

Sponsorship & Marketing Guide

2021

#startHERE for opportunities to grow your business with the
West Shore Chamber of Commerce

WeeklyWire

Once a week, the Chamber sends the West Shore Weekly Wire to more than 1,600 member employee representatives, giving them the most up-to-date information on upcoming Chamber events, opportunities and information.

Frequency: Weekly - Tuesday

Impressions: Over 1,600/week

Open Rate: 22-30%

Chamber Contact: Krystin Blauch, (717) 761-0702, krystin@wschamber.org

Investment: \$50/week

Banner Ads (Each Underneath Top Two Events in Email)

(600 w x 150 h px)

\$50

Specifications

- Limit Two Per Weekly Email, Industry Exclusive
- Advertiser Provides .JPG Format, 72 ppi Resolution
- Hyperlinked to a Chosen Website
- Due Friday Before Selected Week of Advertising

Example Size Banner Ad
600 px W x 150 px H

WEST SHORE
Weekly Wire
West Shore
Chamber of Commerce

Upcoming Event 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

600 x 150 Ad

Upcoming Event 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure

ConnectionsNewsletter

This monthly publication is emailed to approximately 1,600 member employee representatives. This publication has the highest click through rate of all the Chamber publications and covers articles reviewing events, upcoming events, new members, renewing members, business spotlights, and our members business news.

Frequency: Monthly

Impressions: over 1,600/month

Open Rate: 30-40%

Chamber Contact: Krystin Blauch, (717) 761-0702, krystin@wschamber.org

Investment: \$0 - \$250

Top Banner Ad (Above Articles)	(600 w x 300 h px)	\$250
Bottom Banner Ad (Below Articles)	(600 w x 300 h px)	\$150

Specifications:

- Limit Two Ads Per Month, Industry Exclusive
- Advertiser Provides .JPG Format, 72 ppi Resolution
- Hyperlink to a Chosen Website
- Due First Friday of the Month Before Publication

Example Size Banner Ad
600 px W x 300 px H

\$0 - Business News:

- Members are able to submit a free 75-100 word blurb for the Business News section of the Connections Newsletter
- You can promote any business news you would like such as a sale, employee promotion, event, etc.
- Business News information will also be used as social media posts as we receive them in order to promote your company. If there is an image that would go along with your business news, please send that with your submission and we may be able to post that as well
- Send your announcement to businessnews@wschamber.org by the first Friday of the month to be included in the next months publication

Mailing List Rental

The West Shore Chamber allows members to purchase a one-time, single use mailing list, complete with the names and addresses of it's members. The Chamber provides those who purchase the mailing list with an Excel spreadsheet by email.

Date: Anytime

Chamber Contact: Krystin Blauch, (717) 761-0702, krystin@wschamber.org

Investment: \$0.10/address

Mailing List Benefits:

- Customizable Digital Address List in Microsoft Excel
- Can be Customized Based on FT Employee Count, Zip Code, Business Category, etc.
- Flexible To Your Schedule

Note: The rental of the Chamber's mailing list is subject to the following conditions

1. Only an active member of the Chamber is eligible to rent the mailing list.
2. The mailing list renter agrees that he/she will not disclose, transfer, duplicate, reproduce or retain any portion of the list in any form whatsoever, including entering the list into an electronic database. Renter agrees to use the list one time with the approved materials.
3. The mailing list renter agrees to reimburse the Chamber for all costs which the Chamber may incur (including attorney fees) in enjoining unauthorized parties from using the membership list and in recovering damages sustained by the Chamber in all cases where such unauthorized parties gained access to the membership list through the renter listed above, either intentionally or unintentionally, or through any of the renter's agents or employees. Renter further agrees to indemnify and hold the Chamber harmless from any claim, demand, or suit regarding the use or misuse of the mailing list by renter or by any person or entity coming into possession of the mailing list renter, whether intentional or unintentional and whether authorized or unauthorized.
4. The mailing list renter agrees the Chamber will have the right to monitor the use of the mailing list.
5. The mailing list renter agrees that prior to receiving the membership list from the Chamber he/she will forward to the Chamber copies of all materials, which will be mailed to the names on the requested mailing list. The Chamber has the absolute right to deny rental of the list based on a review of the materials to be distributed to the names on the list. The renter understands that the Chamber approval of the mailing materials does not constitute endorsement of the materials.
6. Email addresses of Chamber members will not be given to the renter.

