



# 2020 Annual Promotional Packages

Event Details, Levels, and Marketing Benefits

9200 113th St, Seminole, FL, 33772 | [MySeminoleChamber.com](http://MySeminoleChamber.com) | (727) 391-3245



# Introduction

Since our founding in 1963, the Greater Seminole Area Chamber of Commerce has served as the active voice of businesses in the extended Seminole area. The Chamber helps its member businesses grow and prosper, and promotes economic development generally in our community -- through education, business assistance projects and programs, marketing opportunities, and targeted networking and fellowship activities.

As a membership of local businesses and residents, we are committed to creating and supporting a stable and ever-growing area to live and work. The Chamber also highlights its members and coordinates with other organizations and area leaders to reinforce the importance of civic engagement in enhancing the quality of life for all of our residents.

The Greater Seminole Area Chamber of Commerce (Chamber) is pleased to present the 2020 Annual Sponsorship opportunities which outline the many sponsorships and marketing avenues available to promote and advertise your business.

For the Chamber to continue to grow and better serve the membership, we seek your active participation in our programs and events. Through a shared effort between the Chamber, our members, and community, we can continue to increase our membership services and provide additional marketing and promotional opportunities for you and your business.

The Chamber continually strives to earn the support of our members and to make the Chamber a vital investment.



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## Mission Statement

The purpose of the Greater Seminole Area Chamber of Commerce is to promote and support new and existing businesses through a wide variety of resources, while building a strong community through civic engagement, outreach programs, and various local events.

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## Keys to Success

The key to our success is You! As a member of our Chamber, your virtual, financial, and physical involvement keep the Chamber running so we are able to achieve our mission. With your support, we are able to create new programs and events that drive community, leadership, business and personal development.



# Event Structure

## Signature Events

Historically the Chamber has provided events and networking activities for the benefit of our members and the community. While we classify events in one category, each event provides growth and economic success for our community and members. These events provide unique, high profile opportunities to showcase leading area businesses.

## Business

- Annual Awards Gala featuring Mr./Ms. Seminole Award
- Annual Golf Tournament
- Monthly Business Breakfast
- Networking Mixers
- Quarterly Luncheons
- Business Expo
- Monthly Chamber 101

## Community

- Seminole Stampede 5K and 1K fun run
- Tribute To Teachers Breakfast
- Kids Appreciation Day
- "Bright Before Your Eyes" Lighted Holiday Night Parade

In addition to these regularly planned and scheduled Signature Events, the Chamber welcomes opportunities to celebrate new business and upgrades through ribbon-cuttings, grand re-openings, and meet-and-greets all throughout the year.

# Sustaining Membership Sponsorships

## Annual Promotional Packages

Limited major sponsorships will be offered at each level, for signature events outlined previously, providing special opportunities for highlighting your business and showcasing your community presence/leadership. Participation allows companies to plan programming and sponsorships for the next 12 months and be billed with a single invoice. For an annual investment of \$2,500 or more, your company will receive advertising beyond any publicity directly connected to your selected special events.

### Tier I Events (Chairman's Circle)

- Annual Business Awards Gala
- Annual Golf Tournament
- Annual "Bright Before Your Eyes" Holiday Night Parade

### Tier II Events (Executive)

- Seminole Stampede 5k & Fun Run
- Tribute To Teachers Breakfast
- Kids Appreciation Day
- Business Expo

### Tier III Events (Premium)

- Quarterly Luncheon Series
- Monthly Chamber 101
- Monthly Networking Mixer
- Monthly Business Breakfast



# Chairman's Circle Benefits

**Commitment of \$10,000**

Only 3 available

**Total Value:**

**\$13,000+**

|   |            |
|---|------------|
| Annual membership (Up to 5 representatives)   | <\$640     |
| Named sponsor of a Chamber Tier I event (includes Listing & logo on all event materials and banner) | \$5000     |
| Opportunity to speak at Tier I Event  | Invaluable |
| Sponsor banner & signage at event   | \$125      |
| Chamber Chairman's Sponsor signage at every event   | Invaluable |
| Logo and listing as Chamber Chairman's partner displayed in Chamber lobby                           |            |
| Website banner ad and link on homepage for 12 months  | \$500      |
| Listed on all Chamber event marketing materials as a Chairman 's Partner                            | \$2500     |
| Weekly e-blast listing and link in Sponsor area   | \$1000     |
| Two tickets to every Chamber lunch & dinner   | \$500      |
| Feature article about business in media publication   | \$250      |
| Opportunity to host Networking Mixer at business location, or co-sponsored at another business      | \$250      |
| Speaking opportunity at business breakfast (as available)   | Invaluable |
| Sponsor listing for all Tier II and Tier III events   | \$2500     |
| Team of 4 in the Annual Golf Tournament   | \$500      |
| Booth at the Business Expo  | \$175      |
| Prime "Placement" at event (where applicable)   | Invaluable |
| Two participants in the Seminole Stampede   | \$50       |
| 12 exclusive e-blasts   | \$300      |
| ½ page ad in each Quarterly Newsletter  | \$400      |
| Featured in various social media posts  | Invaluable |
| Additional opportunities according to Tier 1 & 2 events chosen                                      |            |
| Promotional products in event goodie bags (when available)  |            |

## Additional Options

Additional opportunities are available al-a-cart if packaged opportunities are not feasible for your business at this time.

