



# SPONSORSHIP/MARKETING OPPORTUNITIES 2011

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OPPORTUNITY	DESCRIPTION OF EVENT & SPONSORSHIP OPPORTUNITY	DATE AND NUMBER AVAILABLE	SPONSOR INVESTMENT	SPONSOR REWARDS	CONTACT
<b>Website Video Player Sponsor</b>	Your ad and/or video will be featured on a custom designed video player on the Chamber's website, www.shawanocountry.com. Annual traffic to the site is over 130,000 unique visits.	6 ad spaces Unlimited video space	\$300 for ad \$300 for video Special deal: \$500 for both	Your business ad/video will be viewed by visitors to www.shawanocountry.com. Annual traffic to the site is over 130,000 unique visits.	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Membership Directory Sponsors</b>	The Membership Directory is utilized by members and the community for business information. It includes business name, contact and address information for each member in alphabetical and classified order.	December/January deadline; Four 1/4 page ads and eight 1/8 page ads. Directory is delivered with March newsletter.	1/4 page ad - \$500; 1/8 page ad - \$250.	<ul style="list-style-type: none"> <li>Recognition in 800 directories that are distributed in March to all Chamber members and throughout the year to new members</li> <li>Recognition in Bottom Line newsletter.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Annual Banquet Sponsor</b>	The Annual Banquet is an event attended by over 300 Chamber members. The entertainment sponsor assists with costs for the evening's entertainment or theme.	January 27; one opportunity available.	Rates Vary	<ul style="list-style-type: none"> <li>Logo on program</li> <li>Recognition at event</li> <li>Receive 2 complimentary dinner tickets.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Bottom Line Newsletter Inserts</b>	The Bottom Line is the Chamber's official newsletter and reaches 740 business and community leaders throughout Shawano Country.	Monthly	\$75 and sponsor provides 660 hard copies and electronic version of the insert.	<ul style="list-style-type: none"> <li>740 Chamber members and community leaders receive your flyer</li> <li>Low cost per number of business people reached.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Bottom Line Newsletter Sponsor Ad</b>	The Bottom Line is the Chamber's official newsletter and reaches 740 business and community leaders throughout Shawano Country.	Monthly; 8 ad spaces available, 3.75" wide X 2.5" high.	\$35 per month, \$30 discount for 6-month commitment.	<ul style="list-style-type: none"> <li>740 Chamber members and community leaders receive your advertisement</li> <li>Space is limited to ensure maximum exposure for your business</li> <li>Low cost per number of business people reached.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Booster Membership</b>	Members who give above their annual membership investment are recognized for their support of the Chamber and its mission.	Year-Round; unlimited opportunities.	An additional 25% of annual membership investment amount.	<ul style="list-style-type: none"> <li>Recognition in Bottom Line newsletter</li> <li>Recognition in local newspapers</li> <li>Recognition at Annual Banquet</li> <li>Presentation of Booster Plaque.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com



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<b>Silver and Gold Partnership Sponsorships</b>	Sponsorships packaged into one program for expanded exposure and convenience. You only have to pay one time for sponsorship coverage throughout the year. The sponsorship value of these packages is \$8500—\$9750.	Programs/major events throughout the year	\$6,000—\$7500	<ul style="list-style-type: none"> <li>• Recognized as Partner and Major Sponsor of 5 Chamber Events</li> <li>• Recognized as Partner on Chamber website, newsletter, and other publications</li> <li>• Complimentary space at Business Expo, Annual Banquet, Golf Outing team</li> <li>• Free use of Conference Room</li> <li>• Enhanced Website listing and more!</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Ace Sponsor</b>	The Annual Chamber Golf Outing is attended by more than 150 people. This sponsorship allows many different ways of advertising your business.	June 21; One opportunity available.	\$500	<ul style="list-style-type: none"> <li>• Sponsor of Hole #1 including name and logo on professional sign</li> <li>• Company representative may promote business at your hole during outing</li> <li>• Two free golfers</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>• Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Hole Sponsor</b>	The Annual Chamber Golf Outing is attended by more than 150 people. Sponsors are needed for individual holes.	June 21; 32 opportunities are available.	\$150 per hole.	<ul style="list-style-type: none"> <li>• Company name on professional sign at your hole</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>• Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Theme Sponsor</b>	The Annual Chamber Golf Outing is attended by more than 150 people.	June 21; One opportunity available.	\$150	<ul style="list-style-type: none"> <li>• Company name displayed at the dinner</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Hole in One Sponsor</b>	The Annual Chamber Golf Outing is attended by more than 150 people.	June 21; One opportunity available.	Provide prize worth at least \$10,000 for Hole-in-One Prize. (Must purchase hole-in-one insurance)	<ul style="list-style-type: none"> <li>• Name and logo on professional sign at hole determined by golf course.</li> <li>• Company representatives at hole</li> <li>• Two free golfers</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>• Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com



