

ONE SOUTHCOAST CHAMBER

2020 SPONSORSHIP & MARKETING GUIDE

NETWORKING

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CHAMBER WEBSITE



BUSINESS AFTER HOURS

Projected attendance: 100-120 per event

Stand out at these popular after-work networking events. The Chamber holds one every month at a facility or location of the sponsor's choosing. Each event attracts anywhere from 50 to 250 attendees. These events run from 5:00 to 7:00 p.m. and are designed to provide sponsors with an opportunity to showcase their business and provide members with an opportunity to network in an informal and relaxed setting.

- Logo featured prominently on electronic invitations to Chamber membership (with a link to your website).
- Promotion in the One SouthCoast Navigator newsletter (Readership: 1,700+)
- Acknowledgement on the event calendar on the Chamber website.
- Complimentary set of Chamber mailing labels;
- Verbal recognition during the event
- Chamber staff coordinates registrations and marketing to members.

Host provides the facility, hors' d'oeuvres, beverages and a door prize

GOOD MORNING SOUTHCOAST!

Projected attendance: 100-120 per event

One SouthCoast Chamber offers this popular quarterly breakfast program to its membership to help keep them informed on important business and civic issues as well as offer networking opportunities. This fast paced morning program is specifically geared towards busy professionals and decision makers.

- Recognition as the Corporate Sponsor in all event marketing pieces, press releases, and in the Chamber's print and/or email newsletters;
- Table of ten at the event
- A display table in the main entrance to showcase the sponsor's company and services.
- Brochures or other information about the company are suggested for placement on the table;
- Recognition during the event and five minutes for a welcome and/or presentation;
- The opportunity to place literature or a small promotional item at each table.



AWARD CEREMONIES

Throughout the year, at a variety of award ceremonies, One SouthCoast Chamber recognizes local businesses and individuals that have made a difference within the region. Over two hundred business professionals, high ranking officials and decision makers attend these much anticipated ceremonies. This is a great opportunity to gain exposure and showcase your business!

Corporate Sponsor

- Recognition as the official Corporate Sponsor of the Award Ceremony in all marketing
- Display table in the main entrance
- Reserved table sign with Corporate Logo;
- Complimentary reserved corporate table of ten
- Recognition during the event and welcoming remarks.
- The opportunity to place literature at each place setting.
- Logo featured prominently on electronic invitations

Premier Sponsor

- Recognition as a Premier Sponsor
- Complimentary reserved corporate table of ten
- Reserved table sign with Logo;
- Logo featured on electronic invitations

Supporting Sponsor

- Recognition as a Supporting Sponsor
- Two complimentary seats to attend the ceremony.
- Logo featured on electronic invitations

Keynote Speaker Sponsor

- Recognition as the Keynote Sponsor
- Complimentary reserved corporate table of ten
- Recognition during the event and opportunity to participate in the introduction of the Keynote Speaker;
- The opportunity to place company name and logo on front of podium at the event (supplied by sponsor) Logo featured prominently on electronic invitations

Large Business of the Year Award Sponsor

- Recognition as the official sponsor of the Large Business of the Year Award presented at the luncheon
- Complimentary reserved corporate table of ten
- Logo featured on electronic invitations
- Opportunity to participate in the presentation of the Award at the podium

Small Business of the Year Award Sponsor

- Recognition as the official sponsor of the Small Business of the Year Award
- Recognition as a sponsor in all event marketing
- Complimentary reserved corporate table of ten
- Opportunity to participate in the presentation of the award at the podium;

Educational Organization/Non-Profit Organization Award Sponsor

- Recognition as the official sponsor of the Educational Organization/Non-Profit Organization Award
- Recognition as a sponsor in all event marketing
- Complimentary reserved corporate table of ten
- Opportunity to participate in the presentation of the award at the podium;

Gift Sponsor

- Recognition as the sponsor of gifts
- Logo placement on Awards Gift Items
- Complimentary table of ten



ANNUAL MEETING & BUSINESS LUNCHEON

Don't miss one of the Chamber's premier events which draws over 300 prominent business leaders and government officials. The program includes the election of the Chamber's Board of Directors, recognition of outgoing board members; and the presentation of several Chamber and community awards.

