ Premier Partner: \$500

- 5% discount on all advertising
- Your logo on Chamber Website (with hyperlink)
- Your logo and partner level on Chamber's retractable banner displayed at events
- 2 free luncheon admissions (January –November)



2020 Official Table Rock Lake Vacation Guide

With a print run of 80,000 copies, the annual Vacation Guide is the official travel and tourism publication of the Table Rock Lake Chamber of Commerce. This full-color publication provides extensive information about lake activities, accommodations, restaurants, attractions, shopping, and services in the Table Rock Lake area.

The Vacation Guide is available online on the Chamber’s website, using state-of-the-art flipbook technology with hyperlinks.

Other distribution outlets include:

- Travel/boat shows
- MO/KS/AR/IL travel plazas
- Table Rock Lake Chamber Visitors Center
- Phone/internet requests
- Regional brochure racks
- Select Chamber member locations
- Internet marketing leads

1/8 horizontal	\$490
1/6 vertical	\$635
1/4 page	\$948
1/2 vertical or horizontal	\$1,843
Full page	\$3,486
Inside front or back cover	\$4,184
Back cover	\$4,542
Restaurant Guide Listing	\$199

* Restaurant Guide listing FREE with paid display ad

2019 - 2020 Official Table Rock Lake Map

Feature your business in the 2019-20 Official Table Rock Lake Map, published by the Table Rock Lake Chamber of Commerce!

Lake Map Quick Facts:

- 15,000 traditional maps will be printed in May, 2019 and distributed through advertisers, our Visitor Center, boat and travel shows and various area locations for 24 months.
- ALL NEW Interactive Digital Flipbook Version will be promoted for 24 months through our website and social media using our unique content management distribution system.
- Advertisers will receive (if desired) one printed map per \$2 spent on advertising. These maps can be given away or sold to help offset the cost of the ad.
- Your ad purchase will include a “Locator” dot on the map face, indicating the location of your business. Your locator dot is also hyperlinked on the flipbook digital version. You can link to a website, social media page, video, etc.

Final deadline for ad submission will be April 12, 2019. Payment due by May 1, 2019. Ads must be supplied digitally as a high-resolution PDF. Images should be 300 dpi.

Table Rock Lake Map Rate Schedule:

1/8 Panel (1.5" x 4.25")	\$288	1/2 Panel (6" x 4 ¼")	\$1,067
1/4 Panel (3" x 4 ¼")	\$554	Full Panel (12" x 4 ¼")	\$2,032
		Full Panel (premium placement)	\$2,153



State Highway 13 Billboard *Based on Availability*

Over 8,000 vehicles pass the Chamber of Commerce every day (on average) on State Highway 13. Advertise your business or organization on one of four billboards in front of the Chamber office. Two billboards face northbound traffic, and two face southbound traffic. Advertiser is responsible for upkeep of billboard vinyls. Vinyl may be changed by advertiser throughout contract.

Size: 8' high x 12' wide

Annual rate: \$2000

Visitors Center Brochure Rack Display Toppers *Based on Availability*

The Chamber offices also serve as the Visitors Center for Stone County and Table Rock Lake, where guests can stop by to pick up brochures and information about our area's offerings. Information seekers also include local residents and business owners. Our brochure rack topper advertising is a great way to put your message in front of thousands of visitors who stop by the office annually.

Size: 7" x 14"

Annual rate: \$100

Table Rock Lake Chamber of Commerce Website Ads *Based on Availability*

With over 625,000 pageviews annually, featuring your business on VisitTableRockLake.com, the official website of the Table Rock Lake Chamber of Commerce, is a great way to get your business message out to the world. You can select specific premium pages to target your marketing effort, and we'll track your views and click through rates.

- Banner ads are linked to your designated URL and trackable
- Ad may be changed by advertiser throughout contract

Advertising Rates:	Annual Rate
Premium page top rotating banner	\$900
Top Position Premium Page Static Banner	\$900
Middle Position Premium Page Static Banner	\$720
Lower Position Premium Page Static Banner	\$456



Table Rock Lake Visitor E-newsletter *Based on Availability*

Feature your business on the official Table Rock Lake Visitor e-newsletter published by the Table Rock Lake Chamber of Commerce! Your hyperlinked banner ad message will be delivered quarterly to more than 40,000 people who have specifically requested information about the Table Rock Lake area.

Publication dates: March 15, June 1, September 1, November 15

- Banner ads are linked to your designated URL
- Click throughs are fully trackable allowing us to see how many people viewed your message
- Digital ad may be changed by advertiser throughout contract

Advertising Rates:	Annual Rate
Primary Sponsor Top Banner	\$850
Supporting Sponsor Bottom Banner	\$700
Supporting Sponsor Banner	\$250

Member Service Announcements (MSAs) *Based on Availability*

Send your message to the email inboxes of over 1,100 Chamber members with a Member Service Announcement. Chamber staff will send the email promotion or announcement you create, and work with you to schedule the best date and time for the email. Announcements may also include graphics and weblinks to your business website. We can also give you feedback on your email, tracking the “open rate” among those who received it, as well as how many clicked through to your website.

