



2023/2024

SPONSORSHIP & PARTNERSHIP PACKET

A 501 c(6) NONPROFIT



760-753-6041

COMMUNITY@ENCINITASCHAMBER.COM

THANK YOU

for choosing to partner with the Encinitas Chamber of Commerce! Your support and contribution help us to further our mission to positively impact the community. These events & programs provide you excellent opportunities to create awareness and build connections with your community.

Advancing Business & Economic Growth

#1 resource for empowering regional business toward success

Our mission is to advocate and promote a healthy and prosperous business environment. The Chamber is a key resource for businesses; we invest in furthering business growth to enhance the overall economic climate of the region. Through all Chamber programs, community events, advocacy efforts, and collaboration with local government, the Chamber plays a crucial role in stimulating local business, promoting successful entrepreneurship, and boosting revenue for the community.

Investing in our Future Leaders

Fostering a positive platform for our youth and young professionals

By empowering and investing in our youth and young professionals, we create opportunities for the next generation of leaders and entrepreneurs to thrive and contribute to the community. We encourage regional Young Professionals' advancement through networking and Chamber involvement. Additionally, through our Education Initiatives we have given scholarships to high school seniors who show exceptional promise of being future leaders or entrepreneurs.

Fostering Civic & Community Engagement

Creating Synergy between businesses, individuals, and City & County entities

The Chamber's events, initiatives, and forums encourage community engagement and foster a sense of belonging among residents, businesses, and local government. By bringing people, businesses and organizations together, the Chamber strengthens social ties and community spirit. We serve as a strong advocate for businesses' interests, influencing policies and regulations that promote a healthy and prosperous business environment. Through the work of our six Committees and their multiple initiatives we impact business development, sustainability, tourism, and more.

Strengthening Encinitas, One Business at a Time.

INVESTOR LEVELS

OPTION A: Find the Investor Level that's right for you then choose which events or programs you want to support.

OPTION B: Select any Sponsorship Opportunity for any event

You have the opportunity to customize how you choose to partner with us. In addition to the individual sponsor benefits, each level comes with RECOGNITION in printed programs and signage at all major events and:

- Honorary seat on the Chamber Board of Directors at \$10,000 level & above
- Special acknowledgement in our weekly newsletter
- A listing on the Chamber's website as a partner
- Priority seating at all major events
- VIP invitations



GOLD - STONE STEPS Investment of \$5,000

Bonus of \$500 Publication Opportunities



RUBY - BEACON'S Investment of \$8,000

Bonus of \$1000 Publication Opportunities



EMERALD - GRANDVIEW Investment of \$10,000

Bonus of \$1500 Publication Opportunities



PLATINUM - SWAMI'S Investment of \$15,000

Bonus of \$2000 Publication Opportunities



DIAMOND - MOONLIGHT Investment of \$20,000

Bonus of \$2500 Publication Opportunities

OKTOBERFEST

Our Oktoberfest is a free family-oriented regional event celebrating German roots and culture in the local area. Live entertainment including Bavarian music and dance troupes, German food, international refreshments, two beer gardens and a diverse selection of local artisan products are some of the event highlights.

EVENT DETAILS

- 15,000+ people (Families, men, and women ages 21+) from San Diego County + beyond
- German Food, Beverages & Entertainment
- Vendors
- Where: Mountain Vista Drive (Wandering Road to Rambling Road)
- When: September 25, 2024
- Time: 10:00 a.m. to 6 p.m.

SPONSORSHIP OPPORTUNITIES

\$1,000 FRIEND SPONSOR:

10'x10' vendor booth, Company logo on Sponsor signage at event, Company logo on website and in newsletter as Sponsor
Marketing Reach: 5,000+

\$2,000 PATRON SPONSOR:

10'x10' vendor booth space in preferred location, Company logo in Sponsor marketing materials as Sponsor
Marketing Reach: 10,000+

\$3,500 EVENT SPONSOR:

10'x10' vendor booth space in prime location, Company logo on the Encinitas Chamber website as Entertainment Sponsor for 12 months (linked to your website), Company logo in the weekly e-blast during August and September as Entertainment Sponsor, Acknowledged as Entertainment Sponsor in some publicity and marketing materials, Entertainment Sponsor banner displayed on stage in the Family Tent
Marketing Reach: 15,000+



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OKTOBERFEST



SPONSORSHIP OPPORTUNITIES CONT.

