

The background of the entire page is an aerial photograph of Barrie, Ontario, Canada. The image shows a dense urban area with various buildings, streets, and green spaces. In the foreground, there is a large, open area that appears to be a park or a sports field, with some trees and a building. The sky is overcast and grey. The overall color palette is muted, with a lot of greys and blues, and some yellow accents from the logo and decorative elements.

ANNUAL CORPORATE PARTNERSHIP PACKAGE 2024

WE ARE THE THE VOICE OF BUSINESS

Throughout the year, the Barrie Chamber of Commerce offers a variety of events which provide our members with networking and recognition opportunities. As a not-for-profit organization, these events are made possible through the generous support of our members.

Sponsorship with the Chamber is an excellent way to market your business and promote your commitment to the community. These events and programs are highly publicized, and so are our sponsors. Your company's brand name is included in collateral materials and print advertising to ensure a return on investment.

Looking to strengthen your brand image, launch a new product or program, or showcase your facility by hosting an event? The Barrie Chamber provides the perfect platform to show off your business to some of the area's most innovative and dynamic businesses. Whether your business is small, medium or large, we provide opportunities for you to increase your visibility with a growing number of business decision makers and opinion leaders by sponsoring an event or program.

The Chamber, through a one-on-one needs analysis, creates unique plans and opportunities for contributing organizations, meeting their individual goals and budget. Sponsoring an event or series of events is an ideal opportunity for your company to partner with the Barrie Chamber of Commerce and spread your reach throughout the business community.

Thank you for your interest, we look forward to your support!



Paul Markle, Executive Director



TAP INTO OUR GROWING NETWORK

Our event sponsors are highly publicized throughout the Chamber's social media network. Increase your brand visibility, grow your personal and professional network, and gain value recognition for your contributions to the business community.