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<b>Golf Outing Registration Sponsor</b>	The Annual Chamber Golf Outing is attended by more than 150 people.	June 21; One opportunity available.	\$150	<ul style="list-style-type: none"> <li>• Company name on professional sign at registration</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>• Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Best-Dressed Individual &amp; Best Decorated Cart Sponsors</b>	The Annual Chamber Golf Outing is attended by more than 150 people.	June 21; One opportunity for each	\$150 each	<ul style="list-style-type: none"> <li>• Company name on professional sign at awards banquet</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>• Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Best-Dressed Foursome Sponsors</b>	The Annual Chamber Golf Outing is attended by more than 150 people.	June 21; One opportunity	\$150	<ul style="list-style-type: none"> <li>• Company name on professional sign at awards banquet</li> <li>• Recognition on sponsor board and in event program</li> <li>• Recognition in Bottom Line newsletter and local newspapers</li> <li>• Eligible for Sponsor prize drawing.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Golf Outing Raffle Prizes</b>	The Annual Chamber Golf Outing is attended by more than 150 people. Sponsors are needed for raffle prizes.	June 21; unlimited opportunities available.	\$25 value and up	<ul style="list-style-type: none"> <li>• Recognition in event program.</li> <li>• Recognition in Bottom Line newsletter and local newspapers.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Business Connection</b>	Held on a weekday, 5-6:30 p.m. at your business. Business Connections provide an opportunity for showcasing your business and networking. Average attendance is 30 - 50 people.	Monthly; sponsors selected on a first come basis.	Provide location, refreshments and snacks and newsletter inserts.	<ul style="list-style-type: none"> <li>• Inserts provided by sponsor are placed in Bottom Line newsletter which reaches 740 business and community leaders.</li> <li>• Receive the business cards from those attending event for marketing efforts.</li> <li>• Opportunity to speak at event and greet guests.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Fly Out Major Sponsor</b>	This annual event held at the Shawano City/ County Airport showcases vintage airplanes as they fly in from EAA AirVenture in Oshkosh. Food and other entertainment.	Saturday, July 30th; one opportunity.	\$1000	<ul style="list-style-type: none"> <li>• Receive signage and display space at the event.</li> <li>• Recognition at the event.</li> <li>• Recognition in Bottom Line newsletter and local newspapers.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com



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<b>Business Advantage Series Sponsor</b>	Small Business & Entrepreneurial educational seminars presented every other month.	Every other month beginning in February	\$150 per session/ \$900 for the year.	<ul style="list-style-type: none"> <li>• Free admission for 2 people</li> <li>• Display your company banner at session.</li> <li>• Recognition in Bottom Line newsletter.</li> <li>• Recognition at event and in all marketing for event.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Business Expo Sponsor</b>	Held annually, this event provides an opportunity for members to showcase their products & services to a large audience.	Held in October	\$500-\$3500	<ul style="list-style-type: none"> <li>• Recognized in advertising &amp; promotional materials.</li> <li>• Recognized in Chamber Newsletter</li> <li>• Company name on sponsor sign at event.</li> <li>• Major sponsorships receive free booth space</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Leadership Shawano County Scholarship Sponsor</b>	Leadership Shawano County, a 9-month class, challenges and informs citizens to become civic-minded leaders. Monetary contributions used for LSC scholarships.	Program runs September through May.	\$250 and up	<ul style="list-style-type: none"> <li>• Assist future leaders with enhancing their skills by offsetting the cost of tuition for Leadership Shawano County for qualified participants.</li> <li>• Recognition in graduation booklet.</li> </ul>	Leadership Shawano County Wendy Crawford (715)524-2914 wendyc1@charter.net
<b>Leadership Shawano County Lunch Sponsor</b>	Leadership Shawano County, a 9-month class, challenges and informs citizens to become civic-minded leaders. Sponsor lunch for LSC class at their monthly training session.	9 opportunities from September through May.	\$200	<ul style="list-style-type: none"> <li>• Invited to join the class for lunch.</li> <li>• Recognition at lunch.</li> <li>• Recognition in Bottom Line newsletter.</li> <li>• Recognition in graduation booklet.</li> </ul>	Leadership Shawano County Wendy Crawford (715)524-2914 wendyc1@charter.net
<b>Fall Parade Sponsor</b>	This is one of the largest parades in the county and includes 80 - 100 entries from businesses, organizations, school groups, and governmental representatives.	Fall; unlimited opportunities.	\$200 and up	<ul style="list-style-type: none"> <li>• Company name on a banner carried in the parade</li> <li>• Recognition in Bottom Line newsletter</li> <li>• Recognition in local newspapers.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com
<b>Milwaukee Sports Show Sponsor</b>	The Shawano Country Tourism Council (a division of the Shawano Country Chamber) promotes the many area attractions, events, recreation opportunities available in Shawano Country to the thousands of people who attend.	March; unlimited opportunities.	Travel to Milwaukee and back, display your business brochures and work at least one 4-hour shift at booth.	<ul style="list-style-type: none"> <li>• Opportunity to distribute your business brochures at the show.</li> <li>• Recognition in the Bottom Line newsletter.</li> </ul>	Chamber office Nancy Smith (715) 524-2139 nsmith@shawano.com