\$10,000 CRAFT BEER TENT SPONSOR:

10'x 20' booth, 3rd choice of booth location, Company logo listed on all marketing and publicity and acknowledged as Craft Beer Sponsor, Company name and logo on the Sponsor banner displayed at the Craft Beer tent entrance, Company logo on Sponsor banner near stage
Marketing Reach: 25,000+



\$15,000 FAMILY TENT SPONSOR:

10'x 20' corner booth, 2nd choice of booth location, Company logo listed on all marketing and publicity and acknowledged as Family Tent Sponsor, Company name and logo on the Sponsor banner displayed at the Family Tent entrance, Company logo on Sponsor banner near stage, 1 year Encinitas Chamber of Commerce membership
Marketing Reach: 100,000+



\$20,000 PRESENTING SPONSOR:

10'x 20' booth in prime location, 1st choice of booth location, Company logo embedded in event logo in all event marketing and publicity as Presenting Sponsor, Large company name and logo on Sponsor banner near stage, 1 year Encinitas Chamber of Commerce membership, Radio advertisement package, Plaque honoring your sponsorship presented at event
Marketing Reach: 750,000+



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HEALTH & WELLNESS EXPO



The Health & Wellness Expo is a marketplace where members of the community can learn how to live their healthiest lifestyles. From diet and nutrition to various forms of physical fitness in and out of the gym this Expo aims to educate attendees on a sustainable and healthy way of life.

EVENT DETAILS

- 300+ people (Men, Women and Families) from North County SD
- 40+ vendors
- Food and Beverages Available
- Raffle prizes
- Where: Encinitas Community Center
- When: February 10, 2024
- Time: 10am - 2pm

SPONSORSHIP OPPORTUNITIES

\$1,000 FRIEND SPONSOR:

Company Logo on Chamber website, welcome/sponsor banner, and on Health and Wellness Expo program. 6 ft exhibit table in a prime location. Social media mentions.

Marketing Reach: 5,500+

\$3,000 PATRON SPONSOR:

Friend Sponsor benefits plus: Company logo on print and online event publicity and ads, ad in newsletter, 6 ft exhibit table in a prime location.

Marketing Reach: 10,000+

\$5,000 EVENT SPONSOR:

Patron Sponsor benefits plus: 8 ft exhibit table in a prime location and featured newsletter article.

Marketing Reach: 600,000+

\$8,000 PRESENTING SPONSOR:

Event Sponsor benefits plus: Company name and logo with "Presents" on all print and online publicity and ads, Reusable Bag with you listed as presenting sponsor and your logo, a verbalized thank you during announcements, large company logo on newsletters advertising the event, feature in the Coast News Chamber Chatter, 8 ft exhibit table in the #1 prime location.

Marketing Reach: 1,000,000+



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STATE OF THE CITY



The State of the City celebrates the community and features the Encinitas Mayor delivering their message about the City's current status and their vision for its future. In addition, the City Council, Encinitas Chamber of Commerce and the three 101 Mainstreet Associations give an update.

EVENT DETAILS

- 300+ people (ages 25+) from North County San Diego
- Food and Beverage Vendors
- Where: Encinitas Community Center
- When: March 14, 2024
- Time: 5:30 p.m. to 8 p.m.

