



2011 Partnership Opportunities Event and Program Sponsorships

Partner with the Neponset Valley Chamber of Commerce by taking advantage of our unique sponsorship opportunities. These packages serve small, medium and large businesses alike and a strategic sponsorship plan can be created for any budget and for any business size. These programs will allow you to raise your company's visibility and credibility while ensuring the Chamber has the financial capacity to carry out its mission on behalf of local business.

Benefits of Partnering with the Chamber:

Publicity – Positive public recognition is something that is built over time. Chamber events and programs are highly publicized...and so are their sponsors. Your company's brand name is included in **all** collateral materials, print and online advertising to ensure that your company name reaches thousands of customers time after time.

Brand Association – Companies that want to be recognized as industry leaders and community partners welcome the benefits of association with important business events. Co-branding with the Chamber adds value to the goodwill and positive brand recognition of your business. If your company seeks to have increased name recognition with professionals, executives, managers and other influential business decision-makers, Chamber events and programs are the answer.

Access to New Business Relationships – The one-on-one marketing aspects of Chamber events and programs allow companies to open relationships with dozens of new clients and customers. Of course, these events are also ideal for renewing and strengthening relationships with existing clients and customers.

The Chamber reserves the right to make sponsorship and date changes to events at our discretion. All sponsorship opportunities are based on a first come, first serve basis and must be contracted in advance. Please note some events have first right of refusal by previous year sponsors.



2011 Sponsorship Opportunities

Table of Contents

Chairman's Circle Partnerships	
Platinum Partner Package	Page 3-4
Gold Partner Package	Page 5
Silver Partner Package	Page 6
Bronze Partner Package	Page 7
Networking Events	Page 8
Small Business Seminar Series	Page 9
Legislative Reception	Page 10
Flavors of the Neponset Valley	Page 11
Golf Tournament	Page 12-13
Annual Meeting	Page 14
Speaker Series	Page 15
Business Expo	Page 16
Advertising Opportunities	Page 17-18
Sponsorship Sign Up Form	Page 19



CHAIRMAN'S CIRCLE

2011 SPONSORSHIP OPPORTUNITIES

➤ **Platinum Partner Package - \$15,000**

The Platinum level package is the premier sponsorship available from the chamber. This package sets your company apart as the Chamber's strongest financial supporter.

- Sponsorship is *exclusive* per business category and available on a first come, first serve basis. No other company in your category can sponsor at this level.
- Name and logo recognition on all 2011 sponsorship related promotional materials including blast emails, print ads, collateral materials, online promotion and on-site media.
- Logo recognition on New and Prospective Member Folders. (more than 500 impressions)
- Two email banner ads **\$200 Value**
- CEO picture and quote included in featured article about your company in Chamber e-newsletter during the month of your choice.
- 6 ads in Chamber e-newsletter throughout 2011. **\$1,500 Value**
- Special Sign Display at registration table of all 2011 Chamber Events.
- Logo with link on the Chamber website (nvcc.com) for one year **\$2,000 Value**
- One Homepage website Banner Ad for one year **\$2,500 Value**
- Complete list of all 2011 event attendees
- Head table seating and public recognition at the Annual Meeting.
- Quarterly briefings with Chamber President and/or Board Chair.



Flavors of the Neponset Valley

Cordon Bleu Sponsor - \$3,000

- Underwriter sponsorships are *exclusive* per business category.
- 15 tickets **\$675 Value**
- Premier sponsorship table placement at the event, (opportunity to distribute and display your own company marketing materials)
- Premier Logo placement on all event marketing materials
- Recognition at the event and opportunity to welcome all attendees to the event
- Premier placement of LCD projection of logo during the event

Expo

Event Sponsor - \$4,000

- Exclusive category
- Sponsor end-cap booth (12x6)
- Logo on all promotional and follow-up materials
- 3 ads in partnering Chamber e-newsletters
- Sponsor-supplied Banner in registration lobby
- Logo on custom sponsor signage and raffle prize board in lobby

Annual Meeting

Friend of the Chamber - \$1,500

- Logo placement on all marketing materials
- Opportunity to present an award at the event
- Table of ten with preferred seating at the event **\$500 Value**
- LCD projection of logo during event
- Verbal recognition twice during event

