

Discover White House Area Chamber of Commerce



2020 INVEST and CONNECT

Please take a moment to review the ways you can invest in the Chamber and our community. We'd love to discuss creating a package that is specifically designed for you and your company. Additional event sponsorship opportunities are also available, see the following pages for more details.

This investment is in addition to your annual membership.



CHAMPION PARTNER LEADER STAKEHOLDER EXECUTIVE CHAIRMAN PRESIDENTIAL

INVEST AND CONNECT LEVEL	\$300	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000
Support the Chamber's mission of economic growth and community development	✓	✓	✓	✓	✓	✓	✓
Access to the Chamber referral network	✓	✓	✓	✓	✓	✓	✓
Digital Sign Advertising - 30 day campaign	1	2	3	6	8	10	12
Investor Credit/Event Sponsorship Allowance	\$50	\$100	\$250	\$500	\$1,000	\$1,500	\$2,500
Logo recognition on slide show at luncheons	✓	✓	✓	✓	✓	✓	✓
Company logo in every issue of the e-newsletter	✓	✓	✓	✓	✓	✓	✓
Promotional mass e-mails	2	3	4	5	6	8	12
Display/promote your business at Chamber luncheon	1	2	2	2	2	2	2
Tickets to the Chamber luncheon of your choice	2	4	4	6	8	12	12
Booth position at Discover White House	✓	✓	✓	✓	✓	✓	✓
Logo or Ad on the Lobby Monitor for one month	1	1	2	3	4	6	8
Public recognition and thanks at the Annual Celebration	✓	✓	✓	✓	✓	✓	✓
Inclusion in annual media release acknowledging investors	✓	✓	✓	✓	✓	✓	✓
Use of Chamber's Training Room	1	2	3	4	6	8	10
Tickets to the Chairman's Annual Celebration			2	4	8	12	12
Premium Investor Sticker and logo for display			✓	✓	✓	✓	✓
Company Logo with hyper-link on Chamber home page			✓	✓	✓	✓	✓
Company logo on Chamber's traveling event banner			✓	✓	✓	✓	✓
Tickets to Jingle Mingle				4	8	10	12
Carnival Armband Passes					6	8	10
Recognition on Wall of Appreciation at the Chamber					✓	✓	✓
Lunch with Executive Committee						✓	✓
Second location membership						✓	✓
ANNUAL VALUE OF INVESTMENT	\$800	\$1,200	\$2,100	\$3,500	\$6,900	\$9,300	\$12,000

To discuss your options or learn more about individual event sponsorships like our Golf Tournament, Luncheons, Music Under the Stars, Running of the Elves and more see the following pages or call 615-672-3937 or email meagan@whitehousechamber.org



INVEST & CONNECT 2020

Invest & Connect offers members familiar levels of investment, but with fully customizable options, a number of new offerings and much more recognition for your investment. Invest & Connect is an additional opportunity with your annual membership dues.

EXPOSURE

Your company will be showcased at our community's premier events throughout the year.

COST EFFECTIVE ADVERTISING

Advertising on our LED sign that is visible to over 17,000 vehicles daily as well as in our sponsor listings, event programs, website listings and lobby signs offers you the most exposure for your marketing dollars.

COMMUNITY & BUSINESS RECOGNITION

The White House Area Chamber is a highly visible community organization advancing economic growth, business development, and continuing education for our members and in our schools. Sponsorships allow you the same visibility.

QUALITY OF LIFE

Sponsorships provide us the funding for a variety of events and programs, both old and new, that make a difference in our community. It's a great way to show your community spirit to both your customers and potential customers.

We hope you will take a moment to review the ways you can invest in the Chamber and our community. You'll notice that each sponsor level contains an Investor Credit. This credit is much like a gift card that can be applied to additional event sponsorships, email blasts, board room usage, etc. We're looking forward to working with you and making 2020 one of the best years yet.

