

LEBANON AREA CHAMBER OF COMMERCE SPONSORSHIP OPPORTUNITIES





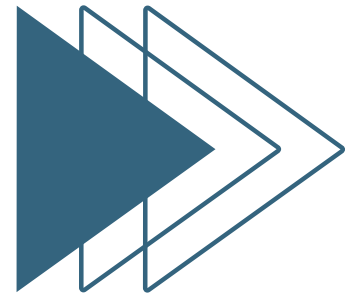
OUR MISSION

The mission of the Lebanon Area Chamber of Commerce is to promote business and the local economy. Through membership and events, our focus is to produce a cooperative effort to enhance the Lebanon community.

OUR VISION

We strive to be the premier business organization and leading catalyst for support and resources to member businesses in the Lebanon area. By providing quality corporate leadership, networking opportunities, professional development and community events, we will grow a robust local business community.

WHY SPONSOR A CHAMBER EVENT?



No matter what type of business you are in, public relations and community interaction are just as essential as advertising! Sponsoring a Chamber event provides a great means of broadening your competitive advantage by improving your company's reflection, prestige, and credibility through supporting events that your community and audience find attractive and important. Through sponsorships, our Chamber strives to create a partnership that is beneficial to all who are involved. In addition to enhancing your visibility and image, there are many other great benefits that coincide with sponsoring Chamber events.

BENEFITS

- **Access to New Business Relationships** -- The face to face marketing opportunities at Chamber events allow businesses to grow relationships with an unlimited number of new clients and customers
- **Customer/Community Loyalty** -- Your sponsorship and support of local Chamber events builds rapport and increases the recommendations to your business or organization.
- **Association with High Profile Business Events** -- Companies who desire to be "industry leaders" welcome the benefits of being associated with important business events and programs. Chamber events are among the top places to gain name recognition with high-income professionals, executives, managers, and other business decision makers.
- **Demonstrates Civic Engagement** Your involvement in Chamber events exhibits your concern for the community in which you work and live, as well as has a favorable effect to your business.
- **Advertising** -- Exposure in print, on our website, and on-site advertising ensure heightened sponsor brand recognition among a targeted audience of local businesses and community members.
- **Publicity** -- Chamber events are highly publicized and so are their sponsors. The inclusion of your company's name will earn you public recognition.

ANNUAL SPONSORSHIP PACKAGES

Annual Sponsorship Packages offer your business an opportunity to quickly and easily choose a best fit sponsorship while receiving exposure all year long in several different ways. By investing in one of our annual packages, your business receives online promotion, branding with strategic events, tickets, signage, public relations, and a high level of recognition.

Chairpersons Circle of Excellence:

\$12,000 Full-year

- Recognized publicly at EVERY Chamber event and marketing opportunity, including news releases
- Recognized (with logo) on ALL Chamber e-newsletters and flyers
- Recognized (with logo) on the Chamber website's home page
- Recognized (with logo) on the invitations, printed programs, flyers of ALL major Chamber events
- Full-page dedicated ad (graphic provided by sponsor) in the printed Horse-Drawn Carriage Parade program
- Recognized on all event signage (largest leadership mention) at all major events
- Featured recognition in at least one Chamber e-newsletter (900+ recipients)
- Social media recognition (Facebook, Instagram, LinkedIn) including boosted posts
- Customize your annual events



ANNUAL SPONSORSHIP PACKAGES (CONT.)

President Level Sustaining Sponsor

\$10,000 Full-year

- Recognized publicly at EVERY Chamber event and marketing opportunity, including news releases
- Recognized (with logo) on ALL Chamber e-newsletters and flyers
- Recognized (with logo) on the Chamber website's home page
- Recognized (with logo) on the invitations, printed programs, flyers of ALL major Chamber events
- Full-page dedicated ad (graphic provided by sponsor) in the printed Horse-Drawn Carriage Parade program
- Recognized on all event signage (largest leadership mention) at all major events

Executive Level Sustaining Sponsor

\$8,000 Full-year

- Recognized publicly at EVERY Chamber event and marketing opportunity, including news releases
- Recognized (with logo) on ALL Chamber e-newsletters and flyers
- Recognized (with logo) on the Chamber website's home page
- Recognized (with logo) on the invitations, printed programs, flyers of ALL major Chamber events
- Full-page dedicated ad (graphic provided by sponsor) in the printed Horse-Drawn Carriage Parade program
- Recognized on all event signage (largest leadership mention) at all major events

ANNUAL SPONSORSHIP PACKAGES (CONT.)

