



WINTER PARK
CHAMBER OF COMMERCE

2024

SPONSOR GUIDE

PHONE - 407.644.8281

WEBSITE - WINTERPARK.ORG

LOCATION - 151 W. LYMAN AVENUE

2024 SPONSORSHIP OPPORTUNITIES

The mission of the Winter Park Chamber of Commerce (WPCC) is to convene people and ideas for the benefit of our businesses and community. WPCC hosts over 100 events and programs annually with strategic partnerships in mind. Sponsorship of these events and programs offers businesses the opportunity to expose their brand to the most influential people of the Winter Park community.



RECURRING RECOGNITION

Increase brand awareness through promotion on multiple platforms, including website, e-newsletter, social media, and print.



TARGETED AUDIENCE

Winter Park Chamber of Commerce event participants comprise the area's business owners and leaders, community changemakers, and influencers.



BRAND COHESION

Specific brand alignment opportunities link your business priorities to events, resulting in highly relevant sponsor engagement.



IT'S MORE THAN DOLLARS

In addition to marketing, sponsorship aids the mission of convening people and ideas for the benefit of our businesses and community.

Trusted by Our Top Investors

AdventHealth
City of Winter Park
Fannie Hillman + Associates
Florida Distributing Company
Full Sail University

Keller Williams Winter Park
Lane Technology Solutions
Lowndes
Massey Services
Maynard Nexsen
Orlando Health

Rollins College
Seacoast Bank
The Mayflower at Winter Park
Winderweedle, Haines, Ward & Woodman
Winter Park Publishing

To learn how sponsorship opportunities can align with your business goals, please contact:



Stacey Cox

Senior Director of Member Engagement

Winter Park Chamber of Commerce

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407-599-3646

A WELCOME FROM OUR LEADERS

Welcome to the 2024 Sponsorship Opportunities!



You know your business is capable of more, and the Winter Park Chamber of Commerce is ready to help. Whether you're trying to reach a packed ballroom full of the region's most influential business leaders, tens of thousands of residents at our community events in downtown Winter Park, one of our specialty audiences or our 12,000+ email subscribers, sponsorship with the Chamber provides some of the biggest impact for your marketing budget.

With each event and program, we offer the ability not only to attend and participate, but the opportunity to build brand awareness, connect with potential customers and boost your SEO when you become a sponsor. This is a powerful tool that can enhance your marketing efforts and show your commitment to both the Winter Park community and the work of the Chamber which has been a trusted community partner for 100 years.

The attached package contains our sponsorship offerings for 2024 in a "year-at-a-glance" format designed to help you best match opportunities with the message, budget and timing that are an ideal fit for your business.

There's never been a more exciting time to partner with the Winter Park Chamber. We're celebrating not just our centennial but also our recognition as a Top 3 Chamber of the Year in the country. Our team is available to help you select the perfect fit for maximum marketing and community impact. We hope that you will call on us to help customize a solution for you.

Warmest regards,



Betsy Gardner Eckbert, President and CEO

Winter Park Chamber of Commerce Board Members

Robby Barrows, Centennial Bank
Justin Birmele, AdventHealth Winter Park
Josh Beiter, LunDev
Daniel Butts, LQ Commercial
Ryan DeVos, Orlando Magic
Paul Dietrich, Maynard Nexsen
Diane DiFebbo, Full Sail University
Carroll Goggin, DBG Promotions
Ed Kania, Rollins College
Tracy Klingler, frank.
Joel Knopp, MSL CPAs & Advisors
Steve Kramer, The Mayflower at Winter Park

Patrick Lewis, Privé Salon & Spa
Lawrence Lyman, Tactical Electronics Corporation
Markys Mackey, Verity Construction
Kelly Nierstadt, Orlando Health
Paul Twyford, The WP Distilling Company
Alex Uncein, First Citizens Bank
Laura Walda, Lowndes
Dr. Keith Whittingham, Rollins College/Artifx Coffee
Emily Williams, Be on Park, Z Properties,

OUR REACH

PEOPLE

700+

Member Organizations

1250+

Leadership Winter Park Alumni

135,000+

Annual Event Attendees

WEBSITE

15,000+

Average Monthly Visitors

14,000+

Average Monthly Directory Views

NEWSLETTER

48

Yearly Issues

12,000+

Total Subscribers

34%

Average Open Rate

SOCIAL MEDIA

10,000+

Facebook Followers

8,000+

Twitter/X Followers

6,000+

Instagram Followers

3,000+

LinkedIn Followers

SPECIALTY AUDIENCES

Park Avenue

7,000+

Facebook Followers

Autumn Art Festival

7,000+

Facebook Followers

Leadership Winter Park

1,000+

Facebook Followers

6,000+

Instagram Followers

600+

Instagram Followers

900+

Instagram Followers

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EVENTS

Types of Events



Community Engagement

Events aimed at connecting with the larger Winter Park Community.



Government Relations

Events aimed to increase civic engagement and understanding.



Membership Engagement

Events aimed at convening and connecting members of the Chamber.



Professional Development

Events aimed at enhancing the knowledge and skills of community professionals.



