

Sponsorship & Marketing Guide **2022**

#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, krystin@wschamber.org

Investment: \$50/week

Banner Ads (Underneath Each Event in Email) (600 w x 150 h px) \$50

Specifications

- Limit Three 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

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600 x 150 Ad

Upcoming Event 2

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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, 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, 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 ***



The Chamber's newest event is our *Soiree by the Breeches*. Attendees will enjoy a live band, dancing, and hors d'oeuvres for this evening event. Taking place at Allenberry Resort down by the water, we will spend the evening dancing the night away in our finest prom formal attire! Invite your friends, fellow Chamber members, or significant other to join you for this fun filled evening.

Date: April 22, 2022

Projected Attendance: 150-250

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

Investment: \$0 - \$5,000

\$5,000 Platinum Sponsor (Industry Exclusive):

- 10 Attendee Event Tickets
- Logo on All Chamber Promotional Materials
- Logo on Event Registration Page
- Event Promotion in Chamber Publications
- Pull Up Banner* Privilege at Registration Including Opportunity to Have Greeters Near the Entrance of the Event (*Provided by Sponsor)
- Speaking Time During Event
- Logo on Sponsor Sign at Event
- Recognized as Sponsor in All Radio Advertisements (*Pending Traded Sponsorship*)
- A Detailed Attendee List Following the Event

*Emails Not Included

\$2,500 Gold Sponsor:

- 8 Attendee Event Tickets
- Logo on All Chamber Promotional Materials
- Logo on Event Registration Page
- Event Promotion in Chamber Publications
- Logo on Sponsor Sign at Event
- Recognized as Sponsor in All Radio Advertisements (*Pending Traded Sponsorship*)
- A Detailed Attendee List Following the Event

*Emails Not Included

\$1,000 Silver Sponsor:

- 4 Attendee Event Tickets
- Name on Event Registration Page Linked to Companies Website
- Event Promotion in Chamber Publications
- Listed on Sponsor Sign at Event

\$500 Bronze Sponsor:

- 2 Attendee Event Tickets
- Name on Event Registration Page Linked to Companies Website
- Event Promotion in Chamber Publications
- Listed on Sponsor Sign at Event



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 2, 2022

Projected Attendance: 100-132

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

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

Beverage Sponsor Benefits (limit 1):

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

Breakfast Sponsor Benefits (limit 1):

- Banner Privileges at Breakfast

Cart Sponsor Benefits (limit 1):

- Company Logo on All Golf Carts

Gift Sponsor Benefits (limit 1):

- Logo on Attendee Gift

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

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)/\$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

\$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)



B U S I N E S S WOMEN'S FORUM

Business Women's Forum (BWF) is a day-long annual conference with a keynote speaker, educational breakout sessions, and vendor displays all geared toward professional women. The Business Women's Forum is a collaboration between the Carlisle Area and the West Shore Chamber of Commerces. The mission is to provide opportunities for business women of all professional levels to network, create business contacts, and develop additional leadership skills in a motivational and supportive environment.

Date: May 18, 2022

Projected Attendance: 400-500

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

Investment: \$400 - \$10,000

\$10,000 Presenting Sponsor Benefits (limit 1):

- Exclusive Use of "Presented by" Terminology on All Promotions
- Premium Placement with Double Exhibit Booth Space at Event
- 20 VIP Passes to Event with VIP Seating at Lunch
- Ownership of Registration Area at Event (Including Opportunity to Have Tablecloths, Signage, and Greeters Near the Entrance of the Event)
- Opportunity to Provide "Welcome" Message in the Morning of the Event
- Logo & Company Name on PowerPoint Background During Opening & Closing Presentations
- Full Page Back Cover Advertisement in Event Program
- Logo on All Printed Promotional Material and Website with Hyperlink
- Recognized as Sponsor in All Event Commercials and in All Radio Advertisements
- Logo Featured on All Advertising Billboards
- Logo and Hyperlink Included in All Email Communications
- Recognition on Facebook and Twitter Pages as 'Presenting Sponsor'
- Logo on Attendee Gift Bags
- Opportunity to Provide Insert and/or Giveaway in Attendee Gift Bags
- Attendee List Provided Electronically After the Event *Emails Not Included

\$5,000 Exclusive Platinum Sponsor Benefits (limit 1):

- Premium Placement and Double Exhibit Booth Space
- 10 VIP Attendee Passes to the Event with Reserved Seating
- Logo Displayed on High-Def TV's Throughout the Event
- Logo & Company Name on PowerPoint Background During Breakfast
- Full Page Advertisement in Event Program
- Logo on All Printed Promotional Material and Website with Hyperlink
- Opportunity to Provide an Insert/Giveaway in Attendee Gift Bags
- Attendee List Provided Electronically After the Event *Emails Not Included



B U S I N E S S WOMEN'S FORUM

\$ 5,000 Business Woman of the Year Award Sponsor Benefits (limit 1):

All Items Listed Under "Exclusive Platinum Sponsor" Along With:

- Opportunity to Introduce/Announce Winner During Award Presentation

\$5,000 Hospitality Sponsor Benefits (limit 1):

All Items Listed Under "Exclusive Platinum Sponsor" Along With:

- Logo Signage/Literature at Breakfast Buffet and All Coffee Stations and Bathrooms

\$5,000 Networking Luncheon Sponsor Benefits (limit 1):

All Items Listed Under "Exclusive Platinum Sponsor" Along With:

- Opportunity to Speak Before Lunch and Logo Signage on Each Table in Cafeteria

\$5,000 Scholarship Sponsor Benefits (limit 1):

All Items Listed Under "Exclusive Platinum Sponsor" Along With:

- Collect and Judge Scholarship Submission and Announce Winners

\$5,000 Wellness Lunch Walk Sponsor Benefits (limit 1):

All Items Listed Under "Exclusive Platinum Sponsor" Along With:

- Signage Placement Along Half-Mile from High Center to Eisenhower Campus Center (Where Lunch Will Be Served)

\$1,000 Gold Sponsor Benefits:

- 6'x8' Exhibit Booth Space
- 4 Full Day Attendee Passes to the Business Women's Forum
- Logo on PowerPoint Background During Breakfast
- 1/4 Page Ad in Business Women's Forum Program
- Logo on All Printed Promotional Material and Website (with Hyperlink)
- Opportunity to Provide an Insert/Giveaway in Attendee Gift Bags
- Attendee List Provided Electronically After the Event *Emails Not Included

\$600 Booth Sponsor Benefits:

Electricity Is Not Included in Booth Price, Please Inquire if Needed

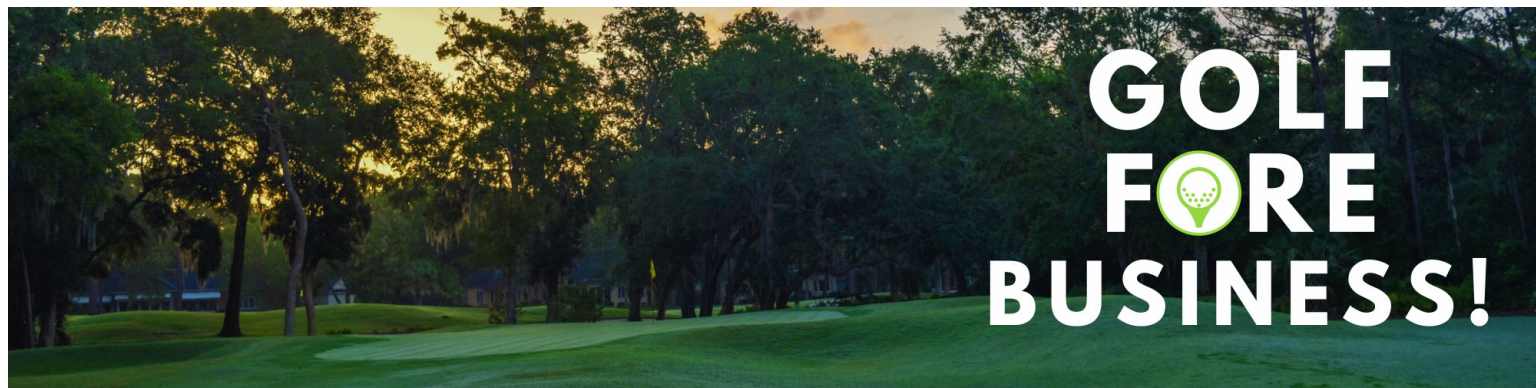
- 6'x8' Exhibit Booth Space with One 6' Table and 2 Chairs
- 2 Full Day Attendee Passes to the Business Women's Forum
- 2 Box Lunches

\$400 Non-Profit/Small Business* Booth Sponsor Benefits:

**Small Businesses Are Defined As 10 or Less Employees. Electricity Is Not Included in Booth Price, Please Inquire If Needed.*

- 6'x8' Exhibit Booth Space with One 6' Table and 2 Chairs
- 2 Full Day Attendee Passes to the Business Women's Forum
- 2 Box Lunches

Booth sponsors may upgrade their boxed lunches to attend the sit-down Networking Luncheon for an additional \$25 per person.



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 26, 2022

Projected Attendance: 100-130

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

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
 - 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

Cart Sponsor Benefits (limit 1):

- Company Logo on All Golf Carts

Gift Sponsor Benefits (limit 1):

- Logo on Attendee Gift

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)/\$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

\$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)

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 8, 2022 @ Penn Harris Hotel

Projected Attendance: 200-275

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

Investment: \$25 -\$3,000

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

- 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



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 6, 2022 @ Penn Harris Hotel Conference Center

Projected Attendance: 600 - 800

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

Investment: \$575 - \$4,500

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

CURRENT SPONSORS SOLD: Capital BlueCross, Central Penn Business Journal, J.P. Lilley & Sons, Lamar Advertising, Members 1st Federal Credit Union, UPMC 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 Now 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



Annual Meeting & Dinner

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 6, 2022 @ Penn Harris Hotel

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

Networking Mixers

Networking Mixers provide opportunities for members to meet other businesspeople and potential customers. These events take place at a member's place of business or wherever they can showcase their company to attendees. Mixer sponsors provide the event facility, hors d'oeuvre's, beverages and parking.

Monthly Date – Choice of:

Morning 7:30 - 9:30AM
Afternoon 11:30AM - 1:30PM
Evening 4:00 - 6:00PM

Investment: \$600

Projected Attendance: 50-125 members

Chamber Contact: Tiffany Mahan, Tiffany@wschamber.org

\$600 Sponsor Benefits:

- Event Promotion in WeeklyWire Email and *Connections* Newsletter
- Mixer listed on Chamber Events Calendar with Logo on Website
- Planning Assistance
- Event Registration Services
- On-Site Event Assistance
- A detailed reconciled attendee list following the event (Emails not included)
- Social post sharing out photos from event along with business tags



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