Corporate Sponsor

- Recognition as the official Corporate Sponsor
- Display table in the main entrance
- Complimentary reserved corporate table of ten
- Recognition during the event and five (5) minutes for welcoming remarks.
- The opportunity to place literature at each place setting.
- Logo featured prominently on electronic invitations

Supporting Sponsor

- Recognition as a Supporting Sponsor
- Complimentary reserved corporate table of ten
- Logo featured on electronic invitations

SouthCoast Education Leadership Award Sponsor

- Recognition as the official sponsor of the Chamber's Annual Education Leadership
- Complimentary reserved corporate table of ten
- Logo featured on electronic invitations
- Opportunity to participate in the presentation of the Award

Economic Impact Awards Sponsor

- Recognition as the official sponsor of the Chamber's Annual Economic Impact Award
- Logo featured on electronic invitations
- Complimentary reserved corporate table of ten
- Opportunity to participate in the presentation of the award at the podium

Outstanding Service Award Sponsor

- Recognition as the official sponsor of the Chamber's Annual Outstanding Service Award
- Logo featured on electronic invitations
- Complimentary reserved corporate table of ten
- Opportunity to participate in the presentation of the award at the podium

Annual Meeting Gift Sponsor

- Recognition as the official sponsor of gifts
- Logo placement on Annual Meeting Gift Items provided to each attendee;
- Complimentary reserved corporate table of ten
- Logo featured on electronic invitations

* Examples of suitable Annual Gift items include corporate pens; coffee mugs, business card holders, calculators...etc. Sponsor has the option of receiving a \$500 discount if they provide the items. Items must be approved in advance by the Chamber.



BUSINESS BUILDERS BREAKFAST

One SouthCoast Chamber and Southeastern Massachusetts Business Network are proud to present the "SouthCoast Business Builders Breakfast" morning networking series.

This event will provide our members, guests and friends an early-morning opportunity to increase your access to leads, build your book of business, and to encourage the meaningful professional relationships.

These events will not only allow for networking at your own pace, but also additionally, will be chock-filled with plenty of fun and entertaining mixer challenges such as: "Business Card Bingo," "Speed Networking," "5 Word Introduction," "Photo Contests" and many other "Ice-Breaker" challenges aimed to get you meeting new people.

Bring plenty of business cards, as this event is sure to be the most popular morning networking breakfast mixer throughout the entire SouthCoast.

MEET YOUR NEIGHBORS LUNCHEON

One SouthCoast Chamber, in partnership with the Bristol County Business Connect (BCBC East), are proud to present our midday networking mixer, the "Meet Your Neighbors" Luncheon. "Meet Your Neighbors" is an event designed for Chamber members and non-members to network over lunch. Held at member restaurants all throughout the South Coast Region, this unique event is all about building community and getting to know your neighbors.



SPECIAL EVENTS

CHAMBER GOLF TOURNAMENT

More than 100 business leaders participate in the Chamber's annual golf outing. Proceeds of the tournament support the efforts of the SouthCoast Chamber of Commerce in our mission to promote local businesses and enhance education, economic development, and tourism in the region. Pre-tournament promotions are sent to more than 1,700 Chamber contacts.