Please select your Sponsorship preferences and fill out the form below. Sponsorships with a limited number available will be filled on a first come, first serve basis and previous sponsors have the first right of refusal. The form can be e-mailed to meagan@whitehousechamber.org, faxed to (615) 672-2828 or mailed to: White House Area Chamber of Commerce, P.O. Box 521, White House, TN 37188. **Please respond by January 31, 2020.**

BUSINESS INFORMATION

Business Name: _____ Contact: _____

Marketing Contact: (if different) _____

Phone: _____ Email: _____

2020 INVEST & CONNECT

- ☐ PRESIDENTIAL | \$10,000
- ☐ CHAIRMAN | \$7,500
- ☐ EXECUTIVE | \$5,000
- ☐ STAKEHOLDER | \$2,500
- ☐ LEADER | \$1,000
- ☐ PARTNER | \$500
- ☐ CHAMPION | \$300

2020 EVENT SPONSORSHIPS

- ☐ STATE OF THE CITY | \$500
- ☐ JINGLE SING-ALONG **SOLD** | \$1,500
- ☐ CORPORATE SPONSOR | \$750*
- ☐ WOMEN OF WHITE HOUSE | \$300
- ☐ LEARN AT LUNCH | \$250
- ☐ INDIVIDUAL LUNCHEON | \$250
- ☐ AWARDS LUNCHEON | \$500
- ☐ AWARD SPONSOR | \$250*
- ☐ NEW MEMBER BREAKFAST | \$250

CHAIRMAN'S CELEBRATION

- ☐ Presenting Sponsor | \$1,000
- ☐ Corporate Sponsor | \$500

DISCOVER WHITE HOUSE EXPO

- ☐ Presenting Sponsor **SOLD** | \$2,500
- ☐ Corporate Sponsor | \$1,000

GOLF CLASSIC

- ☐ Presenting Sponsor **SOLD** | \$2,500
- ☐ Corporate Sponsor | \$1,500 **One Remains**
- ☐ Lunch Sponsor | \$500
- ☐ Beverage Cart Sponsor | \$500
- ☐ Closest-to-the-Pin | \$500
- ☐ Hole in One Sponsor | \$500
- ☐ Hole Sponsor | \$150

MUSIC UNDER THE STARS

- ☐ Presenting Sponsor | \$2,500
- ☐ Corporate Sponsor | \$1,000
- ☐ Experience Sponsor | \$300

BUNCO TOURNAMENT

- ☐ Presenting Sponsor **SOLD** | \$500
- ☐ Table Sponsor | \$150

AMERICANA CELEBRATION

- ☐ Fireworks Sponsor **SOLD** | \$7,500
- ☐ Stage Sponsor | \$3,000
- ☐ Big Bang Sponsor | \$1,500
- ☐ Bottle Rocket Sponsor | \$1,000

FALL FAMILY BLOCK PARTY

- ☐ Presenting Sponsor | \$1,000
- ☐ Corporate Sponsor | \$500
- ☐ Individual Sponsor | \$250

RUNNING OF THE ELVES

- ☐ Presenting Sponsor **SOLD** | \$2,000
- ☐ Fun Zone Sponsor | \$750
- ☐ Water Station | \$500
- ☐ Volunteer Sponsor | \$500
- ☐ Race Shirt Sponsor | \$300

- ☐ MARKETING ADD | \$250

The following pages contain more information on our individual event sponsorships.
You may choose multiple events and/or an Invest & Connect Investor level but do not have to do both.

EVENT SPONSORSHIPS 2020

Apply your Investor Credits to individual event sponsorships

AMERICANA CELEBRATION



Annual community celebration featuring carnival, live music, and fireworks with attendance of over 15,000 for entire week of festival.