SPONSORSHIP OPPORTUNITIES

\$1,000 FRIEND SPONSOR:

Table of 8, Company logo on the table and in the program as Table Sponsor, Company logo on Sponsor banner, Recognition at the event
Marketing Reach: 2,100+

\$3,000 PATRON SPONSOR:

Table of 12, Company logo on the table and in the program as Gold Sponsor, Company logo on Sponsor board, Recognition at the event
Marketing Reach: 2,100+

\$5,000 EVENT SPONSOR:

2 tables of 8, Company logo on your 2 tables and in front of the program as Event Sponsor, Company logo on all marketing and publicity as Event Sponsor, Company logo on Sponsor board, Recognition in remarks
Marketing Reach: 40,000+

\$8,000 PRESENTING SPONSOR:

2 tables of 10, Company logo embedded in event logo on all event marketing as Presenting Sponsor, Company logo on your 2 tables and in front of the program as Presenting Sponsor, Company logo on all marketing and publicity as Presenting Sponsor, Company logo on sponsor board, Signage on stage as Presenting Sponsor, Recognition in remarks, Opportunity to speak during program
Marketing Reach: 60,000+



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MEET YOUR ELECTED OFFICIALS & COMMUNITY LEADERS



This event provides a great opportunity for guests to meet and connect with elected officials, key City of Encinitas officials and organizations, VIPs and business representatives from Encinitas and neighboring cities.

EVENT DETAILS

- 100+ people (ages 25+) from North County San Diego
- Where: Farm House Lawn & Patio at Leichtag Commons
- When: October 30th, 2023
- Time: 5:30 p.m. to 7:30 p.m.

SPONSORSHIP OPPORTUNITIES

\$500 FRIEND SPONSOR:

8 tickets, Company logo on the table and in the program as Table Sponsor, Company logo on Sponsor board, Recognition at the event
Marketing Reach: 2,100+

\$1,000 PATRON SPONSOR:

12 tickets, Company logo on the table and in the program as Gold Sponsor, Company logo on Sponsor board, Recognition at the event
Marketing Reach: 2,100+

\$2,000 EVENT SPONSOR:

16 tickets, Company logo on your 2 tables and in front of the program as Event Sponsor, Company logo on all marketing and publicity as Event Sponsor, Company logo on Sponsor board, Recognition in remarks
Marketing Reach: 40,000+

\$3,000 PRESENTING SPONSOR:

20 tickets, Company logo embedded in event logo on all event marketing as Presenting Sponsor, Company logo in front of the program as Presenting Sponsor, Company logo on all marketing and publicity as Presenting Sponsor, Company logo on sponsor board, Recognition in remarks, Opportunity to speak during program
Marketing Reach: 60,000+



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EDUCATION INITIATIVES

INVESTING IN OUR FUTURE GENERATION

We are committed to empowering our future leaders by investing in them through our **Rising Star** and **Salute to Education** programs. The funds raised from these Education Initiatives are reinvested into programs that recognize, assist, and motivate aspiring entrepreneurs and future business leaders. As a result, these initiatives help to strengthen their community involvement and foster a sense of civic responsibility.



Our monthly breakfast honors exceptional seniors from our five local public high schools. These remarkable individuals have shown a promise and passion for community leadership and involvement, and embody outstanding qualities such as integrity, a commitment to their education, and the ability to overcome adversity. Each recipient is invited to deliver a speech and receives recognition from esteemed Government officials and Chamber representatives. At the end of each school year, we carefully select from scholarship applicants, students who demonstrate exceptional promise in being a future leader or entrepreneur, and award scholarships to support their pursuit of higher education.

SALUTE TO EDUCATION

At our annual Salute to Education event, we celebrate outstanding accomplishments in education by both teachers and students from our local elementary, middle, and high schools. This special event takes place at the end of the school year, where each honoree receives a special plaque of achievement and certificates presented by Government Officials and Chamber representatives. Additionally, we announce and award the Rising Star Scholarships to the deserving recipients.



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EDUCATION INITIATIVES CONT.

INVESTING IN OUR FUTURE GENERATION

SPONSORSHIP OPPORTUNITIES

Sponsorships help cover program costs and a portion will be donated into the scholarship fund.

