



YOUR MARKETING TOOLKIT

OPPORTUNITIES TO POWER YOUR BRAND

**Kelowna
Chamber**

KELOWNACHAMBER.ORG
HELLO@KELOWNACHAMBER.ORG
@KELOWNACHAMBER



CONNECTING WITH OUR NETWORK

1000+

**ACTIVE
CHAMBER
MEMBERS**



50+

**YEARLY
NETWORKING
EVENTS**



16,000+

**SOCIAL
MEDIA
FOLLOWERS**



2,600+

**MONTHLY
NEWSLETTER
SUBSCRIBERS**



6,000+

**MONTHLY
WEBSITE
PAGEVIEWS**



31%

**AVERAGE
NEWSLETTER
OPEN RATE**





THESE EXCLUSIVE MARKETING OPPORTUNITIES ARE AVAILABLE TO KELOWNA CHAMBER MEMBERS ONLY

With close to 1,000 members, 60+ events annually, and access to one of BC's fastest growing business communities, partnering with the Kelowna Chamber of Commerce makes more sense than ever. Members gain access to senior-level audiences, benefit from enhanced visibility, get new business and welcome increased brand recognition.

If you're seeking a business sponsorship platform, we offer unique opportunities around our many events, our signature programs, our advocacy initiatives, publications and other influential activities.



Kelowna Chamber Business Excellence Awards



ANNUAL BUSINESS EXCELLENCE AWARDS POWER YOUR BRAND

Our Business Excellence Awards is Kelowna's largest celebration of business and community excellence. For thirty plus years, the Chamber and its partners have been recognizing excellence through this structured awards program that pays tribute to business and community leaders who have achieved significant success.

\$12,000 | PRESENTING SPONSOR(S)

BRAND PROMOTION

- Event promotional budget through our media partners valued in excess of \$20,000
- Internal promotion through the Chamber's various communication channels for six months (weekly e-news)
- Exposure on all social media platforms (to a combined 16,000+ followers via Facebook, Twitter, LinkedIn & Instagram)
- Integration of your brand in both paid and earned media
- Exposure in excess of 250+ attendees at the Nominations Celebration event where finalists are announced
- Exposure in excess of 400+ attendees at Awards Gala, most of whom are business and community leaders
- Awards Gala recorded and made available through the Chamber's YouTube Channel

SPONSORSHIP ACTIVATION

- Speaking opportunity at program milestones (Nominations Celebration and at Awards Gala)
- Inclusion in supplied promotional video to run at Awards Gala
- Website advertising promoting program on Kelowna Chamber website with over 7,000 monthly page views
- Company logo included on each award trophy and finalist plaque

Proudly presented by



ANNUAL BUSINESS EXCELLENCE AWARDS POWER YOUR BRAND

\$5,000 | MEDIA SPONSOR(S)

CONTRA PROMOTION

- Minimum contribution \$5,000 per medium (Broadcast, Print, & Online)
- Exposure to 300+ attendees at the Nominations Celebration event where finalists are announced
- Exposure to 500+ attendees at Awards Gala, most of whom are senior business/community leaders

\$2,400 | AWARD SPONSOR

BRAND PROMOTION

- Exposure in excess of 300+ attendees at the Nominations Celebration
- Exposure in excess of 500+ attendees at Awards Gala, most of whom are senior business and community leaders
- Inclusion in winners announcement on all social media platforms (to combined 16,000+ followers via Facebook, Twitter, LinkedIn, and Instagram)

SPONSORSHIP ACTIVATION

- Invite to Pre-Gala VIP reception
- Option to provide short promo video (15-30 seconds) to run during event
- Company rep to present award to winner (and speak) at Awards Gala
- Discounted table purchase option for staff/clients at Gala

\$1,000 - \$4,500 | MISC. SPONSORS

- Various sponsorships are available from wine sponsor to reception sponsor. Contact the Chamber office to explore unique brand promotion opportunities.



ANNUAL GOLF TOURNAMENT NETWORK YOUR BRAND

The Kelowna Chamber of Commerce invites you to one of the valley's most anticipated business events of the year, the 36th annual golf tournament. This high profile event attracts a full complement of 144 golfers, and many of Kelowna's top business and community leaders.

\$4,500 | PRESENTING SPONSOR

BRAND PROMOTION

- Integration of your brand through our media partners, brand marketing that is in excess of \$5,000 in value
- Internal promotion through the Chamber's various communication channels for four months, including our newsletter with over 4,000 readers
- Exposure on all social media platforms leading up to and during the event via Facebook, Twitter, LinkedIn & Instagram
- Post event promotion through the Chamber's social media platforms and newsletter

SPONSORSHIP ACTIVATION

- Logos on site signage on day of event
- Promotion on Kelowna Chamber webpage
- Opportunity to set up a "greeting tent"; to meet and mingle with all participants and sponsors upon arrival
- Opportunity to place branded items in player gift bags
- Logo on game/promo sheet



SPONSORSHIP OPPORTUNITIES

\$5,000 | PREFERRED MEDIA SPONSOR

Company logo on game/promo sheet;
Chamber webpage, all pre-event promotions.

