

2021 Sponsorship Opportunities



1. Brand Visibility – Sponsoring puts your business in the spotlight! Whether an event, program, or digital sponsorship, your business is placed in front of a larger audience, which allows us to help share your brand.

2. Lead Generation – Meet many potential leads at one time and under one roof to generate business!

3. Business Relationships – Expand your personal and professional network by building relationships with business leaders in the Greater Bluffton Community.

4. Increase Awareness – Share your story, products, and services that your business offers to potential client, customers, and colleagues.

5. Competitive Edge – Set yourself apart from your competition by taking a lead in the business community.

6. Marketing Content – Allow the Chamber to promote your business through sponsorships and event marketing.

7. Positive Brand Image – When your business is the sponsor of a large event or program, you are revealing your desire to build and strengthen our community.

8. Affordable – Promoting your business can be expensive. Chamber Sponsorships are a cost-effective way to inform the community of the goods and services that you provide.

9. Meet Target Audience – Interacting directly with your target audience allows you to efficiently communicate and gain insight that will allow you to plan effectively.

10. Return on Investment (ROI) – As you can see, there are multiple benefits of being a Chamber Sponsor and it is a great way for the Chamber of Commerce to help you achieve your goals and reach your potential.

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Networking Events

Sponsor one of the Chamber's fastest growing networking events! One networking event will be held each month on the 2nd Tuesday, alternating between morning Coffee & Conversation and evening After Hours. For each event, your business has the opportunity to be the host, hosting sponsor, networking sponsor, or both. Sponsorships should be requested two months in advance for optimal visibility.

Coffee & Conversation

This event is typically held from 8:00 – 9:00 AM at the Hosting Sponsor's business. This event is available to Chamber members and other local business-minded individuals. This event typically generates 20 – 30 participants; depending on the sponsorship selected, we ask that you can comfortably accommodate the number of participants.

Host – Free for Members (\$50 Non-Member)

The Host should:

- Provide coffee for attendees (additional food and beverages are optional).

What is the benefit?

- Showcase your business's facility, products, and services to a captive audience!
- Includes business name on all event promotional materials.

Event Sponsor – \$150 for Members (\$200 Non-Member)

The Event Sponsor should:

- Arrive approximately 30 minutes prior to the event for set-up.
- Prepare an optional 3 – 5 minute welcome speech.
- Provide a small door-prize or giveaway at the event (optional).

What is the benefit?

- Includes business logo on all event promotional materials.
- The event with your logo is featured in the Chamber Newsletter, on social media, and on the Chamber's Community Events Calendar.
- Set up a table to share information about your business with a captive audience!
- You have the option to welcome attendees with a 3 – 5 minute welcome speech OR let us recognize your business as the event Sponsor.
- Your welcome speech is shared via Facebook Live.
- Photos taken during the event and shared on social media.

Business After Hours

This event is typically held from 5:00 – 7:00 PM. This event is available to Chamber members and other local business-minded individuals. This event typically generates 30 – 50 participants.

Host – Free for Members (\$50 Non-Member)

The Host should:

- Provide one complimentary beverage (wine, beer, and nonalcoholic). Additional beverages may be purchased by the guest.
- Provide complimentary light hors d'oeuvres.

What is the benefit?

- Showcase your business's facility, products, and services to a captive audience!
- Includes business name on all event promotional materials.

Event Sponsor – \$150 for Members (\$200 Non-Member)

The Event Sponsor should:

- Arrive approximately 30 minutes prior to the event for set-up.
- Prepare an optional 3 – 5 minute welcome speech.
- Provide a small door-prize or giveaway at the event (optional).

What is the benefit?

- Includes business logo on all event promotional materials.
- The event with your logo is featured in the Chamber Newsletter, on social media, and on the Chamber's Community Events Calendar.
- Set up a table to share information about your business with a captive audience!
- You have the option to welcome attendees with a 3 – 5 minute welcome speech OR let us recognize your business as the event Sponsor.
- Your welcome speech is shared via Facebook Live.
- Photos taken during the event and shared on social media.

Lunch & Learn

This event is typically held from 11:30 AM – 1:00 PM. This event is available to Chamber members and other local business-minded individuals. The Chamber organizes a guest speaker to lead a workshop or seminar on a relevant business topic. This event typically generates 25 – 40 participants.

Host – Free for Members (\$100 Non-Member)

The Host should:

- Provide adequate space to comfortable accommodate attendees.