CHEERS TO YOU!

MEMBER ENGAGEMENT

Thursday, January 25, 2024
Winter Park Events Center
5:30 p.m. - 8:00 p.m.

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Projected Attendance: 175
Audience: Chamber Members, Volunteers

The annual Membership Awards Dinner is a tribute to the members and volunteers who make the Chamber and Winter Park community exceptional.

SPONSORSHIP LEVELS

Presenting Sponsor: \$4,000 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Exclusive option to deliver a three-minute sponsor message
- One (1) corporate table
- Full-page ad in event program
- Category exclusivity

Supporting Sponsor: \$2,000 (Limit 3) (2 Sold)

- Recognition (WPCC website, e-newsletters & event collateral)
- One (1) corporate table



ART IS GOOD BUSINESS DRIVE-UP GOVERNMENT RELATIONS

Wednesday, January 31, 2024
Florida State Capitol, Tallahassee
5:00 a.m. - 8:00 p.m.



Each year the Chamber invites representatives of the business community and local arts organizations to travel with our lobbying team to Florida's capitol during the legislative session to articulate the economic benefits of cultural tourism.

This one-day trip offers the delegation first-hand interaction with Central Florida lawmakers in the Senate, State House of Representatives and others who are in a position to affect change in Florida's budget.

All lobbying materials, transportation, refreshments and meals are provided for the trip.

SPONSORSHIP LEVELS

Presenting Sponsor: \$2,000 (Limit 2) (1 Sold)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- One complimentary registration to participate
- Opportunity to provide promotional materials to the delegation
- Category exclusivity
- First right of refusal for 2025 (expires April 30, 2024)



STATE OF THE CITY

GOVERNMENT RELATIONS

Friday, February 23, 2024

The Alford Inn

11:30 a.m. - 1:30 p.m.

STATE
OF THE
CITY
LUNCHEON

Projected Attendance: 250

Audience: Elected Officials, Business Professionals

Join the Chamber for a luncheon featuring the Mayor of Winter Park's annual State of the City address.

SPONSORSHIP LEVELS

Presenting Sponsor: \$7,500 (Limit 2)

- Full logo recognition (WPCC website, event social media, e-newsletter & event collateral)
- Exclusive option to deliver a three-minute sponsor message
- One (1) corporate table
- Option to host marketing table at event
- Category exclusivity
- Full-page ad in event program
- First right of refusal for 2025 (expires May 30, 2024)

Supporting Sponsor: \$4,000 (Limit 3) (1 Sold)

- Logo Recognition (WPCC website, e-newsletter & event collateral)
- One (1) corporate table
- Option to host marketing table at event
- Category exclusivity
- First right of refusal for 2025 (expires May 30, 2024)

Continued opportunities on the following page.



STATE OF THE CITY

GOVERNMENT RELATIONS

SPONSORSHIP LEVELS

Participating Sponsor: \$1,500 (Limit 3) (1 Sold)

- Name recognition (WPCC website, e-newsletters, and event collateral)
- One (1) corporate table



LEGISLATIVE UPDATE

GOVERNMENT RELATIONS

Wednesday, April 10, 2024
Center for Health & Wellbeing
8:30 a.m. - 10:00 a.m.

LEGISLATIVE UPDATE



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Projected Attendance: 100

Audience: Chamber Members, Government Officials, Community Members

Join the Chamber for a legislative panel recap and review of the 2024 Florida Legislative Session and hear how this past session impacted our business community.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,000 (Limit 2)

- Full logo recognition (WPCC website, event social media, e-newsletter & event collateral)
- Option to have marketing table at event
- Option to deliver a two-minute sponsor message at start of program
- One (1) reserved table
- First right of refusal for 2025 (expires August 31, 2024)



WOMEN OF INFLUENCE LUNCHEON

COMMUNITY ENGAGEMENT

Friday, April 26, 2024

The Alford Inn

11:30 a.m. - 1:30 p.m.

WOMEN *of*
INFLUENCE

.....

Projected Attendance: 250 - 300

Audience: Professional Women, Relaunch Graduates

Join the Chamber, Relaunch alumni and professional women for a luncheon celebrating our Relaunch: Career Reentry for Professional Women graduates as well as honoring the 2024 WPCC Woman of Influence and Woman of Influence Lifetime Achievement Award Winner.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,500 (Limit 2)

- Full logo recognition (WPCC website, event social media, e-newsletter & event collateral)
- Option to have a marketing table
- Option to contribute promotional material for the attendee goody bag
- Option to deliver a one-minute sponsor message
- One (1) corporate table
- Full page ad in event program
- First right of refusal for 2025 (expires July 30, 2024)

Continued opportunities on the following page.



WOMEN OF INFLUENCE LUNCHEON

COMMUNITY ENGAGEMENT

SPONSORSHIP LEVELS

Supporting Sponsor: \$1,500 (1 Available)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have a marketing table
- Option to contribute promotional material for the attendee goody bag
- One (1) corporate table for 10
- Half page ad in program

Participating Sponsor: \$750 (Limit 6) (5 available)

- Name recognition (WPCC website, e-newsletter & event collateral)
- Option to have a marketing table
- Option to contribute promotional material for the attendee goody bag
- Four (4) tickets to event



MEET THE CANDIDATES

GOVERNMENT RELATIONS

Friday, August 9, 2024
Center for Health & Wellbeing
8:30 a.m. - 10:00 a.m.

