



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

2010

Programs and Events  
Sponsorship Opportunities

820 N. Main Street • PO Box 1006, Newcastle, OK 73065  
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[chamber@newcastleok.org](mailto:chamber@newcastleok.org)

Visit us at [www.newcastleok.org](http://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: \_\_\_\_\_

## 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. This 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

Corporate Sponsor: \$1,500 (value \$2,660) - 1 available

- ◆ 2 Tables for 8 in prime locations at event
- ◆ Receives top billing in all pre-event publicity
- ◆ First Right of Refusal for 2011
- ◆ Signage at event
- ◆ CEO/Representative will give brief welcome speech
- ◆ Specialized ad space on web page for event (1 year)
- ◆ Back cover advertising in program
- ◆ Company logo on centerpieces for event and on video/slide show

Stage or Entry Table Sponsor: \$1,250 (value \$1,750) - 2 available

- ◆ Table for 8 in prime location at event
- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ 6 months of banner advertising on website
- ◆ Half page ad in program

### **Annual Banquet & Auction** (cont'd)

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
- ◆ Half page ad in program

Gold Sponsor: \$800 (value \$1,000) - 4 available

- ◆ Table for 8 in prime location at event
- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ 3 months of banner advertising on website
- ◆ 1/8 page ad in program

Silver Sponsor: \$500 (value \$800) - 6 available

- ◆ Table for 8 in prime location at event
- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ 1 month of banner advertising on website
- ◆ 1/8 page card ad in program

Bronze Sponsor: \$300 (value \$700) - unlimited

- ◆ Table for 8 in prime location at event
- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event
- ◆ Business card ad in program

### **A Fair in the Park (APRIL)**

This event coincides with the City Wide Garage Sales on the last full weekend of April. This spring event will attract many of the garage sale goers to Main Street while also providing additional outlets for area residents.

Projected attendance: 1,000 +/-

Corporate Sponsor: \$1,750 (value \$5,000) - 1 available

- ◆ Receives top billing in all pre-event publicity
- ◆ First Right of Refusal for 2011
- ◆ Signage at event in 2 prime highly visible locations
- ◆ Specialized ad space on web page for event (1 year)

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

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event in 2 locations (stage or entry)
- ◆ 6 months of banner advertising on website

Gold Sponsor: \$850 (value \$2,500) - 4 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event in 2 prime locations
- ◆ 3 months of banner advertising on website

Silver Sponsor: \$500 (value \$1,750) - unlimited

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event in 2 locations
- ◆ 3 months of banner advertising on website

Bronze Sponsor: \$250 (value \$1,000) - unlimited

- ◆ Receives recognition in all pre-event publicity
- ◆ Signage at event in 2 locations
- ◆ 1 month of banner advertising on website

Exhibitor: \$30-\$1000

- ◆ Booth space at event

### **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

Golf Scramble continued page 5

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

Independence Celebration continued, page 6

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

### **Great Pumpkin Fest (OCTOBER)**

The Great Pumpkin Fest showcase the fall season with family fun events.

Projected attendance: 1,200

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

- ◆ Receives top billing in all pre-event publicity
- ◆ 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
- ◆ 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

Bronze Sponsor: \$300 (value \$1,000) - unlimited

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

### **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

Christmas Tree Lighting continued to page 7

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

◆ 6 months of banner advertising on website

Co-Host Sponsor: \$150 (value \$1,000) - 8 available

- ◆ Receives recognition in all pre-event publicity
- ◆ Co-hosts event at Host business location
- ◆ Open to clients of Host business

## 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 on centerpieces for event and on video/slide show
- ◆ Booth space available and all tables are available for product distribution
- ◆ 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 Before/After Hours (QUARTERLY)**

GUARANTEED opportunity for direct marketing to business leaders in the community. Business Before or After Hours promotes awareness of the products and services.

Projected attendance: 50

Host Sponsor: \$250 (value \$2,000) - 8 available

- ◆ Receives top billing in all pre-event publicity
- ◆ CEO/Representative will give brief welcome speech
- ◆ Hosts event at business location