

West Shore
Chamber of Commerce

Inspiring Business

2024

SPONSORSHIP & MARKETING GUIDE

#startHERE for opportunities to grow your business



MEET THE STAFF



As the face of the Chamber, George is out and about in the community talking to business leaders and advocating for our members. Reach out to him with any questions about important issues in the area!

George M. Book, Jr., President & CEO
george@wschamber.org



Planning our Annual Events, sending out the Chamber communications, and handling the social media for the Chamber keeps Krystin busy! Reach out to her for all the options available to market your business and make your business stand out.

Krystin Blauch, Communications & Events Director
krystin@wschamber.org



Want to know about all things membership? Contact Kristen to learn about your member benefits, update your membership information, sponsor a networking mixer, schedule a ribbon cutting, and much more!

Kristen Washington, Member Services Director
membership@wschamber.org



Donna keeps the Chamber running on a day to day basis and handles all the finances for the Chamber and our members. If you have a question about an invoice or your membership, she's the one to contact!

Donna Zywiec, Operations & Finance Director
donna@wschamber.org

WEST SHORE 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

Specifications:

- Banner Ad Dimensions 600 W x 150 H px
- Limit Three Per Weekly Email, Industry Exclusive, underneath each event
- Advertiser Provides .JPG Format, 72 ppi Resolution
- Hyperlinked to a Chosen Website
- Due Friday Before Selected Week of Advertising



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.

EXAMPLE SIZE BANNER AD
600 PX WIDE X 150 PX HIGH

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.

CONNECTIONS NEWSLETTER

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, \$250

Bottom Banner Ad - Below Articles, \$150

Specifications:

- Banner Ad Dimensions 600 W x 300 H px
- Limit Two Ads Per Month, Industry Exclusive
- Advertiser Provides .JPG Format, 72 ppi Resolution
- Hyperlinked to a Chosen Website
- Due Friday Before Newsletter is Published



EXAMPLE SIZE BANNER AD
600 PX WIDE X 300 PX HIGH

\$0 - Business News:

- Members are able to submit an approximately 150-200 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.
- Send your announcement to businessnews@wschamber.org by the second Friday of the month to be included in the next month's publication. Any items not received by that time may not be included.

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, that 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. The 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 that 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 the 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 that the Chamber will have the right to monitor the use of the mailing list.
5. The mailing list renter agrees that before receiving the membership list from the Chamber, he/she will forward copies of all materials to the Chamber, 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 *



Brought to you through the West Shore Chamber of Commerce Foundation, this four part small business focused educational series will cover different topics that will help your small business grow! Information will be presented by a panel of experts in their fields and topics will include: open enrollment and health insurance, corporate vs. personal branding, advertising, and marketing, personal insurance, accounting, law practices and workforce culture & retention.

Dates: October 5, 2023; January 16, 2024; April 11, 2024; and June 26, 2024

Projected Attendance: 50-100 per session

Chamber Sponsorship Contact: Kristen Washington, membership@wschamber.org

Investment: \$500 - \$5,000

\$5,000 Main Event Sponsor Benefits (Limit 1):

- Registration for Six Attendees at Each Session
- 3 minutes of Speaking Time at Each Session
- Pull-Up Banner Privileges at Each Session
- Ability to Hand Out Promotional Items for Attendees
- Logo on Event Registration Website, Linked to Member Website
- Promotion with Logo as Main Event Sponsor in All Event Marketing
- Event Promotion to Media
- A Detailed Attendee List Following the Event (*Emails Not Included)

\$2,000 Supporting Sponsor Benefits (Industry Exclusive, Limit 2):

- Registration for Four Attendees at Each Session
- Ability to Hand Out Promotional Items for Attendees
- Logo on Event Registration Website, Linked to Member Website
- Promoted as Supporting Sponsor in All Event Marketing
- Event Promotion to Media

\$500 Refreshment Sponsor Benefits (Limit 1 per Session):

- Registration for Two Attendees at the Chosen Sponsored Session
- Logo on Signage at Refreshment Table
- Listed on Event Registration Website, Linked to Member Website for the Chosen Session

Chamber Soirée

Attendees will enjoy a live band, dancing, silent auction, and hors d'oeuvres for this evening event. We will spend the evening dancing the night away in our finest formal attire! Invite your friends, fellow Chamber members, or significant other to join you for this fun filled evening.

