



CHAMBER
OF
COMMERCE
Hagerstown-Washington County

Sponsorship & Marketing Manual Calendar Year 2010

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Event Sponsorships

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Sponsorship Levels

| Sponsorship Level | Amount of Support |
|-------------------|--------------------|
| Gold | \$10,000 and above |
| Silver | \$5,000 to \$9,999 |
| Bronze | \$2,500 to \$4,999 |

Annual Meeting

September 2010

| Sponsorship Level | | Benefits |
|-------------------|------------|---|
| 3,500 | Lead | <ul style="list-style-type: none">• Presentation from lectern• Material on tables• Complimentary table of 8• Logo on invitation, promo material and program• Prominent display of logo at event |
| 2,000 | Major | <ul style="list-style-type: none">• Recognition from lectern• Material on tables• 4 complimentary seats• Logo on promo material and program• Prominent display of logo at event |
| 1,000 | Associate | <ul style="list-style-type: none">• Recognition from lectern• 2 complimentary seats• Logo on promo material and program• Prominent display of logo at event |
| 500 | Supporting | <ul style="list-style-type: none">• Recognition from lectern• Logo on promo material and program• Prominent display of logo at event |

The Annual Meeting kicks off the Chamber year with an awards ceremony, passing of the gavel, and a “State of the Chamber” view of the year to come. Considered the Chamber’s marquee event, the Annual Meeting is held the fourth Thursday every September. There is a charge for the event.

Publicity and collateral include an invitation, a program, advertising in local media and all of the Chamber’s internal channels of communications.

Banner Sponsor

2010

| Sponsorship Level | | Benefits |
|-------------------|--------|---|
| 175 | Banner | <ul style="list-style-type: none"> Logo prominently displayed at Chamber events all year |

Your logo will be displayed on a seven-foot banner at over 30 Chamber of Commerce events in 2009 (see below). Event signage is one of the most sought after benefits in sponsorship packages, and the Chamber is making that benefit available at a very low price.



Business after Hours/Mixer

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|-----------|--|
| 500 Food | Exclusive | <ul style="list-style-type: none">• Host event at location of choice• Presentation from lectern• Logo on promo material• Prominent display of logo at event |

Each month, a Chamber business hosts at a Business after Hours, and the Chamber sends 2,200 invitations (twice) urging all 30,000 member employees to attend. The Business after Hours is the Chamber's premier networking events for and gives members an opportunity to highlight their business.

Publicity and collateral include direct mail, advertising in local media, and all of the Chamber's internal channels of communications. There is no fee for this event.

Community Market at the Mall

February 2010

| Sponsorship Level | | Benefits |
|-------------------|---------|---|
| 1,200 | Lead | <ul style="list-style-type: none">• Complimentary booth space• Logo on promo material• Prominent display of logo at event• Promo material featured at center stage |
| 500 | Special | <ul style="list-style-type: none">• Complimentary booth space• Logo on promo material• Prominent display of logo at event |

The Community Market at the Mall leverages the marketing power of the Valley Mall – with its thousands of daily visitors – for Chamber member businesses. Done in a trade show format, members rent a display table in the “midway” of the mall for a fraction of the usual price. The day-long event includes performances, presentations, and demonstrations, and is marketed both to the membership and the general public.

Publicity and collateral include advertising in local media and all of the Chamber’s internal channels of communications.

Technologies Series/Computer Tips & Tricks

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|------|--|
| 1,000 | Lead | <ul style="list-style-type: none">• Materials on table for participants• Logo on promo material |

A computer expert present “tools you can use” classes on various technologies, both hardware and software. These are held in the morning on a monthly schedule. There is a charge for these events.

Publicity and collateral include advertising in local media and all of the Chamber’s internal channels of communications.

Crab Feast

August 2010

| Sponsorship Level | | Benefits |
|-------------------|------------|--|
| 2,000 | Major | <ul style="list-style-type: none">• Material on tables• 6 complimentary seats• Logo on promo material• Prominent display of logo at event |
| 1,000 | Associate | <ul style="list-style-type: none">• 4 complimentary seats• Logo on promo material• Prominent display of logo at event |
| 500 | Supporting | <ul style="list-style-type: none">• 4 complimentary seats• Logo on promo material• Prominent display of logo at event |
| 250 | Supporting | <ul style="list-style-type: none">• Logo on promo material• Prominent display of logo at event |

The Chamber is reviving its annual Crab Feast as a marquee social and networking event.

Publicity and collateral include an invitation, a program, advertising in local media and all of the Chamber's internal channels of communications.

