

OVERVIEW OF 2020 SPONSORSHIPS

Creating opportunities to Connect you with local businesses and the community!

Signature Events

Charlemagne Gala

The Charlemagne Gala is an annual affair where an individual from the St. Charles community is honored with a lifetime achievement award for their distinguished history of service to the community. In addition to the Charlemagne Award, several types of awards are given to local businesses which are celebrating major milestone anniversaries, made improvements that have enhanced the local business community, or contributed to job creation, and/or improved economic development in our community. The Charlemagne Awards Dinner is a prestigious event that attracts over 300 individuals from area businesses. The Dinner serves as a major fundraiser for the year, in support of our business members.

Leadership & Educational Symposium

Partnering with Elgin Community College, a new educational program that includes a variety of break-out sessions including current and relevant personal development and business topics.

Golf Outing

This event is held late summer/early fall. This major fundraiser offers breakfast, prizes, golf, cocktails & reception, raffles and awards. This event provides a great opportunity to network and build relationships with Chamber business owners.

Health & Wellness Expo

Family-friendly Health and Wellness Fair that is focused on an array of health and healthy lifestyles. Business and interactive activities and presentations being held within different categories to make it worthwhile for everyone in our community to attend. This year's event will be held in conjunction with the Heart of the Fox Run & Tug.

"The Classic" Car Show with Cruise Nights

Fun-filled classic/vintage car shows. There is no charge to car show participants and entry is free to spectators. Sponsorships and merchant goody bags are available to help promote our members and connect you with the community.

Membership Breakfast

Our annual membership breakfast is hosted by the Membership Committee to celebrate all the members of the Chamber and to provide an annual update to our members on the St. Charles Chamber of Commerce and their membership. They also award both Member of the year and Rookie of the year and reveal the Membership Directory.

Standard Events

A variety of programs/events/experiences which are social in nature and generally take place in a more casual setting, creating many opportunities to make connections.

Committee /Groups

A Committee sponsorship will increase your brand exposure to the specified committee and their event attendees all year long. Each committee has their own set of annual events whether it is a speaker luncheon, educational program, round table, and/or a networking event.

2020 SIGNATURE EVENT SPONSORSHIP LEVELS

****Sponsorships are available on a Per Event basis****

Charlemagne Gala | Leadership & Educational Symposium | Golf Outing
Health & Wellness Expo | "The Classic" Car Show with Cruise Nights | Membership Breakfast

\$5,000 – Presenting Sponsor

- Industry category exclusivity at Ruby level and above
- 4 event tickets w/reserved seating, where applicable
- Speaking opportunity @ event
- Verbal recognition @ event
- Full-page, color ad in program, where applicable
- Opportunity to provide branded giveaway
- Logo and acknowledgment as presenting sponsor on the following:
 - o Event invitation, where applicable
 - o Dedicated event signage, where applicable
 - o Promotional flyers
 - o Chamber e-newsletter
 - o Chamber event web page
 - o Individualized dedicated social media post
- Other customized opportunities available

\$2,500 – Diamond Sponsor

- Industry category exclusivity @ Diamond Level
- 2 event tickets, where applicable
- Verbal recognition @ event
- Full-page, black-and-white ad in program, where applicable
- Opportunity to provide branded giveaway
- Logo on the following:
 - o Event invitation, where applicable
 - o Dedicated event signage, where applicable
 - o Promotional flyers
 - o Chamber e-newsletter
 - o Chamber event web page
 - o Individual dedicated social media post

\$1,000 – Ruby Sponsor

- Industry category exclusivity @ level
- Verbal recognition @ event
- Half-page, black-and-white ad in program, where applicable
- Opportunity to provide branded giveaway
- Logo or business name on the following:
 - o Dedicated event signage, where applicable
 - o Sponsor acknowledgement signage @ event
 - o Promotional flyer
 - o Chamber e-newsletter
 - o Chamber event web page
- Social media acknowledgement