.....

* 2024 WINTER PARK CHAMBER OF COMMERCE *

* * * * *

MEET THE

CANDIDATES

* * * * *

Projected Attendance: 150
Audience: Elected Officials, Community Members

Every election year, the WPCC hosts a Meet the Candidates event in Winter Park. Guests cast a straw poll vote and have the opportunity to meet candidates, elected officials and community leaders.

SPONSORSHIP LEVELS

Presenting Sponsor: \$4,000 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Option to have marketing table at event
- Option to deliver a one-minute sponsor message
- Twenty (20) tickets to event
- Category exclusivity
- First right of refusal for 2026 (expires November 22, 2025)

Supporting Sponsor: \$2,000 (Limit 2)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have marketing table at event
- Ten (10) tickets to event
- Category exclusivity
- First right of refusal for 2026 (expires November 22, 2025)



SOIRÉE

COMMUNITY ENGAGEMENT

Wednesday, July 24, 2024
Center For Health & Wellbeing
3:00 p.m. – 5:00 p.m.

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Projected Attendance: 150
Audience: Women

This fun and informative gathering curates a mix of presenters and vendors to share expertise on a variety of lifestyle topics. Lifestyle topics vary year to year to keep the content relevant and engaging. Topics have included food, fashion, entertaining and more. Sponsors enjoy interacting with a variety of social and style influencers, foodies and community advocates.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,000 (Limit 2)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Option to have a marketing table at event
- Option to contribute promotional material for the attendee goody bag
- Option to deliver a three-minute sponsor message
- Four (4) complimentary registrations
- First right of refusal for 2025 (expires October 31, 2024)

Continued opportunities on the following page.



SPONSORSHIP LEVELS

Supporting Sponsor: \$1,500 (Limit 2)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have a marketing table at event
- Option to contribute promotional material for the attendee goody bag
- Two (2) complimentary registrations

Participating Sponsor: \$750 (Limit 6) (1 Sold)

- Name recognition (WPCC website, e-newsletters & event collateral)
- Option to have a marketing table at event
- Option to contribute promotional material for the attendee goody bag
- Two (2) complimentary registrations



WINTER PARK OUTLOOK

PROFESSIONAL DEVELOPMENT

Friday, September 20, 2024

The Alford Inn

11:30 a.m. – 1:30 p.m.

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Projected Attendance: 200

Audience: Professionals, Business Owners, Community Members

Regional-issues summit featuring the State of the Chamber, including an exploration of factors that affect economic development. The discussion will focus on areas of potential impact for Winter Park.

SPONSORSHIP LEVELS

Presenting Sponsor: \$6,000 (Limit 2) (1 Sold)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Option to have marketing table at event
- Full-page ad in event program
- One (1) corporate table
- Option to deliver a three-minute sponsor message
- Category exclusivity
- First right of refusal for 2025 (expires December 31, 2024)

Supporting Sponsor: \$3,500 (Limit 2)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have marketing table at event
- One (1) corporate table
- Category exclusivity
- First right of refusal for 2025 (expires December 31, 2024)

Participating Sponsor: \$1,500 (Limit 3)

- Name recognition (WPCC website, e-newsletters & event collateral)
- One (1) corporate table



WINTER PARK AUTUMN ART FESTIVAL COMMUNITY ENGAGEMENT

Saturday & Sunday, October 12 & 13, 2024

Central Park & Park Ave.

9:00 a.m. – 5:00 p.m.

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Projected Attendance: 140,000

Audience: Artists, Art Lovers, Community Members,
Business Professionals

The 51st Annual Winter Park Autumn Art Festival is the only juried fine art festival exclusively featuring Florida artists. The community-oriented sidewalk show presents quality visual art from 180 artists and live entertainment the whole family can enjoy. Sponsors enjoy interaction with a variety of affluent art patrons who also enjoy travel, home design and improvement, and luxurious living.

SPONSORSHIP LEVELS

Presenting Sponsor: \$12,500 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters, press listings, TV and radio & event collateral)
- Option to have a booth at event
- Option to display banners at event
- Name in two (2) stage announcements
- Option to place materials in artist and patron bags
- Option to place a complimentary full-page ad in festival guide
- Ten (10) tickets to the Poster Unveiling Party and ten (10) tickets to the VIP Lounge
- Four (4) parking passes
- Ten (10) official AAF posters
- Category exclusivity
- First right of refusal for 2025 (expires January 31, 2025)

Continued opportunities on the following pages.



