



The **Newcastle**
Chamber
Newcastle Chamber of Commerce & Economic Development

2011

Programs and Events
Sponsorship Opportunities

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Visit us at www.newcastleok.org

SPECIAL EVENT OPTIONS ADVANTAGE PACKAGES

The below levels are packaged for your convenience. Each level has specific benefits to your business and a payment schedule associated. Instead of being approached with each event, you can sponsor the whole year NOW.

Presidential Level (1 available)

All events include the following:

Banner/booth at events, enhanced business name/logo on all pre-event and event publicity, e-newsletter recognition, listing on event programs/boards, special verbal recognition at event and post event publicity, signage/banner at all events, distinctive name badges at events, 2 complete chamber mailing lists on disk per year, ad space for event on website for 1 year. See event details on pages 5-6 for specifics regarding **Premier** sponsorships levels.

95,000 Exposures for your Business!

Value if Purchased Separately

Community Guide - Full Page	\$800.00
Newcastle's Farmers Market	\$700.00
Annual Golf Scramble	\$1,000.00
Independence Celebration	\$1,250.00
Holiday Merchant Giveaway & Community Christmas Tree Lighting	\$1,000.00
Business Workshops/Seminars	\$500.00

Total if Purchased Separately: \$5,250.00

Package Savings: \$2,250.00

Discounted Price: **\$3,000.00**

Or 5 monthly payments of: \$600.00

Membership Investment and Sponsorship of a Business Exchange Luncheon are separate from these Annual Investment Opportunities.

Planning AHEAD!

Ambassador Level (10 available)

All events include the following:

Banner/booth at events, business name/logo on all pre-event and event publicity, e-newsletter recognition, listing on event programs/boards, special verbal recognition at event and post event publicity, signage/banner at all events, distinctive name badges at events, 1 complete chamber mailing list on disk per year, ad space on website for 6 months. See event details on pages 5-6 for specifics regarding **Prime** sponsorships levels.

46,000 Exposures for your Business!

Value if Purchased Separately

Community Guide - 1/2 Page	\$525.00
Newcastle's Farmers Market	\$500.00
Annual Golf Scramble	\$500.00
Independence Celebration	\$700.00
Holiday Merchant Giveaway & Community Christmas Tree Lighting	\$500.00
Business Workshops/Seminars	\$200.00

Total if Purchased Separately: \$2,925.00

Package Savings: \$1,175.00

Discounted Price: **\$1,750.00**

Or 5 monthly payments of: \$350.00

Partner Level (15 available)

All events include the following:

Banner/booth at events, business name/logo on all pre-event and event publicity, e-newsletter recognition, listing on event programs/boards, special verbal recognition at event and post event publicity, signage/banner at all events, distinctive name badges at events, 1 complete chamber mailing list on disk per year, ad space on website for 6 months. See event details on pages 5-6 for specifics regarding **Signature** sponsorships levels.

25,000 Exposures for your Business!

Value if Purchased Separately

Community Guide - 1/4 Page	\$375.00
Newcastle's Farmers Market	\$150.00
Annual Golf Scramble	\$300.00
Independence Celebration	\$200.00
Holiday Merchant Giveaway & Community Christmas Tree Lighting	\$300.00
Business Workshops/Seminars	\$100.00

Total if Purchased Separately: \$1,325.00

Package Savings: \$325.00

Discounted Price: **\$1,000.00**

Or 5 monthly payments of: \$200.00

SPECIAL EVENTS

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 promote and network among business leaders in our community.

Projected attendance: 72

Premier Sponsor: \$1,000 (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.
- ◆ CEO/Representative to give speech at Awards Luncheon.
- ◆ Opportunity to set-up promotional display at event registration.
- ◆ Logo on photographs.
- ◆ Each sponsor to provide additional items for golfer goodie bags.
- ◆ Specialized ad space on web page for event (1 year).
- ◆ Hole #1 sponsorship.

Prime Sponsor: \$500 (value \$1,500) - 5 available

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage at event.
- ◆ 2 players, includes cart, breakfast and lunch.
- ◆ Each sponsor to provide additional items for golfer goodie bags.
- ◆ 6 months of banner promotion on website.

Signature Sponsor: \$300 (value \$750) - 8 available

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage at event.
- ◆ 2 players, includes cart, breakfast and lunch.
- ◆ Each sponsor to provide additional items for golfer goodie bags.
- ◆ 3 months of banner promotion on website.

Associate Sponsor: \$100 (value \$300) - 15 available

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage at event.
- ◆ Each sponsor to provide additional items for golfer goodie bags.
- ◆ 1 month of banner promotion on website.

Hole/Tee Sponsor: \$75 (value \$250) - 54 available

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

Farmers Market - May-October

Working together to bring a comfortable outdoor community market for fresh produce and vegetables as well as options to provide homemade products. Focus will be on Oklahoma Grown/Made products.

Projected attendance: over 1,500

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

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage at entrance.
- ◆ Logo on shopping bag.
- ◆ Specialized ad space on web page for event (1 year).