\$500 – Sapphire Sponsor

- Quarter page, black-and-white ad in program, where applicable
- Business name on the following:
 - o Sponsor acknowledgement signage @ event
 - o Chamber event page
 - o Chamber e-newsletter
 - o Business logo on chamber event web page
- Social media acknowledgement

\$250 – Emerald Sponsor

Business name on the following:

- Business card, black-and-white ad in program, where applicable
- Sponsor acknowledgement signage @ event
- Chamber e-newsletter
- Chamber event web page

\$100 – Opal Sponsor

Business name on the following:

- Business name in, where applicable
- Sponsor acknowledgement signage @ event
- Chamber e-newsletter
- Chamber event web page

In-kind sponsorships are also available for most events.

2020 STANDARD PROGRAMS

SPONSORSHIP LEVELS

****Sponsorships are available on a Per Event basis****

St. Patrick's Day Mixer (YPC) | Culinary Wine Dinner | City Update | Paddle Boat Mixer (YPC)
FoxToberFest (YPC) | Annual Holiday Party (WBC) | Networking on the Patio (WBC)

NEW! Kentucky Derby Preview (WBC) | NEW! The Chamber has Talent | Others - TBD

\$1,000 – Title Sponsor

- Industry category exclusivity at Sapphire level and above
- Industry exclusivity @ level
- 2 event tickets
- Verbal recognition @ event
- Full-page, black-and-white ad in program, where applicable
- Opportunity to provide branded giveaway
- Logo and recognition as Title Sponsor on the following:
 - o Event invitation, if applicable
 - o Dedicated signage @ event
 - o Sponsorship acknowledgement signage @ event
 - o Promotional flyer
 - o Chamber event website
 - o Chamber e-newsletter
 - o Individual dedicated social media post

\$500 – Sapphire Sponsor

- Industry Exclusivity @ Sapphire level
- Verbal recognition @ event
- Half page, black-and-white ad in program, where applicable
- Business name on the following:
 - o Sponsor acknowledgement signage @ event
 - o Business name on chamber event webpage
 - o Chamber e-newsletter
- Social media acknowledgement

\$250 – Emerald Sponsor

- Industry exclusivity @ level
- Quarter page, black-and-white ad in program, where applicable
- Business name on the following:
 - o Sponsor acknowledgement signage @ event
 - o Chamber e-newsletter
 - o Chamber event webpage social media post

\$100 – Opal Sponsor

- Business card sized ad in program, where applicable
- Business name on sponsor acknowledgement signage @ event
- Business name on chamber e-newsletter
- Business name on chamber event webpage

\$50 Friend

- Business name in program
- Business name on sponsor acknowledgement signage @ event

In-kind sponsorships are also available for most events.

2020

COMMITTEE/ GROUPS SPONSORSHIPS

\$250 Annually for one Committee* + a Raffle Item valued at \$50 or above, to be used at a committee function

Sponsorship benefits include:

- Logo on the following
 - o All related promotional flyers and other marketing communications
 - o Website event page for related event
 - o Signage at each of the related events
- Verbal Recognition of sponsor @ event
- Monthly Sponsor acknowledgements on Facebook & Instagram (minimum of one/month)

Scope of Committee/Groups Sponsorship:

***Select from one of the following committees:**

- B2B Round Table - 2-3 B2B networking events, hosted by B2B Round Table
- Educational Committee - annual symposium/conference + a minimum of 2 or more educational programs
- Industrial Committee - 2-4 educational/other industry specific programming
- Legislative Committee - 4-6 educational programs & legislative mixers
- Women's Business Council (WBC) - 8 networking & speaker luncheons
- Young Professionals Committee (YPC) - 4-6 after hours/other mixers

The scope of this sponsorship excludes the Chamber Signature and Networking Events listed in the Sponsorship Overview. Additional sponsorship opportunities are available for these programs and events.

Raffle Item Donations

Our committees are always in need of raffle items valued at \$50 or above. If you would like to contribute an item without a committee sponsorship, please feel free to drop off at the St. Charles Chamber of Commerce.