WINTER PARK AUTUMN ART FESTIVAL COMMUNITY ENGAGEMENT

SPONSORSHIP LEVELS

Supporting Sponsor: \$5,000 (Limit 3)

- Logo recognition (WPCC website, e-newsletters, press listings, TV and radio & event collateral)
- Option to have a booth at event
- Option to display a banner at event
- Name in two (2) stage announcements
- Option to place materials in artist bags
- Option to place a complimentary half-page ad in festival guide
- Four (4) tickets to the VIP Lounge
- Access to Hospitality Tent
- Four (4) meal vouchers per day
- Two (2) parking passes
- Four (4) official AAF posters
- First right of refusal for 2025 (expires January 31, 2025)
- Event category exclusivity

Participating Sponsor: \$3,000 (Limit 4) (2 Available)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have booth at event
- Option to place a complimentary quarter-page ad in festival guide
- Access to Hospitality Tent
- Four (4) meal vouchers per day
- One (1) parking pass
- Two (2) official AAF posters
- First right of refusal for 2025 (expires January 31, 2025)

Contributing Sponsor: \$1,750 (Limit 12) (1 Available)

- Name recognition (WPCC website, e-newsletters & event collateral)
- Option to have booth at event
- Option to place a complimentary business card size ad in festival guide
- Access to Hospitality Tent
- Two (2) meal vouchers per day
- One (1) official AAF poster

Continued opportunities on the following pages.



WINTER PARK AUTUMN ART FESTIVAL COMMUNITY ENGAGEMENT

SPONSORSHIP LEVELS

VIP Lounge Presenting Sponsor: \$3,500 (Limit 1)

- Logo recognition (WPCC website, e-newsletters, VIP Lounge passes & event collateral)
- Option to have promotional materials distributed in VIP Lounge
- Option to place materials in artist and patron bags
- Name in two (2) stage announcements
- Option to have a booth in another location at event
- Option to place a complimentary quarter-page ad in festival guide
- Four (4) tickets to the VIP Lounge & Poster Unveiling Party
- Two (2) parking passes
- Four (4) official AAF posters
- First right of refusal for 2025 (expires January 31, 2025)

VIP Lounge Supporting Sponsor: \$1,750 (Limit 2) (1 Sold)

- Name recognition (WPCC website, e-newsletters & event collateral)
- Option to have promotional materials distributed in VIP Lounge
- Option to place materials in artist and patron bags
- Option to place a complimentary business card size ad in festival guide
- Two (2) tickets to the VIP Lounge
- Two (2) official AAF posters

Continued opportunities on the following page.



WINTER PARK AUTUMN ART FESTIVAL COMMUNITY ENGAGEMENT

SPONSORSHIP LEVELS

Artists' Hospitality Tent Sponsor: \$2,500 (Limit 1)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Exclusive option to have marketing & promotional materials distributed in Artists' Hospitality Tent
- Option to place materials in artist packets (option to provide branded bags)
- Option to have a booth in another location at event
- Option to place a complimentary business card size ad in festival guide
- Four (4) tickets to the Poster Unveiling Party and Saturday Night Artists' Party
- One parking pass
- Four (4) official AAF posters
- Access to Artists' Hospitality Tent
- Four (4) meal vouchers per day
- First right of refusal for 2025 (expires January 31, 2025)

Saturday Night Artists' Party Sponsor: \$1,750 (Limit 1)

- Logo Recognition (WPCC website, e-newsletters & event collateral)
- Option to have promotional materials distributed at party
- Option to place materials in artist packets
- Option to display a banner at party
- Option to place a complimentary business card size ad in festival guide
- Exclusive option to give a two-minute sponsor message
- Eight (8) tickets to the Artists' Party
- Four (4) official AAF Posters



BEST OF WINTER PARK

COMMUNITY ENGAGEMENT

Tuesday, October 29, 2024
Winter Park Farmers' Market
5:00 p.m. - 7:00 p.m.



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Projected Attendance: 300
Audience: General Public, Member Businesses

Join the Chamber in celebration of the Best of Winter Park at this business after-hours party. Grow your business network and knowledge strolling from booth to booth while enjoying cocktails, light bites and entertainment. The Best of Winter Park winners are determined by the public during voting the month before the event.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,000 (Limit 2)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Option to have a booth at event
- Option to deliver a three-minute sponsor message at event
- Eight (8) tickets
- First right of refusal for 2025 (expires February 28, 2025)

Supporting Sponsor: \$1,500 (Limit 3)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have a booth at event
- Four (4) tickets



WINTER ON THE AVENUE

COMMUNITY ENGAGEMENT

Friday, December 6, 2024

Central Park

5:00 p.m. – 9:00 p.m.



Projected Attendance: 10,000+

Audience: Community Members, Families

Join in the tradition of Winter Park festivities as Park Avenue is transformed for the holidays, complete with a tree lighting, carolers, and a special visit from Santa.

SPONSORSHIP LEVELS

Presenting Sponsor: \$5,500 (Limit 2)

- Full logo recognition (WPCC website, event social media, e-newsletters, Winter Park citEnews & event collateral)
- Option to distribute promotional materials in a booth
- Option to deliver sponsor message at Tree Lighting Ceremony
- Eight (8) tickets to the LWP Pancake Breakfast on December 7, 2024
- Eight (8) tickets in the VIP section for Christmas Parade
- Category exclusivity
- First right of refusal for 2025 (expires March 31, 2025)

Supporting Sponsor: \$3,000 (Limit 2) (1 Sold)

- Logo recognition (WPCC website, e-newsletters, Winter Park citEnews & event collateral)
- Option to distribute promotional materials in a booth
- Four (4) tickets to LWP Pancake Breakfast on December 7, 2024
- First right of refusal for 2025 (expires March 31, 2025)

Continued opportunities on the following page.