5,402 TWITTER FOLLOWERS



5,273 INSTAGRAM FOLLOWERS



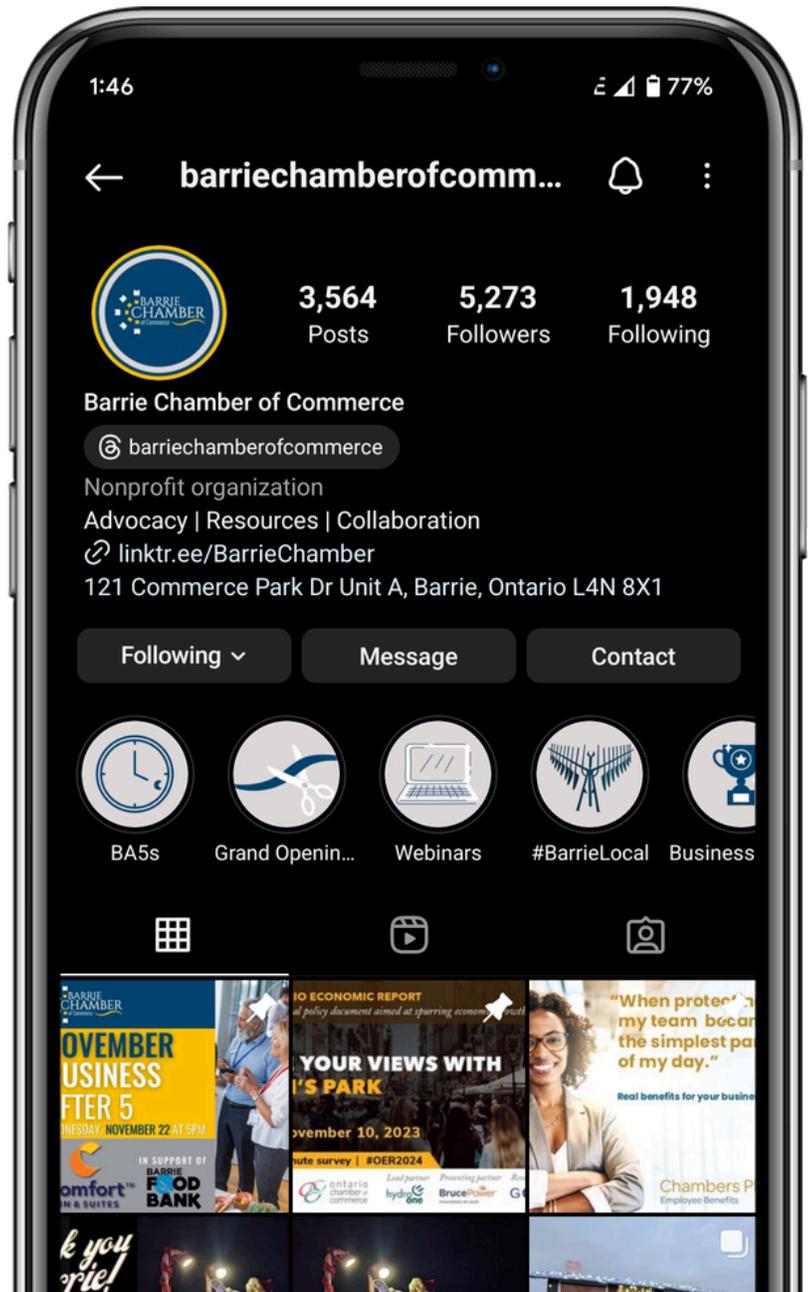
4,661 FACEBOOK FOLLOWERS



1,826 LINKEDIN FOLLOWERS



3,699 NEWSLETTER SUBSCRIBERS



BARRIE BUSINESS AWARDS

The Barrie Business Awards are a longstanding recognition program that celebrates the contribution of local businesses to the continued growth and success of our community. The awards are a celebration of business excellence, recognizing members who have made exceptional contributions through involvement and leadership in the community.

Date: **October 24**

Time: **5pm-10pm**

Venue: **Liberty North**

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (EXCLUSIVE)- \$7500

- Table reserved at Awards Gala (8 tickets)
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- Front cover recognition and full page ad on inside cover of event program
- Name included in all radio ads for the event
- Logo included on all awards
- Recognized by MC and presentation of an award by company representative
- Speaking opportunity at event (2 min)
- Banner displayed on the stage at the event (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

PLATINUM SPONSOR (EXCLUSIVE)- \$5000

- Four (4) tickets to Awards Gala
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- 1/2 page ad in event program
- Name included in all radio ads for the event
- Logo included on all awards
- Recognized by MC and presentation of an award by company representative
- Banners displayed at the event (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

AWARD SPONSOR (LIMITED)- \$3500

- Four (4) tickets to Awards Gala
- Name placement on physical award presented to winner
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- Logo & company information under award category in event program
- Recognized by MC and presentation of an award by company representative
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

BARRIE BUSINESS AWARDS CONTINUED...

DINNER SPONSOR (EXCLUSIVE)- \$3500

- Quarter page (1/4) ad in event program
- Four (4) tickets to Awards Gala
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, Chamber website (link to your site).
- Logo placement on table cards
- Banner displayed at the event (banner to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

COCKTAIL SPONSOR (EXCLUSIVE)- \$2500

- Quarter page (1/4) ad in event program
- Two (2) tickets to Awards Gala
- Name placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, Chamber website (link to your site).
- Specialty cocktail created in your honour with signage at the bar displaying company logo
- Banner displayed at the event (banner to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

VIP SPONSOR (EXCLUSIVE)- \$2500

- Quarter page (1/4) ad in event program
- Two (2) tickets to Awards Gala
- Name placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, Chamber website (link to your site).
- Branded napkins displaying company logo
- Banner displayed at the event (banner to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

ACTIVATION OPPORTUNITIES- \$1000

- Add on one sponsor activation opportunity to any above sponsorship for maximum exposure OR standalone sponsorship opportunity

WINE SPONSOR

REGISTRATION SPONSOR

CENTRE PIECE SPONSOR

INTERESTED IN MORE SPONSOR OPTIONS? MESSAGE US FOR DETAILS!

BARRIE CHAMBER CLASSIC GOLF TOURNAMENT

The Annual Barrie Chamber Classic Golf Tournament is one of our flagship events and is on many professionals' lineups of annual events not to miss. Always a fun way to connect and network with fellow Barrie Chamber members as well as the business community.