FIREWORKS SPONSOR | \$7,500

Number Available: 1

- Top billing logo recognition (website, publicity, event signage, logo on volunteer shirt)
- Company name included in title: "2020 Americana Fireworks presented by Company Name"
- Booth Space at Event
- 10 Carnival Armbands
- Signage at/or near stage
- Pre- and post- event recognition
- First right of refusal for 2021 event sponsorship

STAGE SPONSOR | \$3,000

Number Available: 1

- Top billing logo recognition (Chamber website, publicity, event signage, logo on volunteer t-shirt)
- Company name included in stage title: "2020 Americana Stage presented by Company Name"
- Booth Space at Event
- 10 Carnival Armbands
- Signage at/or near stage
- Pre- and post- event recognition
- First right of refusal for 2021 event sponsorship

BIG BANG SPONSOR | \$1,500

- Booth Space at Event
- Logo on volunteer shirt
- 6 Carnival Armbands
- Signage at/or near stage
- Logo on event posters
- Pre- and post- event recognition

BOTTLE ROCKET SPONSOR | \$1,000

- Booth Space at Event
- Logo on volunteer shirt
- 4 Carnival Armbands
- Signage at event
- Pre- and post- event recognition

STATE OF THE CITY ADDRESS | \$500

Number Available: 1

The annual State of the City Address presented by our Mayor is the most highly attended luncheon of the year. Topics covered will include the upcoming budget year, new and existing projects, growth and development predictions. Your company will have the opportunity to be at the forefront with civic and business leaders at this event.

- 2 complimentary lunch tickets
- Company name displayed on event invitation
- Display table in registration area
- Banner with your company name displayed at event
- Company name listed on program placed at every seat
- One minute infomercial just prior to presentation
- Pre- and post- event recognition
- First right of refusal for 2021 event sponsorship

INDIVIDUAL LUNCHEON | \$250

Be the presenting sponsor at any of our 8 monthly luncheons typically held on the 3rd

Tuesday of the month. Your business will be featured with the following:



- 2 complimentary lunch tickets and table setup
- Company name listed on welcome sign to event
- Company name listed on program placed at every seat
- Banner with your company name displayed at event

LEARN AT LUNCH | \$250

This event allows for an abbreviated business seminar that is completed over the lunch hour. A featured speaker will explore a timely, relevant business topic. Lunch is provided.

- Signage at the event
- Logo on event page on Chamber website all year
- Opportunity to be the featured speaker
- Opportunity to provide giveaways
- Pre- and post- event recognition

DISCOVER WHITE HOUSE BUSINESS EXPO & SAFETY DAY



The Discover White House Business Expo features products and services from local businesses and organizations. This is an opportunity to showcase your business to companies and consumers in our area, gain qualified leads, and make valuable business connections.

PRESENTING SPONSOR | \$2,500

Number Available: 1

- Top billing logo recognition (Chamber website, publicity, event signage)
- Two booths at event in premium location
- Signage at the event
- Pre- & post-event recognition (press releases, radio, etc.)
- First right of refusal for 2021 event sponsorship

CORPORATE SPONSOR: \$1,000

Number Available: 2

- Logo recognition on event posters
- One booth at event in premium location
- Pre- and post-event recognition

CHAIRMAN'S CELEBRATION

The White House Area Chamber's Chairman's Celebration brings the membership together to reflect on the past year, celebrate successes and the installation of the upcoming board of directors.

PRESENTING SPONSOR | \$1000

Number Available: 1

- Introduction by the chairman to address guests
- Prominent company logo on invitations and program
- Prominent and exclusive signage at the event
- Company logo on tickets
- Reserved table for 6 with premium placement
- Company logo listed on the program placed at every seat
- Pre- and post-event recognition
- Opportunity to provide guests with promotional items

CORPORATE SPONSOR | \$500

Number Available: 1

- 1 table at the event for 6
- Signage at the event
- Company name and logo on invitations
- Pre- and post-event recognition (newsletters, radio, etc.)

AWARDS & RECOGNITION

LUNCHEON | \$500

In November, the White House Area Chamber will honor our outstanding businesses and community members at our Awards Luncheon.

- 4 complimentary lunch tickets
- Company name displayed on event invitations & programs
- Display table in registration area
- Banner with your company name displayed at event
- One minute infomercial just prior to the program
- Pre- & post- event recognition
- First right of refusal for 2020 event sponsorship

AWARD SPONSORS \$250

• Impact Award • Junior Citizen of the Year • Horizon Award

Each award sponsor will receive the following:

- 2 complimentary lunch tickets
- Company logo on the award
- Company listed in spotlight announcement of winners
- Opportunity to assist in presenting the award
- Pre- & post- event recognition



WOMEN OF WHITE HOUSE | \$300

Number Available: 4, 1 sponsor per event

Reach the Women of White House when you sponsor one of our events. Choose the theme/topic best suited to you. WOW typically includes a presentation and activity ranging from fashion, crafts to health.