Date: April 2024

Projected Attendance: 150-250

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$0 - \$5,000

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

- 16 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
- 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
- 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 6, 2024 at Armitage Golf Club

Projected Attendance: 100-132

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$0 - \$4,000

\$4,000 Tournament Sponsor Benefits (limit 1):

- Registration for Eight Golfers
- Event Promotion in Chamber Publications
- Logo on Event Brochure
- 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 at Lunch
- Recognition in Pre-Event Media Listings
- Logo On Event Registration Website
- Opportunity to Provide Additional Giveaways
- One Tee Sign

Bag Sponsor Benefits (limit 1):

- Sponsor Logo on Golfer Promotional Bags to be purchased by the Chamber

Beverage Sponsor Benefits (limit 1):

- Ability to drive Beverage Carts around to hand out drinks on course

Breakfast Sponsor Benefits (limit 1):

- Banner Privileges at Breakfast

Cart Sponsor Benefits (limit 1):

- Company Logo/Ad on All Golf Carts

Gift Sponsor Benefits (limit 1):

- Logo Co-Branded 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

Longest Drive/

Closest to the Pin Sponsor Benefits (limit 1 each):

- Table at location on the course where Closest to the Pin/Longest Drive games are located to talk to attendees as they play through
- One Tee Sign on Specific Hole

Prize Sponsor Benefits (limit 1):

- Ability to present the placement prizes at lunch
- Post Event Photo in the Chamber's Newsletter of the Prize Being Awarded

Snack Sponsor Benefits (limit 1):

- Ability to hand out Snacks on Course that can be cobranded with company logo
- Table at location on course with company-provided logoed tablecloth or sign

\$350 Exclusive Hole Sponsor Benefits:

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

\$100 Tee Sign Sponsor Benefits:

- Tee Sign at the Tee Box

\$0 Promo Insert Benefits:

- Provides Promotional Items To Be Included in Golfer Bags (Qty - 140)



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 15, 2024 at Messiah University

Projected Attendance: 400-500

Chamber Contact: Krystin Blauch, krystin@wschamber.org

Investment: \$400 - \$10,000

- \$10,000 Presenting Sponsor Benefits (limit 1)
- \$5,000 Networking Luncheon Sponsor Benefits (limit 1)
- \$5,000 Scholarship Sponsor Benefits (limit 1)
- \$5,000 Business Woman of the Year Award Sponsor Benefits (limit 1)
- \$5,000 Wellness Lunch Walk Sponsor Benefits (limit 1)
- \$5,000 Keynote Speaker Sponsor Benefits (limit 3, Industry Exclusive)
- \$2,000 Hospitality Sponsor Benefits (limit 1)
- \$1,000 Gold Sponsor Benefits (Unlimited):
 - 6'x8' Exhibit Booth Space
 - 4 Full Day Attendee Tickets to the Business Women's Forum
 - Logo on PowerPoint Background During Morning Welcome
 - 1/4 Page Ad in Business Women's Forum Program
 - Logo on All Printed Promotional Material and Website (with Hyperlink)
 - Social Media Promotion
 - Opportunity to Provide an Insert/Giveaway in Attendee Gift Bags
 - Attendee List Provided Electronically After the Event (*Emails Not Included)
- \$250-350 Vendor Booth Sponsor Benefits:
 - 6'x8' Exhibit Booth Space with One 6' Table and 2 Chairs
 - 2 Full Day Attendee Passes to the Business Women's Forum
 - 2 Networking Luncheon Meals

For more details on the specific event sponsorship benefits reach out to Krystin Blauch, krystin@wschamber.org at the West Shore Chamber today!



Join us for the Chamber's mid-summer event, Putt it Into the Park! This unique and affordable event is family-friendly, open to the community, and perfect for a client or employee appreciation event. Starting at the Water Golf on City Island 18-hole course for a round of mini-golf and moving to FNB Field for a Harrisburg Senators game and a buffet dinner in the Club.

Date: Summer 2024

Projected Attendance: 150 - 200

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$500 - \$3,000

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

- Registration for Ten Golfers & Ten Tickets To Same Night Senators Game
- Ability to Throw Out One of the First Pitches of the Night
- Pull-Up Banner Privileges at Mini-Golf Course and Front Gate Registration Table at Senators Game
- Ability to Hand Out Promotional Items for Attendees
- Logo on Signage at Start of Mini-Golf Course
- Logo on Event Registration Website, Linked to Member Website
- Logo on All Event Marketing
- Promotion with Logo as Main Event Sponsor in All Chamber Publications
- Event Promotion to Media
- A Detailed Attendee List Following the Event (*Emails Not Included)

\$1,000 Supporting Sponsor Benefits:

- Registration for Four Golfers & Four Tickets To Same Night Senators Game
- Ability to Hand Out Promotional Items for Attendees
- Logo on Signage at Start of Mini-Golf Course
- Logo on Event Registration Website, Linked to Member Website
- Promoted as Supporting Sponsor in All Chamber Publications
- Event Promotion to Media

\$500 Partner Sponsor Benefits:

- Registration for Two Golfers & Two Tickets To Same Night Senators Game
- Logo on Signage at Start of Mini-Golf Course
- Listed on Event Registration Website, Linked to Member Website
- Promoted as Partner Sponsor in All Chamber Publications
- Event Promotion to Media



GOLF FOR BUSINESS!