Date: **June 12**

Time: **10am-6pm**

Venue: **Bear Creek Golf Club**

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (EXCLUSIVE)- \$4000

- Complimentary foursome (4) for tournament with power cart, lunch & dinner
- Name included in title of the event
- Speaking opportunity (2 min)
- Logo placement on marketing materials including all advertising, welcome sign, emails to members, media releases, player passports, rotating sponsor reel at event, and Chamber website (link to your site)
- Signage at hole or tee
- Name included in all radio ads for the event
- Recognized by MC at start of tournament & at dinner
- Banner displayed in clubhouse (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

GOLD SPONSOR (MAX 4)- \$2750

- Complimentary foursome (4) for tournament with power cart, lunch & dinner
- Logo placement on marketing materials including all advertising, welcome sign, emails to members, media releases, player passports, rotating sponsor reel at event, and Chamber website (link to your site)
- Signage at hole or tee
- Name included in all radio ads for the event
- Recognized by MC at start of tournament & at dinner
- Banner displayed in clubhouse (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

BEVERAGE CART SPONSOR (EXCLUSIVE)- \$2250

- Logo on Beverage Cart & provides 1 free drink to every golfer
- Logo placement on marketing materials including media releases, player passports, rotating sponsor reel at event, and Chamber website (link to your site)
- Signage at hole or tee
- Recognized by MC at dinner
- Logo placement on welcome sign
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

BARRIE CHAMBER CLASSIC GOLF TOURNAMENT CONTINUED...

DINNER SPONSOR (EXCLUSIVE)- \$2250

- Logo on all table cards
- Logo placement on marketing materials including media releases, welcome sign, player passports, rotating sponsor reel at event, and Chamber website (link to your site)
- Signage at hole or tee
- Recognized by MC at dinner
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

SILVER SPONSOR- \$1750

- Complimentary foursome (4) for tournament with power cart, lunch & dinner
- Logo placement on marketing materials including media releases, welcome sign player passports, rotating sponsor reel at event, and Chamber website (link to your site)
- Signage at hole or tee
- Recognized by MC at dinner
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

GOLF CART SPONSOR (EXCLUSIVE)- \$1250

- Logo on all golf carts
- Name placement on marketing materials including media releases, welcome sign, player passports, and Chamber website (link to your site); Logo on rotating sponsor reel at event
- Signage at hole or tee
- Recognized by MC at dinner
- Name in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

BRONZE SPONSOR- \$1250

- Provide an on-course activity
- Name placement on marketing materials including media releases, welcome sign player passports, and Chamber website (link to your site); Logo on rotating sponsor reel at event
- Signage at hole or tee
- Recognized by MC at dinner
- Logo in Barrie Business Directory (2025) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

HOLE SPONSOR- \$60

- Signage at hole or tee

WOMEN IN BUSINESS AWARDS

The Barrie Chamber of Commerce is proud to offer the Women in Business Awards. An awards luncheon that provides a platform to recognize the women that lead and succeed in Barrie. By acknowledging social responsibility, entrepreneurial spirit, risk taking and innovation; trail blazers and leaders in our community will receive the recognition and accolades they so richly deserve.

Date: **March 7, 2024**

Time: **11am-2pm**

Venue: **Liberty North**

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (EXCLUSIVE)- \$7500

- Table reserved at Awards Gala (8 tickets)
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- Front cover recognition and full page ad on inside cover of event program
- Name included in all radio ads for the event
- Logo included on all awards
- Recognized by MC and presentation of an award by company representative
- Speaking opportunity at event (2 min)
- Banner displayed on the stage at the event (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

PLATINUM SPONSOR (LIMITED)- \$5000

- Four (4) tickets to Awards Gala
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- 1/2 page ad in event program
- Name included in all radio ads for the event
- Logo included on all awards
- Recognized by MC and presentation of an award by company representative
- Banners displayed at the event (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

INDIVIDUAL AWARD SPONSOR (LIMITED)- \$3500

- Four (4) tickets to Awards Gala
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- 1/4 page ad in event program
- Logo included on sponsored award
- Recognized by MC and presentation of an award by company representative
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

WOMEN IN BUSINESS AWARDS CONTINUED...

SPEAKER SPONSOR (EXCLUSIVE)- \$2500

- Four (4) tickets to Awards Gala
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- 1/4 page ad in event program
- Introduction of speaker by company representative
- Recognized by MC
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

DIAMOND SPONSOR- \$1500

- Two (2) tickets to Awards Gala
- Name placement on marketing materials including chamber emails to members, media releases, program, and Chamber website (link to your site)
- Logo on sponsor reel
- 1/4 page ad in event program
- Name in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

RUBY SPONSOR- \$1000

- Name placement on marketing materials including chamber emails to members, media releases, program, and Chamber website (link to your site)
- Logo on sponsor reel
- 1/4 page ad in event program
- Name in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

ACTIVATION OPPORTUNITIES- \$1000

- Add on one sponsor activation opportunity to any above sponsorship for maximum exposure OR standalone sponsorship opportunity

WINE SPONSOR

REGISTRATION SPONSOR

CENTRE PIECE SPONSOR

INTERESTED IN MORE SPONSOR OPTIONS? MESSAGE US FOR DETAILS!