*** Renter will sign a formal agreement that outlines the points above ***

memberPERSPECTIVE

The Member Perspective is an opportunity for our members to sponsor a guest post on the Chamber blog. There are two spaces available per month that are featured in our monthly Connections Newsletter and hosted on our Chamber blog. The posts are communicated on the Chamber's social media channels to add additional exposure. It's a great way for our member businesses to show they are an expert in their field by answering a common question the public may have or educate an audience about a particular issue in their industry.

Frequency: Monthly

Impressions: projected to be over 4,000 from Newsletter, Chamber Blog and Social Media Channels

Chamber Contact: Krystin Blauch, (717) 761-0702, krystin@wschamber.org

Investment: \$250

Specifications & Guidelines:

- Limit Two Per Month, Industry Exclusive
- Must Be a Member in Good Standing at Time of Post
- Sponsor Emails Content to Chamber for Approval in Attached Word Document
- Include an Attached Company Logo, Full Name of Business, Full Contact Name, Link to Website or Social Media Channel and a Small Paragraph About the Company to Include at Bottom of Post with Contact Information
- Word Count: Between 500 -1200 Words
- Posts Are Reviewed for Grammar, Spelling and Punctuation - Corrections Will Be Made If Necessary. The Post May Also Be Formatted for Readability.
- Due First Friday of the Month Before Selected Month of Publication

Member Perspective Title Examples:

- "What is an SSL Certificate and Why Do I Need One?"
- "6 Questions to Ask Before You Hire a Contractor"
- "What is an Operating Agreement and Why is it Important for my Business?"

Pointers:

- Answer specific questions tailored to your expertise in your business field, know what your customers are searching for. Solve the readers problem, need, and or want.
- Don't get too casual but write like you talk in everyday life. Keep it simple and to the point!
- Write like you are speaking to the reader in person, instead of writing to a whole group.
- Feel free to use bullet points or lists and keep paragraphs short and concise.
- Craft a compelling, "buzz-generating" title. A great title can make readers anxious to find out more.
- Refrain from sounding like an advertisement, your audience wants to learn more about the specific topic, then they will reach out to you for more information.
- Please make sure your content and graphics do not violate any copyright laws. According to the Fair Use Act, you may quote limited portions of a work for the purpose of commentary, criticism, review, or news reporting. More here: <http://www.copyright.gov/help/faq/faq-fairuse.html>
- Capitalize On Your Investment! Once it is approved and posted to the Chambers blog feel free to share it out on social media, through direct email, etc. to your customers/clients. Be prepared to respond to comments and continue the conversation.

Networking Mixers

Virtual Networking Mixers provide opportunities for members to meet other businesspeople and potential customers. These events take place through specialty networking software so that you can showcase your business to attendees. Your profile can be linked to LinkedIn so that you can share your “virtual business card” with attendees.

Mixer sponsors can present to the attendees during the networking time and could even include a small tour of their facility through video on one of the software “billboards”. Once we are able to have in-person mixers again we will start scheduling them based on first-come first serve basis.

Date: Monthly – Choice of Morning, Afternoon or Evening

Projected Attendance: 50-150 members

Investment: \$600

Chamber Contact: Krystin Blauch, krystin@wschamber.org

\$600 Sponsor Benefits:

- Event Promotion in Weekly Wire Email and Connections Newsletter
- Mixer Listed on Chamber Events Calendar with Logo on Website
- Planning Assistance through Specialty Software
- Logo placement in up to four places in virtual event room with links to URL of your choosing
- Welcome message on billboard to the right of the stage
- Pre-recorded video can be placed on billboard to the left of the stage, this can be a video of a person speaking or a tour of your facility
- Event Registration Services through our Membership Database System
- In-Program Event Assistance
- Up to 10 minutes of presentation time to attendees through live video stream within event
- A Detailed Attendee List Following the Event

*Emails Not Included

Optional Image Uploads for Event (Provided to Chamber)

