

Opportunities For Your Business 2020 - 2021



ADVERTISING

GREATER BURLINGTON COMMUNITY GUIDE

Advertise in the #1 publication promoting Greater Burlington (Des Moines County). The 80-page full color magazine is used by visitors and residents alike to explore the area. The publication is the first resource new residents look for upon moving to the area.

Around 30,000 copies are printed each year and distributed all around the world as well as over 3,500 unique views of the online digital guide. Videos can also be embedded into the digital guide where each one is viewed over 100 unique times. The Community Guide is hosted on GreaterBurlington.com, which experiences over 40,000 annual visitors viewing over 150,000 pages.

Value Adds:

- Photo selection priority given to Community Guide advertisers
- Advertisers for sixth page or larger also receives post on Visit Burlington Iowa social channels (Facebook, Twitter, Instagram)
- Full Page and Back Cover advertisers also receive Display Case of the Month at Welcome Center

Contracts must be secured by October 9 to guarantee space.

Sponsorship	Cost	Social Media	Welcome Center Display of Month	Ad Size*
Back Cover (1)	\$2,200	✓	✓	7.75 w x 8.75 h
Inside Front Cover (1)	\$1,900	✓	✓	7.75 w x 10.25 h
Inside Back Cover (1)	\$1,900	✓	✓	7.75 w x 10.25 h
Full Page (3)	\$1,700	✓	✓	7.75 w x 10.25 h
Half Page (12)	\$1,000	✓		7.75 w x 5 h
Quarter Page (15)	\$700	✓		5 w x 5 h
Sixth Page (24)	\$450	✓		2.375 w x 5 h
Advertiser's Page (16)	\$125			Partnership designer will design ad
Additional Features				
*Enhanced Listing (25)	\$150	✓		Add color block, photo, and description to listing
Embedded Video Ad (68)	\$125 (available to those purchasing sixth page or larger ad)			Showcased on digital guide

* Ad dimensions subject to adjustment based on final layout and design.



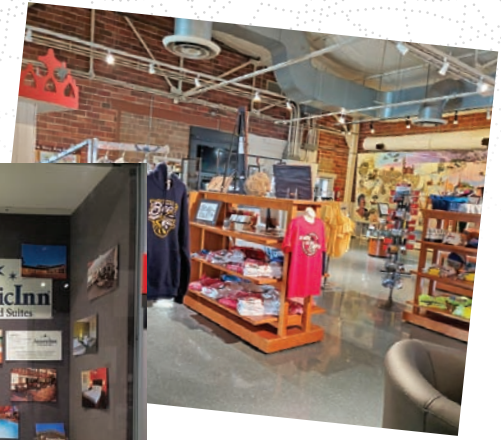
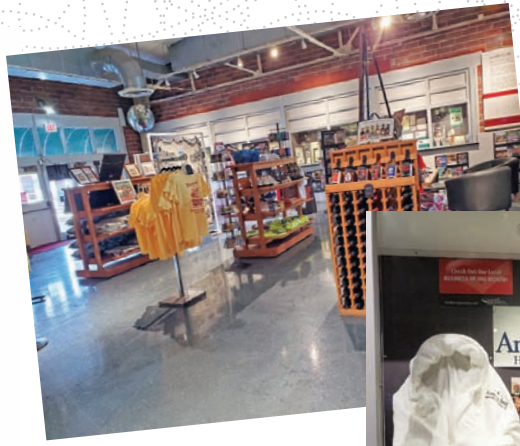
The Buffalo Tavern

2016 S Main St, Burlington
319-754-4338

The Buffalo is one of the community's oldest neighborhood bars! Whether you are looking for a few drinks and appetizers with friends, a tenderloin or steak dinner, live entertainment, your favorite sports or MMA pay per views, or to have a party with friends, The Buff has what you need!

TheBuff.net

* Example of Enhanced Listing



PORT OF BURLINGTON WELCOME CENTER

DISPLAY OF THE MONTH

Promote your business in the premier display case at the Port of Burlington Welcome Center. Help staff and volunteers provide suggestions of places for the 1,000+ monthly visitors to experience while in the area.

Sponsorship	Cost	Display Case	Handout	Social Media	Welcome Center 10,000 Annual Visitors
Display Case (8)	\$150	✓	✓	✓	✓

* One available per month, March – October, select month preference on contract.

VIDEO ADS

The Welcome Center showcases a number of videos throughout the day to highlight attractions and things to do around Greater Burlington. Provide your own 30-second or 60-second video to be added the mix. Showcase your business to the guests and visitors coming through each month.

