

HARTSELLE  
AREA CHAMBER OF COMMERCE



GET ON BOARD!



# HARTSELLE

AREA CHAMBER OF COMMERCE

## About the Have a Hart Campaign

The Hartselle Area Chamber of Commerce implements several programs and initiatives that support our vision of building community through business. Because the Chamber is a not-for-profit organization, the Chamber relies on the generosity of its members and business partners. Your support through the Have a Hart Campaign is essential to executing 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 Hartselle business community. Please join us in this endeavor to create opportunities for business and community growth.





For nearly 50 years, the Hartselle Area Chamber of Commerce has been advancing the welfare of Hartselle and the surrounding areas. We believe our membership is capable of strong volunteer leadership that initiates community change. We connect 350 members, representing more than 5,000 employees and consisting of businesses large and small, to valuable resources such as community development, business education, marketing opportunities and advocacy. Seeking exposure? Creative ways to market your business? Looking to position your company as a community leader? The Chamber provides many ways to get your business in front of local business professionals, community members, plus the many annual visitors to the Hartselle area. Get on board and let us find the right marketing avenues for you!

**Missy Evans, President/CEO**

**Missy@hartsellechamber.com**

**(256)334-1249**

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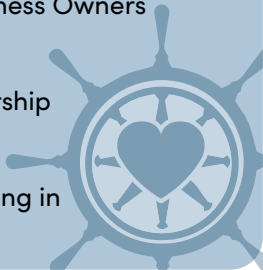
# Chamber Initiatives

The Hartselle Area Chamber of Commerce focuses on four primary initiatives that our capital level investors determined are most important to our community. By investing directly in an initiative, you will fund the programs most valuable to you while showcasing your business' support of these endeavors on an annual, ongoing basis.

### 1. Talent Growth & Engagement:

provides for the total development and employment of the area's human and economic resources. Some programs & events that support this initiative are:

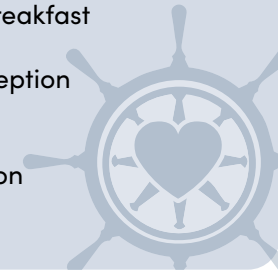
- B.O.S.S. Breakfast (Business Owners Sharing Solutions)
- Finding Your Future
- IMPACT Student Leadership
- Lunch & Learns
- Business Expo
- W.E.L.L. (Women Engaging in Leadership & Learning)



### 3. Community Design:

maintains and strengthens a sound and healthy business climate in the Hartselle area. Some programs & events that support this initiative are:

- State of the Schools Breakfast
- State of Healthcare
- Teacher Welcome Reception
- Fill the Bus
- Serve Day
- Non-profit Organization Leadership Cohort



### 2. Membership & Advocacy:

supports the recruitment of new and influential members that will drive the Chamber's mission forward and help us to be the voice of business in legislative matters for our members. Some programs & events that support this initiative are:

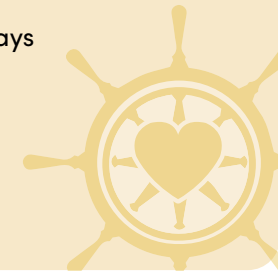
- City Appreciation
- Chamber 101
- HACC Annual Meeting & Gala
- Ambassador Program
- Board of Directors
- Operation Thank You: Member Appreciation



### 4. Community Promotion:

attracts people to the Hartselle area to enjoy what our community has to offer. Some programs & events that support Community & Promotion are:

- Depot Days Festival
- Hartselle for the Holidays





# Chamber Initiative Advocate Benefits

If you want to join the team of businesses advancing one or all of these initiatives, the “Initiative Advocate” level is right for you. This option positions you and your business as a year-round underwriter of the initiatives essential to the welfare of Hartselle and the surrounding area. Your business will be recognized as a partner with the Hartselle Area Chamber in advancing one of the initiatives that reflect your values and priorities at all programs & events that drive their success.

## Champion: \$5,000

- Premier company logo placement on initiative advocate banner at all initiative-specific events throughout the year
- Exclusive company logo prominently featured in bottom banner of the initiative-focused E-newsletter sent to membership twice per year.
- Recognition from stage at all events within the specified initiative
- Premier listing with your company’s logo during an annual initiative-specific media campaign
- Two passes to all events within the specified initiative
- Premier webpage listing with company logo on the specific web initiative informational page located on the Chamber’s new website

## Patron: \$2,250

- Company logo placement on initiative advocate banner at all initiative-specific events throughout the year
- Recognition from stage at all events within the specified initiative
- Recognition with your company’s logo during the annual initiative-specific media campaign
- Two passes to your choice of event within the specified initiative
- Webpage listing with company logo on the specific web initiative informational page located on the Chamber’s new website

## Benefactor: \$1,000

- Company logo placement on initiative advocate banner at all initiative-specific events throughout the year
- Recognition with your company’s name during the annual initiative-specific media campaign
- Two passes to your choice of event within the specified initiative
- Webpage listing on the specific web initiative informational page located on the Chamber’s new website