WINTER ON THE AVENUE

COMMUNITY ENGAGEMENT

SPONSORSHIP LEVELS

Participating Sponsor: \$1,500 (Limit 3) (1 Sold)

- Recognition (WPCC website, e-newsletters & event collateral)
- Option to distribute promotional materials in a booth



CHRISTMAS PARADE

COMMUNITY ENGAGEMENT

Saturday, December 7, 2024

Park Avenue

9:00 a.m. - 10:30 a.m.



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Projected Attendance: 20,000

Audience: Community Members, Families

Ye Olde Hometown Christmas Parade travels down Park Avenue and includes more than 80 entries, including marching bands, businesses, scouting troops, local dignitaries and Santa Claus. A Winter Park tradition for 71 years.

SPONSORSHIP LEVELS

Presenting Sponsor: \$4,000 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Option to have a complimentary entry in the parade
- Logo on the official parade banner
- Exclusive opportunity to have a sponsor executive ride in parade with other VIPs
- Eight (8) seats in the VIP reserved seating section
- Eight (8) tickets to the LWP Pancake Breakfast on December 7, 2024
- First right of refusal for 2025 (expires March 31, 2025)

Supporting Sponsor: \$2,000 (Limit 4) (3 Sold)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to have a complimentary entry in the parade
- Logo on the official parade banner
- First right of refusal for 2025 (expires March 31, 2025)

Programs

Types of Programs

Programs are a set of connected events and sessions that occur multiple times throughout the year. They offer the opportunity for more sustained recognition and deeper connection with target audiences. Our programs focus on:

- *Community Engagement*
- *Member Engagement*
- *Leadership Development*
- *Career Reentry*



GOOD MORNING WINTER PARK COMMUNITY ENGAGEMENT

Second Friday of each month
Winter Park Chamber of Commerce
8:45 a.m. - 10:00 a.m.



Good Morning

Winter Park

.....

Projected Attendance: 70 per monthly program
Audience: Community Members, Professionals - Live & Virtual

Winter Park’s live, interactive morning magazine featuring local topics ranging from politics to exploring entries in the marketplace. The program is broadcast live on Facebook and includes coffee.

SPONSORSHIP LEVELS

Presenting Sponsor: \$7,200 (Limit 1)

- Full logo recognition (WPCC website, program social media, e-newsletters & event collateral)
- Option to have marketing table at each monthly program
- Option to distribute promotional items at each monthly program
- Exclusive option to deliver a three-minute sponsor message at each monthly program
- Reserved seating at program
- First right of refusal for 2025 (expires September 30, 2024)



WINTER PARK PROFESSIONAL WOMEN MEMBER ENGAGEMENT

First Monday of each month
Winter Park Chamber of Commerce
11:30 a.m. - 1:00 p.m.



..... Winter Park Professional Women

Projected Attendance: 50 per program - Live Audience
Audience: Female business owners and professionals across all industries

WPPW gives women the opportunity to not only cultivate relationships with peers, but also hear from inspiring speakers. Topics include personal branding, business solutions, relevant community issues, sales techniques, and many more. The meetings are held on the first Monday of every month (with a few exceptions) over lunch.

SPONSORSHIP LEVELS

Presenting Sponsor: \$6,600 (Limit 1)

- Full logo recognition (WPCC website, program social media, e-newsletters & event collateral)
- Option to distribute promotional materials at program
- Exclusive option to deliver a two-minute sponsor message
- Reserved seating with two (2) complimentary tickets per program
- First right of refusal for 2025 (expires September 30, 2024)



CONNECTIONS

MEMBER ENGAGEMENT

Last Wednesday of each month

Various Locations

Various Times



Connections

.....

Projected Attendance: 40 per program

Audience: Chamber Members

Chamber members are given the opportunity to leverage their Chamber network at this monthly event. Attendees share and showcase their businesses, expertise, and services. Connections events take place over coffee, lunch or happy hour.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,000 (Limit 1)

- Full logo recognition (WPCC website, program social media, e-newsletters & event collateral)
- Option to display banner at each monthly program
- Exclusive option to deliver a two-minute sponsor message at each monthly program
- Option to distribute promotional materials at each monthly program
- Two (2) tickets to each program
- First right of refusal for 2025 (expires September 30, 2024)



UNLOCKING YOUR MEMBERSHIP POTENTIAL MEMBER ENGAGEMENT

Each month on a Wednesday
Winter Park Chamber of Commerce
10:00 AM - 11:00 AM

UNLOCKING YOUR
MEMBERSHIP
POTENTIAL

.....