\$1,500 | CART SPONSOR

Company signage on each of the 72 electric
golf carts; logo on game/promo sheet,
Chamber website, and pre-event promotions;
option to put item in swag bags.

\$1,000 | PUTTING CONTEST

Company logo on game sheet and prize;
Chamber webpage, all pre-event promotions;
signage with sponsor name & logo at putting
green; opportunity to staff putting green and
interact with golfers.

\$1,000 | SWAG BAG SPONSOR

Either full cash sponsor of produced branded
swag bag or combination of sponsorship
investment \$250 PLUS provision of a minimum
of 175 re-usable bags for player SWAG.

\$750 | ON COURSE LUNCH SPONSOR

Logo on each boxed lunch. Company logo on
game sheet, Chamber webpage, and all pre-
event promotions.

DONATE PRIZE OR SWAG BAG ITEM

We're always looking for swag bag items.
Minimum donation of 175 items. Large single
items can also be donated (min. \$100 value)
as participant door prize. Each donor is
mentioned at wrap-up event.

\$750 | HOLE SPONSOR

Signage with sponsor logo at tee box; logo on
game/promo sheet, Chamber website, and all
pre-event promotions; opportunity to set up
table, tent, or game of skill at hole with prize,
gifts.

\$550 | HOLE-IN-ONE SPONSOR

Signage with sponsor logo at tee box; logo on
game/promo sheet, Chamber website, and all
pre-event promotions; opportunity to set up
table, tent, or game of skill at hole with prize,
gifts.

*Hole-in-One sponsors also supply insurance for
prize value (cash or item), minimum \$10,000.*





Okanagan

School of Business

SPEAKER SERIES

ENGAGE OUR NETWORK

The Okanagan School of Business Speaker Series invites members of Kelowna's business community to explore topics of interest within our community and region through in-depth discussion with community and business leaders and experts across all sectors.

\$9,000 | SERIES PRESENTING SPONSOR

- Logo in media stepped banner
- Logo in all pre-event promotions
- Event listing on webpage as "presented by"
- Covers nine luncheons over the fall-spring year
- Rep. brings greeting at each luncheon
- Six seats at each luncheon, two of those at the Head Table
- Up to two banners in prominent position
- Literature on each luncheon table

\$1,000 - \$750 | SINGLE EVENT SPONSOR (1)

- Logo on all pre-event advertising / promotion
- Event listing on webpage as "sponsored by"
- Logo in event PowerPoint
- Opportunity to introduce guest speakers

\$500 - \$300 | THANKING OF SPEAKER

- Opportunity to thank guest speakers
- Logo in all pre-event promotion





BUSINESS SMARTS SHARE YOUR EXPERTISE

Our one hour seminars/workshops presented by Chamber members for members & non-members. Topics rotate through business, management, marketing, social media, and special member interests.

\$3,500 | SERIES PRESENTING SPONSOR

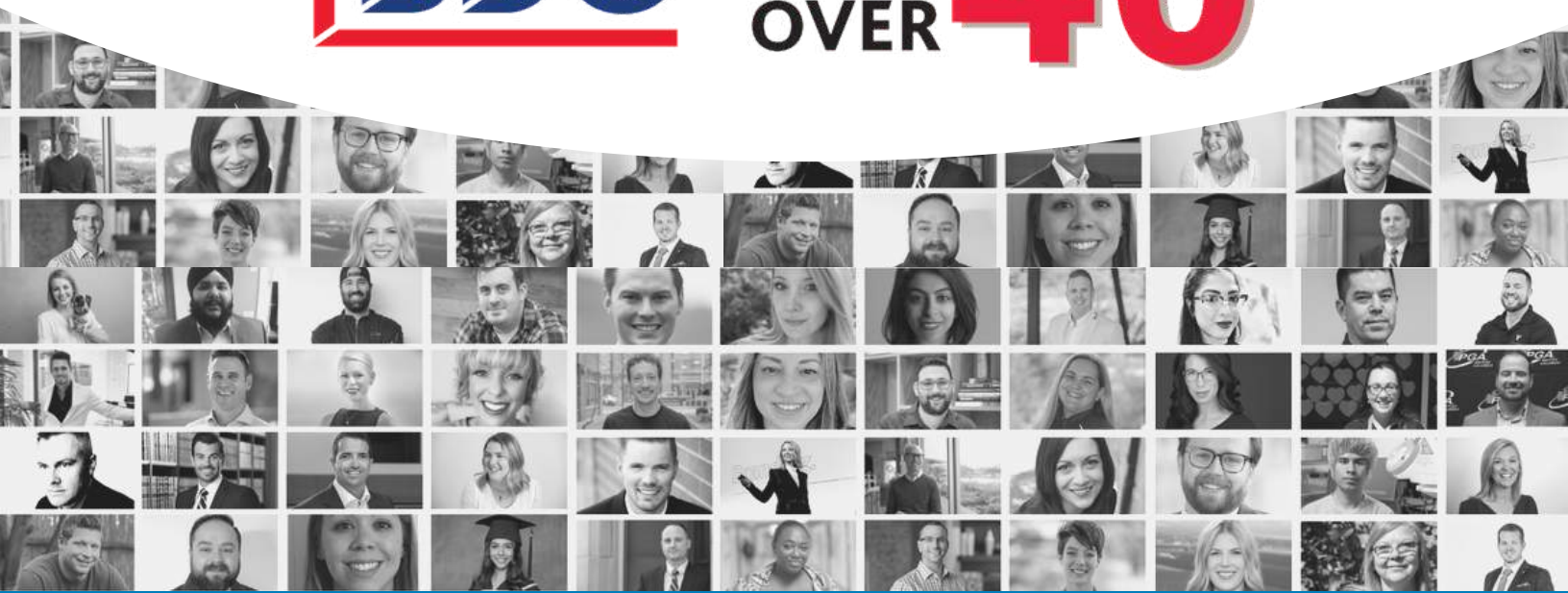
- Logo & branding as series sponsor in all pre-event promotion, Chamber website and on all Chamber social media channels.