## Supporter: \$500

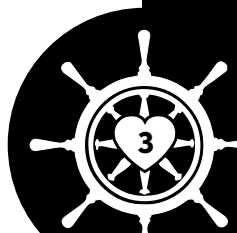
- Company listing on initiative advocate banner at all initiative-specific events throughout the year
- Recognition with your company’s name during the annual initiative-specific media campaign
- One pass to your choice of event within the specified initiative
- Webpage listing on the specific web initiative informational page located on the Chamber’s new website

## Underwriter: \$250

- Company listing on initiative advocate banner at all initiative-specific events throughout the year
- Webpage listing on the specific web initiative informational page located on the Chamber’s new website

## Advocate: \$125

- Company listing on initiative advocate banner at all initiative-specific events throughout the year





# Programs & Events and Sponsorship Benefits

This guide details sponsorships corresponding with the Chamber's. Pages 5-11 will provide you with details on the events in several areas: Talent Growth & Engagement, Community Design, Signature Events, Membership & Advocacy, and Community Promotion. Any sponsorships labeled Presenting, Gold, Silver, or Bronze receive the benefits listed below. Additional benefits are listed individually under each opportunity.

### Presenting Sponsorships (Limit 1)

- Top billing on event signage and website
- Top billing on applicable promotional materials such as program or agenda, e-vites, etc.
- Recognition during event (visual and verbal); opportunity to speak from stage, depending on event
- Opportunity to have a manned booth if appropriate to event
- Up to 8 tickets to the event (see event listing for details)

### Gold Sponsorships (Limit 3)

- Logo recognition on event signage and website
- Recognition on applicable promotional materials such as program or agenda, e-vites, etc.
- Recognition during event (visual)
- Up to 6 tickets to the event (see event listing for details)

### Silver Sponsorships (Limit 5)

- Name recognition on all event signage and website
- Recognition on applicable promotional materials such as program or agenda, e-vites, etc.
- Up to 6 tickets to the event (see event listing for details)

### Bronze Sponsorships (Limit 8)

- Name recognition on event signage and Chamber website
- Up to 2 tickets to the event (see event listing for details)





# Talent Growth & Engagement

(Workforce & Business Development)

## Finding Your Future: Parent & Student Workforce Expo (February 2024)

- It's never too early for children to begin exploring their interests and career options. In cooperation with Hartselle High School and local industry leaders, this event provides guidance and support so parents can assist their students on their career journey. This expo is a unique forum to equip parents to help their child discover their interests, explore options, and plan their future. Hosted at Hartselle High School, this event will attract parents and students from grades 6 through 12. Business and industry leaders will participate in this event and be available to answer parent and student questions as attendees tour the facility.
- **Projected attendance is up to 3,000 parents and students**

- Presenting Sponsor: \$2,300
- Gold Sponsor: \$1,600
- Silver Sponsor: \$800
- Bronze Sponsor: \$350

## IMPACT Student Leadership Program (Spring 2023)

- The IMPACT program is designed for high school sophomores and juniors in the Hartselle area. Each class is made up of 20+ youth from public, private and homeschool settings all throughout Morgan County. IMPACT is a development program designed to prepare high school students to become leaders in their school and community. The group meets one day a month for five months, from January to May. Each month is a different session highlighting the foundations of a strong community, including a government and advocacy-themed trip to Montgomery.

- Presenting Sponsor: \$1,750
- Gold Sponsor: \$1,000
- Silver Sponsor: \$650
- Student Sponsor: \$500
- Bronze Sponsor: \$350
- Student Award Sponsor: \$350

## HACC Business Expo (Spring 2024)

- The Chamber Business Expo will feature products and services from local businesses and organizations. This is an opportunity to showcase your business to companies and consumers in our area, gain qualified leads, and make valuable business connections. Business expert educational breakout sessions will be provided throughout the day.
- **Projected attendance: 250 consumers and 55 vendors**

- Presenting Sponsor: \$2,000
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350

## B.O.S.S. Breakfasts (Quarterly)

- Whether you're in marketing, retail, accounting, or another field, there are always people around to learn from. The Business Owners Sharing Solutions (B.O.S.S.) program is beneficial to those looking to advance their knowledge by learning from their peers. Roundtables allow for open forums and discussions that lead to creative ideas and new directions. If you're stuck on a project, story, or proposal, these are great events to help you get out of your rut and make some new connections.
- **Projected attendance is 25 to 50 people each quarter**

- Presenting Sponsor: \$900
- Gold Sponsor: \$400
- Silver Sponsor: \$350
- Bronze Sponsor: \$200
- Individual Event Sponsor: \$150 per event, held quarterly