Cost: \$50

“The View” Chamber Member E-Newsletter *Based on Availability*

Over 900 members and organizations associated with the Table Rock Lake Chamber of Commerce receive “The View” – the official Chamber member e-newsletter published twice monthly. Advertising in this publication is a great way to reach your local market.

- Banner ads are linked to your designated URL
- Click throughs are fully trackable allowing us to see how many people viewed your message
- Display ad may be changed by advertiser throughout contract

Advertising Rates:	Annual Rate
Upper Sponsor Banner	\$450
Lower Sponsor Banner	\$315



SPONSORSHIP OPPORTUNITIES

Monthly Member Luncheon Sponsorship *Based on Availability*

The Chamber's monthly luncheons bring our members together for networking, food and fun, and to learn more about topics that affect our communities. Luncheons are a great opportunity to mingle with 100+ business leaders from our area. They are held the last Thursday of the month January – November, from 11:30 am until 1:00 pm. The location varies each month, so be sure to check our website calendar at visittablerocklake.com.

Highlighting your business during our Monthly Member Luncheon is easy when you are the Sponsor!

Sponsors receive:

- Recognition on all event-related marketing, promotional e-mails, and in "The View" member newsletter 2 times
- Listing on all at-event signage and in the event program
- Recognition on event page on the Chamber's website
- Two complimentary meals at the event
- Opportunity to provide marketing materials and giveaways for attendees
- Provides door prize(s)
- Opportunity to speak to attendees from podium (5-7 minutes) or show a commercial or short video

Cost: \$350

2019 Fireburst

Table Rock Lake area residents and visitors have enjoyed Fireburst since 1984. Thirty-five years later Fireburst is still one of the most spectacular fireworks shows in the region. Fireburst brings an influx of visitors over the July 4th week, and provides perfect lake life weekend for area residents.

Consider becoming a sponsor for one of the oldest July 4th celebrations in the Table Rock Lake area!

Business sponsors receive added value in the form of radio promotion leading up to the event. You will receive promotional mentions on 106.3 and 100.1 for two weeks prior to the event.

Presenting Sponsor:

\$2500 will receive 100 mentions on 106.3 and 100.1 (value of \$1,106)

Featured Sponsor:

\$1000 will receive 50 mentions on 106.3 and 100.1 (value of \$550)

Supporting Sponsor:

\$500 will receive 25 mentions on 100.1 (value of \$294)

2019 Annual Chamber Golf Classic

This annual event is held at the beautiful LedgeStone Country Club at StoneBridge Village. The Tournament is full of networking, camaraderie and fun! We will begin with lunch and then on to our four-person scramble. What a great opportunity to showcase your business support for Table Rock Lake communities.

Projected attendance: 100+ golfers, volunteers, sponsors and staff

Audience: Business leaders, their clients, Chamber members and volunteers

Date: Thursday, September 12, 2019

Sponsorship Opportunities:

On Course Snack Sponsor: \$750

(Two Sponsorships Available)

- A tent at one of the snack stops, manned by your employees. (If you have a logoed tent, you may use it.)
- The opportunity to hand out your company's promotional products.
- Your company logo and event related marketing:
 - Webpage
 - Social Media
 - Event Publicity
- A company feature on social media.

Exclusive Lunch Sponsor: \$500

- Your company name and logo showcased in the lunch area.
- Two Member Service Announcements to be used at the date of your choice in the next 12 months.
- Your company logo and event related marketing:
 - Webpage
 - Social Media
 - Event Publicity
- A company feature on social media.

Hole Sponsor with Team: \$500

- Includes a printed 2' X 3' sign with your company name.
- Registration for a four-player team.

Exclusive Cart GPS / Picture Sponsor: \$500

- Your company logo scrolling across the GPS on all golf carts during the tournament.
- Your company logo on team group souvenir photo.
- Your company logo and event related marketing:
 - Webpage
 - Social Media
 - Event Publicity
- A company feature on social media.

Exclusive Hole in One Sponsor: \$500

- Your company name as sponsor on printed 2' X 3' sign at the prize hole.
- Opportunity to provide company volunteers to interact with golfers at the prize hole.
- Your company logo and event related marketing:
 - Webpage
 - Social Media
 - Event Publicity
- A company feature on social media.

Hole Sponsor: \$150

- Printed 2' X 3' sign with your company name placed strategically on the course.

Four Person Team: \$400

Individual Player: \$125

2019 Lake Splash

Lake Splash is an annual dinner event and Chamber membership meeting in celebration of the people who make a difference in our area, the past year's business accomplishments, and the Chamber bestows the Community Service, Trailblazer, Business of the Year and Guardian Awards.