Economic Summit

November 2010

| Sponsorship Level | | Benefits |
|--------------------|---------|--|
| 1,500 | Sponsor | <ul style="list-style-type: none">• Recognition from lectern• 4 Complimentary seats• Logo on promo material and program• Prominent display of logo at event |
| 1,500 (In-kind) | Media | <ul style="list-style-type: none">• Recognition from lectern• 4 Complimentary seats• Logo on promo material and program |

The Chamber co-hosts the Economic Summit with the Washington County Economic Development Commission. The event features dinner and a speaker, an expert on the national, state, and regional economy. This year's speaker will be Anirban Basu. Historically sponsored by banks and financial institutions, the event gives companies an opportunity to learn about the direction of the economy and the impact on Washington County. There is a charge for this event.

Publicity and collateral include an invitation, a program, advertising in local media and all of the Chamber's internal channels of communications.

Educators of the Year

April 2010

| Sponsorship Level | | Benefits |
|-------------------|------------|--|
| 2,000 | Lead | <ul style="list-style-type: none">• Presentation from lectern• Material on table• Complimentary table of 8• Logo on promo material and program• Prominent display of logo at event |
| 1,000 | Major | <ul style="list-style-type: none">• Recognition from lectern• 4 complimentary seats• Logo on promo material• Prominent display of logo at event |
| 500 | Associate | <ul style="list-style-type: none">• Recognition from lectern• Logo on promo material• Prominent display of logo at event |
| 250 | Supporting | <ul style="list-style-type: none">• Prominent display of name at event |

The Educators of the Year celebrates education in our community and is the Chamber Foundation's* marquee event. At the awards dinner, the Chamber names a private and a public Teacher of the Year. There is a charge for this event.

Publicity and collateral include an invitation, a program, advertising in local media and all of the Chamber's internal channels of communications.

*The Chamber Foundation is the education-focused philanthropic arm of the Chamber.

Food For Thought Series (formerly Eggs & Issues)

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|---------------------|--|
| 450 | Exclusive per event | <ul style="list-style-type: none">• Presentation from lectern• 2 complimentary seats• Materials on table• Logo on promo material• Prominent display of logo at event |

Food for Thought is a monthly breakfast speaker series focused on Economic Development. Topics range from tourism to infrastructure to energy and feature speakers with expertise or unique insight into Washington County business community. There is a charge for these events.

Publicity and collateral include all of the Chamber's internal channels of communications.

Golf – Commerce Cup Golf Tournament

July 2010

| Sponsorship Level | | Benefits |
|-------------------|-----------------|--|
| 2,000 | Lead | <ul style="list-style-type: none"> • Exclusive sponsorship level • Display of banner at the event • Logo on promo material • Complimentary registration for foursome |
| 1,500 | Major | <ul style="list-style-type: none"> • Display of banner at the event • Logo on promo material • Complimentary registration for foursome |
| 500 | Beverage | <ul style="list-style-type: none"> • Logo on promo material • Signage on course • Prominent display of logo at event |
| 500 | Putting Contest | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo on green |
| 200 | Tee | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo on tee |
| 200 | Green | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo on green |
| 50 | Cart | <ul style="list-style-type: none"> • Name on Cart |
| N/A | Hole-in-One | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo at event • Prominent display of vehicle at event |

The Commerce Cup is one of the Chamber's premier networking and social events. With all the trappings of a benefit tournament, the Commerce Cup gives golfers an excuse to get out on the course and support the Chamber. There is a charge for the event.

Publicity and collateral include a program, advertising in local media and all of the Chamber's internal channels of communications.

Golf – Golfing for Non-Profits Challenge

May 2010

| Sponsorship Level | | Benefits |
|-------------------|-----------------|--|
| 2,000 | Lead | <ul style="list-style-type: none"> • Exclusive sponsorship level • Display of banner at the event • Logo on promo material • Complimentary registration for foursome |
| 1,500 | Major | <ul style="list-style-type: none"> • Display of banner at the event • Logo on promo material • Complimentary registration for foursome |
| 500 | Beverage | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo at event |
| 500 | Putting Contest | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo at event |
| 200 | Green | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo on green |
| 200 | Tee | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo on tee |
| 50 | Cart | <ul style="list-style-type: none"> • Name on Cart |
| N/A | Hole-in-One | <ul style="list-style-type: none"> • Logo on promo material • Prominent display of logo at event • Prominent display of vehicle at event |

Like the Commerce Cup, the Golfing for Non-Profits Challenge is one of the Chamber’s premier networking and social events. With all the trappings of a benefit tournament, the event gives golfers an excuse to get out on the course and support the community. The Chamber gives one-third of the event’s net income to a local non-profit that benefits women/children. There is a charge for the event.