**W.E.L.L. – Women Engaging in Leadership & Learning Program (Quarterly)**

- As a woman leader, you face a variety of unique challenges that require practical strategies to navigate. In this program, you will learn different approaches for effectively handling common obstacles, how to strengthen your emotional intelligence, and develop the skills necessary to stand out as a leader among both men and women. Held quarterly, this “women only” series is open to those who want to advance in the workplace or encourage other women on their journey.
- **Projected attendance is 35 to 50 people each quarter**
  - Presenting Sponsor: \$800
  - Gold Sponsor: \$600
  - Silver Sponsor: \$450
  - Bronze Sponsor: \$300
  - Individual Event Sponsor: \$200 per event, held quarterly

**Lunch & Learn Series (Quarterly)**

- Each quarter the Chamber hosts a Lunch & Learn event, which features a guest speaker presenting on a professional development topic in a particular area of interest. Lunch & Learn sponsors are offered the opportunity to provide a representative from their business to be this guest speaker who provides expert advice and tools to help businesses grow and prosper. The sponsor/speaker may choose a teaching topic that is close-to-heart and relevant to the general business world.
- **Projected attendance is 20-50 members of the Hartselle area**
  - Presenting Sponsor: \$800
  - Gold Sponsor: \$600
  - Silver Sponsor: \$450
  - Bronze Sponsor: \$300
  - Individual Event Sponsor: \$200 per event, held quarterly

**Business Expert Series (Summer 2023)**

- The Business Expert Series is designed to bring business education to Chamber members and non-members who are looking to expand their expertise in the areas of accounting, marketing, human resource management, leadership development, or business planning. It will be a six-to-eight-week program held in a classroom setting. Your sponsorship will include social media promotion, agenda signage for attendees, and the opportunity to share marketing materials with attendees.
  - Presenting Sponsor: \$800
  - Gold Sponsor: \$600
  - Silver Sponsor: \$450
  - Bronze Sponsor: \$300
  - Weekly Sponsor: \$200 per week up to 6 or 8 weeks







# Community Design

## Serve Day (Summer 2023)

- This admired annual event connects the HACC Non-Profit Cohort with over 500 community volunteers to make a significant impact on the Hartselle Area. Businesses and Non-Profit organizations work side by side to improve schools, beloved community sites, and other areas in need of attention. The day begins with a kick-off breakfast at the Chamber Office/Depot and a community pep rally. You will be inspired by the community connections that are made and by seeing people engage their talents to better the place where we live, work and play.

### • Projected attendance is about 500 people

- Presenting Sponsor: \$1,900
- Gold Sponsor: \$1,000
- Silver Sponsor: \$700
- Bronze Sponsor: \$350
- Breakfast Sponsor: \$1,500

## Fill the Bus (Summer 2023)

- To a school-age child, a backpack filled with pencils, notebooks, erasers, and all school supply necessities can make the difference in feeling different and feeling equipped for a new school year. The Chamber is honored to provide an outlet for our community to provide school supplies donations for children in need. During the Fill the Bus program, school buses are parked in prominent community locations for the week prior to the beginning of school. The community is invited to "Fill the Bus" with school supplies that will be donated to our schools. As a Fill the Bus sponsor, your business name and logo will be featured on a sign at a Fill the Bus collection point.

- Bus Sponsor: \$285

## State of Schools (Fall 2023)

- The Chamber of Commerce is delighted to provide Hartselle City Schools a forum to present The State of the Schools Address to the community each year. The school system uses this opportunity to highlight the progress and successes of each school and the overall school system and to present an annual report and /or strategic plan to the citizens of Hartselle.

### • Projected attendance is 200 people

- Presenting Sponsor: \$2,000
- Gold Sponsor: \$1,150
- Silver Sponsor: \$700
- Bronze Sponsor: \$500
- Table Sponsor: \$350

## State of Healthcare (Summer 2023)

- The State of Healthcare is a breakfast event and forum featuring area healthcare professionals discussing the current state of healthcare in the Hartselle Area. Speakers and panelists address public health issues in our community, including the changing landscape of healthcare and how the economics of insurance and medicine impact our area. It is expected that more than 100+ healthcare providers, business leaders, and community guests will attend this event.

### • Projected attendance is 100 people

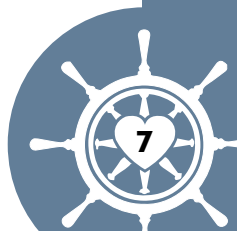
- Presenting Sponsor: \$1,150
- Gold Sponsor: \$850
- Silver Sponsor: \$500
- Bronze Sponsor: \$175
- Table Sponsor: \$350

## Teacher Welcome Reception 2023 (Fall 2023)

- The Teacher Welcome Reception coincides with Hartselle City Schools' "Institute" and is held annually for the business community to express their gratitude and partnership with our local teachers and administrators. Take advantage of the opportunity to meet and network with the teachers shaping the future of the next generation. Approximately 300 teachers and administrators are expected to attend this fun-filled and inspiring event every year.