- Welcome Message Image (Attendees see this when they first enter event) 220 x 220 px and 170 Character Message
- Left Billboard – Video message from company, or tour of facility
- Right Billboard – Title (22 Characters), Content (400 Characters)
- Sponsor Side Banner Images – 219 x 94 px
- Sponsor Side Banner (Click Through Image) – 435 x 300 px and Call to Action Button with URL Link *Up to four different spaces available
- Agenda with times for how you want event to run, along with any announcements



ANNUAL GOLF OUTING

This event is the Chamber's premier annual golf outing. Attendees spend the day networking, building relationships, meeting potential customers and having a great time. This outing features breakfast, 18 holes of golf and an awards lunch. A portion of the event proceeds will benefit a Chamber nonprofit member which is decided on by our Golf Committee.

Date: May 3, 2021 @ Armitage Golf Club

Projected Attendance: 100-132

Investment: \$0 - \$3,500

\$3,500 Tournament Sponsor Benefits (limit 1):

- Registration for Eight Golfers
- Logo in Event Program
- Event Promotion in Chamber Publications
- Logo in Event Brochure, Mailed to All Members
- Logo On Event Registration Website
- Banner Privileges at Lunch
- Podium Privileges at Lunch for Awards
- Signage & Table at the 1st and 10th Holes
- A Detailed Attendee List Following the Event

*Emails Not Included

\$2,000 Sponsorship Packages

(Includes the following in addition to below):

- Registration for Four Golfers
- Recognition in Event Program and at Lunch
- Recognition in Pre-Event Media Listings
- Logo On Event Registration Website
- Opportunity to Provide Additional Giveaways
- One Tee Sign

SOLD - Beverage Sponsor Benefits (limit 1):

- Ability to Provide Sign On All Beverage Barrels or Beverage Carts

SOLD - Breakfast Sponsor Benefits (limit 1):

- Banner Privileges at Breakfast

SOLD - Cart Sponsor Benefits (limit 1):

- Company Logo on All Golf Carts

SOLD - Gift Sponsor Benefits (limit 1):

- Logo on Attendee Gift

SOLD - Hole-in-One Sponsor Benefits (limit 1):

- Company Logo on Sign for Competition Prize
- Post-Event Photo in the Chamber's Newsletter of the Prize Being Awarded
- Table at Hole for Promotional Material
- Logo on One Pin Fla

SOLD - Snack Sponsor Benefits (limit 1):

- Ability to hand out Snacks on Course
- Table at location on course with company provided logoed tablecloth or sign

\$1,000 Closest to the Pin Sponsor Benefits (limit 1)/

SOLD - \$1,000 Long Drive Sponsor Benefits (limit 1):

- Registration for Two Golfers
- Recognition in Event Program and at Lunch
- Recognition in Pre-Event Media Listings
- Logo On Event Registration Website
- Opportunity to Provide Additional Giveaways
- One Tee Sign on Specific Hole

SOLD - \$500 Bag Sponsor Benefits (limit 1):

- Sponsor Provides Minimum 130 Promotional Bags (Bags Pre-Approved by the Chamber)
- Recognition in Event Program and at Lunch
- Opportunity to Provide Additional Giveaways
- One Tee Sign

\$350 Exclusive Hole Sponsor Benefits:

- Recognition in Event Program
- Table at Hole
- Logo on one Pin Flag
- One Tee Sign at Same Hole

\$250 Flag Sponsor Benefits:

- Logo on One Pin Flag
- One Tee Sign at Same Hole

\$100 Tee Sign Sponsor Benefits:

- Recognition in Event Program
- Tee Sign at the Tee Box

\$0 Promo Insert Benefits:

- Sponsor Provides Promotional Items (To Be Approved by the Chamber)



Come and Escape to the Island with us! Join us for a movie presentation on the outfield of FNB Field. We will also have local Food Trucks available for food and drink purchases. Discounted mini-golf rounds can be purchased with your movie ticket. The event starts at Water Golf, the beautifully landscaped 18-hole mini-golf course on City Island. From there you can visit a variety of local Food Trucks to purchase your dinner or snacks and support local businesses. Then join us in the outfield for the evening movie presentation.