Projected Attendance: 35 per program
Audience: Chamber Members

Unlocking Your Membership Potential functions as our monthly member orientation. In this informative session, attendees have the chance to introduce themselves and their businesses, meet key Chamber staff as well as to learn more about how to customize their membership including our many digital tools, events & programs.

Attendees include new Chamber members, potential new members, new employees at existing members as well as anyone wanting a refresh on how to get involved with the Chamber.

A great program for Chamber members who want to get more involved and learn more about Chamber benefits as well as for those considering membership.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,000 (Limit 1)

- Full logo recognition (WPCC website, program social media, e-newsletters & event collateral)
- Exclusive option to deliver a two-minute sponsor message at each monthly program
- Up to two (2) sponsors' representatives may attend each month
- First right of refusal for 2025 (expires September 30, 2024)



LWP CLASS XXXV

LEADERSHIP DEVELOPMENT

August 2024 - May 2025

.....



Projected Attendance: 50

Audience: Business owners, professionals across all industries

Leadership Winter Park connects local leaders to opportunities for personal and professional growth. Receive maximum exposure for your brand as the official sponsor of Class XXXV and have a unique opportunity to capture the area's top decision makers and leaders who make an impact. LWP equips and mobilizes leaders through eight full-day monthly sessions plus orientation and graduation. Sessions offer participants a behind-the-scenes look at the critical issues and challenges facing Winter Park.

SPONSORSHIP LEVELS

Presenting Sponsor: \$5,000 (Limit 1)

- Full logo recognition (WPCC website, program social media, e-newsletters, class collateral & graduation program)
- Option to deliver a two-minute sponsor message at the welcome reception and graduation
- One (1) corporate table at graduation
- Option to participate with the class on up to three session-day lunches
- Opportunity to co-brand Class XXXV program materials
- First right of refusal for the following year (expires June 30, 2025)
- Invitation to speak at Making It Happen Breakfast

Continued opportunities on the following page.



LWP CLASS XXXV

LEADERSHIP DEVELOPMENT

SPONSORSHIP LEVELS

Supporting Sponsor: \$3,500 (Limit 1)

- Logo recognition (WPCCC website, e-newsletters, class collateral & graduation program)
- Option to deliver a two-minute sponsor message at graduation
- One (1) corporate table for 10 at graduation
- Option to participate with the class on up to three session-day lunches
- Option to co-brand Class XXXV program materials
- First right of refusal for the following year

Session Day Sponsor: \$2,250 (Limit 8) (7 Sold)

- Logo recognition (WPCCC website, e-newsletters, class collateral & graduation program)
- Option to participate with the class on sponsored session day
- Exclusive option to give a one-minute sponsor message during breakfast or lunch
- Option to distribute promotional material during session day
- First right of refusal for the following year



LWP CLASS XXXV

LEADERSHIP DEVELOPMENT

WELCOME RECEPTION *Wednesday, July 31, 2024 | Winter Park Chamber of Commerce*

Kick off Leadership Winter Park Class XXXV as class members have a chance to meet their fellow classmates and alumni over drinks and hors d'oeuvres.

SPONSORSHIP LEVELS

Presenting Sponsor: \$750 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Exclusive option to deliver a one-minute sponsor message
- Four (4) invitations to the reception
- First right of refusal for the following year

Supporting Sponsor: \$250 (Limit 1)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Two (2) invitations to the reception
- First right of refusal for the following year

LWP CLASS XXXV RETREAT *Thursday & Friday, August 15 - 16, 2024*

The LWP Class Retreat is a time where class members have a chance to bond.

SPONSORSHIP LEVELS

Presenting Sponsor: \$2,000 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters, class collateral & graduation program)
- Option to attend event
- Option to distribute materials at event
- Category exclusivity
- First right of refusal for the following year

Supporting Sponsor: \$1000 (Limit 1)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Opportunity to attend Welcome Reception in August to welcome class members and alumni
- Category exclusivity
- First right of refusal for the following year



LWP CLASS XXXV

LEADERSHIP DEVELOPMENT

PANCAKE BREAKFAST *Saturday, December 7, 2024 | 7:00 a.m. - 10:00 a.m.*

Join us in downtown Winter Park for the annual Pancake Breakfast and Christmas Parade. Proceeds from the event will go directly to the Winter Park Improvement Foundation.

Projected Attendance: 1,200+

Audience: LWP Graduates, Community Members and Families

SPONSORSHIP LEVELS

Presenting Sponsor: \$2,000 (Limit 3) (1 Sold)

- Full logo recognition (WPCCC website, event social media, e-newsletters, event collateral)
- Banner prominently displayed at event
- Option to co-brand promotional items
- Option to have marketing table at event
- 20 complimentary tickets to event
- First right of refusal for the following year

Gold Sponsor: \$1,000

- Logo recognition (WPCCC website, e-newsletters & event collateral)
- 10 complimentary tickets to event
- First right of refusal for the following year

Silver Sponsor: \$500 (1 Sold)

- Name recognition (WPCCC website, e-newsletter & event collateral)
- 8 complimentary tickets to event
- First right of refusal for the following year

Table Sponsor: \$300

- Name recognition (WPCCC website, e-newsletter & event collateral)
- 4 complimentary tickets to event
- First right of refusal for the following year



LWP CLASS XXXIV

LEADERSHIP DEVELOPMENT

LWP SIGNATURE ALUMNI SOCIAL

Friday, April 12, 2024

Aloma Bowl

6:00 p.m. - 9:00 p.m.