Publicity and collateral include a program, advertising in local media and all of the Chamber’s internal channels of communications.

Government Forums

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|-----------|--|
| 1,500 | Exclusive | <ul style="list-style-type: none">• Presentation from lecturer• 2 complimentary seats• Logo on promo material• Prominent display of logo at event |

Every year the Chamber hosts a number of breakfast meetings to give local governments and the state delegation an opportunity to report on their individual achievements and goals:

- State of County February 2010
- State of the City March 2010
- Post-Legislative Forum May 2010
- State of Education April 2010
- Pre-Legislative Forum December 2010

There is a fee to attend these events.

Publicity and collateral include direct mail, advertising in local media, and all of the Chamber's internal channels of communications.

The Learning Lunch Hour Series (formerly Brown Bag Symposium Series)

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|-----------|---|
| 2,000 | Exclusive | <ul style="list-style-type: none">• Materials on table• Logo on promo material |

The Learning Lunch Hour Series is a series of monthly lunch-time presentations on areas of interest to Chamber members. Members can engage in interactive discussions. There is no charge for these events, but attendees can order off the value lunch which is provided by Durango Restaurant.

Publicity and collateral include advertising in local media and all of the Chamber's internal channels of communications.

Physicians of the Year

April, 2010

| Sponsorship Level | | Benefits |
|-------------------|------------|--|
| 2,000 | Lead | <ul style="list-style-type: none">• Presentation from lectern• Material on table• Complimentary table of 8• Logo on promo material and program• Prominent display of logo at event |
| 1,000 | Major | <ul style="list-style-type: none">• Recognition from lectern• 4 complimentary seats• Logo on promo material• Prominent display of logo at event |
| 500 | Associate | <ul style="list-style-type: none">• Recognition from lectern• Logo on promo material• Prominent display of logo at event |
| 250 | Supporting | <ul style="list-style-type: none">• Prominent display of name at event |

The Physicians of the Year celebrates our doctors in our community and is the Chamber Foundation's* marquee event. At the awards dinner, the Chamber names a Physician of the Year. There is a charge for this event.

Publicity and collateral include an invitation, a program, advertising in local media and all of the Chamber's internal channels of communications.

*The Chamber Foundation is the education-focused philanthropic arm of the Chamber.

The Savvy Managers Book Club Series

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|-----------|---|
| 1,500 | Exclusive | <ul style="list-style-type: none">• Logo on promo material• Logo Ecast to 2,000 people 20 times per year |

The Savvy Managers Book Club is a series of monthly discussions about books that related to management, leadership, and business. The events are free, and everyone is invited, whether or not you have read the book.

Publicity and collateral include advertising in local media, and all of the Chamber's internal channels of communications.

Technology Series

2010 Year-Long Series

| Sponsorship Level | | Benefits |
|-------------------|---------------------|--|
| 400 | Exclusive per event | <ul style="list-style-type: none">• Presentation from lectern• 2 complimentary seats• Materials on table• Logo on promo material• Prominent display of logo at event |

The Technology Series is a monthly speaker series focused on Information Technology (see schedule below). There is a charge for these events.

Publicity and collateral include all of the Chamber's internal channels of communications.

Washington County Business Awards

February 2010

| Sponsorship Level | | Benefits |
|-------------------|------------|--|
| 5,000 | Lead | <ul style="list-style-type: none"> • Sponsor-supplied video at the event • 8 Complimentary tickets • Logo on promo material and program • Prominent display of logo at event |
| 3,500 | Major | <ul style="list-style-type: none"> • Sponsor-supplied video at the event • 6 Complimentary tickets • Logo on promo material and program • Prominent display of logo at event |
| 2,000 | Partner | <ul style="list-style-type: none"> • 4 Complimentary tickets • Recognition from lectern • Logo on promo material and program • Prominent display of logo at event |
| 1,000 | Associate | <ul style="list-style-type: none"> • 2 Complimentary tickets • Recognition from lectern • Logo on promo material and program • Prominent display of logo at event |
| 500 | Supporting | <ul style="list-style-type: none"> • Recognition from lectern • Logo on promo material and program • Prominent display of logo at event |

The Business Awards program honors businesses that have achieved distinction in several categories and culminates with an awards ceremony in February where winners are announced “Academy Awards-style.” The awards are followed by entertainment. The program – jointly sponsored by the Hagerstown-Washington County Chamber of Commerce and the Hagerstown-Washington County Economic Development Commission – gives us an opportunity to celebrate our entire business community. There is a fee charged to attend this event.

Publicity and collateral include an invitation, a program, advertising in local media and all of the Chamber’s internal channels of communications.