



2018-2019 Mahomet Area Chamber of Commerce Sponsorship Guide

Opportunities to promote your business and build your brand in the community.

Thank you for your support of the Mahomet Area Chamber of Commerce. As the voice of the local business community, we are here to advocate for a pro-business climate, promote a positive community image and create programs of value for members. We believe that our work results in a better quality of life for individuals and business in the community, but we cannot do this without the continued support of businesses like you.

Traditionally, our individual event committees reach out to the business community throughout the year for sponsorships that support chamber events. We understand this puts a lot of strain on you as a business owner, so we have developed a new approach.

Inside this handout, you'll see the many different ways you can support our events. You now have the ability to select which sponsorships or advertising opportunities to commit to at one time. You can select which ones are best suited for your business and reserve them with the attached form. We can bill you at once, in monthly installments or prior to that event taking place.

Please note that these are simply sponsorship and advertising opportunities. If you'd like to participate in an event, for example be an exhibitor at the Home & Garden Expo, you do that at a separate time.

We hope this new format option will make it easier for you to pledge your support for the chamber at one time, so we don't have to knock on your door every month. Even though we love seeing you! We understand that some business will continue to make contributions throughout the year, and we appreciate that as well!

If you have any questions about our sponsorships or advertising opportunities, please don't hesitate to ask! You can email office@mahometchamberofcommerce.com, call (217) 840-2700 or stop by our office in person!

Walter Pierce
Chamber Director

EVENT SPONSORSHIPS

Mahomet Home & Garden Expo

Date: Early April | **Location:** Mahomet-Seymour High School Field House

Join more than 40 locally owned and operated companies, specializing in every area of the home - inside and out - at our annual Home & Garden Expo. Our homeowner attendees are looking for local businesses just like yours to help them complete upcoming household projects.

Event Sponsor: \$675

Logo on Event Page from: November 1st - August 1st

- Logo recognition in all printed materials and electronic media.
- Dedicated recognition on Facebook
- 10x10 Exhibitor Booth
- Available: 12

For more information on exhibiting at the Home & Garden Show, please contact the chamber office at office@mahometchamberofcommerce.com or (217) 586-3165.

Craft Beer Festival

Date: Late April | **Location:** Downtown Mahomet (Main Street)

Mahomet Craft Beer Festival presented by JT Walker's Restaurant and Brewery takes place in late April. This event features over 25 craft beer and cideries vendors along with wine from Alto Vineyards Champaign! We will also have craft root beer and soda from Homer Soda Company.

Home Soda Company Sponsorship - \$250

Logo on Event Page from: November 1st - August 1st

- Logo recognition in all printed materials and electronic media.
- Dedicated recognition on Facebook
- Available: 1

BBQ Competition Sponsorship - \$250

Logo on Event Page from: November 1st - August 1st

- Logo recognition in all printed materials and electronic media.
- Dedicated recognition on Facebook
- Available: 4

Co-Title Sponsorship - \$650

Logo on Event Page from: November 1st - August 1st

- Logo recognition in all printed materials and electronic media.
- Dedicated recognition on Facebook - 2x
- Available: 1 (Shared with JT Walker's)

For more information on become a featured brewery, cidery or winery at the Craft Beer Fest, please contact the chamber office at office@mahometchamberofcommerce.com or (217) 586-3165.

Ladies Night Out

Date: June | **Location:** Lake of the Woods Pavilion, Mahomet

Chamber members have the opportunity to reach over a 100 local women at our annual Ladies Night Out Event. Women come to Ladies Night Out to mingle with friends, drink, listen to music, pamper themselves with local self-care professionals and sample food from local restaurants.

- ❑ Event Sponsor - \$100

Logo on Event Page from: February 1st - November 1st

- ❑ Logo recognition in all printed materials and electronic media.
- ❑ Logo on rotating screen at the event
- ❑ Dedicated recognition on Facebook
- ❑ Available: 15

To learn about other ways to participate in this event, including raffle donations, please contact the chamber office at office@mahometchamberofcommerce.com or (217) 586-3165.

Mahomet Auto Fest

Date: July | **Location:** Downtown Mahomet (Main Street)

Our annual Auto Fest hosts over 200 antique, classic cars and new model vehicles. It's a lively weekend downtown with 50/50 raffles, food vendors, car awards and much more!

- ❑ Event Sponsor - \$300

Logo on Event Page from: February 1st - November 1st

- ❑ Logo recognition in all printed materials and electronic media.
- ❑ Dedicated recognition on Facebook
- ❑ Available: 12

- ❑ Title Sponsorship - \$1,000

Logo on Event Page from: February 1st - November 1st

- ❑ Logo recognition in all printed materials and electronic media.
- ❑ Dedicated recognition on Facebook - 2x
- ❑ Available: 1

For more information on showcasing your car at the Auto Fest, please contact the chamber office at office@mahometchamberofcommerce.com or (217) 586-3165.

Chamber Annual Golf Outing

Date: September | **Location:** Lake of the Woods Golf Course

Grab a foursome and get ready play your best at the 19th Annual Chamber Golf Outing! This is a fun networking opportunity for all our chamber members. Only 18 total sponsorships available.