Platinum Level Sponsor

\$6,000 Full-year

- Recognized in event publicity and news releases, including Chamber emails promoting the event
- Recognized on event signage
- Recognized (with logo) on printed event programs and in emcee's welcome announcement
- Full page dedicated ad (graphic provided by sponsor) in the printed Carriage Parade program
- Social media recognition (Facebook, Instagram, LinkedIn), including at least 2 boosted event posts
- Customize your annual events
- Featured Business recognition in a Chamber e-newsletter Logo posted on website events page, and on printed invitations (when applicable)

Gold Level Sponsor

\$4,000 Full-year

- Recognized in event signage (large mention)
- Recognized (with logo) on printed event programs and in emcee welcome announcement
- 1/2 page dedicated ad (graphic provided by sponsor) in the printed Carriage Parade program
- Social media recognition (Facebook, Instagram, LinkedIn) including at least 2 boosted event posts
- Customize your annual events
- Recognized in event publicity, including Chamber emails promoting the event
- Logo posted on website events page

ANNUAL SPONSORSHIP PACKAGES (CONT.)

Silver Level Sponsor

\$2,000 Full-year

- Recognized on event signage (prominent mention)
- Recognized (with logo) on printed event programs and in emcee welcome announcement
- 1/4 page dedicated ad (graphic provided by sponsor) in the printed Carriage Parade Program
- Social media recognition (Facebook, Instagram, LinkedIn) including at least 2 boosted event posts
- Customize your annual events



MARKETING OPPORTUNITIES

- The Chamber recognizes the importance of sponsors and promotes/recognizes each sponsor. Various promotions include recognition on the Chamber website, social media, newsletter, event signage, advertising and more.
- Sponsor opportunities vary from direct financial contributions to donation of advertising, service, hosting, or donation of items.
- Level of sponsorships vary with each program/event and targeted audience.
- The Chamber is always open to hear your marketing/sponsorship ideas and proposals!

EVENT SPONSORSHIP PACKAGES

The Lebanon Area Chamber of Commerce is working to help local businesses grow and succeed. We offer many events and opportunities throughout the year to help market and promote member businesses.

Frequent our website for updated information, sponsorship and participation forms, or contact the Chamber for more information.

We also invite members to become involved in one of our Chamber Committees. See the Chamber events calendar for all of our Chamber, Member Businesses and Community Events.

“LET’S LEBANON” A COMMUNITY AFFAIR MARCH

Diamond Sponsor: (\$1,000)

- Featured booth location includes 16'x 8”
- Recognized in event publicity and news releases, including Chamber emails promoting the event.
- Large Logo posted on website event page & all Marketing Material
- Featured Business recognition in a Chamber E-Newsletter
- Social media recognition (Facebook, Instagram, Twitter, LinkedIn) including at least 2 boosted event posts.
- Special Signage on booth at event
- Hourly Announcements at Event

Platinum Sponsor: (\$750)

- Premium booth location 16 x 8 size
- Recognized in event publicity and news releases, including Chamber emails promoting the event.
- Medium Logo posted on website event page & ALL Marketing Material
- Featured Business recognition in a Chamber E-Newsletter
- Social media recognition (Facebook, Instagram, Twitter, LinkedIn)
- Special Signage on booth at event

Gold Sponsor: (\$500)

- Premium booth location 10'x 8'
- Recognized in event publicity and news releases, including Chamber emails promoting the event.
- Small Logo posted on website event page & marketing materials.
- Featured Business recognition in a Chamber E-Newsletter
- Social media recognition (Facebook, Instagram, Twitter, LinkedIn)
- Special Signage on booth at event

GIRLS NIGHT OUT

MARCH, MAY, AUGUST, AND NOVEMBER
(2ND SATURDAYS)

Presenting Sponsor: (\$1,000)

- Girls Night Out Presented By (Company Name Here)
- Large Business Logo Printed on all Collateral and Signage
- Large Business Logo on Event Web Page and all Social Media Event Marketing
- Large Business Logo on VIP Bags
- Promoted on all Social Media Platforms + 2 paid ads
- Opportunity to provide swag bag items
- Premier Table at VIP Check in Area