### • Projected attendance is for all Hartselle City School teachers and staff

- Presenting Sponsor: \$2,000
- Gold Sponsor: \$1,150
- Silver Sponsor: \$975
- Bronze Sponsor: \$525
- Booth Sponsor: \$150
- Friends of Education: \$100





## Signature Events

### Annual Meeting & Gala (Spring 2023)

- This event is the Chamber's largest corporate event. Held after the seating of new board members each year, the new Chamber directors share their vision for the future, reflect on Chamber programs and milestones during the past year, recognize outgoing and incoming board members, and introduce the new board chairman. This gathering provides us the opportunity to present the annual civic/citizenship awards.
- Projected attendance: Approximately 250 Chamber members and guests are in attendance each year.

- Presenting Sponsor: \$2,300
- Gold Sponsor: \$1,150
- Silver Sponsor: \$725
- Bronze Sponsor: \$350
- Table Sponsor: \$650

### Annual Meeting & Gala Award Sponsors

- These awards are presented at the Chamber's Annual Meeting & Gala in Spring 2023. Your business will be recognized during the event as a sponsor with signage and reserved seating for two attendees.
- Dr. Thomas M. Guyton Humanitarian Award Sponsor: \$500
- E.R. Roberts Business Award Sponsor: \$500
- Tommy Ed Roberts Civic Award Sponsor: \$500
- John J. Sparkman Citizenship Award Sponsor: \$500

### Cinderella Ball (Two-night Event)

- For the past two years, the Cinderella Ball has been a sold-out event; therefore, in 2023 we are adding an additional night! This semi-formal dance is designed for girls from kindergarten through sixth grade and their fathers, grandfathers, or special friends. The ball offers a magical evening of fun, dancing, and royal treats and the opportunity to create lifetime memories with family and friends.
- Projected reach is 600 princesses/escorts with marketing to 2,500+

- Presenting Sponsor for two evening event: \$3,500
- Gold Sponsor: \$1,900
- Silver Sponsor: \$950
- Bronze Sponsor: \$750
- Table Sponsor: \$600

### Hartselle for the Holidays (Christmas 2023)

- The Chamber will work to coordinate the many holiday-centric events and use their website as "one-stop-shop" to attract visitors, increase community engagement, and tell the Hartselle story. The Chamber will use several marketing channels, such as billboards, regional publications, social media, and the web. Sponsors of this campaign will have regional exposure.
- Presenting Sponsor: \$1,750
- Gold Sponsor: \$850
- Silver Sponsor: \$600
- Bronze Sponsor: \$350





# Membership & Advocacy

## City Appreciation (December 2023)

• Enjoy the opportunity for your business to express gratitude and show appreciation to the more than 200 employees from the City of Hartselle, Hartselle Utilities, and Joe Wheeler Electric. This is a come-and-go lunch event that is held each December at a local venue. The event includes the opportunity to network with city officials, giveaways, and stage acknowledgement of donors.

• **Projected reach is 200 city employees**

- Presenting Sponsor: \$1,725
- Gold Sponsor: \$900
- Silver Sponsor: \$575
- Bronze Sponsor: \$300
- Friends of the City: \$100

## Have a Hart Sponsorship Campaign (January - March 2024)

• The Have a Hart Sponsorship Campaign is the Chamber's sponsorship drive to raise revenue essential to fund its programs and events. During the campaign, 30+ volunteers introduce hundreds of businesses to the value of Chamber membership and encourage current members to utilize the multiple benefits membership provides. The Presenting Sponsor will be included in all marketing materials for volunteers to approach businesses as well as acknowledgement at all six campaign luncheons.

• **Projected reach is 500+ community members and businesses**

- Presenting Sponsor: \$800
- Gold Sponsor: \$600
- Silver Sponsor: \$450
- Bronze Sponsor: \$300

## Ambassadors 2023 Program

• The Ambassadors are the Chamber's premier volunteer organization composed of 30 high-energy, outgoing, and successful businessmen and women. The Ambassadors work together as a team to increase membership retention, add new members, and to improve awareness of Chamber benefits. Ambassadors also act as hosts at Chamber events.

• **Projected reach is community-wide over the course of year**

- Presenting Sponsor: \$600
- Gold Sponsor: \$350
- Silver Sponsor: \$225
- Bronze Sponsor: \$100

## Board of Directors

• This sponsorship gives you the opportunity to get direct visibility before 12 decision makers from our member businesses at their monthly Board Meeting. The Board is comprised of top executives from the Hartselle Area. Your company will receive recognition prior to the meeting and during the meeting. (For in-kind sponsorship opportunities, see pages 16-17.)

- Presenting Sponsor: \$800
- Individual Board Meeting Sponsor: \$250

## Member Appreciation Night (Fall 2023)

• Member Appreciation Night is the Chamber's way of saying "thank you" to our dedicated members. This event is for all Chamber members (including all staff, employees, and their families) to come and enjoy a night of fun for the whole family, featuring live music, games, food, bonfires, petting zoo, and more.