Tournament Sponsor**

- Industry Exclusive;
- Complimentary foursome at the Tournament
- Logo recognition on the cover of the Program Book;
- Recognition in the Chamber's print and e-mail newsletters
- Display table at the golf banquet
- Full page ad in the Golfer's Guide & Program Book
- Official recognition during the program
- Recognition in all event marketing pieces
- Right of first refusal as Tournament Sponsor for 2018

Shirt Sponsor**

- Industry Exclusive;
- Company logo displayed on sleeve of golf shirts
- Two complimentary spots in the Tournament
- Complimentary tee sign at the golf tournament

Hat Sponsor**

- Industry Exclusive;
- Company logo displayed on golf hats
- One complimentary spot in the Tournament
- Complimentary tee sign at the golf tournament

Prize Sponsor**

- Industry Exclusive;
- Company logo displayed on prize;
- One complimentary spot in the Tournament;
- Complimentary sign at the Prize Table

Golf Cart Sponsor**

- Industry Exclusive;
- Company name and logo displayed on golf carts
- One complimentary spot in the Tournament

Lunch Sponsor**

- Industry Exclusive;
- Company logo displayed on boxes for the boxed lunch
- Option to insert a flyer into each boxed lunch

Beverage Sponsor**

- Industry Exclusive;
- Company name displayed on the beverage cart;
- Business card stapled to each drink voucher (one given to every player);

Practice Green Sponsor**

- Two complimentary tee signs on the practice green;

Guide & Golf Sponsor**

- Complimentary tee sign on the green;

Hole Sponsor

- Complimentary tee sign on the green.

**Also includes a listing and ad in the Golf Program Guide



ONE SOUTHCOAST WOMEN'S FORUM

The One SouthCoast Women's Forum plays an important role in building awareness of the valuable contributions made by women in our business and professional communities.

This business event includes a popular luncheon, presentations, and networking programs for women owned and led businesses.

Presenting Sponsor

- Exclusive sponsorship
- Corporate Banner (sponsor supplied) displayed
- Logo featured prominently on electronic invitations
- Recognition in the event's program guide
- Table of ten at the event
- Recognition in all event marketing pieces
- A display table in the Women's Forum Expo
- Recognition during the event and five minutes for welcoming remarks
- Opportunity to place literature at each place setting.

Premier Sponsor

- Corporate Banner (sponsor supplied) displayed
- Logo featured prominently on electronic invitations
- Recognition in the event's program guide
- Two complimentary seats at the Chairman's Table
- Recognition in all event marketing pieces
- A display table in the Women's Forum Expo
- Recognition during the event
- Opportunity to place literature at each place setting.

Supporting Sponsor

- Corporate Banner (sponsor supplied) displayed
- Logo featured prominently on electronic invitations
- Two complimentary seats at the Chairman's Table during the luncheon.
- Recognition in all event marketing pieces
- A display table in the Women's Forum Expo

Centerpiece Sponsor

- Multiple Opportunities with option for exclusivity;
- One registration to the luncheon;
- Opportunity to place literature at one luncheon table;
- Recognition in the event's program guide.

Small Business Sponsor

- Two registrations to the luncheon
- Display table at the Women's Forum
- Recognition in the event's program guide
- Name listed as a sponsor on electronic invitations
- Recognition in event marketing pieces



CHOWDER FESTIVAL

The Chamber is excited to be the new organizer of ChowderFest previously organized by Downtown New Bedford, Inc. Tents will be located on Pier 3, New Bedford's historical waterfront. This event's main attraction are the 25 restaurants and caterers that will be serving up sample sized portions of their best clam and seafood chowders, kale soup, signature soups, and stuffed quahogs. Vendors will be serving local beers, wines, specialty cocktails, soft drinks, ice cream and desserts. This is truly an affordable family event. Sponsorship from community minded business people like you make it possible to keep ticket prices reasonable year after year. The "ChowderFest" presents an outstanding opportunity to enhance your brand by participating in the extensive marketing campaign for this event.

