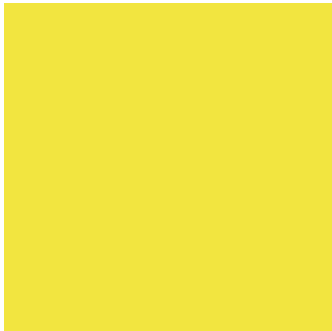
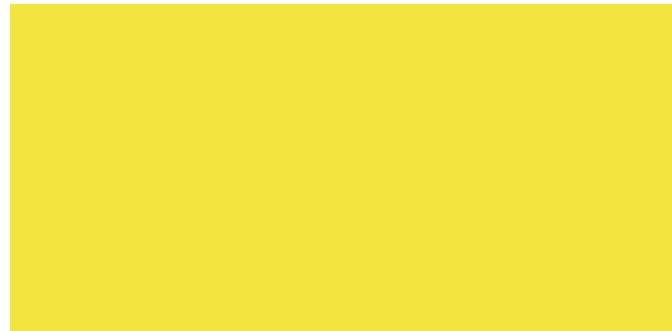




BLAIR COUNTY CHAMBER OF COMMERCE

# 2020

Imagine the possibilities.



# brand solution

OPPORTUNITIES



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# Discounted Packages

**These money-saving packages are offered exclusively to Chamber Members.**

Our customized packages offer solutions to the challenges that all business face when preparing a marketing strategy on a tight budget. Each package is specially designed offering discounted rates to give your business more value for your investment.

☒ Simply check which package you would prefer. You will not be billed all at once. You will only be invoiced as each event occurs.

**To reserve your package, your information and signature must appear below.**

Company Name (as it should appear on all printed materials)

\_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature

**Return completed form to:**

Jessie Covert

Blair County Chamber of Commerce

3900 Industrial Park Drive, Suite 12, Altoona, PA 16602

**Phone:** 814-943-8151 **Fax:** 814-943-5239

**Email:** jcovert@blairchamber.com

www.blairchamber.com

## ☐ **The Platinum – \$3,622**

**20% discount – Valued @ \$4,525**

**Business Excellence Dinner** – Premier or Reception Sponsor includes full page ad in program book

**Annual Meeting** – Silver Sponsor

**Golf Classic** – Tee or Green Sponsor

**Safety Workshop** – Sponsor

**Breakfast Club** – Sponsor

**Website** – Banner Ad with a 4 week run

**Business Bulletin email newsletter** – ad with a 4 week run

**Privilege Page** – one insertion

## ☐ **The Partner– \$2,587**

**10% discount – Valued @ \$2,875**

**Business Excellence Dinner** – Silver Sponsor

**Annual Meeting** – Silver Sponsor

**Golf Classic** – Tee or Green Sponsor

**Safety Workshop** – Sponsor

**Farm-City Dinner** – Silver Sponsor

**Business Bulletin email newsletter** – ad with a 4 week run

**Privilege Page** – one insertion

## ☐ **The Influencer–\$1,597**

**10% discount – Valued @ \$1,775**

**Business Excellence Dinner** – Bronze Sponsor

**Annual Meeting** – Bronze Sponsor

**Safety Workshop** – Sponsor

**Farm-City Dinner** – Bronze Sponsor

**Golf Classic** – Tee or Green Sponsor

**Business Bulletin email newsletter** – ad with a 2 week run

**Privilege Page** – one insertion

## ☐ **The Brand Booster–\$837**

**10% discount – Valued @ \$930**

**Business Excellence Dinner** – Full page ad in program book

**Farm-City Dinner** – Full page ad in program book

**Golf Classic** – Tee or Green Sponsor

**Privilege Page** – one insertion

**Website** – Banner Ad with a 4 week run

# AN OPPORTUNITY to promote your business and support your community

## Advertising Options

The Chamber offers very affordable advertising options for its members. A variety of options are available to reach your target audience for a great low price.

### Cancellation policy -

Cancellations of all advertising options must be made one week prior to deadline or total cost will be billed.



