



2010

Programs and Events
Sponsorship Opportunities

820 N. Main Street • PO Box 1006, Newcastle, OK 73065

(405) 387-3232 • Fax (405) 387-3885

chamber@newcastleok.org

Visit us at www.newcastleok.org

Dear Chamber Member:

Thank you for your investment in the Newcastle Chamber of Commerce. You join approximately 160 businesses that have embraced the Chamber's mission of "to be proactive in the encouraging and promoting commerce in the City of Newcastle and providing a platform to develop economic and social growth." As a member of the Newcastle Chamber, your business will receive many benefits and services that will assist you in doing business. I encourage you to take advantage of all the chamber has to offer.

One of the biggest benefits of Newcastle Chamber membership is the opportunity to participate in the many events that the Newcastle Chamber presents. Participation in these programs can open new doors for potential customers for your business. As a member, I encourage you to take part in the many events and programs that are offered.

This brochure outlines all of the events for 2010. I encourage you to consider putting your company in front of others and being an event sponsor for 2010. Sponsorship prices are structured for all sizes of business and can add a great addition to your company's marketing plan.

Thank you again for your investment in the Newcastle Chamber of Commerce. See you at the events!!

Sincerely,

Kim Brown
President

MEMBER INFORMATION (Please print legibly)

Business Name _____

Primary Representative _____

Additional Representatives _____

Mailing Address Street _____

City/State/Zip _____

Physical Address (if different) Street _____

City/State/Zip _____

Phone _____ Cell _____ Fax _____

Website _____ Email _____

I am interested in hosting (PLEASE CHECK ONE):

Ribbon Cutting (included in membership) _____ Ground Breaking (included in membership) _____

Business Before Hours (sponsorships available) _____ Business After Hours (sponsorships available) _____

I am interested in sponsorship information on (PLEASE CHECK ONE):

Annual Banquet/Auction (March) Level: _____ Homecoming Parade (September) Level: _____

A Fair in the Park (April) Level: _____ Great Pumpkin Fest (October) Level: _____

Annual Golf Scramble (June) Level: _____ Holiday Merchant Giveaway (Nov.-Dec.) Level: _____

Golf Ball Drop (July) Level: _____ Community Christmas Tree Lighting (Dec.) Level: _____

Business Before Hours (Quarterly) Level: _____ Business After Hours (Quarterly) Level: _____

I am interested in advertising opportunities in: (PLEASE CHECK ONE):

Community Guide Level: _____ Chamber Website Level: _____

Weekly Newsletter Level: _____ Monthly Newsletter Level: _____

Community Map (not an annual project)

Signature: _____ Date: _____

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ADVERTISING OPTIONS

Community Guide

Publication to be distributed throughout the community in local businesses. This is an excellent YEAR LONG advertisement. Publications are also distributed to new residents and all inquiries.

Production: 2,000 copies

All advertising is FULL color.

1/8 Page: \$200

1/4 Page: \$350

1/2 Page: \$500

Full Page: \$725

Calendar Ads: \$100 (2 available per month)

Inside Front/Back Cover: \$1,100

Back Cover: \$1,250

Membership Listing (2): included in membership

Chamber Website

The Newcastle Chamber website receives an average of 12,000 hits per month. This is an excellent YEAR LONG advertisement. There are additional website advertising opportunities with sponsorships of events.

All advertising is FULL color, linkable to website or email address. All advertisers have first right of refusal on renewals.

Specialized: \$500

Sponsors/Volunteers, Community Profile

(Demographics), Housing, Schools, Attractions, Great Place to Do Business, Opportunity Sites, Chamber Choice

Banner: \$300

Membership Listing: included in membership

Event Sponsors: reserved in sponsorships

Weekly & Monthly Newsletters

The Weekly Newsletter (Stay Connected) is distributed via email to all members with email addresses provided and the Monthly Newsletter (The Business Spectrum) is mailed out to members without email addresses and is posted online. There is a direct exposure opportunity.

Weekly distribution: 185 +/-

Monthly distribution: 100 +/-

All advertising spaces will be in 3 months worth of issues.

Weekly = 12 issues

Monthly = 3 issues

Weekly:

Web/Email link ad: \$100

Flyer attachment: \$25 per month**

Monthly:

1/8 page: \$50

1/4 page: \$75

1/2 page: \$100

Full Page Insert: \$25 per month**

**Please note that all inserts must be provided.

Community Map (not an annual project)

Publication to be distributed throughout the community in local businesses. This is an excellent YEAR LONG advertisement. Publications are also distributed to new residents and all inquiries.

Production: 10,000 copies

All advertising is FULL color.

Single (Business card): \$250

Double: \$450

Triple: \$675

Panel (5): \$750

Inside Back Cover: \$850

Outside Back Cover: \$950

SPECIAL EVENT OPTIONS

Annual Banquet & Auction (MARCH)

The Annual Banquet and Auction celebrates the Chamber and the successes of its members. This is a great event to start off the new year by remembering and honoring our success in the past year.