Lead Sponsor

- 25 admission tickets
- Full page ad on back of program
- Continuous mentions in all marketing
- Company name and logo on sponsor banner
- Company supplied banner hung in prime location at event
- Table for booth display

Entertainment Sponsor:

- 20 admission tickets
- Half page ad in program
- Continuous mentions in all marketing
- Company name and logo on sponsor banner
- Company supplied banner hung on main stage

Trophy/Prize Sponsor:

- 15 admission tickets
- Quarter page ad in program
- Continuous mentions in all marketing
- Company supplied banner hung in tent
- Company name and logo on sponsor banner

Gold Sponsor

- 10 admission tickets
- Quarter page ad in program
- Mentions in marketing
- Company supplied banner hung in tent
- Company name and logo on sponsor banner

Silver Sponsor:

- 5 admission tickets
- Eighth page ad in program
- Company supplied banner hung
- Company name and logo on sponsor banner



MEMBERSHIP CAMPAIGN

As part of this New Member Campaign, the Chamber will be "spreading the word" to over 5,000 local businesses and we anticipate attracting 85-100 new business members to the Chamber. The campaign includes a major mailing, press releases, radio and newspaper advertisements, and a phone drive with 40-60 business leaders making calls to businesses.

Corporate Sponsorship

- Recognition in the Chamber's print and/or email newsletter as a sponsor of the New Member Campaign
- Recognition in all marketing pieces
- Logo featured on email invitation to join
- Opportunity to place literature in the New Member Welcome Packets

Campaign Grand Recognition Prize Sponsor

Your company recognized as the sponsor of the grand prize provided to the business leader who is recognized as the top volunteer recruiter of the campaign.

- Recognition in the Chamber's newsletter
- Recognition in all marketing pieces
- Opportunity to place literature in the New Member Welcome Packets

* Sponsor has the option to provide \$1,500 for cash prizes or to provide a suitable prize item(s) valued a minimum of \$2,500. Examples of suitable items include travel packages, airline tickets, high-end electronics, sporting event tickets... etc.

Campaign Lunch/Breakfast Sponsorship

- Recognition during the two-day phone campaign
- Acknowledgement on the Chamber's website
- Recognition in the Chamber's print newsletter
- Recognition in all marketing pieces

ONE SOUTHCOAST HOME SHOW

Premier Sponsor

- Industry exclusive;
- Recognition as the official premier corporate sponsor
- Three booth spaces
- Corporate Banner (sponsor supplied) displayed
- Logo displayed on rotating video screen display
- Complimentary set of Chamber mailing labels
- Promotion on Chamber's website
- Logo featured prominently on electronic invitations

Supporting Sponsors

- Recognition as a supporting sponsor
- One 8' wide by 8' deep exhibit space at the event
- Sponsor's name and/or logo in advertising for the event;
- Corporate Banner (sponsor supplied)
- Logo displayed on rotating video screen display
- Complimentary set of Chamber mailing labels
- Promotion on Chamber's website
- Logo featured prominently on electronic invitations