- 2 complimentary WOW tickets
- Company name listed on welcome sign to event
- Company name listed on the invitation
- Opportunity to make presentation at event
- Banner with your company name displayed at event
- Pre- and post- event recognition

MUSIC UNDER THE STARS



Three to five community events featuring live music with sponsor booths encouraged to provide fun activities or food for attendees.

PRESENTING SPONSOR | \$2,500

Number Available: 1

- Top billing logo recognition (Chamber website, publicity, event signage, logo on volunteer t-shirt)
- Company name included in title: "2020 Music Under the Stars presented by Company Name"
- Prime Booth Space at Event
- Signage on festival field
- Pre- and post- event recognition (newsletters, newspaper, social media, etc.)
- First right of refusal for 2021 event sponsorship

CORPORATE SPONSOR | \$1,000

Number Available: 3

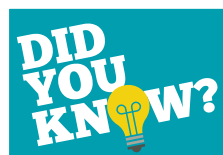
- Logo recognition (Chamber website, publicity, event signage, logo on volunteer t-shirt)
- Prime Booth Space at Event
- Signage on festival field
- Pre- and post- event recognition (newsletters, newspaper, social media, etc.)

EXPERIENCE SPONSOR FOR ALL EVENTS | \$300

Cost to participate individually is \$100

Number Available: Dependant upon overall participation

- Booth Space at Event
- Pre- and post- event recognition



We offer marketing consultations to our members at no charge.

Every event and the sponsor receives time on our LED sign that has a daily traffic count of 17,000 vehicles. Your event could receive more than

HALF A MILLION IMPRESSIONS

FALL FAMILY BLOCK PARTY

Fall event featuring a Fall Block Party to include vendors, fall farmers market, costume contest and the annual showing of the film Hocus Pocus or other fall title.

PRESENTING SPONSOR | \$1,000

Number Available: 1

- Top billing logo recognition & Signage on Festival Field (Chamber website, publicity, event signage, t-shirt)
- Company name included in title: "2020 Fall Family Block Party presented by Company Name"
- Prime Booth Space at Event
- Pre- and post- event recognition
- First right of refusal for 2021 event sponsorship

CORPORATE SPONSOR | \$500

Number Available: 3

- Logo recognition & Signage on Festival Field (Chamber website, publicity, event signage)
- Booth Space at Event
- Pre- and post- event recognition

INDIVIDUAL SPONSOR | \$250

Number Available: 2

- Premium logo recognition & Signage on Festival Field (Chamber website, publicity, event signage)
- Booth Space at Event

BUNCO TOURNAMENT



The White House Area Bunco tournament allows members to network and make new contacts while enjoying fun filled rounds of Bunco where everyone leaves a winner.

PRESENTING SPONSOR | \$500

Number Available: 1

- Team of four
- Presenting Sponsor
- Logo on promo material for Bunco Tournament
- Signage at event and opportunity to speak to attendees
- Pre- & post-event recognition

BUNCO TABLE SPONSOR | \$150

JINGLE MINGLE

Number Available: 1



Annual holiday event featuring vendor booths and a Holiday Taste of White House. Over 500 in attendance with a sell out crowd. Event held in early November.

PRESENTING SPONSOR | \$1,500

- Company name included in title: "2020 Jingle Mingle presented by Company Name"
- Ten Tickets to Jingle Mingle Event
- Company logo on all event posters (print & email)
- Company recognition in all event marketing
- Top billing, with company logo, on all event signage
- Pre- and post- event recognition
- Company display table in registration area
- First right of refusal for 2021 event sponsorship



CORPORATE SPONSOR: \$750

Number Available: 2

- Logo recognition on event posters
- Premium Booth Space
- Logo on event tickets
- Signage at event
- Pre- and post- event recognition

RUNNING OF THE ELVES

FUN RUN & 5K

Annual Fun Run and 5K that is the lead off to the Christmas Parade. Fun costumes, holiday spirit and fun awards make this & excellent event for the entire community.