INDIVIDUAL WORKSHOP SPONSOR

- Provision of subject matter expert for minimum one-hour workshop.
- Logo in all pre-event promotion, Chamber website and on all Chamber social media channels.
 - PC / Catalyst / Growth / Classic Members - No Charge
 - Basic Members - \$200



BDO TOP OVER 40



BDO TOP 40 PROGRAM CONNECT WITH TOP TALENT

Forty outstanding individuals are chosen from a large nominee pool, adjudicated independently of the Chamber, and announced throughout a 20-week period across a range of print and electronic media. A celebration of all Honourees is held at the conclusion of the program.

~~\$7,500 | SERIES PRESENTING SPONSOR~~

- Speaking opportunity at celebration ceremony
- Logo/Brand inclusion in program identity
- Logo inclusion on pre-program promotion and title listed on program web page

\$5,000 | PREFERRED MEDIA SPONSOR

- Contra Promotion of Program
- One category sponsor for each medium (Broadcast, Print and Online)

\$1,500 | COMMUNITY CELEBRATION EVENT SPONSOR (2 AVAILABLE)

- Speaking opportunity at event
- Option for pop up banner at event
- Logo inclusion pre, during, and post event
- Logo inclusion on program web page



Commerce Connex



MONTHLY BUSINESS MIXER

\$2,000 | ANNUAL PRESENTING SPONSOR

- 12 events/Year
- Logo & name recognition as 'Presenting Sponsor' in pre-event promotion
- Two complimentary tickets to each event
- Pop up banner at event
- Greet guests/members
- Door Prize Opportunity

\$250 (+ F&B COST) | MONTHLY HOST

- Speaking Opportunity at Event
- Logo & name recognition as 'Host' on pre-promotion through Chamber social media channels
- Twenty complimentary tickets
- Pop up banner(s) at event
- Door Prize Opportunity

NOTE: Host Applications taken on a continual first-come basis.

\$250 (+ COST) | VIRTUAL BUSINESS MIXER HOST (DURING COVID)





ADDITIONAL OPPORTUNITIES

CONNEXPO / MEETINGS & CONFERENCES

Current or new initiatives undertaken by the Chamber will include sponsorship opportunities that will be defined as business plans and budgets are confirmed.

ADVERTISING RATES

\$250 / MO. | WEB ADS

300 px by 250 px - Square (rotating)
Upper left section pane on homepage

E-NEWSLETTER ADS

600 px by 200 px - Rectangle

Top Position

1 issue \$150
2 issues \$125/issue = \$250
4 issues \$100/issue = \$400

Body Position (Middle)

1 issue \$125
2 issues \$100/issue = \$200
4 issues \$80/issue = \$320

Camera ready artwork should be supplied -
Minimum \$50 fee for ad design if required

ENQUIRIES

Kelowna Chamber Office
250.861.3627
hello@kelownachamber.org

SALES LEAD NETWORK

\$1,200 | PRESENTING SPONSOR

- Brand promotion as presenting sponsor on Chamber webpage
- Option for pop-up banner and tent cards on tables at meetings
- Options to speak at quarterly SLN meetings

SPECIAL WEBINARS

\$200 (EACH) | PRESENTING SPONSOR

PRESIDENT'S DINNER

\$1,200 | PRESENTING SPONSOR

- Logo & name recognition as 'Presenting Sponsor'
- Two complimentary tickets to event
- Pop up banner in banquet room

\$350 | SUPPORTING SPONSOR

ITEM DONATION | AUCTION SPONSOR

- Minimum value of item: \$60