Speaker Series

Individual Event Sponsor - \$1,500

- Opportunity for two minutes speaking time at the event
- Display table and opportunity to distribute promotional materials
- Recognition during introductions and closing remarks of the event
- Logo ID and name recognition on all event marketing materials
- Sponsorship Recognition on Chamber's website
- Company's signage displayed at the event
- Ten tickets to the event (**Breakfast -- \$250 Value / Lunch -- \$350 Value**)



➤ **Gold Partner Package - \$10,000**

- Name and logo recognition on all 2011 sponsorship related promotional materials including blast emails, print ads, collateral materials, online promotion and on-site media
- Logo recognition on New and Prospect Member Folders. (more than 500 impressions)
- One email banner ad **\$100 Value**
- CEO picture and quote included in featured article about your company in Chamber e-newsletter during the month of your choice.
- 3 ads in Chamber e-newsletter throughout 2011. **\$750 Value**
- Special Sign Display at registration table of all 2011 Chamber Events.
- Logo with link on the Chamber website (nvcc.com) for one year **\$2,000 Value**
- One Home page website Banner Ad for one year **\$2,500 Value**
- Complete list of all 2011 event attendees

Golf Tournament

Tournament Sponsor - \$5,000

- Exclusive – only one available, first come, first serve
- Premier logo included on event invitation
- Speaking opportunity at Shotgun Start
- 2 foursomes **\$1,800 value**
- Premier banner location throughout the day
- Premier company name on signage at the first tee
- Premier logo placement on all event marketing materials:
- Logo with a link to your website on the event listings page on Chamber website
- Logo recognition in event program
- 2 Tee Signs

Flavors of the Neponset Valley

Cordon Blanc Sponsor - \$2,000

- 15 tickets **\$675 value**
- Display table at the event
- Logo placement on all event marketing materials
- Emcee recognition during the event
- LCD projection of logo during the event
- Opportunity to distribute company promotional material

Legislative Reception

Associate Event Sponsorship - \$750

- Recognition during introductions and closing remarks of the event
- Logo ID and name recognition on all marketing materials
- Company signage or LCD displayed at the event
- Five tickets to the event **\$100 value**



➤ **Silver Partner Package - \$7,500**

- Name and logo recognition on all 2011 sponsorship related promotional materials including blast emails, print ads, collateral materials, online promotion and on-site media.
- Logo recognition on New and Prospect Member Folders. (more than 500 impressions)
- One email banner ad **\$100 Value**
- 3 ads in Chamber e-newsletter throughout 2011. **\$750 Value**
- Special Sign Display at registration table of all 2011 Chamber Events.
- Logo with link on the Chamber website (nvcc.com) for one year **\$2,000 Value**
- One Second Level website Banner Ad for one year **\$1,500 Value**

Annual Meeting and Awards

Premier Underwriter - \$3,000

- Underwriter sponsorships are exclusive to business category.
- Premier logo placement on all marketing materials
- Opportunity for two minutes speaking time at event
- Opportunity to introduce the guest speaker
- Opportunity to place a handout or gift at each place setting
- Table of ten with preferred seating at the event **\$500 Value**
- Vendor table (in registration area) for promotional items
- LCD projection of logo during event

Golf Outing

Putting Contest Sponsor - \$1,500

- Logo included on event invitation
- Foursome **\$900 value**
- Company name on signage at the Putting Contest
- Present award to winner of the contest with photo
- Logo placement on all event marketing materials:
- Logo with a link to your website on the event listings page on Chamber website
- Logo recognition in event program
- Tee Sign

Business Expo

Business After Hours Sponsors - \$750

- No more than one from each partnering Chamber in this category
- Expo booth (8x6) near venue bar
- Banner with BAH Sponsors' logos at bar
- 1 ad in partnering Chambers e-newsletter
- Welcoming remarks at BAH
- Logo on all promotional and follow-up materials
- Ability to distribute promotional material at venue food station/bar
- Logo on custom sponsor signage and raffle prize board in lobby



➤ **Bronze Partner Package - \$5,000**

- Name and logo recognition on all 2011 sponsorship related promotional materials including blast emails, print ads, collateral materials, online promotion and on-site media.
- Logo recognition on New and Prospect Member Folders. (more than 500 impressions)
- One email banner ad **\$100 Value**
- 1 ad in Chamber e-newsletter. **\$250 Value**
- Special Sign Display at registration table of all 2011 Chamber Events.
- Logo with link on the Chamber website (nvcc.com) for one year **\$2,000 Value**
- One Third Level website Banner Ad for one year (**\$900 Value**)