Bag Sponsor

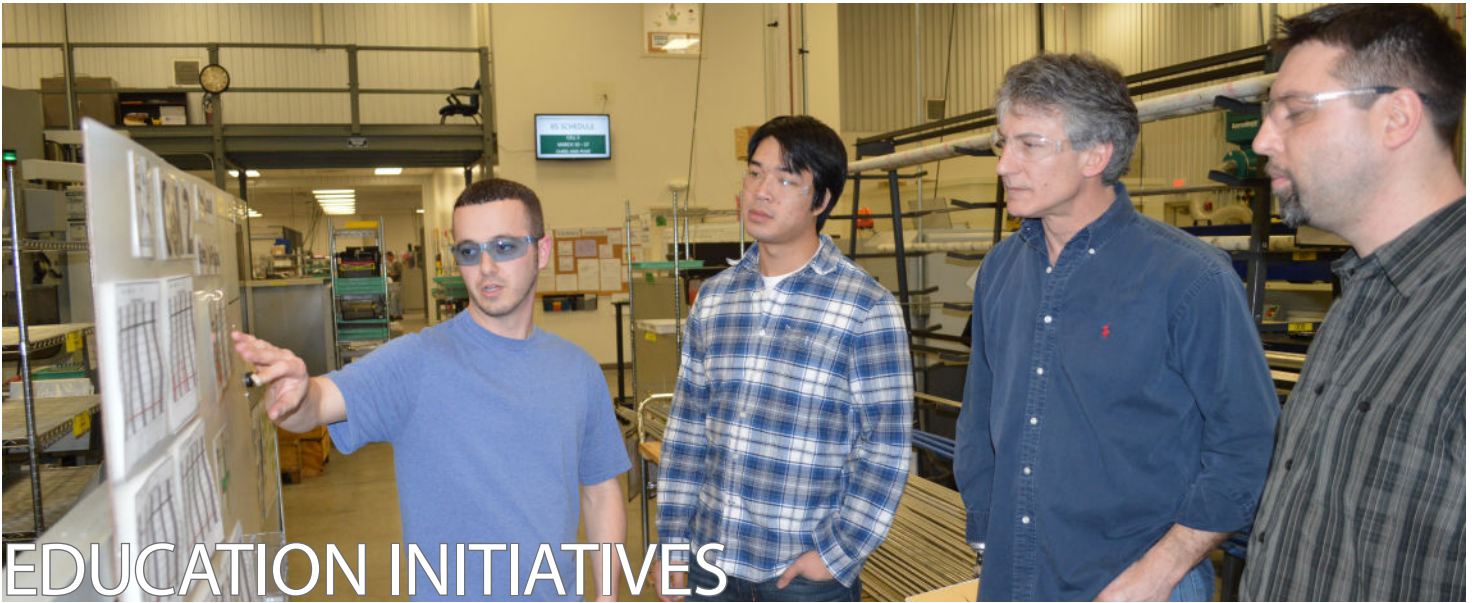
- Name and logo are imprinted on the registration bags
- One 8' wide by 8' deep exhibit booth
- Optional opportunity to have one piece of promotional material inserted into the bags. Requires a minimum of 3,000 bags.

Concession Stand Vendor

- Space for the concession area
- Corporate Banner (sponsor supplied) displayed
- Signage at the Concession area (sponsor supplied)
- Logo displayed on rotating video screen display

Grand Prize Sponsor

- Industry Exclusive;
- Recognition as the official sponsor of the Grand Prize
- One booth space at the Show;
- Sponsor's name and/or logo in advertising for the event.



EDUCATION INITIATIVES

CAREER FAIR SPONSOR

Sponsor a career exploration fair at a participating high school organized by the Chamber and its partners in the Greater New Bedford Connecting Activities Partnership.

- First right of refusal for next year's Career Fair;
- Corporate Banner (sponsor supplied) displayed
- Logo featured prominently on electronic invitations
- A display table at the Career Fair
- Recognition in all event marketing pieces

TEACHER EXTERNSHIP SPONSOR

Sponsors a scholarship for one local high school teacher to participate in a teacher externship with a local employer as part of the Greater New Bedford Connecting Activities Initiative.

- Scholarship named after the sponsor company;
- Company recognized in the Chamber Focus as a Teacher Externship Sponsor (s);
- Recognition in press releases as a sponsor of a Teacher Externship.

CONNECTING ACTIVITIES SCHOOL PARTNER MEETINGS

Meetings organized by the Chamber and the Greater New Bedford Connecting Activities Partnership with school and some business partners to discuss educational initiatives and review ongoing internship activities conducted by the partnership.

- Company recognized in the Chamber Navigator as a sponsor of the Connecting Activities Partnership;



GOVERNMENT AFFAIRS & PUBLIC POLICY

STATE OF THE CITY LUNCHEON

An annual Chamber luncheon program held in March when the Mayor of New Bedford delivers the "State of the City" address detailing past accomplishments, goals, planned policies and objectives for the largest city in the region for the coming year. Over 500 business, community, media, and political leaders attend this luncheon program.