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 breakfast 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 2024

Projected Attendance: 100-132

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$0 - \$4,000

\$4,000 Tournament Sponsor Benefits (limit 1):

- Registration for Eight Golfers
- Event Promotion in Chamber Publications
- Logo on Event Brochure
- 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 at Lunch
- Recognition in Pre-Event Media Listings
- Logo On Event Registration Website
- Opportunity to Provide Additional Giveaways
- One Tee Sign

Bag Sponsor Benefits (limit 1):

- Sponsor Logo on Golfer Promotional Bags to be purchased by the Chamber

Beverage Sponsor Benefits (limit 1):

- Ability to drive Beverage Carts around to hand out drinks on course

Breakfast Sponsor Benefits (limit 1):

- Banner Privileges at Breakfast

Cart Sponsor Benefits (limit 1):

- Company Logo/Ad on All Golf Carts

Gift Sponsor Benefits (limit 1):

- Logo Co-Branded 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

Longest Drive/

Closest to the Pin Sponsor Benefits (limit 1 each):

- Table at location on the course where Closest to the Pin/Longest Drive games are located to talk to attendees as they play through
- One Tee Sign on Specific Hole

Prize Sponsor Benefits (limit 1):

- Ability to present the placement prizes at lunch
- Post Event Photo in the Chamber's Newsletter of the Prize Being Awarded

Snack Sponsor Benefits (limit 1):

- Ability to hand out Snacks on Course that can be cobranded with company logo
- Table at location on course with company-provided logoed tablecloth or sign

\$350 Exclusive Hole Sponsor Benefits:

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

\$100 Tee Sign Sponsor Benefits:

- Tee Sign at the Tee Box

\$0 Promo Insert Benefits:

- Provides Promotional Items To Be Included in Golfer Bags (Qty - 140)

Luminary Awards

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

Date: September 2024

Projected Attendance: 175-225

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$25 - \$3,500

\$3,500 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 Event Registration Website
- Three Minutes of Podium Time
- Full Page Advertisement in the Digital Event 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 Event Registration Website
- Full Page Advertisement in the Digital Event Program
- A Detailed Attendee List Following the Event (*Emails Not Included)

Digital Program Advertisements:

- | | | |
|------------------------------|---------------------------|-------|
| • 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 |



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 2024

Projected Attendance: 175-225

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$50 - \$3,500

\$3,500 Event Sponsor Benefits (Industry Exclusive):

- VIP table of 8
- Event Promotion in Chamber Publications and Media
- Logo on Event Registration Website
- Logo on Event Program/Invitation
- Full Page Ad in Digital Event Program
- 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)



\$1,500 Supporting Sponsor (Industry Exclusive):

- 4 Tickets to the Event
- Event Promotion in Chamber Publications and to Media
- Half Page Ad in Event Program
- Logo on Event Registration Website
- Logo on Event Program/Invitation
- Opportunity to Provide Promotional Items for Each Attendee
- A Detailed Attendee List Following the Event (*Emails Not Included)



Digital Program Advertisements:

- | | | |
|------------------------------|---------------------------|-------|
| • 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 |

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'oeuvres, beverages, and parking.

Monthly Date – Choice of:

- Morning, 8:00 - 10:00 AM
- Afternoon, 11:30 AM - 1:30 PM
- Evening, 4:00 - 6:00 PM

Projected Attendance: 60-125 members (depending on event time)

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: \$600

\$600 Networking Mixer 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

Chamber Contact: Kristen Washington, membership@wschamber.org

Investment: FREE



PROMOTE YOUR EVENT! We will send out an emailed invitation to elected officials and Chamber VIPs to invite them to your event. If you want to open it up to a larger audience we can create a Facebook event to invite the public or combine it with a Chamber Networking Mixer.



CONNECT YOU with fellow members who offer services such as catering, photography, balloons, signs, and other details. We will provide you with contacts at your request.



CUT THE RIBBON with our Chamber's ceremonial scissors or perform the **FIRST DIG**. A Chamber VIP will present a certificate to recognize your business achievement.



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



We are **YOUR** *Chamber*

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