Prime Sponsor: \$500 (value \$750) - 5 available

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage at event.
- ◆ Logo on shopping bag.
- ◆ 3 months of banner promotion on website.

Signature Sponsor: \$150 (value \$500) - 15 available

- ◆ Signage at event.
- ◆ Logo on shopping bag.
- ◆ 1 month of banner promotion on website.

Associate Sponsor: \$75 (value \$200) - unlimited

- ◆ Signage at event.
- ◆ Logo on shopping bag.

Independence Celebration - July

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

Projected attendance: over 1,800

Premier Sponsor: \$1,250 (value \$2,200) - 1 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.
- ◆ Specialized ad space on web page for event (1 year).

Inflatable Sponsor: \$700 (value \$1,000) - 5 available

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

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

- ◆ Highly visible location for signage at event.

Non Food Booth rental: \$35 - unlimited

- ◆ Proceeds of rental to Shop with Cop.

Holiday Merchant Giveaway/Community Christmas Tree

Lighting - November-December

To help encourage shopping local, Holiday merchant Giveaway will reward some lucky shoppers with chamber bucks to be spent locally. Rewards will be given at the Community Christmas Tree Lighting which is our community family oriented event to welcome in the Christmas Holidays.

Projected attendance: 400-800

Premier Sponsor: \$1,000 (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).

Prime Sponsor: \$500 (value \$1,250) - 2 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 promotion on website.

Signature Sponsor: \$250 (value \$750) - 5 available

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

Associate Sponsor: \$150 (value \$500) - 15 available

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

Participants: \$100 (value \$priceless) - unlimited

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage at event.
- ◆ Business will be listed as participating business on all printed materials.

Sponsoring an event is a visible and rewarding way to promote your company while at the same time supporting the programs and mission of the Chamber.

Popular Chamber events bring you a receptive audience of local business and community leaders. Sponsorship of programs and events is the primary source of funding for the Chamber each year, enabling us to serve and support our members.

For some events there may be an opportunity for different levels of sponsorships which may include tickets to the events, the opportunity to speak to attendees, to display promotional material or to distribute promotional items. Some events however have limited sponsorships available and are in demand.

Business Workshops/Seminars

The Business Development Workshops/Seminars will focus on needs of small business. Topics such as workforce development, human resources, accounting, business plans and more.

Projected attendance: 40

Premier Sponsor: \$500 (value \$1,500) - 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).

Prime Sponsor: \$200 (value \$750) - 5 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 promotion on website.

Signature Sponsor: \$100 (value \$300) - 8 available

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

Senior Tea

The ladies of the current Senior Class at Newcastle high School are given an opportunity to meet local business women, introduce themselves and their plans after graduation. Great tradition!

Projected attendance: 100

Premier Sponsor: \$500 (value \$1,500) - 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.
- ◆ Specialized ad space on web page for event (1 year).

Prime Sponsor: \$200 (value \$750) - 5 available

- ◆ Receives recognition in all pre-event publicity.
- ◆ Signage in prime location at event.
- ◆ 6 months of banner promotion on website.

Take this opportunity to bring additional exposure to your business!

PROMOTIONAL OPTIONS

Community Guide

Publication to be distributed throughout the community in local businesses. This is an excellent YEAR LONG promotional effort. Publications are also distributed to new residents and all inquiries. *Space is limited!!!!* **CALL FOR MORE INFORMATION**

Production: 1,500 copies

All promotion is FULL color.

- ◆ 1/8 Page: \$225.
- ◆ 1/4 Page: \$375.
- ◆ 1/2 Page: \$525.
- ◆ Full Page: \$800.
- ◆ Calendar Spaces: \$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 promotional effort. There are additional website promotion opportunities with sponsorships of events.

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

- ◆ Banner: \$300.
- ◆ Membership Listing: included in membership.

Weekly Email Newsletters

The Weekly Newsletter (Stay Connected) is distributed via email to all members with email addresses provided. This is a direct exposure opportunity.

Weekly distribution: 185 +/-

All promotion spaces will be in 3 months worth of issues = 12 issues.

- ◆ Web/Email link ad: \$100 .
- ◆ Flyer attachment: \$25 per month - Please note that all inserts must be provided.

MONTHLY/QUARTERLY EVENTS

Business Exchange Luncheons (MONTHLY)

Available for 2012

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

These sponsorships are reserved a year in advance.

Projected attendance: 50-70

Premier Sponsor: \$400 (value \$1,000) - 9 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.
- ◆ Expo space and all tables are available for sponsor needs.
- ◆ All business cards submitted for monthly drawings.
- ◆ 1 month of banner promotion on website.

Multi Chamber Luncheon Sponsor: \$800 (value \$2,000) - 1 available

- ◆ Premiers Blanchard, Newcastle and Tuttle Chamber members.
- ◆ Receives top billing in all pre-event publicity.
- ◆ CEO/Representative will give brief welcome speech.
- ◆ Company logo for event and on video/slide show.
- ◆ Expo space and all tables are available for sponsor needs.
- ◆ All business cards submitted for monthly drawings.
- ◆ 1 month of banner promotion on website.