Small Business Seminar Series

Series Sponsorship - \$2,000

- Naming rights (i.e.: "The ??? Small Business Seminar Series")
- Premier Logo ID and name recognition on all marketing materials
- Opportunity for two minutes speaking time at each event
- Company logo displayed on event listing page on Chamber website
- Special recognition by chamber staff during each seminar
- Company banner or sign displayed at each seminar
- Company literature and/or premium items distributed at events
- Four seats at each of the seminars **\$320 Value**

Flavors of the Neponset Valley

Cooking Demonstration - \$1,500

- 10 tickets **\$450 value**
- Logo placement on all event marketing materials
- Emcee recognition during the event
- LCD projection of logo during the event
- Opportunity to showcase your business at the cooking demonstration stage
- Company Signage prominently displayed at cooking demonstration area

Annual Meeting and Awards

Table Sponsor - \$500

- Logo placement on all marketing materials
- Table of ten with preferred seating at the event (**\$500 Value**)
- LCD projection of logo during event
- Verbal recognition during event



NETWORKING EVENTS

Chamber Networking provides a forum where business people are guaranteed to meet a significant number of contacts in a short period of time, an asset to professionals looking to quickly broaden their sphere of influence and network base. Your sponsorship support will host at least 7 events throughout the year.

Location and Dates TBD
Anticipated Attendance: 40-70 per event

Networking Series - \$2,500

- Naming rights (ie: Morning (or Noon) Networking Sponsored by ???)
- Sponsor for the entire series
- Company logo included on all marketing materials for the event
- Company Logo printed on tabletop signage
- Company logo displayed on event listing page on Chamber website
- Company literature and/or promotional items displayed at event
- Complete list of 2011 attendees
- Four tickets to each event **\$560 Value**



SMALL BUSINESS SEMINAR SERIES

The Small Business Seminar Series is designed to assist members in building their business skills. There will be at least 4 programs held during the course of the year. The Neponset Valley Chamber of Commerce, in partnership with higher education organizations, SBA, MSBDC and local business trainers provides seminars to help its members begin and expand their small business ventures.

Location and Dates: Quarterly TBA

Anticipated Attendance: 30-50 per event

Series Sponsorship - \$2,000

- Naming rights (i.e.: "The ??? Small Business Seminar Series")
- Premier Logo ID and name recognition on all marketing materials
- Opportunity for two minutes speaking time at each event
- Company logo displayed on event listing page on Chamber website
- Special recognition by chamber staff during each seminar
- Company banner or sign displayed at each seminar
- Company literature and/or premium items distributed at events
- Four seats at each of the seminars **\$320 Value**



LEGISLATIVE RECEPTION

The local business community gathers annually for this opportunity to discuss legislative priorities, mix, mingle, and network with local elected and appointed officials in a unique After Hours setting.

Tentative Date: Spring 2011
Location TBA

Anticipated Attendance: 50 to 100 chamber members and local officials.

Corporate Event Sponsorship - \$1,500

- Opportunity for two minutes speaking time at the event
- Recognition during introductions and closing remarks of the event
- Premier Logo ID and name recognition on all marketing materials
- Sponsorship recognition on Chamber's website events calendar
- Company signage or LCD displayed at the event
- Ten tickets to the event **\$200 value**

Associate Event Sponsorship - \$750

- Recognition during introductions and closing remarks of the event
- Logo ID and name recognition on all marketing materials
- Company signage or LCD displayed at the event
- Five tickets to the event **\$100 value**



FLAVORS OF THE NEPONSET VALLEY

The largest community event for the Neponset Valley Chamber, "Flavors" is a must attend tasting event. Treat your employees and customers to a great evening out. They will enjoy the best that local area restaurants and vendors have to offer, while supporting the local community.

**Date: TBA Venue: Christina's, Route One, Foxboro
Anticipated Attendance: 400-500**

Cordon Bleu Sponsor - \$3,000

- Underwriter sponsorships are *exclusive* per business category.
15 tickets **\$675 Value**
- Premier sponsorship table placement at the event, (opportunity to distribute and display your own company marketing materials)
- Premier logo placement on all event marketing materials
- Recognition at the event and opportunity to welcome all attendees to the event
- Premier placement of LCD projection of logo during the event

Cordon Blanc Sponsor - \$2,000

- 15 tickets **\$675 value**
- Display table at the event
- Logo placement on all event marketing materials
- Emcee recognition during the event
- LCD projection of logo during the event
- Opportunity to distribute company promotional material