We pride ourselves on offering a wide range of scalable services for our members including both digital and traditional marketing opportunities.

Once you have chosen where you want to be involved and the level at which you would like to invest, simply fill out the form on the following page and return it to the Chamber. Our team will formulate a sponsorship package to best suit your goals.

# Executive Partner Benefits

# Premium Partner Benefits

| Commitment of \$5,000<br>Only 4 available   |            | Total Value:<br>\$6,500+ | Commitment of \$3,000<br>Only 4 available   |            | Total Value:<br>\$3,500+ |
|---|------------|--------------------------|---|------------|--------------------------|
| Annual membership   | <\$640     |                          | Annual membership   | <\$315     |                          |
| Named sponsor of a Chamber Tier I event (includes Listing & logo on all event materials and banner) | \$3000     |                          | Named sponsor of a Chamber Tier I event (includes Listing & logo on all event materials and banner) | \$1,500    |                          |
| Opportunity to speak at Tier II Event   |            |                          | Speaking opportunity at Tier III Event  | Invaluable |                          |
| Listed sponsor at all Tier II & Tier III events   | Invaluable |                          | Sponsor listing at all Tier III events  | Invaluable |                          |
| Logo and Executive Partner listing displayed at every event   | Invaluable |                          | Logo and listing as Chamber Premium Partner displayed at every event                                | Invaluable |                          |
| Feature article in chamber publication  | Invaluable |                          | Feature article in Chamber publication  | \$250      |                          |
| Logo and listing as Chamber Executive partner displayed in Chamber lobby                            | Invaluable |                          | Logo and listing as Chamber Premium Partner displayed in Chamber lobby                              | \$500      |                          |
| Website tile ad and link for 12 months  | \$250      |                          | Website tile ad and link for 6 months   | \$125      |                          |
| Quarter page ad in quarterly newsletter   | \$200      |                          | Business card ad in quarterly newsletter  | \$100      |                          |
| Weekly e-blast listing and link in Sponsor area   | \$1,000    |                          | Weekly e-Newsletter listing in sponsor area   | \$500      |                          |
| Two tickets to every Chamber lunch & dinner   | \$250      |                          | One Ticket to Awards Banquet & 4 Quarterly Lunch Series   | \$250      |                          |
| Two participants in annual golf tournament & the Seminole Stampede                                  | \$300      |                          | One participant in annual Golf Tournament & Stampede  | \$150      |                          |
| 6 exclusive e-blasts  | \$150      |                          | 4 exclusive e-blasts  | \$100      |                          |
| Listed on all Chamber event marketing materials as Executive Partner                                | Invaluable |                          | Opportunity to host Network Mixer at business location or co-sponsored at another business          |            |                          |
| Booth space in Business Expo  | \$175      |                          | Mention in social media marketing   | \$250      |                          |
| Prime "Placement" at events (where applicable)  | Invaluable |                          |   |            |                          |
| Opportunity to host Networking Mixer at business location or co-sponsored at another business       |            |                          |   |            |                          |
| Mention in social media marketing   | \$250      |                          |   |            |                          |



# Other Marketing & Advertising Opportunities

## E-Blasts

Please provide information one week in advance

**1 blast**  
\$25 (\$15 for non-profits)

**4 blasts**  
\$75 (\$60 for non-profits)

## Chamber Website

Prices include 1 spinning tile ad for 12 months. You will need to provide us with your logo or image at 400x400 pixels @ 72dpi. If you need help with your ad or logo, our graphic artist can create a custom ad for you for an additional fee of \$35.

|                                     |                                  |   |  |
|-------------------------------------|----------------------------------|---|--|
| <b>Homepage</b><br>\$250            | <b>Chamber Events</b><br>\$200   | <b>Advertising &amp; Marketing</b><br>\$200 | <b>About Us</b><br>\$150               |
| <b>Membership Benefits</b><br>\$150 | <b>Seminole Schools</b><br>\$100 | <b>FAQs</b><br>\$50                         | <b>Volunteer Opportunities</b><br>\$50 |

## Newsletter

Newsletters are printed and mailed to members quarterly. Prices are per newsletter. Businesses provide graphics for ad placement, or printed hard copies for full page inserts.

|  |  |   |   |  |
|--|--|---|---|--|
| <b>Business Card Ad</b><br>(2.5"x 4.25")<br>\$25 | <b>1/4 Page Ad</b><br>(5.25"x 4.25")<br>\$50 | <b>1/2 Page Ad</b><br>(5.25"x 8.25")<br>\$100 | <b>Full Page Ad</b><br>(10.75"x 8.25")<br>\$150 | <b>Full Page Insert</b><br>(8.5"x 11")<br>\$25 |
|--|--|---|---|--|

## Annual Package Selection

|                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Chairman's Circle</b> | <b>Executive Partner</b> | <b>Premium Partner</b>   |
| Company: _____           |                          |                          |
| Contact: _____           | Email: _____             |                          |
| Phone: _____             | Signature: _____         |                          |