\$1,000 FRIEND SPONSOR: Small logo on Chamber website and event programs, and mention in Chamber Chat newsletter, recognition in event remarks. Invitation to attend one Rising Star Breakfast.

Reach 2,100+

\$3000 PATRON SPONSOR: Medium logo on chamber website and event print materials, and mention in Chamber Chat newsletter and social media, recognition in event remarks. Invitation to attend four Rising Star Breakfasts. Marketing Reach: 8,500+

\$5000 EVENT SPONSOR: Large logo on chamber website and event print materials, featured article in Chamber Chat newsletter and social media, recognition in event remarks. Invitation to attend all Rising Star Breakfasts. Marketing Reach: 40,000+

\$8000 PRESENTING SPONSOR: Large logo on Chamber website and all marketing + publicity materials as the Presenting Sponsor. Dedicated recognition in press releases, social media posts, newsletters, web pages and more. Recognition in event remarks and invitation to attend all Rising Star Breakfasts.

Marketing Reach: 105,000+

SCHOLARSHIP FUND

Scholarship Donations: You can give any amount to the Scholarship fund; suggested levels are:

\$100+ - Listed in programs.

Marketing Reach 500+

\$250+ - Listed in programs, small logo on website.

Marketing Reach: 2,200+

\$500+ - Listed in programs, medium logo on Chamber website.

Marketing Reach: 7000+

\$1000+ - Logo in programs, large logo on Chamber website, recognition in newsletter & social media.

Marketing Reach: 400,000+

Gift Donor - Listed in program as gift donor. 50 – 70 of the same gift cards or items, valued at \$5 or more. Marketing Reach: 400+



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Moonlight Mixers provide an amazing opportunity to quickly connect with Chamber members and build relationships with businesses and professionals in the community.

EVENT DETAILS

- 60+ attendees per event
- Monthly Event
- Third Tuesday of every month
- Hosted at different member businesses

SPONSORSHIP OPPORTUNITIES

Sponsor level per event:

\$250 FRIEND SPONSOR:

Company logo included in the event flyer and creative posted on Chamber Website, social media, and newsletter with a backlink to your website.

Marketing Reach: 4,000+

\$500 PATRON SPONSOR:

Friend Sponsor Plus: Company logo in all event-related marketing and promotional efforts, customized recognition from the emcee during the event.

Marketing Reach: 10,000+

\$1000 EVENT SPONSOR:

Patron Sponsor Benefits plus: Promoted as event sponsor, 3 minute introduction at the event, dedicated social post, access to guest list and emails for lead capturing.

Marketing Reach: 60,000+

RAFFLE SPONSOR:

Offer a raffle item valued at \$100+ and receive emcee recognition and dedicated tagged social media story.



YOUNG PROFESSIONALS

NETWORKING & SOCIAL EVENTS

Networking and social events that provide opportunities for professionals under 40 to meet new people, connect with mentors and other leaders, and develop relationships that could help further their businesses and careers.

EVENT DETAILS

- 45+ attendees per event
- Uniquely curated events
- 6+ events per year
- Hosted at various locations
- Some events are ticketed other are free

SPONSORSHIP OPPORTUNITIES

Sponsor level per event:

\$100 FRIEND SPONSOR:

Company logo included on the event flyer and creative posted on Chamber Website, social media, and newsletter with a backlink to your website. Business card / collateral included in event giveaways.

Marketing Reach: 4,000+

\$250 PATRON SPONSOR:

Friend Sponsor benefits plus: company logo in all event-related marketing and promotional efforts, receives (3) tickets to use as giveaways or promotional use.

Marketing Reach: 10,000+

\$500 EVENT SPONSOR:

Patron Sponsor Benefits plus: Promoted as event sponsor, Table at the event, receives (5) tickets for each event to use as giveaways or promotional use, dedicated social post, access to guest list and emails for lead capturing.

Marketing Reach: 60,000+

SWAG GIFT SPONSOR:

Offer 45+ swag and/or merch items, receive recognition on event webpage, and social media mentions and tags.