• **Projected reach is 250 members and their families.**

- Presenting Sponsor: \$2,300
- Gold Sponsor: \$1,200
- Silver Sponsor: \$750
- Bronze Sponsor: \$500

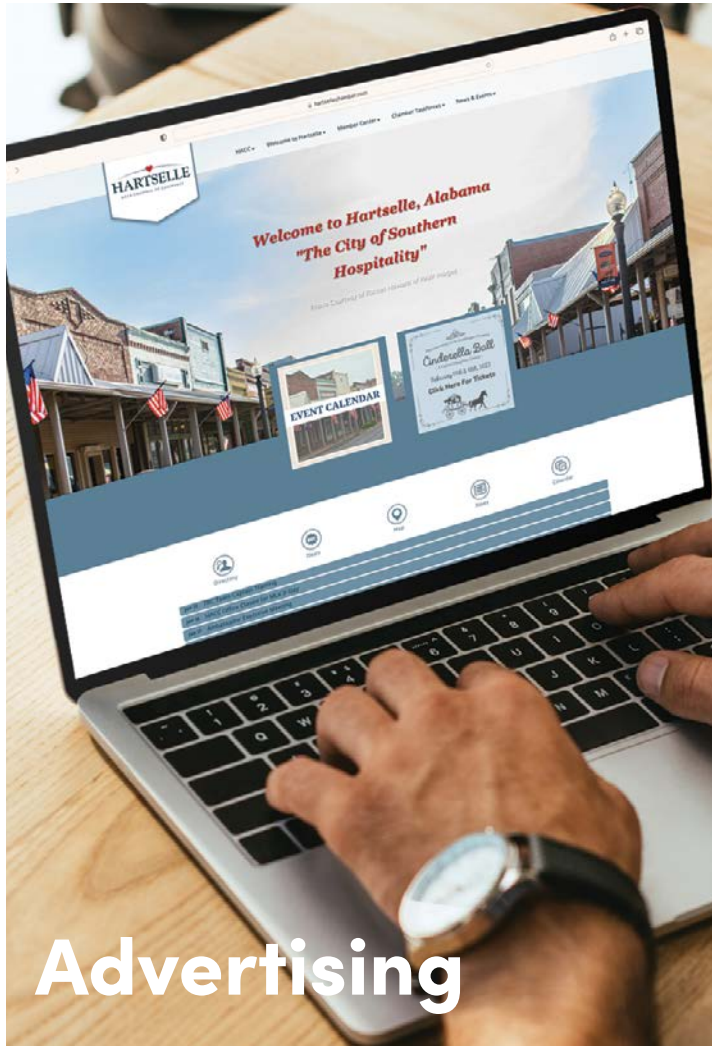
## Chamber 101

• Whether a new, veteran, or potential Chamber member, attendees will benefit from this opportunity to gain essential orientation to the Chamber and to connect with other businessmen and women. This training and networking event will ensure attendees are educated on their benefits as a Chamber member and are equipped for their long-term success in the Chamber.

• **Projected reach is 100 people over the course of the year**

- Presenting Sponsor: \$600
- Gold Sponsor: \$400
- Silver Sponsor: \$350
- Bronze Sponsor: \$200
- Individual Event Sponsor: \$150 per event, held quarterly





# Advertising

## Chamber Connections E-Newsletter

• Bi-weekly, the Chamber emails the “Chamber Connection” to over 1,200 individuals through Constant Contact. The Chamber Connection provides detailed information on upcoming Chamber events and information and lets members know how their investment helps grow jobs, our local economy, and their business.

- Presenting Sponsor: \$975

## Chamber Website Home Page

• Be the first to advertise on the Chamber’s website. Hartsellechamber.com receives more than 280,000 visits annually as the most comprehensive online option for Hartselle area information. The site is utilized by job seekers, people relocating to the region, consumers and businesses looking for services in the Membership Directory, and anyone needing more information about the Hartselle region. This home-page is designed to be the “front door” for information about the Hartselle area.

- Home Page Ad: \$300

## Chamber Marketing Packets

- Have your company logo displayed on the folder packets used for distribution to new and prospective Chamber members, as well as new and potential Hartselle residents. These folders may also be used for committee and member meetings throughout the year. Your presence on this piece demonstrates that your company is a solid part of the business community and is directly tied to the Hartselle Area Chamber and the Hartselle community.
- **Projected reach is 250 members, prospective members and newcomers**

- Chamber Packet Sponsor: \$375

## Rental List

- The Chamber provides a listing of both commercial and residential rentals available in Hartselle and Morgan County as a service for the community. Property listings are provided to the Chamber from individuals and/or realty companies. On average, the Chamber distributes approximately 50 rental listing copies each month.
- **Projected reach is 300+ community members**

- Business Card Listing: \$150

## Chamber Apparel

- Sponsor the official Chamber dresswear by placing your company’s logo on the apparel. Dresswear will be worn by staff, board members, and Ambassadors to Chamber events throughout the year, promoting your company as a sponsor. Your company will gain exposure with visitors to the Chamber and attendees at Chamber events.
- **Projected reach is unlimited community exposure and endorsement**