Cordon Rouge Sponsor - \$1,000

- 10 tickets **\$450 value**
- Logo placement on all event marketing materials
- Emcee recognition during the event
- LCD projection of logo during the event

Cooking Demonstration - \$1,500

- 10 tickets **\$450 value**
- Logo placement on all event marketing materials
- Emcee recognition during the event
- LCD projection of logo during the event
- Opportunity to showcase your business at the cooking demonstration stage
- Company Signage prominently displayed at cooking demonstration area



GOLF TOURNAMENT

Over 100 golfers participate annually in the chamber's golf tournament, which is a great day of golfing and fun. The tournament is an excellent opportunity to mix and mingle with local business leaders and promote your business.

Date: Monday, August 8th Venue: Blue Hill Country Club
Anticipated Attendance: 100 - 132

Tournament Sponsor - \$5,000

- Exclusive – only one available, first come, first serve
- Premier logo included on event invitation
- Speaking opportunity at Shotgun Start
- 2 foursomes (**\$1,800 value**)
- Premier banner location throughout the day
- Premier company name on signage at the first tee
- Premier logo placement on all event marketing materials:
- Logo with a link to your website on the event listings page on Chamber website
- Logo recognition in event program
- 2 Tee Signs

Platinum Sponsor - \$3,000

- Logo included on event invitation
- 2 foursomes (**\$1,800 value**)
- Prominent banner location throughout the day
- Company name on signage at the first tee
- Logo placement on all event marketing materials:
- Logo with a link to your website on the event listings page on Chamber website
- Logo recognition in event program
- Tee Sign

Gold Sponsor - \$1,500

- Logo included on event invitation
- Foursome (**\$900 value**)
- Company name on signage at the first tee
- Logo placement on all event marketing materials:
- Logo with a link to your website on the event listings page on Chamber website
- Logo recognition in event program
- Tee Sign



GOLF TOURNAMENT (CONT.)

Awards/Reception Sponsor - \$2,000

- Sponsorship is *exclusive, only one available*
- Foursome (**\$900 value**)
- Introduction of representative at Awards presentation
- Logo placement on all marketing materials
- Banner displayed at Awards presentation
- Logo recognition in event program
- Logo with a link to your website on the event listings page on Chamber website
- 1 Tee Sign

Putting Contest Sponsor - \$1,500

- Logo included on event invitation
- Foursome (**\$900 value**)
- Company name on signage at the Putting Contest
- Present award to winner of the contest with photo
- Logo placement on all event marketing materials:
- Logo with a link to your website on the event listings page on Chamber website
- Logo recognition in event program
- Tee Sign

Hole in One Sponsor - \$500

- Sponsorships is *exclusive, only one available*
- Name and/or logo included on event invitation
- Company Name & Logo recognition in tournament program
- Company name on hole-in-one signs

Tee/Green Sign - \$125

- 1 Tee Sign
- Company listing in event program



ANNUAL MEETING AND AWARDS

The Annual Meeting and Awards Ceremony recognizes businesses and individuals for outstanding community involvement and support. Attended by businesses, local officials and community leaders.

Location and Date: TBA
Anticipated attendance – 300 to 400 people

Premier Underwriter - \$3,000

- Underwriter sponsorships are exclusive to business category.
- Premier logo placement on all marketing materials
- Opportunity for two minutes speaking time at event
- Opportunity to introduce the guest speaker
- Opportunity to place a handout or gift at each place setting
- Table of ten with preferred seating at the event (**\$350 Value**)
- Vendor table (in registration area) for promotional items
- LCD projection of logo during event

Friend of the Chamber - \$1,500

- Logo placement on all marketing materials
- Opportunity to present an award at the event
- Table of ten with preferred seating at the event (**\$350 Value**)
- LCD projection of logo during event
- Verbal recognition twice during event

Table Sponsor - \$500

- Logo placement on all marketing materials
- Table of ten at the event (**\$350 Value**)
- LCD projection of logo during event
- Verbal recognition during event



SPEAKER SERIES

The Chamber will host 4-6 breakfast/lunch events with a high profile keynote speaker discussing various issues and topics affecting the business community.

Location & Dates: TBD

Anticipated Attendance: 50 to 100 chamber members and local officials.