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### BRANDbytes • \$175 (Standard Placement) \$225 (Preferred Placement)

*BRANDbytes are environmentally-friendly digital flyers that appear in the Chamber's e-newsletter, NETworks Digital News. The BRANDbytes flyers are included in the e-newsletter the first Monday of each month. When you reserve your space and send your file, your brand will be digitally transported to nearly 4,000 in-boxes. Two placement options are available: Preferred (\$225) and Standard (\$175).*

- Provide us with a pdf or jpeg of your flyer (8.5 x 11, portrait orientation)
- Reservations necessary (limited space per issue)

### Website advertising • \$125

- Each ad will run for a total of four weeks beginning the day of the initial post
- Ad size must be 9.71" wide x 1.2" high
- Ads must be submitted as a jpeg (preferred) or PDF
- A link will be created from your ad to your company website

### e-mail newsletter advertising • \$200

#### NETworks Digital News

*The Chamber's NETworks Digital News is a weekly e-mail newsletter distributed to nearly 4,000 business professionals in Central PA and beyond. Reservations required.*

- Each ad will run for a total of one month
- Ads must be submitted as a jpeg (preferred) or PDF
- Ad size must be 2.5" wide x 3.5" high
- A link will be created from your ad to your company website
- Limited spaces per issue

### Chamber mailing labels • \$75

**Available in print format only.**

*The Chamber provides the opportunity for members to purchase mailing labels of the businesses and organizations that comprise the Chamber Membership.*

- Exclusive Chamber Member price
- Provided in zip code order per USPS requirements
- Addresses include all contacts for each member business

# AN OPPORTUNITY to promote your business and support your community

## Annual Meeting

Annual Meeting provides the opportunity to reflect on the accomplishments of the previous year while welcoming a new slate of Board of Directors. This event also features presentation of the following awards: ATHENA, Educator of the Year, George, Joseph P. Rosenhamer Chamber Spirit, Loyalty, Donna D. Gority Servant Leadership, Small Business Person of the Year and Young Professional of the Year.



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### Premier Sponsor • \$1,500

#### *One Sponsorship Available*

- An opportunity to present the welcoming remarks
- Eight complimentary admissions to event with reserved priority seating
- Verbal acknowledgement of your sponsorship at the event
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Logo and link on Chamber social media
- Logo placed at each table
- One complimentary admission to a Chamber Breakfast Club of your choice
- Four complimentary admissions to Business After Hours of your choice
- Company logo and website link on Chamber website
- Chamber email newsletter advertisement - 4-week run - needs pre-scheduled
- First right of refusal to renew sponsorship in subsequent year

### Silver Sponsor • \$1,000

- Four complimentary admissions to event with reserved priority seating
- Verbal acknowledgement of your sponsorship at the event
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement of sponsorship on Chamber social media pages
- Company name on table tent sponsor list
- Two complimentary admissions to Business After Hours of your choice
- Company logo on Chamber website
- Chamber website advertisement - two-week run - needs prescheduled

### Bronze Sponsor • \$500

- Two complimentary seats at the event with reserved priority seating
- Verbal acknowledgement of your sponsorship at the event
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company name on table tent sponsor list
- Acknowledgement on Chamber website

# AN OPPORTUNITY to promote your business and support your community

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## Breakfast Club

Breakfast Club is held the second Thursday of each month from 7:45 to 9:00 a.m. This event brings together current members and new members for breakfast and a brief program. New members are recognized and presented with their Chamber membership plaque.



### Sponsor • \$325

*One sponsorship available per month*

- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Logo on pre-event promotional materials
- Acknowledgement in news release
- Two complimentary admissions - breakfast included
- VIP seating at reserved table with guest speaker
- 2-3 minutes of podium time before the program starts to promote your business
- Your company literature may be placed at each table setting
- Full size table for company display
- Logo on upcoming events calendar distributed to all Breakfast Club attendees



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# AN OPPORTUNITY to promote your business and support your community

## Business Excellence

The Business Excellence Dinner is designed to call attention to the importance of excellence within the business community. The highlights of the dinner include the presentation of the Lifetime Achievement Award for Business Excellence. This is an honor to be bestowed on an individual who has set the standard for excellence in achievement, both personal and professional.