- Chamber Apparel Sponsor: \$1,200





# Depot Days

## Depot Days Festival 2023

- The Depot Days Festival is a week-long festival culminating in a street fair on the 3rd Saturday in September. The event encompasses Hartselle's history, its talents, and offers many a first look at Hartselle. From local citizens to out-of-state visitors, approximately 20,000 people come to Hartselle to enjoy the festivities of Depot Days.
- **Projected reach is 20,000 people regionally**

- Presenting Sponsor: \$5,750
- Gold Sponsor: \$2,875
- Silver Sponsor: \$870
- Bronze Sponsor: \$500
- Volunteer Sponsor: \$850
- Banner Sponsor: \$285
- Throne Sponsor: \$350
- Community Worship Service (Sunday Before Depot Days) Presenting Sponsor: \$350

## Depot Days Beer Garden

- During the Depot Days Festival, patrons can catch a rest in the Beer Garden where there are bar games, college football, and refreshing local beer on tap.

- Presenting Sponsor: \$800
- Gold Sponsor: \$550
- Silver Sponsor: \$250

## Depot Days Art Show

- Artists of all ages are showcased at the annual Depot Days Art Show. Judging is based on different mediums and categories. By investing in the Depot Days Art Show, your business would be promoting to the local art community.

- Presenting Sponsor: \$400
- Gold Sponsor: \$250
- Silver Sponsor: \$100

## Antique Tractor & Gasoline Engine Show 2023

- The Antique Tractor & Gasoline Engine Show will feature antique tractors and their implements, tractor pulls, timed tractor events, ladies' events, children events, and a slow tractor race. This event takes place the day of the festival the third Saturday in September. The festivities for the tractor show take place from 9:00a.m.-2:00p.m.
- **Projected reach is 5,000 people regionally**

- Presenting Sponsor: \$1,380
- Lunch Sponsor: \$500
- Ladies Event Sponsor: \$350
- Children Event Sponsor: \$350
- Lawn Mower Slow Race: \$350

## Car Show 2023

- The Depot Days Car Show takes place on the third Saturday in September at the Depot Days Festival. Old and new cars alike are displayed at Hartselle Methodist Church for the community to admire and enjoy. Car show registrants consist of local residents and out-of-town/state tourists, and the show has been historically known to exceed 200 registered cars.

- **Projected reach is 5,000 people regionally**

- Presenting Sponsor: \$1,350
- Award Sponsor: \$350
- T-Shirt Advertising Sponsor: \$75

## Depot Days Children's Area

- The Children's Area at Depot Days is one of the most visited spots of all the festival. With shows at the Children's Stage, bounce houses, games, and dunk booths, this area is not to be missed by families at Depot Days.

- Presenting Sponsor: \$750
- Gold Sponsor: \$500
- Silver Sponsor: \$200

# Downtown Hartselle Business League

The Downtown Hartselle Business League is a 501c(6) membership based not-for-profit organization that exists to affirm and maintain Historic Downtown Hartselle as the social, cultural, economic, and historical focal point of our community. They are organized following the four-point approach designed by the Main Street Alabama program. This approach corresponds with the four forces of real estate value, which are social, political, physical, and economic.



The "Organization Point" provides effective, ongoing management and advocacy for members of the Downtown Hartselle Business League. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, the DHBL incorporates a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of this volunteer-driven revitalization program.

## Organization Patron

- Those that invest in the Organization pillar of the DHBL will be supporting the daily, ongoing administrative activities of the volunteer executive director, and the volunteer board of directors. Investments in this area will be used to fund monthly member newsletters, social media campaigns, and member based activities that build consensus and cooperation among the various stakeholders. Investors will gain business exposure by print and digital promotion of the program.
- **Projected Reach: 1,000+ local and regional exposure**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350

## Main Street Intercity Visit Program

- The Downtown Hartselle Business League aims to gain knowledge and experience by traveling to two nearby cities who have undergone significant improvements to the downtown's economic revitalization. A Hartselle delegation of approximately 10 leaders will travel to the selected cities to experience first-hand the best practices and lessons learned from top businesses and public sector leaders. The Intercity Visit Program will include discussions on topics of interest to Hartselle leaders and special events and other venue highlights. Sponsors of this program will be invited to participate in this trip and will also gain business exposure by print and digital promotion for the program.
- **Projected Reach: 25 community leaders**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350

## Member Appreciation Event

- To thank those who partner with us to accomplish the DHBL goals, events, and projects throughout the year, the Downtown Hartselle Business League will host a Member Appreciation Event. Sponsors of this event will benefit from marketing and event promotion through print and digital media, including event signage and social media promotion.
- **Projected Reach: 100+ partners and members**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350





# Promotion

The “Promotion Point” takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in Historic Downtown Hartselle. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of HDH to the community and surrounding region. Promotions communicate our district’s unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

