



2016 SPONSORSHIP OPPORTUNITIES

Maximize your chamber membership by promoting your business and organization as a trusted Bethlehem institution to over 500 members and their employees. Below are available sponsorship opportunities for 2016.

BREAKFAST SEMINARS

4-6 seminars per year – varied speakers on topics of interest to businesses including marketing, sales, social media, HR and more.

- Sponsor Cost:**
- \$1,500 for all seminars for the year
 - discounted rates available for more than one event
 - individual seminar may be sponsored for \$325 each
- Sponsor Benefits:**
- Logo on all marketing promotion for each event, including weekly e-newsletter, website, and social media
 - Separate sponsor table offered at registration, or company materials presented at registration table
 - Sponsor sign at registration
 - Option to address seminar attendees
 - Four (4) complimentary seminar tickets for sponsor representatives

NETWORKING MIXERS

6-8 networking mixers per year offer members the opportunity to make new connections and grow their business.

- Sponsor Cost:**
- \$1,500 for all mixers for the year
 - discounted rates available for more than one event
 - individual mixer may be sponsored for \$325 each
- Sponsor Benefits:**
- Logo on all marketing promotion for each event, including weekly e-newsletter, website, and social media
 - Separate sponsor table offered at registration, or company materials presented at registration table
 - Sponsor sign at registration
 - Four (4) complimentary seminar tickets for sponsor representatives

NEW FOR 2016: E-NEWSLETTER BANNER AD

Proactively reach over 1,000 businesses and members of the community with our E-Newsletter banner ads. Our E-Newsletter is delivered to the inboxes of our entire database weekly. We are above the national average with an open rate of 30-35% and a click through rate of 18%. Ad placement is at the TOP of the newsletter and each week only one ad will be featured.

Cost: \$75 (one ad); \$130 (two ads); \$240 (one month of ads) – includes design fee

PRINT DIRECTORY AD

Promote your business or organization in this annual publication. 8,000 copies are printed and distributed throughout the community to businesses, schools, new residents, and new employees in town. An electronic copy is also posted on our website's homepage.

Cost: \$160-\$1,395 (depending on ad size)

ANNUAL AWARDS DINNER

Premier networking event of the year, a consistent sellout with over 230 attendees, recognizing a Business Person and a Citizen of the Year. April 2016

	PLATINUM	GOLD	SILVER
Cost	\$1,000	\$500	\$250
Complimentary Tickets	4	2	1
Logo (Platinum, Gold)/Co. Name (Silver) on E-Newsletter (<i>1,000+ list</i>)	8+	8+	8+
Logo (Platinum, Gold)/Co. Name (Silver) on Chamber website	✓	✓	✓
Logo (Platinum, Gold)/Co. Name (Silver) on evening program	✓	✓	✓
Logo (Platinum, Gold)/Co. Name (Silver) on invitation	✓	✓	✓
Web ad on Chamber website	✓	✓	✗
Logo in print ads promoting the outing	✓	✓	✗
Signage at event	✓	✗	✗
Opportunity to do Introduction/Award Intro at event	✓	✗	✗

ANNUAL GOLF OUTING

Annual golf event with lunch & dinner program, offering casual networking environment. September 2016

	Eagle	Birdie	Par
Cost	\$800	\$500	\$250
Complimentary Golf Tickets (<i>includes lunch, 18 holes, cart, use of practice facilities/locker room, bag drop & dinner</i>)	4	2	1
Logo (Eagle, Birdie)/Co. Name (Par) on E-Newsletter	8+	8+	8+
Logo (Eagle, Birdie)/Co. Name (Par) on Chamber website	✓	✓	✓
Logo (Eagle, Birdie)/Co. Name (Par) on printed program	✓	✓	✓
Logo (Eagle, Birdie)/Co. Name (Par) on registration brochure	✓	✓	✓
Logo in print ads promoting the dinner	✓	✓	✗
Signage at event	✓	✗	✗

WEB BANNER ADS

728x90 banner ad on 11 pages of the Chamber's website (rotating ads): Business Directory, News Releases, Events Calendar, Hot Deals, Member to Member Deals, Marketspace, Job Postings, Contact Us, Information & Brochures, Weather, and Join the Chamber.

Cost: \$50/month; \$260/six months; \$500/one year

ENHANCED ONLINE DIRECTORY LISTING WITH PRIORITY PLACEMENT

Listing in online Business Directory at www.bethlehemchamber.com that includes additional 1500 word description, 200 character description in search results page, unlimited keywords, company logo, photos, video, map link, and bullet point listing.

Cost: \$125/year

HOT DEALS

Advertise specials or offer coupons to the public on the Chamber website's Hot Deals page. Your "Members Only" login lets you enter the title, description, category and date range for the special to run. A link to your website can be included. Member to Member offers will continue to be free. Visitors to the Chamber's website can subscribe to the Hot Deals E-Newsletter and will be alerted by email when new deals are added.

Cost: \$10/month; \$100/year