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Projected Attendance: 150+

Audience: Leadership Winter Park Alumni and Guests

Don't miss the LWP social event of the year!

An opportunity to mix and mingle with LWP graduates and guests

SPONSORSHIP LEVELS

Presenting Sponsor: \$2,000 (Limit 1)

- Full logo recognition (WPCC website, event social media, e-newsletters, event registration & event collateral)
- Option to distribute swag or promotional material to attendees
- Option to have marketing table at event
- Twelve (12) complimentary tickets (two lanes)
- Category exclusivity
- First right of refusal for the following year

Supporting Sponsor: \$1,000

- Logo recognition (WPCC website, event social media, event registration & event collateral)
- Twelve (12) complimentary tickets (two lanes)
- Option to distribute swag or promotional material to attendees
- First right of refusal for the following year

Participating Sponsor: \$650

- Name recognition (WPCC website, event social media, event registration & event collateral)
- Six (6) complimentary tickets (one lane)
- First right of refusal for the following year



LWP CLASS XXXV

LEADERSHIP DEVELOPMENT

LWP CLASS XXXV GRADUATION

Friday, May 10, 2025

The Alford Inn

11:30 a.m. - 1:00 p.m.

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Projected Attendance: 250

Audience: LWP Graduates, Business Professionals

Join the Chamber and LWP alumni for a luncheon celebrating our Leadership Winter Park Class XXXV graduates.

SPONSORSHIP LEVELS

Presenting Sponsor: \$3,500 (Limit 1)

- Top billing logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Option to have marketing table at event
- Option to display banner at event
- Option to distribute material at event
- Option to deliver a one-minute sponsor message at event
- One (1) corporate table
- First right of refusal for the following year

Supporting Sponsor: \$1,500 (Limit 1)

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Option to display a banner at event
- Option to distribute material at event
- One (1) corporate table
- First right of refusal for the following year



LWP

LEADERSHIP REFRESH

LEADERSHIP REFRESH

Quarterly

Winter Park Chamber of Commerce

4 Sessions

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Audience: This event is open to LWP alumni and current class members only. Approximately 4 annually.

Join the Leadership Winter Park alumni community for a Leadership Refresh. This quarterly event series aims to expand and refine professional development skills while renewing connections among LWP alumni.

SPONSORSHIP LEVELS

Presenting Sponsor: \$1,000 (Benefits applied to all Refresh events)

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Exclusive option to deliver a one-minute sponsor message
- Reserved seating and complimentary admission for (4) guests
- Option to have a marketing table
- Option to distribute promotional items
- First right of refusal for following year



YOUTH LEADERS CLASS XXIV

LEADERSHIP DEVELOPMENT

Monday - Friday

June 10 - 14, 2024

July 15 - 19, 2024

8:30 a.m. - 4:00 p.m.

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**YOUTH
LEADERS**

WINTER PARK

Projected Attendance: 60

Audience: High School Students, Professionals Across All Industries

Youth Leaders is Central Florida’s premier high school leadership program for rising juniors and seniors. The program is designed to help students develop new leadership skills and expose them to opportunities for engagement and exploration within our community. Sponsors have a unique opportunity to capture the area’s diverse teen population and their families over two separate group sessions. Youth Leaders Class XXIV will include two summer sessions held in June and July. During the one-week course, students will have experiential learning opportunities in the areas of Team Building, Community Appreciation, Communications & Technology, Law & Government and Career Insight

SPONSORSHIP LEVELS

Program Presenting Sponsor: \$3,500 (Limit 1)

- Full logo recognition (WPCC website, program social media, e-newsletters & class collateral)
- Option to have a marketing table at graduation celebrations
- Option to distribute promotional materials/items to class members
- Option to display your corporate banner at all sessions and graduation celebrations
- Opportunity to present a one-minute sponsor message at graduation celebrations
- Category exclusivity
- First right of refusal for the following year (expires October 31, 2024)

Continued opportunities on the following page.



YOUTH LEADERS CLASS XXIV

LEADERSHIP DEVELOPMENT

SPONSORSHIP LEVELS

Session Day Sponsor: \$1,250 (Limit 5) (2 Sold)

- Logo recognition (WPCC website, e-newsletters & class collateral)
- Opportunity to welcome class at the opening of the session day
- Option to distribute promotional materials to class on the sponsored session day for both programs
- First right of refusal for the following year



RELAUNCH

CAREER REENTRY PROGRAM

January 2024 - December 2024

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Projected Attendance: 50

Audience: Professional women across all industries

Relaunch is our award-winning career reentry program for professional women, designed for individuals who want to get back to work after taking a career pause. The curriculum helps participants build their resume, confidence and network, covering everything from how to get the most out of LinkedIn to building your personal brand. **Relaunch Power-Up** is recurring programming dedicated to connecting, energizing and educating Relaunch alumni after graduation. Power-Up is a community event where attendees can network, meet other Relaunch graduates, share successes and introduce others to the Relaunch program.

