



SOUTHERN NEW HAMPSHIRE EXPO

Saturday, November 7
The Hampshire Dome
10 AM— 4 PM



The Largest Regional Expo in New Hampshire!

Over 200 booths Over 3000 Attendees



MEDIA REACH

Television	Radio	Print	Internet/Social Media/ Direct Email	Signage
WMUR Channel 9	Girard at Large, 90.7 FM WZID, 95.7 FM	Pull out insert in The Cabinet, Bedford Journal, Merrimack Journal, Hollis-Brookline Journal.	Dedicated website & Facebook Page—2000 impressions	Posters, Road signage
Run 2 days prior to Expo	Run 7 days leading to Expo	Mailed the Thursday before Expo	Direct Email to 1066 subscribers with click-thru logo 4 weeks leading up to Expo	
Times: 5-6 AM, 6-7 AM, 5-6 PM, 6-7 PM	Times: (1) 6-10 am, (1) 10am-3pm, (1) 3-7 pm, (1) 6am-12pm rotator	Earned media—Hippo, Union Leader, Telegraph, Amherst Citizen, NH Business Review, NH Magazine, Business NH Magazine, Monadnock-Ledger	Calendar Listings on NH Events, NH 365, Patch, Whofish, NH Happenings, Boston.com, NHToDo, nh.com, wmur.com, Yankee Magazine Online, NHPR	
Reach: Net Reach—368,111 Population—527,754	Net reach—420,000 in Southern NH & Northern	Reach—45,000	Reach —1,200,000 impressions	Reach—28,000 vehicles/day



SPONSORSHIP OPPORTUNITIES

PREMIER LEVEL \$3000 Only 1 Available

BENEFITS:

Media Buy – logos included on tv spots and radio mentions

Non rotating ad on SNH Expo website

Prominent logo display on front cover of program—circulation 45,000

Complimentary 20x10 booth preferred position

Complimentary 10 admission tickets

VIP parking – 3 parking spots

Name/Logo in all Promotional Material

Logo on Poster

Banner Displayed outside Dome at entry

Logo (click thru) included in Chamber weekly enews Sept 1-Oct 18

Logo featured on SNH Expo facebook page

3 Social Media mentions Oct 1-Oct 18

Total Package Value = \$6,299

Total Impressions = 573,134 \$0.05/impression



2015 THEME: THE SPIRIT OF GIVING: *Celebrating Community Togetherness*

COMMUNITY SPONSOR \$1,500

Only FIVE sponsorships available

BENEFITS:

Complimentary Premium Booth—10 x 20

Rotating website ad on SNH Expo website

Street Banner

Name/Logo in all Promotional Material

Logo on Poster / Website Banner Ad

Banner Displayed in Dome



CELEBRATION SPONSOR —\$1,000

Only FIVE available

BENEFITS:

Complimentary Booth—10 x 10

Banner on Center Stage

Logo on Poster/Website

Sponsor Recognized in Pullout Program

WELCOME SPONSOR—\$250

BENEFITS

Banner Displayed in Refreshment Venue

Tabletop Tent Cards

Sponsorship Recognized in Pullout Program

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to the Souhegan Valley Chamber of Commerce, 69 Route 101A, Amherst NH 03031, by fax at 603.673.5018 or tracy@souhegan.net. Please contact us with any questions. Thank you for your support!

We will send appropriate files for use in advertising and promotion (pdf, jpg, tiff). Information as given here will appear on the website and newsletter

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Website

Address City/State/Zip Code

SPONSORSHIP PACKAGES:

- ☐ \$3,000 Premier Sponsor
☐ \$1500 Community Sponsor
☐ \$1,000 Celebration Sponsor
☐ \$500 Spirit Sponsor
☐ \$250 Welcome Sponsor

PAYMENT INFORMATION:

- ☐ Please send me an invoice
☐ I have enclosed a check made payable to the SVCC
☐ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number _____

Expiration Date

Security Code

\$ _____
Total Sponsorship Cost

Signature

Date