Sponsorship	Cost	Video Plays Per Day	AVG Guests Per Month	Signage	Handout	Social Media
Session 1: March - May (6)	\$300 (\$0.65 / play)	7	1,000	✓	✓	✓
Session 2: June - July (6)	\$300 (\$1 / play)	7	1,300	✓	✓	✓
Session 3: August - October (6)	\$300 (\$0.64 / play)	7	1,100	✓	✓	✓
Session 4*: November - February 2020 (6)	\$100 (\$0.17 / play)	7	450	✓	✓	✓

* Session 4 available to advertisers from Sessions 1 - 3

ADVERTISING



MONTHLY NEWSLETTER

The premier communication tool of the Greater Burlington Partnership, *The Partnership* monthly newsletter is distributed to over 2,500 business contacts. The newsletter is a 16 page full color magazine featuring news, event listings, member information, and new member features.

Sponsorship	Annual	6 Months	3 Months	1 Month	Ad Size	Location
Half Page Ad (12)	N/A	N/A	N/A	\$600	8.5 w x 5.5 h	Varies
Member of the Month Profile (12)	N/A	N/A	N/A	\$300	8.5 w x 4.5 h	Page 7
Back Cover Space (3)	\$1,500	\$775	\$400	N/A	2.75 w x 2.75 h	Page 16
Calendar of Events (1)	\$1,500	\$775	\$400	N/A	2 w x 6.6 h	Page 12
Inside Double Space (12)	\$1,500	\$775	\$400	N/A	4 w x 3 h	Varies
Inside Single Space (24)	\$750	\$390	\$200	N/A	2 w x 3 h	Varies

Jefferson Street Farmers Market



SPONSOR A MONTH OF THE FARMERS MARKETS

Sponsor a month of the area's premiere Farmers Market. The Jefferson St. Farmers Market offers the best local produce, baked goods, canned goods, plants, and crafts in the region, along with meals and live entertainment. Running Thursdays from May through September, each month will have a special event week which you will be part of. As sponsor, your business will be promoted in a host of ways to make the absolute most of your sponsorship dollars.

Each month's sponsor will receive the following promotional benefits.

Sponsorship	Cost	Social Media	Digital / Print Marketing	On-Site Marketing	Special Event Week
May	\$2,000	<ul style="list-style-type: none"> ✓ Sponsor Social Media Video Clip invitation ✓ Social Media on the Farmers Market and Downtown Burlington, IA Facebook pages with sponsor tags 	<ul style="list-style-type: none"> ✓ Friday Facts monthly banner ad with sponsor logo ✓ 11 x 17 posters for Downtown windows with sponsor name and logo ✓ Hawk Eye Happenings season kick-off ad with all sponsors listed ✓ Sponsors name and logo reconized in <i>The Partnership</i> newsletter ✓ Downtown Update Sponsor highlighted in monthly enewsletter 	<ul style="list-style-type: none"> ✓ Booth at Farmers Market each week of sponsorship month ✓ Business supplied banners for weekly Farmers Market display 	Each month's market will host a special event to be determined.
June	\$2,000				
July (premier month)	\$3,000				
August	\$2,000				
September	\$2,000				



Golf Classic August 2021



The Chamber of Commerce Golf Classic is an excellent opportunity to market your business as well as treat a client or potential client to a great day of golf in a relaxed atmosphere. The Golf Classic is a shotgun start at 10 AM.

Sponsorship	Cost	Newsletter Recognition (1,800 Dist.)	Table on Tee Box	Team of 4	Signage	Golfer Info Sheet Recognition	Other
Presenting (1)	\$2,000	✓ Includes Logo	✓	✓ 2	✓ Includes Logo	✓ Includes Logo	✓ Company Banner ✓ Logo Printed on Gift
Golf Towel (1)	\$1,500	✓	✓	✓		✓	✓ Logo Printed on Golf Towel
Lunch (1)	\$1,500	✓		✓		✓ Includes Logo	✓ Company Banner
Social Hour (1)	\$1,500	✓		✓		✓ Includes Logo	✓ Company Banner
Welcome (1)	\$1,000	✓					✓ Beverages to Welcome Participants
Eagle (2)	\$1,000	✓		✓	✓ Includes Logo	✓ Includes Logo	✓ Company Banner
Cart (1)	\$750	✓				✓	✓ Signage on Each Cart
Birdie (15)	\$600	✓		✓	✓	✓	
Team of 4 (14)	\$450			✓			
Hole (16)	\$250	✓	✓		✓	✓	
Driving Range (1)	\$250	✓	✓		✓	✓	
Tee Box (18)	\$100				✓	✓	
Contests (6)	\$100				✓	✓	
Contests include Longest Putt, Closest to the Pin, and Longest Drive for both Men and Women							

Additional options for those who purchase a team:
 Mulligans - \$5 each, maximum of 8 per team | Gimmes - \$20 each, maximum of 2 per team

5 & V Outdoor Cinema



Take advantage of this opportunity to market to families. The 5 & V Outdoor Cinema is reminiscent of the fun-filled family nights at the drive-in movie theater. Instead of sitting in your car, grab a lawn chair and join us at the 5 & V - downtown Burlington's outdoor theater! Movies are shown at the corner of Fifth and Valley Streets on select evenings. The movies will start at dusk, but be sure to come down early for games and activities.