- ❑ The Caddyshack – \$450
Logo on Event Page from: June 1st - February 1st
 - ❑ Golf for 4
 - ❑ Hole sponsorship
 - ❑ Logo recognition in all printed materials and electronic media.
 - ❑ Dedicated recognition on Facebook
- ❑ The Carl Spackler - \$200
Logo on Event Page from: June 1st - February 1st
 - ❑ Golf for 1
 - ❑ Hole sponsorship
 - ❑ Logo recognition in all printed materials and electronic media.
 - ❑ Dedicated recognition on Facebook
- ❑ The Bushwood - \$150
Logo on Event Page from: June 1st - February 1st
 - ❑ Hole sponsorship
 - ❑ Logo recognition in all printed materials and electronic media.
 - ❑ Dedicated recognition on Facebook

For more information participating in this event, please contact the chamber office at office@mahometchamberofcommerce.com or (217) 586-3165.

Village Christmas / Breakfast with Santa

Date: December | **Location:** Downtown Mahomet (Main Street)

Features a festive walk down Main Street as local businesses treat families to samplings of holiday treats, carolers, carriage rides, Children's Christmas Shop and visits with Santa!

- ❑ Breakfast with Santa Sponsorship - \$500
Logo on Event Page from: September 1st - June 1st
 - ❑ Logo recognition in all printed materials and electronic media.
 - ❑ Dedicated recognition on Facebook
 - ❑ Available: 1
- ❑ Village Christmas Sponsorships - \$250
Logo on Event Page from: September 1st - June 1st
 - ❑ Logo recognition in all printed materials and electronic media.
 - ❑ Dedicated recognition on Facebook
 - ❑ Available: 8

For more information participating in this event, please contact the chamber office at office@mahometchamberofcommerce.com or (217) 586-3165.

WEBSITE ADVERTISING

Monthly Newsletter | \$75.00 per email

Get your business in front of the 450+ subscribers on the Chamber's Monthly Newsletter. Whether you choose to include an articles, member news, or want to just place an ad or logo email, you'll get the word out to lots of eyes! Advertising at the top of the Chamber Monthly Newsletter may be placed for \$75/email. Ads include a logo/banner and up to 100 words, subject to Chamber staff editing.

Website Advertising – Inner Pages | \$200.00 per year

Advertise your business using banners on specific pages of the Chamber's website. Choose where to put your banner ad from these pages: Main Business Directory Search Page, Specific Business Categories, Events Calendar Page, Job Postings Page, Hot Deals Page. Pricing starts at \$200.00 per year for your banner ad to be placed across the website.

Website Advertising – Homepage+ | \$50.00 per month or \$500 per year

Our website receives over 4,000 unique page views per month. Spot is limited to 6 advertisers at one time. Your ad will be place on the following pages of the website: Homepage, News Room, Mahomet Community, Individual Blog Posts (sidebar).

Sponsored Content | \$350.00

Increase your reach by hosting content created by your business both in our Monthly Email Newsletter, and on the Chamber's blog. Written content with images (1000 word max., up to 4 photos) to be posted on Chamber Blog, Content will be promoted on the Chamber's social media platforms (3x), Content will be shared in Monthly Email Newsletter.

SPONSORSHIPS & ADVERTISING SELECTIONS

I would like to pledge the following sponsorships for 2018/2019

| EVENT SPONSORSHIPS | WEBSITE ADVERTISING |
|---|---|
| Mahomet Home & Garden Expo | <input type="checkbox"/> Monthly Newsletter \$75.00 per email |
| <input type="checkbox"/> Event Sponsor: \$675 | <i>Please select one:</i> |
| Craft Beer Festival | <input type="checkbox"/> Month Preference: _____ |
| <input type="checkbox"/> Home Soda Sponsorship - \$250 | <input type="checkbox"/> Next Available |
| <input type="checkbox"/> BBQ Competition Sponsorship - \$250 | <input type="checkbox"/> Inner Pages Banner \$200.00 per year |
| <input type="checkbox"/> Co-Title Sponsorship - \$650 | <i>Please select one:</i> |
| Ladies Night Out | <input type="checkbox"/> Your Directory Category |
| <input type="checkbox"/> Event Sponsor - \$100 | <input type="checkbox"/> Business Directory Search Page |
| Mahomet Auto Fest | <input type="checkbox"/> Hot Deals Page |
| <input type="checkbox"/> Event Sponsor - \$300 | <input type="checkbox"/> Events Page |
| <input type="checkbox"/> Title Sponsorship - \$1,000 | <input type="checkbox"/> Job Postings Page |
| Chamber Annual Golf Outing | Start Date: _____ |
| <input type="checkbox"/> The Caddyshack – \$450 | <input type="checkbox"/> Homepage Banner Price Varies |
| <input type="checkbox"/> The Carl Spackler - \$200 | <i>Please select one:</i> |
| <input type="checkbox"/> The Bushwood - \$150 | <input type="checkbox"/> Monthly Option (\$50/mo) |
| Village Christmas / Breakfast with Santa | <i>Month(s):</i> _____ |
| <input type="checkbox"/> Breakfast with Santa Sponsorship - \$500 | <input type="checkbox"/> Yearly Option (\$500/yr) |
| <input type="checkbox"/> Village Christmas Sponsorships - \$250 | <i>Start Date:</i> _____ |
| | <input type="checkbox"/> Sponsored Content \$350.00 |
| | <i>Please select one:</i> |
| | <input type="checkbox"/> Month Preference: _____ |
| | <input type="checkbox"/> Next Available |

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| Total Value of Sponsorships: \$ _____ | |
| Billing Preference: | Lump Sum Monthly Installments Prior to Event |
| Business Name: _____ | Contact Person: _____ |
| Email for Invoice: _____ | Phone Number: _____ |
| Signature: _____ | |