Date: July 29, 2021

Projected Attendance: 100-250

Investment: \$0 - \$2,000

SOLD UPMC- \$2,000 Main Event Sponsor:

- Registration for Eight Golfers & Eight Tickets to Same Night Movie
- Ability to address the attendees before the movie
- Logo on Event Registration Website, Linked to Member Website
- Ability to provide Promotional Materials to attendees
- Logo on Signage at Start of Mini Golf Course
- Promoted on Jumbotron prior to start of movie
- Promoted as Main Event Sponsor on all Chamber Publications
- A Detailed Attendee List Following the Event
*Emails Not Included

\$1,000 Gold Sponsorship Packages:

CAPITAL BLUECROSS

- Registration for Six Golfers & Six Tickets to Same Night Movie
- Listed on Event Registration Website, Linked to Member Website
- West Shore Wire Banner Ad
- Ability to provide Promotional Materials to attendees
- Logo on Signage at Start of Mini Golf Course
- Promoted on Jumbotron prior to start of movie
- Promoted as Gold Sponsor on All Chamber Publications

\$500 Silver Sponsorship Packages:

- Registration for Four Golfers & Four Tickets to Same Night Movie
- Listed on Event Registration Website, Linked to Member Website
- Ability to Have Promotional Material in Attendee Bag
- Logo on Signage at Start of Mini Golf Course
- Promoted as Silver Sponsor on All Chamber Publications

\$250 Bronze Sponsorship Packages:

JAMES B. MURDOCH INSURANCE GROUP

- Registration for Two Golfers & Two Tickets to Same Night Movie
- Listed on Event Registration Website, Linked to Member Website
- Ability to provide Promotional Materials to attendees
- Logo on Signage at Start of Mini Golf Course
- Promoted on Jumbotron prior to start of movie
- Promoted as Bronze Sponsor on All Chamber Publications

\$0 Promo Insert Benefits:

- Sponsor provides 250 Promotional Items (To Be Approved by the Chamber)

Luminary Awards

LUNCHEON

The Luminary Awards Luncheon honors two outstanding West Shore Chamber business women with the Visionary Award and the Shining Star Award. Nominations are made by their peers, and the recipients are chosen based on contributions in the work environment and surrounding community. A charitable donation in their honor is made to a Chamber nonprofit member of the award winners' choice. Patron ads and well wishes can be purchased for the luncheon program.

Date: September 9, 2021

*If this event cannot be held in-person we will change in-person sponsorship benefits over to virtual benefits for the same date

Projected Attendance: 250-300

Investment: \$25 -\$3,000

\$3,000 Event Sponsor Benefits (Industry Exclusive):

SOLD: Highmark/Penn State Health, Klock Entertainment, Wells Fargo Advisors

- VIP Table of 8
- Event Promotion in All Chamber Publications and Social Media Channels with Tags
- Event Promotion to Media
- Logo on Formal Event Invitation
- Logo on Event Registration Website
- Three Minutes of Podium Time
- Full Page Advertisement in Day of Program
- A Detailed Attendee List Following the Event (*Emails Not Included)
- Check Presentation Photo Promotion to Media and Chamber Publications

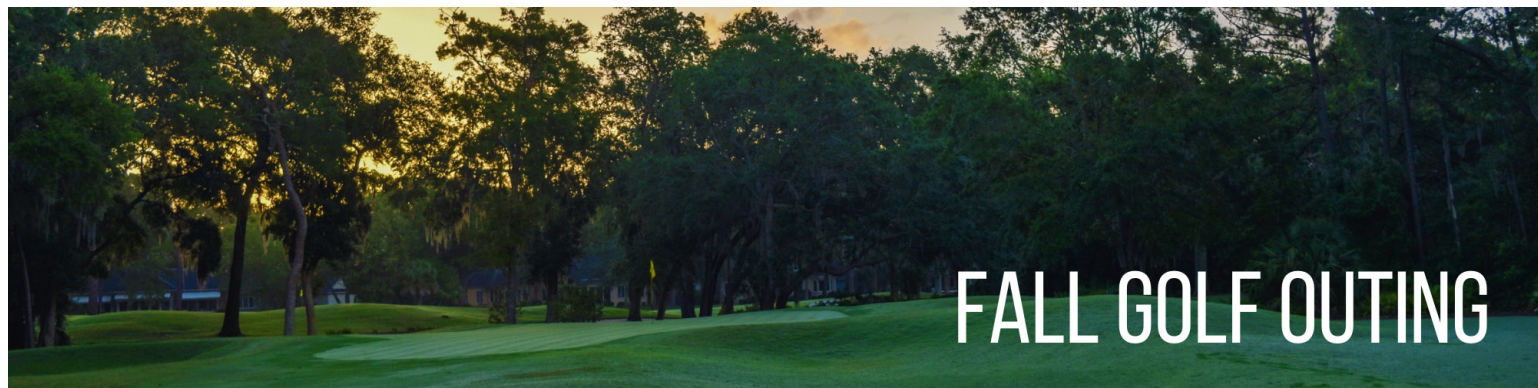
\$1,500 Supporting Event Sponsor Benefits:

- 4 Tickets to the Event
- Logo on Formal Event Invitation (*Printing Sponsor Only)
- Logo on Event Registration Website
- Full Page Advertisement in Day of Program
- A Detailed Attendee List Following the Event (*Emails Not Included)

Program Advertisements/Well Wishes:

Full Page Advertisement	5.5"(wide) x 8.5"(high)	\$200
Half Page Advertisement	5.5"(wide) x 4.25" (high)	\$125
Quarter Page Advertisement	2.75"(wide) x 4.25 (high)	\$75
Well Wishes	30 Word Limit	\$25





This event is the Chamber's second golf outing of the year. Attendees spend the day networking, building relationships, meeting potential customers and having a great time. This outing features lunch and 18 holes of golf. A portion of the event proceeds will benefit a Chamber nonprofit member which is decided on by our Golf Committee.

Date: August 27, 2021 @ Rich Valley Golf

Projected Attendance: 100-130

Investment: \$0 - \$3,500

SOLD - \$3,500 Tournament Sponsor Benefits:

- Registration for Eight Golfers
 - Logo in Event Program
 - Event Promotion in Chamber Publications
 - Logo in Event Brochure, Mailed to All Members
 - Logo On Event Registration Website
 - Banner Privileges
 - Signage & Table at the 1st and 10th Holes
 - A Detailed Attendee List Following the Event
- *Emails Not Included

\$2,000 Sponsorship Packages

(Includes the following in addition to below):

- Registration for Four Golfers
- Recognition in Event Program and at Lunch
- Recognition in Pre-Event Media Listings
- Logo On Event Registration Website
- Opportunity to Provide Additional Giveaways
- One Tee Sign

Beverage Sponsor Benefits (limit 1):

- Ability to Provide Sign On All Beverage Barrels or Beverage Carts

SOLD - Cart Sponsor Benefits (limit 1):

- Company Logo on All Golf Carts

SOLD - Gift Sponsor Benefits (limit 1):

- Logo on Attendee Gift

SOLD - Hole-in-One Sponsor Benefits (limit 1):

- Company Logo on Sign for Competition Prize
- Post-Event Photo in the Chamber's Newsletter of the Prize Being Awarded
- Table at Hole for Promotional Material
- Logo on One Pin Flag

Lunch Sponsor Benefits (limit 1):

- Banner Privileges at Lunch

Snack Sponsor Benefits (limit 1):

- Ability to hand out Snacks on Course
- Table at location on course with company provided logoed tablecloth or sign

\$1,000 Closest to the Pin Sponsor Benefits (limit 1)/

SOLD - \$1,000 Long Drive Sponsor Benefits (limit 1):

- Registration for Two Golfers
- Recognition in Event Program and at Lunch
- Recognition in Pre-Event Media Listings
- Logo On Event Registration Website
- Opportunity to Provide Additional Giveaways
- One Tee Sign on Specific Hole

SOLD - \$500 Bag Sponsor Benefits (limit 1):

- Sponsor Provides Minimum 130 Promotional Bags (Bags Pre-Approved by the Chamber)
- Recognition in Event Program and at Lunch
- Opportunity to Provide Additional Giveaways
- One Tee Sign