Sponsorship	Cost	Newsletter Recognition (1,800 Distributed)	Publicity	Social Media	Other
Movie (4)	\$750	✓ Includes Logo	<ul style="list-style-type: none"> ✓ Friday Facts ✓ Hawk Eye Happenings ✓ Downtown Update E-Newsletter ✓ Includes Logo on Posters ✓ Includes Logo on Web Calendar 	✓	<ul style="list-style-type: none"> ✓ Promotion with pre-movie games and activities, and promotional DVD can be shown

Dates are set in the spring, and movies take place in June, July and August

PROFESSIONAL DEVELOPMENT



GREATER BURLINGTON LEADERSHIP

Professional development designed for individuals who want to develop and strengthen their leadership skills within the community. Greater Burlington Leadership gives both experienced and developing leaders a broader view of civic responsibilities and opportunities through direct contact with a wide spectrum of institutions and people who shape the community.

Sponsorship	Cost	Graduation Plaque Presenter	Invite Logo	Presentation During Session, 15 Minutes	Verbal Recognition Session & Graduation	Newsletter Recognition (1,800 Distributed)
Graduation (1)	\$350	✓	✓		✓	✓
Session (*7)	\$300			✓	✓	✓
Enrollment <small>* Subject to successful application</small>	\$895					

* Select One Session: Environment, Healthcare, Community, Economic Development/Workforce, Education, Public Safety, Closing



PROFESSIONAL DEVELOPMENT



GREATER BURLINGTON YOUNG PROFESSIONALS

With an ever-growing membership made up of young people from all types of career fields, GBYP hosts a variety of exciting events throughout the year. GBYP is a social networking organization that provides opportunities to foster relationships with peers and to promote the personal and professional development of its members. Over the course of a year, hundreds of members will attend numerous events.

Sponsorship	Cost	Registration Materials	Website Recognition	Newsletter Recognition (1,800 Distributed)	Company Rep. at Event as Greeter	Event Signage	Monthly E-Newsletter Recognition	Social Media
Presenting (1)	\$1,000	✓ Includes Logo	✓	✓ Monthly, Includes Logo	✓	✓	✓	✓
Gold (4)	\$500	✓	✓	✓			✓	✓
Lunch & Learn (6) (Topics & Locations Vary.)	\$250			✓	✓	✓	✓	✓
505 Social (6)	\$150			✓	✓	✓	✓	✓

GOVERNMENT RELATIONS

EGGS & ISSUES

Eggs & Issues is a direct opportunity for members to engage with elected officials. Approximately 75 members attend each session with candid conversations between business leaders and those chosen to represent them. During the 2021 State Legislative session Eggs and Issues will be held virtually with recordings published after event.

Sponsorship	Cost	Friday Facts Recognition (1,500 Dist.)	Newsletter Recognition (1,800 Dist.)	Social Media	Web Calendar	Event Signage	Verbal Recognition
Sponsor (5)	\$500	✓	✓	✓	✓	✓	✓
December - April, day of week may vary							

* Program may be offered in person or by Zoom.

SOUTHEAST IOWA DAYS FEBRUARY, 2021

Delegates from Southeast Iowa put community projects and policy concerns before the Iowa Legislators. Delegates hold meetings with elected officials to influence legislation and direct targeted funding towards essential projects in Southeast Iowa. A number of events are held to interact with representatives, as well as key staff members to move policy forward.

Sponsorship	Cost	Recognition on Agenda	Newsletter Recognition (1,800 Dist.)	Registration to Southeast Iowa Days	Event Signage
Des Moines (5)	\$500	✓	✓	✓ Includes One	✓



**FOCUSING
ON THE ISSUES**

**2020 PUBLIC
POLICY GUIDE**



Greater Burlington Partnership

2021 PROGRAM LINE UP

More information to come on your opportunities to participate in the following Partnership programs.

ANNUAL MEETING - JANUARY

SMALL BUSINESS APPRECIATION BREAKFAST - MAY

A VERY VINTAGE MARKET - JULY

YP LEADERSHIP CONFERENCE - SEPTEMBER

STATE OF THE ECONOMY LUNCHEON - SEPTEMBER

144 ENVELOPES - OCTOBER

MANUFACTURERS APPRECIATION LUNCHEON - OCTOBER

CANDIDATE DEBATES - OCTOBER

DOWNTOWN TRICK OR TREAT - OCTOBER

PUMPKIN SPICE & HOLIDAY NICE MARKET - NOVEMBER

LIGHTED HOLIDAY PARADE - NOVEMBER

SANTA'S COTTAGE - DECEMBER

HOLIDAY BUSINESS SHOWCASE - DECEMBER

LIVING WINDOWS - DECEMBER



YOUR 5 STAR CHAMBER OF COMMERCE



WORKING FOR YOU