Expo Space: FREE to members or \$50 potential members. 3 available monthly - Available for 2011 and 2012

- ◆ Expo Space along perimeter of meeting area.
- ◆ Restrictions to NO materials on luncheon tables.

Business Before/After Hours (QUARTERLY)

The Business Before/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 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/snacks 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).

The Chamber will provide:

- ◆ Mailing list of chamber members for invitations.
- ◆ Bulk mail service for invitations; business will pay for postage.
- ◆ Feature story in the weekly e-newsletter (Stay Connected).
- ◆ 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.

One of the greatest ways to get exposure to our chamber members and the community is to sponsor one of our fabulous events or advertise in the communication channels we use to inform our members on the what's happening at the Chamber.

Newcastle Chamber of Commerce - 2011 Sponsorship Commitment Form

Advantage Sponsorships (Commitment to be paid over 5 months)

Presidential Sponsor (page 2)	Value: \$5,250	Cost per month: \$600.00	\$3,000	<input type="checkbox"/>	1 available
Ambassador Sponsor (page 2)	Value: \$2,925	Cost per month: \$350.00	\$1,750	<input type="checkbox"/>	10 available
Partner Sponsor (page 2)	Value \$1,325	Cost per month: \$200.00	\$1,000	<input type="checkbox"/>	15 available

OR - Pick and Choose from the following...

Annual Golf Scramble - June (page 5)

Note: ("") represents number of sponsorships available

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Premier \$1,000 (1) | <input type="checkbox"/> Prime \$500 (5) | <input type="checkbox"/> Signature \$300 (8) | <input type="checkbox"/> Associate \$100 (15) |
| <input type="checkbox"/> Hole/Tee Sponsor \$75 (54) | | | |

Farmers Market - May - October (page 5)

Note: ("") represents number of sponsorships available

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Premier \$700 (1) | <input type="checkbox"/> Prime \$500 (5) | <input type="checkbox"/> Signature \$150 (15) | <input type="checkbox"/> Associate \$75 (unlimited) |
|--|--|---|---|

Independence Celebration - July (page 5)

Note: ("") represents number of sponsorships available

- | | | |
|--|--|--|
| <input type="checkbox"/> Premier \$1,250 (1) | <input type="checkbox"/> Prime \$700 (5) | <input type="checkbox"/> Signature \$100 (unlimited) |
|--|--|--|

Holiday Merchant Giveaway/Christmas Tree Lighting - November - December (page 6)

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Premier \$1,000 (1) | <input type="checkbox"/> Prime \$500 (2) | <input type="checkbox"/> Signature \$300 (5) | <input type="checkbox"/> Associate \$150 (15) |
| <input type="checkbox"/> Participants \$100 (unlimited) | | | |

Business Workshops - Quarterly (page 6)

- | | | |
|--|--|--|
| <input type="checkbox"/> Premier \$500 (1) | <input type="checkbox"/> Prime \$200 (5) | <input type="checkbox"/> Associate \$100 (8) |
|--|--|--|

2012 Business Exchange Luncheons - Monthly (page 3)

- | | |
|--|--|
| <input type="checkbox"/> Premier \$400 (9) | <input type="checkbox"/> Multi Chamber Sponsor \$800 (1) |
|--|--|

2012 Community Guide and Membership Directory (page 3)

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> 1/8 Page \$225 | <input type="checkbox"/> 1/4 Page \$375 | <input type="checkbox"/> 1/2 Page \$525 | <input type="checkbox"/> Full Page \$800 |
| <input type="checkbox"/> Calendar Spaces \$100 (2 each) | <input type="checkbox"/> Inside Front/Back Covers \$1,100 | <input type="checkbox"/> Back Cover \$1,250 | <input type="checkbox"/> Membership Listing FREE |

Other Opportunities

- | | | |
|---|---|--|
| Senior Tea - May (page 6) | <input type="checkbox"/> Premier \$500 (1) | <input type="checkbox"/> Prime \$200 (5) |
| Chamber Website - Annual (page 3) | <input type="checkbox"/> Banner \$300 (unlimited) | <input type="checkbox"/> Membership Listing FREE |
| Email Newsletters - 3 months (page 3) | <input type="checkbox"/> Web/Email link ad \$100 | <input type="checkbox"/> Flyer Attachment \$25 |
| Expo Space - Monthly (page 3) | <input type="checkbox"/> Date to schedule: _____ | |
| Business Before/After Hours - Quarterly (page 3) | <input type="checkbox"/> Date to schedule: _____ | |

MEMBER INFORMATION (Please print legibly)

Business Name _____

Primary Representative _____

Additional Representatives _____

Mailing Address _____ Street/City/Zip _____

Physical Address (if different) _____ Street/City/Zip _____

Phone _____ Cell _____ Fax _____

Website _____ Email _____

Signature: _____ Date: _____