Cheers to Women in Business Sponsor: (\$500)

- Medium Business Logo Printed on all Collateral and Signage
- Medium Business Logo on Event Web Page and all Social Media Event Marketing
- Medium Business Logo on VIP Bags
- Opportunity to provide swag bag items
- Promoted on all social media platforms + 1 paid ad

Fashion Sponsor: (\$300)

- Small Business Logo printed on all Collateral and Signage
- Small Business Logo on Event Web Page and Social Media Event Marketing
- Promoted on all social media platforms
- Opportunity to provide swag bag items

3RD FRIDAYS ON MULBERRY

3RD FRIDAYS IN JUNE, JULY, AUGUST AND SEPTEMBER

Presenting Sponsor: (\$2,500 per event) *up to four*

- Recognized in event publicity as “Presented by (Company Name)”
- Top Billing on the Entertainment Stage at the intersection of Broadway and Mulberry
- Name presented on all Chamber social media announcements
- Logo on all promotional material (including Gateway Sign on 48 in Lebanon)
- Social Media recognition on both Chamber and Band pages (Facebook, Instagram, LinkedIn) including at least 2 boosted event posts

Beer Sponsor: (\$1,500 per event)

- Beer “Provided by (your company)”
- Large logo printed on advertisements
- Large logo on Chamber website event and social media marketing
- Large logo on banner displayed at drink zone
- Continuous emcee honorable mention

Stage Sponsor: (\$1,000 per event) *up to four*

- Recognized in event publicity, including Chamber emails promoting the event
- Logo displayed on lower banner of the entertainment stage at the intersection of Broadway and Mulberry
- Name presented on all Chamber social media announcements
- Logo on all promotional material
- Social media recognition on both Chamber and Band pages (Facebook, Instagram, LinkedIn)

3RD FRIDAYS ON MULBERRY

3RD FRIDAYS IN JUNE, JULY, AUGUST, AND SEPTEMBER

Zone Sponsorship Four Zones per month: (\$1,000)

- Zone “Presented by (your company)”
- Large logo printed on advertisements
- Large logo on Chamber website event and social media marketing
- Large logo on banner displayed at Zone
- Continuous emcee honorable mention

Gold Sponsor (\$500)

- Recognized in event publicity, including Chamber emails promoting the event
- Name presented on Chamber social media announcements
- Logo on all promotional material
- Social media recognition on Chamber social media pages (Facebook, Instagram, LinkedIn)



WILL POWER: WOMEN'S LEADERSHIP

MONTHLY EVENT HOSTED AT TPC RIVER'S BEND

Program Sponsor: (\$1,000)

- Large business logo on WILL Power signage each month at the event.
- Large business logo on all WILL Power marketing materials including print and digital platforms
- Business website displayed on WILL Power webpage all year
- Promotional items distributed to attendees

Platinum Sponsor: (\$500)

- Medium business logo on WILL Power signage each month at the event.
- Medium business logo on all WILL Power marketing materials including print and digital platforms
- Business website displayed on WILL Power webpage all year
- Promotional items distributed to attendees

Gold Sponsor: (\$250)

- Small business logo on WILL Power signage each month at the event.
- Small business logo on all WILL Power marketing materials including print and digital platforms
- Business website displayed on WILL Power webpage all year
- Promotional items distributed to attendees



LEBANON HORSE-DRAWN CARRIAGE PARADE

FIRST SATURDAY IN DECEMBER

Presenting Sponsor: (\$25,000)

- “Presented by... (Sponsor Name)” on all marketing releases
- VIP Seating for 4 on Main Stage during both 1pm and 7pm parades
- Logo included in all digital media advertisements with a targeted reach in Southwest Ohio a reach of over 100,000 individuals
- Logo prominently displayed on the Lebanon Carriage Parade Website
- Logo on the front page of the parade programs
- Full page space inside of the parade programs
- Top billing on the Entertainment Stage at the intersection of Mulberry and Broadway
- Name presented on Chamber social media announcements
- Logo on all promotional materials such as postcards, flyers, and community outreach
- A 10' x 10' vendor booth space along Mulberry during Carriage Parade Festival
- Public address recognition at the event
- Name recognition in all press releases
- Name in Parade Letter that goes out to Downtown Lebanon residents