PRESENTING SPONSOR | \$2,000

Number Available: 1

- Top billing logo recognition (web, publicity, event signage, t-shirt)
- Company name included in title: "2020 Running of the Elves presented by Company Name"
- 2 comp teams of 4
- First right of refusal for 2021 event sponsorship

FUN ZONE | \$500

- Name recognition (web, publicity, event signage, t-shirt)
- Logo placement at Fun Zone
- 1 comp team

WATER STATION SPONSOR | \$500

- Name recognition (web, publicity, event signage, t-shirt)
- Logo placement Water Station
- Ability to Staff Stations on course
- 1 comp team of 4

VOLUNTEER SPONSOR | \$500

- Exclusive Logo on volunteer t-shirts to be worn for all race activities and at movie event
- Name recognition (web, publicity, event signage)
- 1 comp team of 4

RACE SHIRT SPONSOR | \$300

- Logo on back of Race t-shirt



GOLF CLASSIC



The White House Area Chamber Golf Classic allows members to network

and make new contacts while enjoying a day of golf with a number of marketing and sponsorship opportunities.

PRESENTING SPONSOR | \$2,500

Number Available: 1

- Team of four (choice of flight) OR hole sponsorship
- Premium exclusive signage at the event
- Premium placement of logo on invitations & event bags
- Table display at registration pavilion
- Signage on all golf carts
- Pre- & post-event recognition
- First right of refusal for 2021 event sponsorship

CORPORATE SPONSOR | \$1,500

Number Available: 2

- Team of four (choice of flight)
- Signage at the event
- Logo on invitations and event bags
- Table display at registration pavilion
- Pre- & post-event recognition

LUNCH SPONSOR | \$500

Number Available: 1

BEVERAGE CART SPONSOR | \$500

Number Available: 1



CLOSEST-TO-THE-PIN CHALLENGE | \$500

Number Available: 1

Sponsor provides two \$50 prizes

HOLE IN ONE SPONSOR | \$500

Number Available: 1

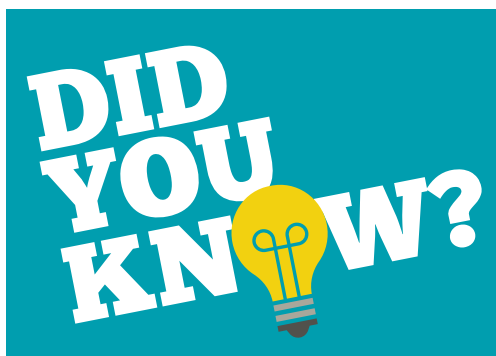
Must provide insurance.

HOLE SPONSOR | \$150

NEW MEMBER BREAKFAST | \$250

Be the first company to greet new businesses, members and/or new employees at our quarterly Chamber 101 - New Member Breakfast. This hour long session educates new and existing members about the many benefits & services at the Chamber.

- Signage at the event
- Opportunity to address all attendees & provide giveaways
- Pre- and post- event recognition
- Post-event mailing list of attendees in excel format



Investors at the Leader Level and above will receive a sticker to display at their business and a logo to place on their website to show their commitment to community development.



INSTALLMENT PLANS & MONTHLY BILLING ARE OFFERED for investors at the Leader Level and Event Sponsorships. Call us and we will work with you to make your marketing investment what you need for your business.

MARKETING ADD | \$250 Over \$500 Value

This is available to current Investors for the 2020-21 program. If you discover you need more time on the sign or additional emails this is an excellent value add to your existing Invest & Connect Investment

- Promotional mass e-mail & Social Media Distribution
- Logo or Ad on the Chamber Lobby Monitor for one month
- **Digital Sign Advertising - One 30 day campaign**

AN AVERAGE OF
17,000
VEHICLES A DAY PASS
BY OUR LED SIGN



28,400 people will see your message daily on the Chamber's LED Sign according to a survey by the Federal Highway Administration