What is the benefit?

- Showcase your business's facility, products, and services to a captive audience!
- Includes business name on all event promotional materials.
- Includes two complimentary tickets to the event.

Event Sponsor – \$200 for Members (\$250 Non-Member)

The Event Sponsor should:

- Arrive approximately 30 minutes prior to the event for set-up.
- Prepare an optional 3 – 5 minute welcome speech.
- Provide a small door-prize or giveaway at the event (optional).

What is the benefit?

- Includes business logo on all event promotional materials.
- The event with your logo is featured in the Chamber Newsletter, on social media, and on the Chamber's Community Events Calendar.
- Set up a table to share information about your business with a captive audience!
- You have the option to welcome attendees with a 3 – 5 minute welcome speech OR let us recognize your business as the event Sponsor.
- Your welcome speech is shared via Facebook Live.
- Opportunity to introduce the speaker.
- Photos taken during the event and shared on social media.

Annual Events

Annual Meeting

The Annual Meeting is a time of celebration and reflection on the past year, what the current state of the Chamber is, as well as where the Chamber is headed. Attendees will hear from the Chairman of the Chamber Board of Directors, the Chamber leadership, as well as the Chamber program leaders.

Program Sponsor - \$100

The Sponsor should:

- Request sponsorship no less than 30 days in advance.
- Provide high-resolution logo in JPEG, JPG, or PNG format.

What is the benefit?

- Sponsor recognition on the event program.
- Recognition from the stage.

Bluffton Ball

The Bluffton Ball is the Greater Bluffton Chamber's signature event to recognize and honor outstanding local businesses who have made substantial contributions to the success of the Greater Bluffton community. Award categories will be determined each year.

Presenting Sponsor - (1 available)

The Sponsor should:

- Request sponsorship no less than 60 days in advance.
- Provide high-resolution logo in JPEG, JPG, or PNG format.

What is the benefit?

- Sponsor logo is prominently featured on all event promotional material.
- Sponsor recognition on the event information shared on social media as well as the Calendar of Events (link to company website).
- Sponsor display at registration.
- Recognition from the stage.
- Opportunity to provide a 5 – 7 minutes welcome speech.
- Reserved seating for eight (8).

Additional Sponsorship Tiers will be determined by the Event Committee

Benefits May Include:

- Sponsor logo is featured on all event promotional material.
- Sponsor recognition on the event information shared on social media as well as the Calendar of Events (link to company website).
- Recognition from the stage.
- Sponsor will assist in presenting the award to the winner at the event.
- Reserved seating.

Taste of Bluffton – More Information to Come!

Bluffton Business Expo – More Information to Come!

Programs

Chamber Ambassadors

Chamber Ambassadors are the "arms and legs" of the Chamber's activity in the community. They actively represent the Chamber's mission of serving the community and supporting local businesses in various ways.

Chamber Ambassadors develop a broad professional network through interacting with local businesses, engaging with the membership, connecting community members, being involved with local events, staying informed on local happenings, and "plugging people in" to helpful resources and available opportunities. Ambassadors meet each month where they are made aware of important Chamber information, community updates, upcoming events, and businesses to connect with that month. Involvement with this program is a great way both to increase your business' exposure throughout the community by getting in front of people and to serve your community through supporting local business!

Host – Free for Members (\$50 Non-Member)

The Host should:

- Provide coffee for attendees (additional food and beverages are optional).

What is the benefit?

- Showcase your business's facility, products, and services to a captive audience!
- Opportunity to meet with and establish relationships with the Chamber Ambassadors.
- Business name will be included on the Chamber Calendar for the Ambassador Meeting.

Bluffton Chamber Young Professionals

The Bluffton Chamber Young Professionals (BCYP) is the premier Young Professionals group for the Greater Bluffton area, which focuses on developing strong, local leaders who enhance the community by helping them strengthen necessary personal and professional skill sets. Each month, BCYP holds a networking event that engages the area young professionals with the broader business community to help them establish a local, professional network and equip them to give back to the community.

Host – Free for Members (\$50 Non-Member)

The Host should:

- Provide one complimentary beverage (wine, beer, and nonalcoholic). Additional beverages may be purchased by the guest.
- Provide complimentary light hors d'oeuvres (optional).

What is the benefit?

- Showcase your business's facility, products, and services to area Young Professionals.
- Includes business name on all event promotional materials.