Date: Friday, November 15, 2019

Sponsorship Opportunities:

Platinum Sponsorship: \$5,000

- Ten reservations with preferred reserved seating
- Company recognition at reserved table
- Company listing in banquet invitation and banquet program
- Verbal recognition during annual meeting
- Company "Platinum Sponsor" recognition on signage displayed at annual meeting
- Press release announcing your company's support of the banquet
- Opportunity for company provided signage to be displayed at the banquet
- Opportunity to display company literature/information at banquet

Gold Sponsorship: \$2,500

- Ten reservations with preferred reserved seating
- Company recognition at reserved table
- Company listing in banquet invitation and banquet program
- Verbal recognition during annual meeting
- Company "Gold Sponsor" recognition on signage displayed at annual meeting
- Press release announcing your company's support of the banquet
- Opportunity for company provided signage to be displayed at the banquet
- Opportunity to display company literature/information at banquet

Silver Sponsorship: \$1,000

Make it complete table of 10 for \$1360

- Four reservations for attendance at the banquet
- Company listing in banquet invitation and banquet program
- Verbal recognition during annual meeting
- Company recognition on signage displayed at annual meeting
- Press release announcing your company's support of the banquet

Bronze Sponsorship: \$500

Make it complete table of 10 for \$980

- Two reservations for attendance at the banquet
- Company listing in banquet program
- Company recognition on signage displayed at annual meeting

Table of 10: \$600

- Ten reservations for attendance at the banquet
- Completed tables are the only guarantee that all your reservations will be seated at the same table.
- Preferred seating.

Individual Tickets: \$60.00



Business After Hours (BAH) *Based on Availability*

People do business with people they know! There is no better way to get to know other Chamber members than by attending a Business After Hours. This early evening networking event is a fun and casual event, designed to encourage networking and interaction while enjoying delicious food and drinks. These networking programs are sponsored by and hosted at area Chamber member establishments. Bring plenty of business cards and your winning handshake to the next Business After Hours and develop your own synergistic group of business contacts!

Don't hesitate! Spotlight your business and sponsor a Business After Hours.

2 Spring & 2 Fall Events

Dates TBD

4:30 pm – 6:30 pm.

Sponsors provide food and refreshments

Sponsor benefits:

- Your company's logo will be included in all marketing materials including:
- Announcement in one issue of The View e-Newsletter
- Featured event on the Chamber calendar
- E-blasts to all members sent three weeks and one week prior to BAH event
- Customized flyers to be distributed at all Chamber events the month prior to BAH event
- A company representative will be allowed to speak for up to 10 minutes to the attendees. This is a great time to introduce key staff members that are in attendance, speak about what sets your company apart from the competition, or to highlight any new products or services you provide.
- Sponsoring a Business After Hours event sends a clear message to other local businesses that you are invested in Table Rock Lake communities.

Cost: \$250

New Member Orientation

This quarterly program titled "Maximize Your Membership" gives Chamber members the tools and information they need to get the most out of their membership. Held the last month of each quarter, all new members are invited; however, any current member may attend this informative class. Your sponsorship supports a light continental breakfast for attendees.

Cost: \$150



The items selected below are what I will be participating in this year (based on availability):

- Marketing Partner- What level?
- Vacation Guide- What size ad?
- Lake Map- What size ad?
- Billboard
- Brochure Rack Display Topper
- Member Service Announcement
- Web Ad- Placement & Size?
- The View- Placement?
- Visitor E Newsletter- Placement?
- Luncheon Sponsor- Which month?
- Golf Tournament Sponsor- Level?
- Lake Splash Sponsor- Level?
- Fireburst Sponsor- Level?
- Business After Hours Sponsor
- New Member Orientation

Total Investment _____

Name of Business: _____

Authorized Rep: _____

_____ Bill by Event _____ Bill in Total

X _____ X _____
Authorized Representative (Signature) Table Rock Lake Chamber of Commerce Rep. (Signature)

Date _____ Date _____

Payment Policies

Payments are due based upon contractual agreements. A contract without payment may be held until payment is received. Advertising/sponsorship is not guaranteed until payment is received in full, or payment arrangement is made, according to contract due dates. Payment may be made via check or with a credit card.

All advertising and sponsorship design (including print and electronic ads and banner advertising) is subject to approval by the Table Rock Lake Chamber of Commerce staff to insure accuracy and appropriate content. The Table Rock Lake Chamber of Commerce reserves the right to accept or reject any advertisement, sponsorship, direct web-site link connection or any other material or activity suggested or submitted to The Chamber by members for distribution or publication. The Chamber staff shall have the authority to make a determination as to the suitability of such material based upon a consideration of the following guidelines:

- The material/activity is of a graphic, sexual nature.
- The material/activity is of a partisan, political nature.
- The text of the material refers directly, by name, to another Chamber member.
- The material is considered potentially slanderous.
- The material/activity is deemed to be in poor taste, and likely to offend a significant number of members.
- The material/activity could bring public rebuke upon The Chamber and diminish its standing in the community.

Ads are automatically disabled at the end of the subscription period unless subscription is renewed. Advertising and sponsorships are on a first come, first served basis.