

# 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
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## 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