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### Premier sponsor • \$2,500

- An opportunity to present the welcoming remarks

### Commemorative Book sponsor • \$2,500

- Company logo prominently placed on welcome page in the Commemorative Book

### Reception sponsor • \$2,500

- Company logo on reception signage and tickets

### Packages shown above also include:

- Complimentary reservations for six to the event with reserved priority seating
- Complimentary reservations for six to the VIP Reception prior to the event
- Your company name in the Commemorative Book
- Verbal acknowledgement of your sponsorship at the event
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company logo and website link on Chamber website
- Company logo and website link on Chamber Facebook page
- Full page advertisement in the Commemorative Book
- Acknowledgement on presentation screen during event
- Chamber email newsletter ad - one-month run - must be pre-scheduled

### Silver sponsor • \$1,000

- Complimentary reservations for four to the event with reserved priority seating
- Complimentary reservations for four to the VIP Reception prior to the event
- Your company name in the Commemorative Book
- Verbal acknowledgement of your sponsorship at the event
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company logo on Chamber website
- Quarter page advertisement in the Commemorative Book
- Acknowledgement on presentation screen during event

### Bronze sponsor • \$600

- Complimentary reservations for two to the event with reserved priority seating
- Complimentary reservations for two to the VIP Reception prior to the event
- Your company name in the Commemorative Book
- Verbal acknowledgement of your sponsorship at the event
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website
- Acknowledgement on presentation screen during event
- One free Privilege Page insertion

### Commemorative Book Advertising

Full Page - 7 1/2" wide x 9 1/4" high - \$500

Half Page - 7 1/2" wide x 4 1/2" high - \$300

Quarter Page - 3 1/2" wide x 4 1/2" high - \$200

# AN OPPORTUNITY to promote your business and support your community

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## Farm-City Dinner

Each fall, the Chamber's Farm-City Committee coordinates a number of events designed to educate the public on the importance of agriculture in Blair County. The highlight of the Farm-City Dinner is the presentation of the annual Agricultural Community Excellence (ACE) Award. The dinner is an evening where the business and agricultural communities come together in celebration.



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### Gold sponsor • \$500

- Two complimentary tickets to the dinner
- Company name on presentation screen during dinner
- Acknowledgement in the event program book
- Full page ad in the program book
- Verbal mention of sponsorship during dinner
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company logo and website link on Chamber website

### Silver sponsor • \$300

- Two complimentary tickets to the dinner
- Company name on presentation screen during dinner
- Quarter page ad in program book
- Company name acknowledged in program book
- Verbal mention of sponsorship during dinner
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website

### Bronze sponsor • \$200

- Two complimentary tickets to the dinner
- Company name on presentation screen during dinner
- Company name acknowledged in program book
- Verbal mention of sponsorship during dinner
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website

### Program Book Advertising

Full Page - 4 3/4" x 7 1/2" - \$80

Half Page - 4 3/4" x 3 1/2" - \$45

Quarter Page - 2 1/4" x 3 1/2" - \$30



# AN OPPORTUNITY to promote your business and support your community

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## Golf Classic

The Chamber Golf Classic offers enormous networking potential. This event brings together good golfers and not-so-good golfers for a day of fun and competition on the links. Golfers vie for several prizes in both team and individual categories. This popular event is traditionally a sellout.



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### Premier Sponsorship • \$2500

#### *One sponsorship available*

- Naming rights to the golf tournament
- Company name on all tee/green signs
- Two complimentary foursomes (\$1,200 value)
- Company name and logo on all advertising and gifts
- Verbal acknowledgement of sponsorship
- Exposure in Blair Business Mirror
- Exposure in all pre-event publicity
- Four week advertisement in Chamber email newsletter
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company logo and website link on Chamber website
- First right of refusal

### Lunch/Dinner Sponsor • \$1000

#### *One sponsorship available*

- Complimentary foursome (\$600 value)
- Signage at the lunch and dinner
- Five minutes podium time at the beginning of the lunch and/or dinner
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website
- Acknowledgement on Chamber social media pages
- Name and logo on tournament handouts

### Photo Sponsor • \$1000

- Complimentary foursome (\$600 value)
- Signage in all team photos
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website
- Acknowledgement on Chamber social media pages