BCYP Monthly Meet – Up Sponsor - \$200

The Sponsor should:

- Request sponsorship no less than 45 days in advance.
- Provide high-resolution logo in JPEG, JPG, or PNG format.

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What is the benefit?

- Approximately 35 – 40 area Young Professionals.
- You have the option to welcome attendees with a 2 – 3 minute welcome speech OR let us recognize your business as the Sponsor.
- Includes business logo on all event promotional materials.
- The event promotional materials are featured in the Chamber Newsletter, on social media, and on the Chamber's Community Events Calendar.
- Two complimentary tickets to attend the event.
- Greet and network with attendees during the event.
- Opportunity to provide business promotional materials (business cards, promotional items, informational brochures, etc.), which can be displayed at the registration/check-in table.
- Photos taken during the events and shared on social media (with sponsorship recognition).
- Recommended, but not required: Provide a giveaway for the event.

Digital Sponsorships

Chamber Website

The Greater Bluffton Chamber of Commerce website has gained a reputation for reaching a business-friendly audience. Garnering more than 10,000 pageviews a month, the Chamber website is the perfect platform to reach the quality customers your business needs.

Website Sponsor – Quarterly (\$125) or Annually (\$400)

The Sponsor should:

- Request sponsorship no less than 30 days in advance.
- Provide high-resolution web banner (480 x 125) in JPEG, JPG, or PNG format.
- Provide website address for your banner to link to.

What is the benefit?

- Your company web banner ad (480 x 125) will be visible on each of the Chamber's Web pages.
- Your web banner will link directly to the website of your choice.

Page Sponsor – \$200 Annually

The Sponsor should:

- Request sponsorship no less than 30 days in advance.
- Provide high-resolution web banner (480 x 60) in JPEG, JPG, or PNG format.
- Provide website address for your banner to link to.

What is the benefit?

- Your company web banner ad (480 x 60) will be placed on one of the following pages: Directory Search, Events, News Releases, Jobs
- Your web banner will link directly to your business website.

Category Sponsor – \$100 Annually

The Sponsor should:

- Request sponsorship no less than 30 days in advance.
- Provide high-resolution web banner (480 x 60) in JPEG, JPG, or PNG format.
- Provide website address for your banner to link to.

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What is the benefit?

- Your company web banner ad (480 x 60) will be placed on the top of your primary category page.
- Your web banner will link directly to your business website.
- Your listing will be displayed and highlighted at the top of the listings within the category.

Newsletter

Each week, the e-newsletter is sent to more than 2,300 contacts! The e-newsletter contains important business-related information, upcoming Chamber events and Ribbon Cutting Celebrations, Member Spotlights, Chamber Leadership Features, Benefits, Community News, and much more. Limited to three per week.

Weekly Sponsor - \$50

Monthly Sponsor - \$150

Quarterly Sponsor - \$350

The Sponsor should:

- Request sponsorship no less than two weeks in advance.
- Provide high-resolution web logo in JPEG, JPG, or PNG format.
- Provide website address for your logo to link to.

What is the benefit?

- Your business name/logo appears prominently on the Chamber weekly newsletter.
- Your logo will link to the website of your choice.
- Sent to more than 2,300 friends of the Chamber every week.

Membership Packet**New and Prospective Member Packet - \$300**

Each prospective member and new member will receive a packet of indispensable information from the Greater Bluffton Chamber of Commerce.

What is the benefit?

- Your business name/logo appears prominently on the Membership folder.
- Given to approximately 75-100 new members each year.
- Increased visibility to a captive audience looking for business resources.

Sponsorship Form

- A sponsorship is secured at time of payment.
- Upon receiving this request and payment, the Chamber staff will reach out to confirm the sponsorship and/or date of event.
- Requests will be approved in the order in which they were received. Preferred dates are not guaranteed.

Event Information

- Networking Events
 - Coffee & Conversation
 - Business After Hours
- Lunch & Learn
- Annual Events
 - Annual Meeting
 - Bluffton Ball
 - Taste of Bluffton
 - Business Expo
- Programs
 - Chamber Ambassadors
 - BCYP
- Digital Advertising
 - Website
 - Newsletter
- Membership Packet

Requested Timeframe: _____

Alternate Timeframe: _____

Business Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Location Address: _____

Amount Paid: \$_____

Payment Options:

- Check #_____
- Credit/Debit Card:
Name on Card: _____
- Billing Address: _____
- Card #: _____ Expiration: _____ CV Code: _____
- Signature: _____ Date: _____