ANNUAL GENERAL MEETING

Our Annual General Meeting (AGM) gives provides members a report on activities and successes of the past year, organizational initiatives for the year ahead, and the opportunity to ask questions about the financial statements and pass a motion to accept the incoming board members.

Date: **June, 2024**

Time: **TBD**

Venue: **TBD**

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (EXCLUSIVE)- \$1000

- Mention in opening and closing remarks
- Speaking opportunity at event (3 min)
- Logo in Barrie Business Directory (2025) 5,000 copies- post-event edition covering the AGM
- Logo prominently displayed on all marketing material
- Logo/credit at beginning or end of video presentation shown during event
- Opportunity to provide on-site display and promotional items
- Logo on event page & link to your website

PARTNER SPONSOR- \$750

- Mention in opening remarks
- Name in Barrie Business Directory (2025) 5,000 copies- post-event edition covering the AGM
- Logo prominently displayed on all marketing material
- Opportunity to provide on-site display and promotional items
- Logo on event page & link to your website

ANNUAL MAYOR'S LUNCH

The primary goal of this speaker event is to provide members with an annual update from the years current Mayor, wherein they outline progress over the past year, plans for the incoming year, and opportunities to watch out for.

Date: **January 24th, 2024**

Time: **11:30 AM-2:00 PM**

Venue: **Liberty North**

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (EXCLUSIVE)- \$5000

- Welcome signage
- Eight (8) event tickets with premium seating
- Speaking opportunity at event (3 min)
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- Name included on all radio ads
- Recognized by MC
- Banner displayed on the stage at the event (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

PLATINUM SPONSOR (LIMITED)- \$3500

- Four (4) event tickets with premium seating
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- Recognized by MC
- Banner displayed on the stage at the event (banners to be provided by sponsor)
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

SUPPORTING SPONSOR- \$1200

- Two (2) event tickets with premium seating
- Logo placement on marketing materials including chamber emails to members, media releases, program, rotating sponsor reel at event, and Chamber website (link to your site)
- Recognized by MC
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

ACTIVATION OPPORTUNITIES- \$500

- Add on one sponsor activation opportunity to any above sponsorship for maximum exposure OR standalone sponsorship opportunity

DESSERT SPONSOR

CENTRE PIECE SPONSOR

BARRIE SANTA CLAUS PARADE

The Barrie Santa Claus Parade, presented by the Barrie Chamber of Commerce since 1949 will be returning for its 75th run in 2024. This long running family event in Barrie is a holiday tradition where we invite business and community members to join us in spreading the joy to thousands of spectators!

Date: **November 16, 2024**

Time: **5:00 PM Start**

Location: **Downtown Barrie**

SPONSORSHIP OPPORTUNITIES

REINDEER SPONSOR (EXCLUSIVE)- \$2500

- Float Entry
- Select parade placement
- Max 1 minute video segment for social media promotions
- Logo placement on marketing materials including chamber emails to members, media releases, program, and Chamber website (link to your site)
- Name mentioned in radio promotions
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

ELF SPONSOR- \$1250

- Float Entry
- Choice parade placement
- Logo placement on marketing materials including chamber emails to members, media releases, program, and Chamber website (link to your site)
- Logo in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

SNOWMAN SPONSOR- \$600

- Float Entry
- Name placement on marketing materials including chamber emails to members, media releases, program, and Chamber website (link to your site)
- Name in Barrie Business Directory (2024) 5,000 copies
- Social media mentions- pre and post event coverage
- Post-event thank you visibility through media partners

BUSINESS AFTER 5 (BA5)

The Chamber is pleased to present an on-going FREE networking series for members. Our monthly BA5's are a great opportunity for the business community in Barrie to make new valuable connections and partnerships, and cultivate working relationships to ensure business prosperity and economic development. Each BA5 is hosted by a Barrie Chamber member at a different location each event and partnered with a non-profit or charitable organization in our community.