### Comfort Cart Sponsorships • \$500

#### *Limited sponsorships available*

- Company name and logo placed prominently on comfort cart
- Opportunity for two company representatives to drive comfort cart
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website

### Golf Ball Sponsor • \$500

#### *One sponsorship available*

- Company logo on golf balls distributed to each golfer
- Acknowledgement on Chamber website

### Tee/Green Sponsorships • \$100

- Tee or a green sign with company logo
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Acknowledgement on Chamber website

# AN OPPORTUNITY to promote your business and support your community

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## Home Garden & Healthy Living Showcase

The Home Garden & Healthy Living Showcase is a collaborative effort between the Chamber and Blair Bedford Builders Association. The three-day show attracts thousands of people from throughout central Pennsylvania.



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### Show Sponsorship • \$2000

#### *Six packages available*

- Company name/logo on all promotional and marketing materials including but not limited to:
  - television commercials
  - radio commercials
  - newspaper advertisements
  - event emails
  - website
  - Facebook ads and posts
- One FREE Booth (10' x 10')
- Your company banner hung on the front of the Jaffa Shrine the week of the show
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- One free Chamber Privilege Page insertion
- Four passes to Blair-Bedford Builders Association Steak Fest
- Company name listed in show guide

### Show Ticket Sponsorship • \$500

#### *Two sponsorships available*

- Coupon on back of the show admission ticket

### Show Exhibitor Booth

*Special discount pricing is available for Blair County Chamber of Commerce and Blair-Bedford Builders Association members. Please contact the Chamber for booth sizes and prices.*

- Company name listed in printed show guide distributed to all attendees
- Company name listed as an exhibitor on show website

### Home Treasures Boutique Exhibitor Booth • \$175

- Company name listed in printed show guide distributed to all attendees
- Company name listed as an exhibitor on show website

# AN OPPORTUNITY to promote your business and support your community

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## Networking Opportunities

Networking opportunities can be priceless to businesses when trying to reach new customers or promote their brand. Business Before Hours and Business After Hours are two networking-focused events that are extremely popular among the business community.



### Business Before Hours Host • \$100

*A time to network before heading to the office.*

*Please contact Joe Hurd at [jhurd@blairchamber.com](mailto:jhurd@blairchamber.com) to schedule this event.*

- Scheduled per request
- Host provides a light breakfast
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Logo on pre-event promotional materials
- Logo on Chamber website
- Logo on Chamber Facebook page

### Business After Hours Host • \$200

*A popular event that promotes networking after the work day.*

*Please contact Stacy Hoover at [shoover@blairchamber.com](mailto:shoover@blairchamber.com) to schedule this event.*

- Scheduled based upon availability - waiting list is available
- Host receives 20 complimentary admissions to event
- Host provides hors d'oeuvres and beverages
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Logo on pre-event promotional materials
- Logo on Chamber website
- Logo on Chamber Facebook page



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# AN OPPORTUNITY to promote your business and support your community

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## Safety Workshop

Safety programs are held monthly from September to May focusing on regulatory compliance, disaster prevention, and other safety-related and human resource topics.

### Safety Workshop Sponsor • \$150

- One complimentary admission - breakfast or lunch included
- 2-3 minutes of podium time before the program starts to promote your business
- Company logo on pre-event publicity
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company promotional materials distributed to all attendees
- Company logo and website link on Chamber website



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# AN OPPORTUNITY to promote your business and support your community

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## WE-LEaD

WE-LEaD, an acronym for Women Encouraging Leadership, Education and Development, features quarterly networking and educational programs geared toward women in the business community.



### WE-LEaD Networking Event Sponsor • \$150

*One sponsorship available per networking event*

- 2-3 minutes of promotional time to address attendees
- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Company logo and website link on the Chamber website
- Signage at event with optional display table
- Company logo on promotional pre-event materials
- Two complimentary admissions

### WE-LEaD Workshop Luncheon Sponsor • \$150

*One sponsorship available per event*

- Acknowledgement in Business Bulletin 'Chamber All-Star' monthly sponsor list
- Signage at event with opportunity to place promotional materials at place settings
- 2-3 minutes podium time
- Company logo on promotional flyer for event
- Two complimentary admissions - lunch included



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