\$350 Exclusive Hole Sponsor Benefits:

- Recognition in Event Program
- Table at Hole
- Logo on one Pin Flag
- One Tee Sign at Same Hole

\$100 Tee Sign Sponsor Benefits:

- Recognition in Event Program
- Tee Sign at the Tee Box

\$0 Promo Insert Benefits:

- Sponsor Provides Promotional Items (To Be Approved by the Chamber)

BUSINESS & INDUSTRY NIGHT

This event is the area's longest-running trade show and is an excellent guide to exploring the latest offerings of area businesses. Business & Industry Night is the Chamber's largest event of the year. Designed to showcase West Shore Chamber members' products and services in a fun atmosphere, Business & Industry Night provides area businesses maximum exposure to the region's business community. Attendees enjoy high quality hors d'oeuvres, entertainment, prizes and giveaways.

Date: October 2022

Projected Attendance: 600 - 800

Investment: \$575 - \$4,500

\$4,500 Event Sponsor Benefits (Industry Exclusive):

SOLD: Capital BlueCross, Central Penn Business Journal, J.P. Lilley & Sons, Lamar Advertising, Member 1st Federal Credit Union and WHP 580

- Premier Exhibit Spot Near the Front Entrance of Event
- 10 Tickets to the Event; Discount on Additional Tickets
- Logo on All Promotional Materials Including: Chamber Website, Chamber Newsletter, Event Invitation
- Recognition in Radio Commercial on WHP 580
- Live, On-Air Interview with R.J. Harris from WHP 580 During Event
- Event Promotion to Media
- A Detailed Attendee List Following the Event *Emails Not Included

\$575 Exhibitor Benefits January 1, 2022 to March 31, 2022/

\$625 Exhibitor Benefits, April 1, 2022 to Show Date

****Exhibitors sold for 2020 event date were transferred to 2022 event***

- 100 Maximum Exhibitor Spaces Available
- 10' x 6' Space with Back and Side Drapes
- A Draped 6' Table with Two Chairs
- Limited Electricity (Request Only)
- Listing on Back Cover of the Central Penn Business Journal
- Four Tickets to the Event



The West Shore Chamber of Commerce Annual Meeting & Dinner is a meeting where the Chamber recognizes its volunteers, elects incoming directors and celebrates another year of inspiring business on the West Shore. The Chamber's annual awards are presented: the George Hoopy Award, the Les Ginanni Business and Community Connections Award, the Edward M. Messner Inspiring Business Award and the Business Achievement Award.

Date: December 2021

*If this event cannot be held in person we will change in-person sponsorship benefits over to virtual benefits

Projected Attendance: 150-200

Investment: \$50 - \$3,000

\$3,000 Event Sponsor Benefits (Industry Exclusive):

- VIP table of 8
- Event Promotion in Chamber Publications
- Event Promotion to Media
- Logo on Event Registration Website
- Logo in Event Program
- Logo on Invitation
- Banner Privileges at the Event
- Opportunity to Provide Promotional Items for Each Attendee
- Three Minutes of Podium Time
- A Detailed Attendee List Following the Event

*Emails Not Included

Program Advertisements/ Well Wishes:

• Full Page Advertisement	5.5"(w) x 8.5"(h)	\$250
• Half Page Advertisement	5.5"(w) x 4.25" (h)	\$175
• Quarter Page Advertisement	2.75" (w) x 4.25 (h)	\$100
• Well Wishes	50 Word Limit	\$50



Ribbon Cuttings/ Groundbreakings

Available Days: Monday - Friday *Date/Time based on Chamber Availability
Investment: FREE



PROMOTE

Your event! We will send out an emailed invitation to elected officials and Chamber VIPs to invite them to your event.

PREPARE

Connect with fellow members that offer services such as catering, balloons, signs, and other details. We will provide you with contacts at your request.

PERFORM

Cut our ribbon with the Chamber's 3-foot ceremonial scissors or perform the first dig.

PROVE

A Chamber VIP will present a certificate to recognize your business achievement.

PROCLAIM

Share photos of your event in Chamber publications and social media outlets. We will submit a photo to the media, but can't guarantee publication.





We are **YOUR** *Chamber*

#startHERE