## HDH Promotion Patron (Billboard Fund)

- Billboards are an excellent avenue for community promotion, but they come at a cost. DHBL Promotion Patrons will aid in the telling of the Hartselle Story by helping to fund interstate billboards, which in turn will help to spur economic development and tourism in Hartselle. HDH Promotion Patrons will benefit from the print and digital promotion of their business as a collaborator on this community promotion project.
- **Projected Reach: 1,000+ local and regional exposure**
  - Presenting Sponsor: \$1,500
  - Gold Sponsor: \$900
  - Silver Sponsor: \$600
  - Bronze Sponsor: \$350

## Historic Downtown Hartselle “Hart” Walk

- Partner with Cullman Regional Medical Center’s cardiac rehab personnel to create a downtown walking trail that promotes a heart-healthy lifestyle while bringing residents and visitors to the downtown area. The “Hartselle Walks with Heart Trail” is endorsed by local cardiologists and will encourage people of all ages to make use of downtown Hartselle for exercise while browsing store windows. This project will require creating, installing, and maintaining signage designating the various trails through Downtown. Sponsors for this project will benefit from signage on the trail and print and digital promotion for the trail.

- **Projected Reach: 500+ local and regional visitors**
  - Presenting Sponsor: \$1,500
  - Gold Sponsor: \$900
  - Silver Sponsor: \$600
  - Bronze Sponsor: \$350

## Historic Downtown Hartselle Dog Parade

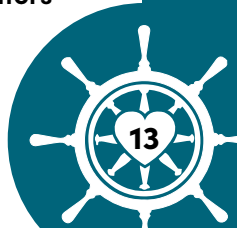
- The Downtown Hartselle Business League is excited to introduce the first annual Downtown Dog Parade! Through event sponsorship and partnership with local veterinarians, the event will feature a parade of costume-clad pets, as well as prizes, wellness treats, and information provided by local veterinarians. The community will love this “paw-some” new event! Sponsors of the Downtown Dog Parade will benefit from marketing and event promotion through print and digital media, including event signage and social media promotion.
- **Projected Reach:**
  - Presenting Sponsor: \$1,500
  - Gold Sponsor: \$900
  - Silver Sponsor: \$600
  - Bronze Sponsor: \$350

## HDH Summer Tour

- The Summer Tour is a weekend-long social and shopping event in downtown Hartselle. The tour consists of a Sip & Scramble on Friday evening, where participants enjoy signature drinks and a prix fixe menu at local restaurants, followed by a Sidewalk Sale throughout downtown Hartselle on Saturday. The tour’s goal is to promote downtown Hartselle as a social gathering place while boosting the local business economy by encouraging residents to shop local. Sponsors of this event benefit from exposure to event participants as well as the public through print and digital advertising.
- **Projected Reach: 100+ attendees**
  - Presenting Sponsor: \$1,500
  - Gold Sponsor: \$900
  - Silver Sponsor: \$600
  - Bronze Sponsor: \$350

## Candyland at the Depot

- Candyland at the Depot is a free annual event held at the historic downtown train Depot during Christmas Open House weekend. Candyland at the Depot provides families a stop during their shopping for treats, crafts and games, and photos with their favorite Christmas characters. This event is well-attended every year, and sponsors will benefit from face-to-face interaction with families, as well as print and marketing advertising to local elementary schools and to the general community.
- **Projected Reach: 250+ local and regional visitors**
  - Presenting Sponsor: \$1,500
  - Gold Sponsor: \$900
  - Silver Sponsor: \$600
  - Bronze Sponsor: \$350





## Design

The “Design Point” works to get Historic Downtown Hartselle into top physical shape and creates a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a Historic Downtown Hartselle by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about Historic Downtown Hartselle and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district’s physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

### Design Patron (Mural Fund)

- HDH Design Sponsor will work in conjunction with the Downtown Hartselle Business League Mural Committee to plan and execute the implementation of murals in downtown Hartselle. Sponsor funds will be used for painting supplies, material, and artist compensation. Sponsor benefits include print and digital promotion, as well as the installation of a plaque with business name displayed at the mural location.

- **Projected Reach: Unlimited**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350

### Light Up Downtown

- Light Up Downtown is a multi-step project, working in conjunction with the city and regulations, and focusing on the initiative of Community Design. String lights will be used around the downtown area, including but not limited to the Sparkman Street block, in community parking lots, and under downtown awnings. Sponsorship benefits include a small plaque, displaying your business name, in areas where string lights will be used.

- **Projected Reach: Ongoing**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350







# Economic Vitality

The “Economic Vitality Point” strengthens your community’s existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today’s consumers

## Economic Vitality Patron

- Those that invest in the “Economic Vitality Point” of the DHBL will be supporting the activities related to attracting and equipping entrepreneurs to the district and helping boost the profitability of the district. Investors will gain business exposure by print and digital promotion of their program.
- **Projected Reach: 1,000+ local and regional exposure**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350