Date: **Every 3rd Wednesday of the Month**

Time: **5pm-7pm**

Venue: **Member Location**

SPONSORSHIP OPPORTUNITIES

6-SERIES SPONSOR (EXCLUSIVE)- \$3000

- Introduction as the Series Sponsor for (6) consecutive BA5 events and opportunity to give a brief overview of your organization
- The opportunity to introduce the guest speaker at each event
- Social media exposure prior to and during all Business After 5 events
- Logo displayed on all Business After 5 marketing materials as "Sponsored by"
- Minimum of one (1) e-blast and minimum of two (2) e-newsletters per event featuring your logo as "Sponsored by" to be sent out to distribution list of 3,000+ contacts
- Opportunity to display pop up banner and distribute marketing materials at events
- Logo with clickable link to your website on event registration pages

EVENT SPONSOR- \$2000

- Social media exposure prior to and during all Business After 5 events
- Logo displayed on all Business After 5 marketing materials
- Minimum of one (1) e-blast and minimum of two (2) e-newsletters per event featuring your logo as "Sponsored by" to be sent out to distribution list of 3,000+ contacts
- Opportunity to display pop up banner and distribute marketing materials at events
- Logo with clickable link to your website on event registration pages

BARRIE BUSINESS DIRECTORY (2024)

The Barrie Chamber Business Directory is an annual business magazine published in support of members and the local business community. In addition to your free listing as a member, be sure to promote your business with an ad in this indispensable reference guide that encourages business between members. Distribution: 5,000+ copies 85% mailed directly to local companies in the early new year. Includes a free dedicated posting on the Barrie Chamber social media platforms, tagging your company, and including a logo/graphic and a link back to your website (post-publication) Promote your business to thousands of potential customers and other like-minded business people in the area.

SPONSORSHIP OPPORTUNITIES

Location	Dimensions	2024 Pricing
Presenting Sponsor	Logo on front cover, table of contents, promotions; name in footer on all pages; full page ad: 8.125" x 10.625" full bleed	\$5,000
Inside Front Cover	8.125" x 10.625" full bleed	\$2,800
Back Cover	8.125" x 10.625" full bleed	\$2,800
Inside Back Cover	8.125" x 10.625" full bleed	\$2,800
Centre Spread Ad/Advertorial	16.25 x 10.625" full bleed	\$2,750
Full Page Ad/Advertorial	8.125" x 10.625" full bleed	\$1,500
Half Page Ad/Advertorial	8.125" x 5" (H) or 3.825" x 10.2" (V)	\$900
Quarter Page Ad	3.825" x 5" (V) or 8.125" x 2.4" (H)	\$700
Eighth Page Ad	3.825" x 2.4"	\$350

SPECS: For digital ready artwork, please send us a print ready PDF, JPEG, or PNG & to size as listed above to ashlea@barriechamber.com. Resolution should be no less than 300 DPI with a 0.25" bleed

2024 CALENDAR OF EVENTS

January

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 17 18
21 22 23 24 25 26 27
28 29 30 31

February

1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29

March

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

April

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 17 18
21 22 23 24 25 26 27
28 29 30

May

1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

June

1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30

July

1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 17 18
21 22 23 24 25 26 27
28 29 30 31

August

1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

September

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30

October

1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31

November

1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30

December

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

- | | | | |
|-----------|--|-----------|----------------------------------|
| Jan 17th | Business After 5 | Jul 17th | Business After 5 |
| Jan 24th | Mayor's Luncheon | Aug 14th | Business After 5 |
| Feb 21st | Business After 5 | Sept 18th | Business After 5 |
| Mar 7th | Women in Business Awards | Oct 14th | Business After 5 |
| Mar 20th | Business After 5 | Oct 24th | Barrie Business Awards |
| Apr 17th | Business After 5 | Nov 16th | Santa Claus Parade |
| May 15th | Business After 5 | Nov 20th | Business After 5 |
| June 12th | Annual Classic Golf Tournament | Dec 18th | Holiday Special Business After 5 |
| June 19th | Annual General Meeting (AGM)
& Business After 5 | | |

** All dates are subject to change
* Additional Events may be added





**BARRIE
CHAMBER**
of Commerce

121 COMMERCE PARK DRIVE, UNIT A
BARRIE, ON L4N 8X1
(705) 721-5000
ADMIN@BARRIECHAMBER.COM
BARRIECHAMBER.COM