SPONSORSHIP LEVELS

Relaunch Semester Presenting Sponsor: \$5,500/year

Each Semester Presenting Sponsor will enjoy sponsorship benefits for each of the curriculum models conducted from January 2024 - December 2024.

- Full logo recognition (WPC website, program social media, e-newsletters & class collateral) at all Relaunch programs during the sponsored semester.
- Sponsor recognition in all WPC announcements and articles promoting the program
- Recognition on program page of WPC website and e-newsletters
- Option to give a 30-second sponsor message at start of each program session during the sponsored semester

Continued opportunities on the following page.



RELAUNCH

CAREER RE-ENTRY PROGRAM

SPONSORSHIP LEVELS

- Option to display banner at all program sessions during the sponsored semester
- Option to distribute promotional materials at all program sessions during the sponsored semester
- Option to participate as program mentors during the sponsored semester
- Option for your corporate recruiters to assist/present during sponsored semester
- Each class graduates at the annual Women of Influence Luncheon
- Category exclusivity
- First right of refusal for the following year (expires September 30, 2024)

Relaunch Power-Up Sponsorship: \$2,500/year

Each Power-Up Sponsor will enjoy sponsorship benefits for January 2024 – December 2024.

- Full logo recognition (WPC website, event social media, e-newsletters & event collateral) at all Relaunch Power-Up sessions during the sponsored semester
- Option to give a 30-second sponsor message at start of each program session during the sponsored semester
- Option to display banner at all program sessions during the sponsored semester
- Option to distribute promotional materials at all program sessions during the sponsored semester
- Brand awareness for job seekers immediately following program completion
- First right of refusal for the following year

MARKETING OPPORTUNITIES

WINTER PARK WEEKLY

Every Thursday

This newsletter keeps decision makers, business professionals and community leaders in the know. It covers Chamber community updates, upcoming events, latest member news and business spotlights.

Projected Circulation: 12,000

Open:

SPONSORSHIP LEVEL

12 Months: \$4,500

SPONSORSHIP DETAILS

- Ad with link to website
- Ad size: 500 (w) x 500 (h) pixels max
- Artwork due one week prior to delivery
- Orders honored first-come, first-served
- JPEG or PNG formats accepted

EXCLUSIVE EMAIL BLAST

Through an exclusive broadcast email, sponsors can promote products and services, upcoming events and company news.

Projected Circulation: 12,000

SPONSORSHIP LEVEL

\$475 per email

SPONSORSHIP DETAILS

- Sponsors supply content
- Deployment is determined by Chamber schedule of email broadcasts
- Artwork due one week prior to delivery
- JPEG or PNG formats accepted
- Sponsor will receive report of impression and click-through rates five business days after deployment.

RSVP

Every Monday

This newsletter focuses on upcoming events sponsored by the Chamber. The community turns here for everything they need to know to make plans to attend fun and informative events. We host more than 100 events each year, including signature experiences such as the Autumn Art Festival and educational opportunities such as Good Morning Winter Park and Winter Park Professional Women.

Projected Circulation: 12,000

SPONSORSHIP LEVEL

12 Months: \$4,500

SPONSORSHIP DETAILS

- Ad with link to website
- Ad size: 500 (w) x 500 (h) pixels max
- Artwork due one week prior to delivery
- Orders honored first-come, first-served
- JPEG or PNG formats accepted

ANNUAL WATER BOTTLE IN-KIND SPONSORSHIP

January 1, 2024 - December 31, 2024

The Winter Park Chamber distributes bottles of water in the Welcome Center to community members and guests from all over the world. Branded bottles of water would be a great opportunity to drive traffic directly to your business' doorstep.

Projected Exposure: 1,440

Audience: Guests and Community Members

SPONSORSHIP LEVEL

In-Kind Sponsor Donation

SPONSORSHIP DETAILS

- Sponsor provides branded bottles of water
- WPCC distributes to reception visitors

MARKETING OPPORTUNITIES

WEBSITE ADVERTISEMENT

Ongoing

Advertising on the Chamber website home page offers exposure to members, community leaders and visitors of Winter Park.

Projected Reach: 140,000+ Annually

SPONSORSHIP LEVEL

Home Page Sponsor: \$1,750 - 6 months
\$3,500 - 12 months

- Advertising will go online the first day of the month following receipt of agreement and payment
- Placement requests will be honored on a first-come, first-served basis
- First right of refusal is given to current advertisers

Primary Web Page Sponsor: \$625 - 6 months
\$1,250 - 12 months

- Advertising will go online the first day of the month following receipt of agreement and payment
- Placement requests will be honored on a first-come, first-served basis
- First right of refusal is given to current advertisers

Directory Category Sponsor: \$625 - 6 months
\$1,250 - 12 months

- Advertising will go online the first day of the month following receipt of agreement and payment
- Placement requests will be honored on a first-come, first-served basis
- First right of refusal is given to current advertisers