



# CHUGIAK-EAGLE RIVER CHAMBER OF COMMERCE

## 2023 Bear Paw Festival Partnership Program

*2023 celebrates the 38<sup>th</sup> Annual Bear Paw Festival in the Chugiak-Eagle River area! Primarily located in the business corridor of the town, the Festival attracts tens of thousands of visitors during the five-day event.*



*The Bear Paw Festival is the Chugiak-Eagle River Chamber of Commerce's largest fundraising event. Equally important, it's a critical part of our community and helps make it the most unique and livable area in Alaska! The Chugiak-Eagle River Chamber of Commerce supports a unique and diverse business community in Alaska - with a wide range of industries, nonprofits, small businesses, and community organizations. We're a self-sustaining nonprofit organization with no political or governmental ties.*



# WHAT YOUR PARTNERSHIP MEANS

*Our organization relies on partnerships to accomplish important goals each year to support and grow our local economy and businesses.*

## A Few Ways Your Partnership Will Contribute to Action this Year

### Building a **Festival of Connection**

*Promoting our Members, Partners, and Chugiak - Eagle River Businesses,*

Showcasing our members, local businesses, and community events through targeted campaigns, creating content for member spotlights, "Meet the Owner" posts, collaborations with local organizations for social media takeovers, and partnership collaborations. Creating these marketing opportunities for collaboration and sharing develops the Chamber, Chamber members, and partners, as the go-to resource for filtering information and as a reliable resource center.



### Building a **Festival of Collaboration**

*Creation of a Business Development Community*

Connecting business leaders with resources for strengthening and growing their current business or planning and preparing for a new business venture. The Business Development Community would provide a forum for business leaders in our community to problem-solve, network, obtain valuable information and collaborate on many topics including strategic planning, marketing, advertising, social media, technology and IT support, and more. The Business Development Community is an on-line and in-person group and would leverage programs, platforms, and existing information and resources into opportunities. The future of this community would include an initiative to open a collaborative space for use by the business community including a lounge area, conference room equipped with video conferencing and presenting capabilities, smaller meeting rooms, and a printing/mailing resource room to create a valuable benefit for members.



### Building a **Festival of Community**

*Sponsoring Events to Attract Visitors to Chugiak-Eagle River*

Bear Paw Festival is a long-standing community event sponsored by the Chamber. It brings in tens of thousands of people to the heart of Eagle River and features a parade, vendor and food courts, carnival, and satellite events and activities including a car show, live music, Slippery Salmon Olympics and many, many, more! In addition to this major summer festival, the Chamber holds the annual Merry Merchant Munch and Winter Wonderland celebration which brings thousands of community members out to local businesses during the busiest shopping time of the year! The Chamber also serves as the local visitor's center, so supporting initiatives to attract visitors and Collaborating with Visit Anchorage to highlight Chugiak-Eagle River will be a priority in the coming year.



# PARTNERSHIP PACKAGES

As a partner with the Bear Paw Festival, you can promote your business, strengthen your community and help support other businesses in the area. Our partners experience many benefits through our organization. Advertising at events your customers care about and attend can create positive feelings about your brand. Make a BIG difference in your local community as a member of the Chugiak-Eagle River Chamber of Commerce and Bear Paw Festival partner.

## CORPORATE BEAR SPONSOR

It takes an engaged and excited community to hold the Bear Paw Festival. Each year the cost of doing business increases, which means providing a safe and fun festival is expensive. The Corporate Bear Sponsorship contributions help support the infrastructure (road closures, permits, additional police patrol & security), increased signage, marketing, promotions (radio, print, electronic) and additional staffing to provide the best experience overall.

### Corporate Bear benefits:

- ✓ All *Friends of the Festival* benefits
- ✓ 1 scheduled Facebook LIVE
- ✓ Official Bear Paw Festival t-shirt
- ✓ 2 tickets to the Bear Paw Awards Luncheon

**\$1,000 sponsorship:** Corporate Bear benefits

**\$2,500.00 sponsorship:** Corporate Bear benefits + annual Chamber membership + 1 additional Facebook LIVE

**\$5,000.00 sponsorship:** Corporate Bear benefits + Grand Parade entry + 10x10 informational booth space in prime location + annual Chamber membership + 1 additional Facebook LIVE

## FRIENDS OF THE FESTIVAL

### \$500-POLAR BEAR



### \$400-GRIZZLY BEAR



### \$300-BLACK BEAR



### \$200-BEAR CUB



### \$100-TEDDY BEAR



- ✓ Friend of the Festival Plaque
- ✓ Listing in Official Bear Paw Printed Guide
- ✓ Listing on Bear Paw Website & Facebook
- ✓ Logo on Festival Website & Facebook
- ✓ 2 VIP seats on the Grand Parade dignitary reviewing stands
- ✓ Free Event Entry into the Slippery Salmon Olympics

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# SIGNATURE BEAR PAW FESTIVAL EVENT SPONSORSHIPS

The Chugiak-Eagle River Chamber of Commerce offers a variety of Signature Bear Paw Event Sponsorship. Individual sponsorship amounts vary based on each event and range from \$1,000-\$10,000.

## Event Sponsor benefits:

- ✓ Partner name, logo, & links listed with event on all marketing & promotional materials:
  - Printed
  - Bear Paw Festival website
  - Social media platforms
  - Radio
  - Festival announcements
- ✓ Partner Banners placed in event location
- ✓ Annual first right of refusal for all exclusive sponsorships



## Bear Paw Signature Events:

5K Bear Paw Classic  
Bear Paw Adult Trivia Night  
Bear Paw Community Awards & Luncheon  
Bear Paw Community Awards & Luncheon  
Bear Paw Cornhole – Alaskan Backyard Style  
Bear Paw Goat Yoga

Bear Paw Grand Parade  
Bear Paw LIVE Music & Beer Garden  
Bear Paw Motorcycle Show  
Bear Paw Pageant  
Bear Paw Paints  
Chopped Salmon Throwdown

Classic Car Show  
Human Foosball Tournament  
Slippery Salmon Olympics  
Teddy Bear Picnic  
XTRATUF Decorating Competition

## Other Festival Sponsorships:

Safety & Sanitation Bear Sponsor  
Bear Paw Shuttle Sponsor

Technology Sponsor  
Volunteer Shirt Sponsor

Leslie's "Crew" Shirt Sponsor



Interested in a sponsorship? Contact the Executive Director by email at [executivedirector@cer.org](mailto:executivedirector@cer.org) or by phone at (907) 694-4702 to see what events are still available, or for more information.