Series Sponsor - \$3,000

- Opportunity for two minutes speaking time at each event
- Display table and opportunity to distribute promotional materials
- Recognition during introductions and closing remarks of the event
- Premier logo ID and name recognition on all event marketing materials
- Sponsorship Recognition on Chamber's website
- Company's signage displayed at the event
- Ten tickets to the event (**Breakfast -- \$250 Value / Lunch -- \$350 Value**)

Associate Series Sponsor - \$1,000

- Recognition during introductions and closing remarks of each event
- Display table at event
- Logo ID and name recognition on all event marketing materials
- Company's signage displayed at the event
- Five tickets to the event (**Breakfast -- \$125 Value / Lunch -- \$175 Value**)

Individual Event Sponsor - \$1,500

- Opportunity for two minutes speaking time at the event
- Display table and opportunity to distribute promotional materials
- Recognition during introductions and closing remarks of the event
- Logo ID and name recognition on all event marketing materials
- Sponsorship Recognition on Chamber's website
- Company's signage displayed at the event
- Ten tickets to the event (**Breakfast -- \$250 Value / Lunch -- \$350 Value**)



BUSINESS EXPO

**Date: October 2011 Location: Christina's, Route One, Foxboro
Expected attendance: 500**

Event Sponsor - \$4,000

- Exclusive category
- Sponsor end-cap booth (12x6)
- Logo on all promotional and follow-up materials
- 3 ads in partnering Chamber e-newsletters
- Sponsor-supplied Banner in registration lobby
- Logo on custom sponsor signage and raffle prize board in lobby

Media Co-sponsor - \$2,500

In trade for this value of coverage, each media co-sponsor receives:

- Exhibitor booth (8x6); special arrangements for broadcast
- Logo on all promotional and follow-up materials
- Sponsor signage in registration lobby

Aisle Sponsor (aisles 200-800) - \$1,500

- Sponsor end-cap booth (12x6)
- 3 ads in partnering Chambers e-newsletter
- Custom ceiling signage at both ends of aisle
- Logo on all promotional and follow-up materials
- Logo on custom sponsor signage and raffle prize board in lobby

Aisle Sponsor (far right or left wall) - \$1,000

- Sponsor end-cap booth (12x6)
- 1 ad in partnering Chambers e-newsletter
- Custom ceiling signage at both ends of aisle
- Logo on all promotional and follow-up materials
- Logo on custom sponsor signage and raffle prize board in lobby

Business After Hours Sponsors - \$750

- No more than one from each partnering Chamber in this category
- Expo booth (8x6) near venue bar
- Banner with BAH Sponsors' logos at bar
- 1 ad in partnering Chambers e-newsletter
- Welcoming remarks at BAH
- Logo on all promotional and follow-up materials
- Ability to distribute promotional material at venue food station/bar
- Logo on custom sponsor signage and raffle prize board in lobby



MEMBER DIRECTORY ADVERTISING

Size/Position	B & W	Color
Back Cover		\$2,625
Inside Front Cover		\$2,365
Inside Right Facing Page		\$2,255
Inside Back Cover		\$2,300
Full Page	\$1,215	\$1,445
Half Page	\$ 840	\$ 955
Quarter Page	\$ 515	\$ 605
Eighth Page	\$ 375	\$ 455
Boxed listing w/logo	\$ 255	N/A

***2010 Pricing*



ELECTRONIC MEDIA ADVERTISING

Size/Position	Month	Quarter	Year
Website			
Front Page		\$ 700	\$2,500
Second Level		\$ 400	\$1,500
Third Level		\$ 250	\$ 900
Email Blast			
	\$ 100	\$ 250	\$1,000
E-newsletter			
Small (198px wide by 207px height, 72dpi)	\$ 250	\$ 400	\$1,200
Large (396px wide by 279px height, 72dpi)	\$ 300	\$ 500	\$1,400



2011 Sponsor Registration Form

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Fax: _____

Email: _____

Package or Event to Sponsor:

Level of Sponsorship:

1/ _____

2/ _____

3/ _____

4/ _____

Method of Payment:

Make checks payable to:

Neponset Valley Chamber of Commerce, 190 Vanderbilt Ave. Norwood, MA 02062

Amount of check: _____

Or

Charge my: Visa _____ MC _____ Disc _____ Amex _____

Card #: _____ Exp. Date: _____

Amount to charge to credit card: \$ _____

Signature: _____ Date: _____

Signature and payment is a binding confirmation of sponsorship. Please return the form no later than January 31, 2011. For more information or questions, please contact Tom O'Rourke at 781-769-1126 or tom@nvcc.com.