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PARTNERSHIP PUBLICATION OPPORTUNITIES

CHAMBER CHAT BUSINESS & COMMUNITY E-NEWSLETTER

\$500

Quarter year with large logo on eNewsletter (6) issues and 1 featured write up

\$1000

Half year with large logo on eNewsletter (12) issues and 2 featured write up

\$3000

Full year with large logo on eNewsletter (24) issues and 4 featured write up

SOCIAL MEDIA

\$500

Full year bi-monthly; (6) featured posts

\$1000

Full year monthly; (12) featured posts

\$3000

Full year weekly; (52) featured posts

WEBSITE BANNERS

\$100

1 month, includes ad in membership directory, event calendar, hot deals and member to member deal.

\$200

3 months, includes ad in membership directory, event calendar, hot deals and member to member deal.

CHAMBER CHAT PODCAST



\$150

1 advertisement slot

\$250

- 6 advertisement slots
- Bottom of video pop-up for 30 sec, following ad slot

\$500

- 12 advertisement slots
- Logo/website link next to episode on Chamber website
- Logo/website link in email newsletter
- Bottom of video pop-up for 1 min, following ad slot

SOCAL is a collaborative program between Tri-City Medical Center, the San Diego North Economic Development Council, and Chambers of Commerce to elevate student awareness of career and educational opportunities across multiple industries. The vision is to give students and transitioning adults an opportunity to gain insights into career pathways, while allowing businesses and local organizations to participate in these students' career exploration.

SPONSORSHIP OPPORTUNITIES

SILVER PACKAGE - \$2500 (CHAMBER/EDC MEMBERS) \$3000 (NON-MEMBERS)

½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website. Social media posts on Chamber pages including Facebook, Instagram, LinkedIn. 30 day featured listing in Chamber Newsletter.

GOLD PACKAGE - \$3000 (CHAMBER/EDC MEMBERS) \$4000 (NON-MEMBERS)

½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website. Social media posts on Chamber pages including Facebook, Instagram, LinkedIn. 60 day featured listing in Chamber Newsletter. Ad in Chamber Newsletter to promote your employment opportunities (newsletter circulation is 10,000 copies/month and is distributed to all our members and throughout the community).

PLATINUM PACKAGE - \$4000 (CHAMBER/EDC MEMBERS) \$5000 (NON-MEMBERS)

½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website. Social media posts on Chamber pages including Facebook, Instagram, LinkedIn. 90 day featured listing on Chamber job Board. Ad in Chamber Newsletter to promote your employment opportunities (newsletter circulation is 10,000 copies/month and is distributed to all our members and throughout the community.) Feature story on your business in Chamber Newsletter.

DIAMOND PACKAGE - \$6000 (CHAMBER/EDC MEMBERS) \$7500 (NON-MEMBERS)

½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website. Social media posts on Chamber pages including Facebook, Instagram, LinkedIn. 90 day featured listing on Chamber job Board. Ad in Chamber Newsletter to promote your employment opportunities (newsletter circulation is 10,000 copies/month and is distributed to all our members and throughout the community.) Feature story on your business in Chamber Newsletter. Recognition as a capacity building partner in the Chamber's workforce development program



MEMBERSHIP BENEFITS

FOR BUSINESSES AND PROFESSIONALS WHO NEED:

Connections, Resources, Exposure, Involvement, Professional Development, Prestige And More!

The Encinitas Chamber of Commerce is your partner in achieving continued growth and business success. Below is an overview of the many benefits you will gain by becoming a member:

NETWORKING & CONNECTIONS

Monthly networking events provide amazing opportunities to connect and build relationships with local businesses and professionals in the local community. We have a wealth of talented individuals who collectively make up our more than 300 membership base. Monthly Moonlight Mixers, Coffee Connections, Chamber on Tap, regular community events, and Committee seats give members ample opportunity to connect.