Premier Sponsor

- Exclusive Sponsorship
- First right of refusal for next year's event
- Corporate Banner (sponsor supplied) displayed
- One corporate table of ten at preferred location
- Tabletop sign with logo
- Logo featured prominently on electronic invitations
- Recognition in all event marketing pieces

Supporting Sponsor

- Tabletop sign with logo;
- Reserved table of ten at a preferred location.
- Logo on printed invitations
- Logo featured prominently on electronic invitations
- Recognition in all event marketing pieces

SOUTHCOAST LEGISLATIVE LUNCHEON

This popular and high profile annual event provides business leaders with an opportunity to have face time with regional legislators as well as hear from either the Governor or a member of legislative leadership on the priorities on Beacon Hill.

Premier Sponsor

- Semi-Exclusive Sponsorship
- First right of refusal for next year's event
- Corporate Banner (sponsor supplied) displayed
- Logo featured prominently on electronic invitations
- One corporate table of ten at preferred location
- Recognition in all event marketing pieces
- A display table in the main entrance
- Recognition during the event and five minutes for welcoming remarks;
- Opportunity to place literature at each place setting.

Signed Corporate Table

- Tabletop sign with logo;
- Reserved table of ten at a preferred location.

THE BUSINESS VOICE

This monthly email news letter is sent to Chamber members to update them on public policy issues and upcoming government affairs committees meetings, guest speakers and more.

Sponsorship

- Recognition of the sponsor of the Business Voice in each email and opportunity to place an ad with a link.



PROFESSIONAL DEVELOPMENT

FRIDAY FORUM SEMINARS

Your company's name featured on promotions for Friday Forums held throughout the year. Current topics affecting businesses will be covered such as marketing, finance, sales, human resources, etc.

Friday Forum Sponsor

- Recognition as a sponsor in all event marketing pieces,
- Opportunity to present a seminar biannually
- Recognition during the event and up to five minutes for a welcome and/or presentation;
- The opportunity to provide literature (provided by the company) to each participant.



EXPORTING & INTERNATIONAL TRADE

INTERNATIONAL SEAFOOD BUYERS MISSION OF NEW BEDFORD WATERFRONT

An annual event held in March to help showcase New Bedford's waterfront and local seafood plants to international buyers and media participating in the International Boston Seafood Show. This educational tour gives the international buyers an inside look at how 21st-century computer technology and advanced processing equipment is producing a higher quality product than ever and shipping it fast almost anywhere on the planet. The goal is to generate increased and new business for New Bedford's seafood industry. The tour culminates with a special VIP Luncheon Reception organized by the Chamber.

Luncheon Sponsor

(Multiple Available)

- First right of refusal for next year's event;
- Corporate Banner (sponsor supplied) displayed
- Opportunity to participate in the special tour of local seafood suppliers and distributors.
- One corporate table of ten at the luncheon
- Recognition in all event marketing pieces
- Opportunity to place literature at each place setting

Luncheon Supporting Sponsor

(Multiple Available)

- First right of refusal for next year's event;
- Opportunity to participate in the special tour of local seafood suppliers and distributors.
- Two complimentary seats at the Luncheon.
- Recognition in all event marketing pieces



AFFILIATE PROGRAMS & COMMITTEES

SOUTHCOAST HR COUNCIL

The SouthCoast HR Council is an affiliate of the SouthCoast Chamber of Commerce comprised of human resource professionals and business owners that meet on a monthly basis to network, share information, and discuss mutual human resource issues.

- Industry Exclusive;
- Recognition as the sponsor in all marketing
- One complimentary seat at each month's meeting
- A display table in the main entrance at the meeting
- The opportunity to place literature at each table.

SOUTHCOAST ELECTRIC POWER GROUP

The SouthCoast Electric Power Group (SCEPG) is an affiliate of the SouthCoast Chamber of Commerce formed in 2002 to help manufacturers and other commercial users aggregate (combine) electric loads and contract for the purchase of electric power from providers. Members of the group are able to negotiate lower costs for electricity.