Projected attendance: 250/300

Live or Silent Auction Sponsor: \$1,000 (value \$1,600) 2 available

- ◆ Table for 8 in prime location at event
- ◆ Receives recognition in all pre-event publicity
- ◆ Company logo to be placed on items related to each auction
- ◆ Signage at event
- ◆ 6 months of banner advertising on website

Annual Golf Scramble (JUNE)

The Annual Golf Tournament is one of the best of its kind in the area. As a great outing for people to enjoy a beautiful golf course, our golf outing is also a way for businesses to advertise and network among business leaders in our community.

Projected attendance: 72

Titanium (Title) Sponsor: \$1,500 (value \$3,000) - 1 available

- ◆ Receives top billing in all pre-event publicity
- ◆ Company name included in the title of the tournament
- ◆ First Right of Refusal for 2011
- ◆ Signage in prime location at event
- ◆ Logo on gift for each player at tournament
- ◆ CEO/Representative to give speech at Awards Luncheon
- ◆ Opportunity to set-up promotional display at event registration
- ◆ 2 teams of four, includes breakfast and lunch
- ◆ Specialized ad space on web page for event (1 year)

Graphite Sponsor: \$1,000 (value \$2,500) - 2 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Team of four, includes breakfast and lunch
- ◆ 6 months of banner advertising on website

Steel Sponsor: \$850 (value \$1,500) - 4 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Team of four, includes breakfast and lunch
- ◆ 3 months of banner advertising on website

Practice Tee Sponsor: \$300 (value \$1,000) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ 2 players, includes breakfast and lunch
- ◆ 1 month of banner advertising on website

Towel Sponsor: \$700 (value \$1,000) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on towels
- ◆ Signage at event
- ◆ 3 months of banner advertising on website

Golf Ball Sponsor: \$500 (value \$1,000) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on balls (one sleeve per player)
- ◆ Signage at event
- ◆ 3 months of banner advertising on website

Photograph Sponsor: \$500 (value \$1,000) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on photos (one per player)
- ◆ Signage at event
- ◆ 3 months of banner advertising on website

Closest to the Hole Sponsor: \$250 (value \$500) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on signage at designated hole
- ◆ Signage at event
- ◆ 1 month of banner advertising on website

Longest Drive Sponsor: \$250 (value \$500) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on signage at designated hole
- ◆ Signage at event
- ◆ 1 month of banner advertising on website

Putting Sponsor: \$250 (value \$500) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on signage at designated area
- ◆ Signage at event
- ◆ 1 month of banner advertising on website

Hole in One Sponsor: \$250 (value \$500) - 2 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on signage at designated hole
- ◆ Signage at event
- ◆ 1 month of banner advertising on website

Cart Sponsor: \$300 (value \$1,000) - 2 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on half of the carts used throughout
- ◆ Signage at event
- ◆ 1 month of banner advertising on website

Hole/Tee Sponsor: \$75 (value \$250) - 42 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Company name/logo on signage at a designated hole
- ◆ Signage at event
- ◆ Each sponsor has the availability to provide additional items for golfer goodie bags

Team 400 Sponsor: \$400 (value \$500) - unlimited

- ◆ Receives recognition in all pre-event publicity
- ◆ Team of four, includes breakfast and lunch
- ◆ 2 Mulligans for each player
- ◆ Company name/logo on signage at a designated hole
- ◆ Signage at event

Team 300 Sponsor: \$300 (value \$300) - unlimited

- ◆ Receives recognition in all pre-event publicity
- ◆ Team of four, includes breakfast and lunch
- ◆ Signage at event

Independence Celebration (JULY)

Annual Community event celebrating the independence of our nation and the pride of our community.

Projected attendance: 1,800 +

Corporate Sponsor: \$2,500 (value \$5,000) - 1 available

- ◆ Receives top billing in all pre-event publicity
- ◆ Announces the lighting of the fireworks
- ◆ First Right of Refusal for 2011
- ◆ Signage in 2 prime locations at event
- ◆ Booth space in prime location at event
- ◆ Specialized ad space on web page for event (1 year)

Stage Sponsor: \$1,250 (value \$3,000) - 2 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Representatives will introduce acts
- ◆ Signage at event in 2 locations (stage)
- ◆ Booth space in prime location at event
- ◆ 6 months of banner advertising on website

Gold Sponsor: \$1,000 (value \$2,500) - 2 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Booth space in prime location at event
- ◆ 6 months of banner advertising on website

Silver Sponsor: \$850 (value \$1,500) - 4 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Booth space at event
- ◆ 3 months of banner advertising on website

Inflatable Sponsor: \$300 (value \$1,000) - 4 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Booth space at event
- ◆ 1 month of banner advertising on website

Prime Banner Sponsor: \$100 (value \$1,800) - unlimited

- ◆ Highly visible location for signage at event

Banner Sponsor: \$75 (value \$1,000) - unlimited

- ◆ Signage at event

Non Food Booth rental: \$35 - unlimited

- ◆ Proceeds of rental to Shop with Cop

Food Booth rental: \$100 - unlimited

- ◆ Proceeds of rental to Shop with Cop

Holiday Merchant Giveaway (NOVEMBER-DECEMBER)

The Holiday Merchant Giveaway is geared to promote our Buy Local campaign by rewarding consumers with an opportunity at cash (chamber bucks) and prizes. Promotion for the event is solid through posters and newspaper advertising for a minimum of 4 weeks.