BUSINESS RESOURCES

Members gain access to our expansive archive of business resources to help with needs such as permits, business filings, funding sources, certificates of origin and current issues. Members can connect with other members who are experts in fields such as accounting, marketing & business services, insurance, mentorship, real estate, and career coaching.

ADVOCACY

Nurtured relationships and active engagement with key local and state entities help us to better serve your needs and advocate on your behalf. Involvement in our Government Affairs committee can bring you closer to the issues and give you a first-hand approach to solving concerns in our business ecosystem.

LOCAL RECOGNITION & EXPOSURE

As a member, you will garner recognition from local government officials and dignitaries with a Ribbon Cutting Ceremony. You also can be featured on our website, in press releases, newsletters, blogs, social media, podcasts and at community events. Additionally, since we are a Chamber and Visitors Center, members get dual exposure; member collateral and business cards displayed in the office are a first source of referrals.

COMMUNITY INVOLVEMENT

Members can get involved in many community events and initiatives that benefit the local population reaching seniors, students, professionals, and other businesses in need. Sponsorship of these events is a fantastic platform to create additional awareness and build a connection to your community.

EDUCATION

Workshops, informational seminars, and other educational offerings from industry experts are a gateway for businesses to tackle problems, grow professionally, and work smarter. You not only can be an attendee but could also be a presenter/facilitator.

BECOME A MEMBER TODAY!

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BUSINESS & COMMUNITY EXPO



The Encinitas Business & Community Expo is a marketplace where business owners, start-ups, and entrepreneurs can take their business to the next level by showcasing their products or services to the Encinitas community.

EVENT DETAILS

- 300+ people (Men and Women ages 25 to 40) from North County San Diego
- 40+ vendors
- Food and Beverages Available
- Raffle prizes
- Where: Encinitas Community Center
- When: February 2025
- Time: TBD



SPONSORSHIP OPPORTUNITIES

\$1,000 FRIEND SPONSOR:

Booth at event, Company logo on table & program, Named at event.

Marketing Reach: 5,500+



\$3,000 PATRON SPONSOR:

Table Sponsor benefits plus: Logo listed on program, Booth at event.

Marketing Reach: 10,000+



\$5,000 EVENT SPONSOR:

Double (or two) booths at event, plus Gold Sponsor benefits.

Marketing Reach: 600,000+

\$8,000 PRESENTING SPONSOR:

Event Sponsor event benefits plus: Your Company name and Logo with presents, Company logo embedded in event logo in all event marketing.

Marketing Reach: 1,000,000+

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EMBRACING RETIREMENT



The Senior Expo is for people who will be retiring soon, those that are retired, and children of aging individuals that are looking for options for their parents.

EVENT DETAILS

- 300+ people
- 40+ vendors
- Food and Beverages
- Pancake Breakfast
- Raffle prizes
- Where: Encinitas Community Center
- When: February 2026
- Time: 9 am - 1 pm

SPONSORSHIP OPPORTUNITIES

\$1,000 FRIEND SPONSOR:

Company Logo on Chamber website, welcome/sponsor banner, and on Embracing Retirement Expo program. 6 ft exhibit table in a prime location. Social media mentions.

Marketing Reach: 5,500+

\$3,000 PATRON SPONSOR:

Table Sponsor benefits plus: Company logo on print and online event publicity and ads, ad in newsletter, 6 ft exhibit table in a prime location.

Marketing Reach: 10,000+

\$5,000 EVENT SPONSOR:

Gold Sponsor benefits plus: 8 ft exhibit table in a prime location and featured newsletter article.

Marketing Reach: 600,000+

\$8,000 PRESENTING SPONSOR:

Event Sponsor benefits plus: Company name and logo with "Presents" (Embracing Retirement) on all print and online publicity and ads, Embracing Retirement Reusable Bag with you listed as presenting sponsor and your logo, a verbalized thank you during announcements, large company logo on newsletters advertising the event, feature in the Coast News Chamber Chatter, 8 ft exhibit table in the #1 prime location.

Marketing Reach: 1,000,000+



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