## Main Street Alabama LAB 2023

- The Downtown Hartselle Business League Board and Director attend LAB 2023 to engage with other successful community leaders in training and best practice sharing. Main Street Alabama has 32 designated cities across the state as well as 1 aspiring and 38 Network cities. LAB is a time for these communities to come together for workshops on revitalization trends, tools, and best practices from around the country. Training sessions provide take-home-and-put-to-use information from how to do promotions that work, destination retailing, marketing & social media, to economic development & incentives, entrepreneurial growth, business succession, understanding community-initiated development, and learning to manage the changes in your downtown and more. Sponsors for Main Street Alabama LAB will be invited to attend LAB with the Board and Director and will benefit from print and digital promotion.
- **Projected Reach: 10-25 DHBL leaders**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350

## DHBL Member Lunch & Learns

- DHBL Lunch & Learn events will feature a guest speaker presenting on a business or community development topic in a particular area of interest, such as retail strategies, business planning, inventory, and reporting. Lunch & Learn sponsors are offered the opportunity to provide a representative from their business to be this guest speaker who provides expert advice and tools to help businesses and communities grow and prosper.
- **Projected Reach: 25-35 business owners**

- Presenting Sponsor: \$1,500
- Gold Sponsor: \$900
- Silver Sponsor: \$600
- Bronze Sponsor: \$350





# In-Kind Trade Sponsorships

## Have a Hart Sponsorship Campaign (Winter, 2023)

- In an organized six weeks, volunteers raise the funding for our Chamber programs for the entire year. This campaign markets sponsorships of the Chamber’s programs, events, publications, as well as recruits new members.
- **Projected reach is 40 people**
  - In-kind sponsors provide lunches to all volunteers at one of their weekly rallies with retail value no less than \$200.

## Board of Directors

- This sponsorship gives you the opportunity to get direct visibility before 15 decision makers from our member businesses at their monthly Board of Directors Meeting. The Board is comprised of top executives from the Hartselle Area.
- **Projected reach is 15 to 20 C-suite level executives**
  - In-kind sponsors provide lunches to all volunteers at one of their monthly meetings with retail value no less than \$250.

## Serve Day Breakfast Sponsor: Valued at \$1,500

- Your company will bring and provide breakfast for approximately 350 volunteers on the morning of Serve Day

## Ambassadors

- The Ambassadors are the Chamber’s premier volunteer organization, composed of 30 high-energy, outgoing, and successful businessmen and women. The Ambassadors work together as a team to increase membership retention, add new members, and to improve awareness of Chamber benefits.
- **Projected reach is 35 motivated and active community leaders**
  - In-kind sponsors provide lunch for quarterly meetings, annual training, and/or the Christmas Party
  - Annual Training Sponsor: retail value no less than \$750
  - Christmas Lunch Sponsor: retail value no less than \$600
  - Quarterly Sponsor: retail value no less than \$300

## Annual Meeting Décor (April 2023)

- At the Chamber’s largest corporate event of the year, you will have four seats reserved for you and selected guests, as well as the opportunity to provide your décor services, featuring recognition of your company on each table centerpiece.
- **Projected reach is 300+ guests**
  - In-kind sponsors provide décor for the Annual meeting with retail value no less than \$800

**Annual Meeting Dinner Sponsor:**  
**Valued at \$3,200**

- At the Chamber's largest corporate event of the year, you will have a table reserved for you and selected guests, as well as the opportunity to provide your catering services, featuring event signage and recognition at the event.

**City Appreciation (December 2023)**

- **City Appreciation Décor Sponsor: \$500**
  - In-kind sponsors provide décor for the event with tabletop signage at each table and/or station with retail value at no less than \$500
- **Lunch Sponsor: \$1,800**
  - In-kind sponsors provide lunch for the event with retail value no less than \$1,800

**Cinderella Ball (February 2024)**

- **Venue Sponsor (2 night): \$3,500**
  - In-kind sponsors provide the venue to host the two-night event. With this sponsorship, your company would have signage inside and outside venue, the opportunity to provide hosts to assist with parking and arrivals, one reserved table for eight in a premier location, and social media recognition.
- **Décor Sponsor: \$800**
  - As Décor Sponsor of Cinderella Ball, you will provide decorations for the two-night event, have tabletop signage at each table, and recognition from the stage.
- **Dessert Sponsor: \$900**
  - This is an opportunity for your business to provide the sweets and treats (baked goods or candy) for distribution to those attending each evening. Event signage will be provided.
- **Photography Sponsor: \$800**
  - As Photography Sponsor, you have the opportunity to take photographs both evenings of each princess and escort, plus candid photos throughout the event. Your photos will be showcased on the Chamber website, in print media, and on social media platforms with appropriate credits.
- **Dinner Sponsor: \$2,500**
  - As dinner sponsor your company will provide the meal for all princesses and their father figures. You will have recognition from stage, event signage, and tickets for four people.

**Hospitality at the Chamber**

- The Chamber staff welcomes many members and visitors to the Chamber building every week. The Hospitality Sponsor helps make it possible to serve coffee, bottled water, and refreshments for visitors. The sponsor will be identified by signage at beverage station.
  - **Exclusive Chamber Hospitality Sponsor: \$1,125**





  
**HARTSELLE**  
AREA CHAMBER OF COMMERCE