Projected attendance: 3,000

Corporate Sponsor: \$750 (value \$3,000) - 1 available

- ◆ Receives top billing in all pre-event publicity
- ◆ First Right of Refusal for 2011
- ◆ 1,000 tickets for consumers
- ◆ Specialized ad space on web page for event (1 year)

Be Loyal Sponsor: \$300 (value \$2,500) - 2 available

- ◆ Receives recognition in all pre-event publicity
- ◆ 500 tickets for consumers
- ◆ 6 months of banner advertising on website

Buy Local Sponsor: \$150 (value \$1,500) - 4 available

- ◆ Receives recognition in all pre-event publicity
- ◆ 200 tickets for consumers
- ◆ 3 months of banner advertising on website

Participants: \$100 (value \$1,000) - unlimited

- ◆ Receives recognition in all pre-event publicity
- ◆ 100 tickets for consumers
- ◆ 1 month of banner advertising on website

Community Christmas Tree Lighting (DECEMBER)

The Community Christmas Tree Lighting is a community family oriented event to welcome in the Christmas Holidays.

Projected attendance: 400

Corporate Sponsor: \$500 (value \$2,500) - 1 available

- ◆ Receives top billing in all pre-event publicity
- ◆ First Right of Refusal for 2011
- ◆ Signage in prime location at event
- ◆ 2 minute presentation/welcome at the event
- ◆ Booth/Expo space to display wares in prime location
- ◆ Specialized ad space on web page for event (1 year)

Photos with Santa Sponsor: \$500 (value \$2,500) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage in prime location at event
- ◆ Booth/Expo space to display wares in prime location
- ◆ 6 months of banner advertising on website

Sparkling Star Sponsor: \$250 (value \$1,500) - 4 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Booth/Expo space to display wares
- ◆ 3 months of banner advertising on website

Garland Sponsor: \$150 (value \$1,000) - unlimited

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Booth/Expo space to display wares
- ◆ 1 month of banner advertising on website

MONTHLY/QUARTERLY EVENT OPTIONS

Business Exchange Luncheons (MONTHLY)

These monthly gatherings provide opportunities for networking and provides insights and expertise on issues and challenges facing the business community.

Projected attendance: 50-70

Corporate Sponsor: \$400 (value \$1,000) - 10 available

- ◆ Receives top billing in all pre-event publicity
- ◆ CEO/Representative will give brief welcome speech
- ◆ Company logo for event and on video/slide show
- ◆ Booth space and all tables are available for sponsor needs
- ◆ All business cards submitted for monthly drawings
- ◆ 1 month of banner advertising on website

Student of the Month Sponsor: \$150 (value \$500) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ CEO/Representative presents certificates to students
- ◆ Photo with students to be published

Volunteer of the Month Sponsor: \$150 (value \$500) - 1 available

- ◆ Receives recognition in all pre-event publicity
- ◆ CEO/Representative presents certificates to volunteers
- ◆ Photo with students to be published

EXPO SPACE: included in membership (value \$PRICELESS)

- ◆ Booth space available for display and marketing purposes
- ◆ Direct marketing opportunity

Business After Hours (QUARTERLY)

The Business After Hours is a marketing and networking opportunity for businesses. The sponsoring company can highlight its products and services to the Newcastle Chamber business community. It is an informal affair with no agenda or business meeting. The come-and-go evening on the day specified. While there is no fee to sponsor this event, the business should expect to provide the following:

Projected attendance: 30

- ◆ Location (at business or off site)
- ◆ Food for approximately 30 people
- ◆ Invitations to be mailed 10-14 days ahead of scheduled date
- ◆ Postage for invitations
- ◆ A short introduction or program about your business or informational literature is recommended, but not mandatory
- ◆ One or more door prizes
- ◆ Article for the weekly e-newsletter (Stay Connected) and the monthly newsletter (The Business Spectrum)

The Chamber will provide:

- ◆ Mailing labels of chamber members for invitations
- ◆ Bulk mail service for invitations; business will pay for postage
- ◆ Feature story in the weekly e-newsletter (Stay Connected) and the monthly newsletter (The Business Spectrum)
- ◆ Ambassador/Board member and chamber member attendance
- ◆ Reminder fax/email to Chamber membership preceding your scheduled event
- ◆ Names and addresses of all those who register at your event