



## 2019

### SPONSORSHIP BENEFIT PACKAGES

#### **Presenting Sponsorship \$5000**

- Exposure to 500+ business leaders and local decision makers
- 2 cars on-site at the Hampshire Mall March 15-April 1, 2019
- Digital Media Advertising at Hampshire Mall (Beginning 2/15/19 including School Vacation Week-Highest Traffic of the Season)
- Opportunity to voice 30 event promos on 4 radio stations through Northampton Radio Group (120 placements)
- Full Page Color Ad in Program Booklets (600)
- Exclusive tabling to showcase your business prominently located at the event
- Feature a non-profit Chamber member of your choice (listed on our website)
- Speaking opportunity at the event
- DJ Mentions during the event.
- Prominent signage at the event including a banner at entrance
- 10 Complimentary Tickets to the Event
- Website Banner Ad for one year (5,000 views a month)
- Recognition in all pre- and post- event PR
- Logo on all promotional materials including Souvenir Participant Tasting Glasses (600)
- Listed as Presenting Sponsor on all Chamber and Hampshire Mall email blasts for the event.
- Highlighted on social media in the 2 weeks prior to the event (one post per day per platform week leading up to the event)
- First right of refusal for 2020 Margarita Madness

#### **Media Sponsorship - Radio \$2500**

- Exposure to 500+ business leaders and local decision makers at event
- Full Page BW Ad in Program Booklet (600)
- Five Complimentary Tickets to the Event
- Mention in digital marketing materials and event website.
- Recognition in all pre- and post- event PR
- Radio personality as MC
- Prominent signage at event
- Listed as Media Sponsor on all Chamber and Hampshire Mall email blasts for the event.
- Highlighted on social media in the 2 weeks prior to the event (three post per week per platform week leading up to the event)



### **Media Sponsorship - Other \$2000**

- Exposure to 500+ business leaders and local decision makers at event
- Full Page BW Ad in Program Booklet (600)
- Five Complimentary Tickets to the Event
- Mention in digital marketing materials and event website.
- Recognition in all pre- and post- event PR
- Prominent signage at event
- Listed as Media Sponsor on all Chamber and Hampshire Mall email blasts for the event.
- Highlighted on social media in the 2 weeks prior to the event (three post per week per platform week leading up to the event)

### **Event Tables Opportunities \$500 (6 Available)**

1. Welcome Table
  2. Dessert Room
  3. Tasting Glasses & Program Table
  4. Raffle/Prize Table
  5. Voting Table
  6. Photo Booth
- Exposure to 500+ business leaders and local decision makers at event
  - Recognized in Program
  - Quarter Page BW Ad in Program Booklet (600)
  - Two Complimentary Tickets to the Event
  - Mention in digital marketing materials and event website
  - Your signage/pop-up banner at designated table
  - Listed as corresponding table sponsor on all Chamber and Hampshire Mall email blasts for the event
  - Highlighted on social media in the 2 weeks prior to the event (three post per week per platform week leading up to the event)

### **Program Map Sponsorship \$350**

- Exposure to 500+ business leaders and local decision makers at event
- Recognized in Program
- Color Full Page Ad in Program Booklet (600)
- Logo on color map in the centerfold of the program
- Three Complimentary Tickets to the Event



**Margarita Table Sponsorship \$250 (22 Tables Available) \***

- Your promotional table cloth on table
- Your signage/pop-up banner at table
- Two Complimentary Tickets to the Event
- Mention in digital marketing materials and event website.
- Name included in all press releases
- **Restaurants/Food Vendors will include food for an additional \$150. We will provide a longer table for your business and 3 complimentary tickets for your team.**

*\*We will follow up with the requirements and details for all Margarita Table Sponsors.*