Royal Sponsor: (\$15,000)

- VIP Seating for 4 on Main Stage during both 1pm and 7pm parades
- Logo included in all digital media advertisements with a targeted reach in Southwest Ohio a reach of over 100,000 individuals
- Logo prominently displayed on the Lebanon Carriage Parade Website
- Logo on the front page of the parade programs
- Full page space inside of the parade programs
- Top billing on the Entertainment Stage at the intersection of Mulberry and Broadway
- Name presented on Chamber social media announcements
- Logo on all promotional materials such as postcards, flyers, and community outreach
- A 10' x 10' vendor booth space along Mulberry during Carriage Parade Festival
- Public address recognition at the event
- Name recognition in all press releases
- Name in Parade Letter that goes out to Downtown Lebanon residents

LEBANON HORSE-DRAWN CARRIAGE PARADE

FIRST SATURDAY IN DECEMBER

Regal Sponsor (\$10,000):

- Logo included in all digital media advertisements with a targeted reach in Southwest Ohio a reach of over 100,000 individuals
- Logo prominently displayed on the Lebanon Carriage Parade Website
- Logo on the front page of the parade programs
- Full page space inside of the parade programs
- Top billing on the Entertainment Stage at the intersection of Mulberry and Broadway
- Name presented on Chamber social media announcements
- Logo on all promotional materials such as postcards, flyers, and community outreach
- A 10' x 10' vendor booth space along Mulberry during Carriage Parade Festival
- Public address recognition at the event
- Name recognition in all press releases
- Name in Parade Letter that goes out to Downtown Lebanon residents
- Stage presence at 1pm or 7pm parade

Major Sponsor: (\$5,000)

- Full page space on the inside back cover of the program
- Logo included on all digital media advertisements with a targeted reach in Southwest Ohio a reach of over 100,000 individuals
- Logo displayed on lower banner of the Entertainment Stage at the intersection of Broadway and Mulberry
- Logo prominently displayed on Lebanon Carriage Parade website
- Name announced with every mention of the parade on Warm 98.5 (4 times daily)
- Name presented on Chamber social media announcements
- Logo on all promotional materials such as postcards, flyers, and community outreach
- A 10' x 10' vendor booth space along Mulberry during the Carriage Parade Festival
- Public address recognition at the event
- Name recognition on all press releases
- Name in Parade Letter that goes to Downtown Lebanon residents

LEBANON HORSE-DRAWN CARRIAGE PARADE

FIRST SATURDAY IN DECEMBER

Entertainment Sponsor: (\$3,000)

- Full page advertisement near the front of the parade program
- Logo included on the top billing on the main stage at the intersection of Broadway and Mulberry
- Logo included on all digital media advertisements with a targeted reach in Southwest Ohio a reach of over 100,000 individuals
- Logo prominently displayed on Lebanon Carriage Parade website
- Recognition on Chamber social media accounts
- Live recognition from entertainment stage throughout the festival

Ornament Sponsor: (\$2,500)

- 1/2 Page Advertisement near the front of the program
- Notification to all horsemen of your sponsorship in their registration packet
- Logo on Carriage Parade website with a link to your website
- Live recognition from entertainment stage throughout the festival
- Recognition on Chamber social media accounts
- Name in Parade Ad in local ornament
- Complimentary Carriage Parade Ornament for your entity

Parade Sponsor: (\$1,500)

5 Available | Elf Sponsor, Reserved Box Sponsor, North Pole Avenue, Hospitality Room Sponsor, Santa's Wonderland

- 1/4 page advertisement near the front of the Carriage Parade program
- Logo on banner near your chosen venue. These banners will be placed on road barricades with most visibility
- Logo on Carriage Parade website with a link to your website
- Recognition on Chamber social media accounts
- Live recognition from Entertainment Stage throughout the festival

Horseman Hospitality Sponsor (\$750)

- 1/4 page advertisement near the front of the Carriage Parade program
- Logo displayed on large signs in Horseman Area
- Logo on Carriage Parade website with a link to your website
- Recognition on Chamber social media accounts
- Live recognition from Entertainment Stage throughout the festival

Carriage Sign Sponsor: (\$300)

- 12" x 18" sign on both sides of one Carriage in the 1pm and 7pm Horse-Drawn Carriage Parade