- Recognition as the Corporate Sponsor in all marketing
- Recognition as the sponsor of the SCEPG semi-annual general membership meetings;
- Two complimentary seats at the semi-annual general membership meetings of the SCEPG
- A display table in the main entrance of the semi-annual general membership meetings
- The opportunity to place literature at each table.

SUPPORTED EMPLOYMENT NETWORK

The Supported Employment Network is a unique collaboration between the SouthCoast Chamber of Commerce and several area organizations that provide work search assistance and support to people with disabilities. The mission of the Network is to create a greater awareness in the business community about the skills and employability of people with disabilities.

- Recognition as the sponsor of the Supported Employment Network
- Logo featured prominently on the Supported Employment Network page of the Chamber's website
- Company recognized in all marketing
- Opportunity to participate in the monthly meetings



AMBASSADORS COUNCIL SPONSORSHIP

The Chamber's Ambassadors Council is a volunteer group that responds to the needs of all members and reinforces the many benefits of Chamber membership. The Ambassadors are a critical link between the Chamber and its new and existing members.

This sponsorship not only supports the work of the Ambassadors Council, but it also showcases your company as community minded and committed to the Chamber and its members.

- Industry Exclusive;
- Recognition periodically in the newsletter
- Reserved corporate table of ten at the Chamber's Annual Meeting & Business Luncheon
- Opportunity to participate in the monthly Ambassadors Council meetings, Chamber ribbon cuttings, and other special community events
- Recognition as the official sponsor of the Chamber's Ambassador of the Year Award
- Opportunity to participate in the presentation of the Award at the podium

PUBLICATIONS & COMMUNICATIONS

CHAMBER NAVIGATOR

Put your money where your market is by placing your strongest ad message right on the desks of the SouthCoast's top business leaders and decision makers. One SouthCoast Chamber Navigator is the official monthly newsletter of One SouthCoast Chamber which offers business news for and about members. It is directly mailed to Chamber members and also posted online which provides additional exposure for your business!

For more information or to advertise, contact Jennifer Lourenco at (508) 676.8226 ext. 108 or email jlourenco@onesouthcoast.com.

Member Discount Sponsor

In each edition of One SouthCoast Navigator two member discounts are featured. Our official monthly print newsletter is mailed to Chamber members and posted online. Sponsoring the Member Discount Page(s) is a unique and cost effective way to promote your company as a leader in the local business community.

Annual Sponsorship (12 issues)

- Exclusive Sponsorship;
- Recognition as the official sponsor of the "Member Discount" Page(s) in One SouthCoast Navigator;
- Logo prominently displayed in the "Member 2 Discount" section as the sponsor.

ANNUAL MEMBERSHIP DIRECTORY & COMMUNITY RESOURCE GUIDE

If you are thinking of advertising, this is the publication to get your ad into. This premier publication sits on busy professionals' desk all year throughout the SouthCoast.

It has also won two national awards. Members, business leaders, and decision makers utilize this publication for buying decisions. It is direct mailed to Chamber member contacts. It is also distributed to visitors, newcomers, and people from throughout the country who are considering relocating or visiting the SouthCoast and posted online on the Chamber website for additional exposure.

For more information or to advertise in the Membership Directory & Community Resource Guide, contact RJennifer Lourenco at (508) 676.8226 ext. 108 or email jlourenco@onesouthcoast.com. Please note that advertising space is limited and fills up fast!

CHAMBER ENEWS

One SouthCoast Chamber eNews is a biweekly electronic newsletter created to keep members informed about chamber events, news, and services available to the business community.

Investment: Per month or for the Year

- Recognition as sponsor of the eNews
- Logo or ad prominently displayed in the eNews
- Link to the Sponsor website on the eNews

CHAMBER WEBSITE

The Chamber website located at www.onesouthcoast.com receives approximately 30,000 views a year.

Premium Website Advertising Package

Investment: Per month or for the Year

Online Category Banner

Investment: Per month or for the Year

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