

2021 Sponsorship & Advertising Opportunities



*We help you grow your business and build
your reputation.*

Name recognition gives your company a competitive edge.

Put your name and message in front of a targeted audience and you will build your reputation before you even say hello and exchange a business card.

The Gloucester County Chamber of Commerce sponsorship and advertising opportunities are diverse, affordable and most importantly, effective.

A GCCC membership provides a unique array of safe in-person and virtual events and professional development meetings.

Our marketing options include print, email, web and video programs.

We enjoy partnership events with area chambers of commerce and business associations that will boost your visibility throughout the region.

Our 500 + membership base is a trustworthy and targeted audience, making our sponsorship and advertising options a reliable way to market your business.

Here is a list of options we offer:

Event Sponsorships

We have event sponsorships to fit every budget, starting as low as \$500. Our Bronze, Silver, Gold and Presenting options maximize your brand awareness opportunities.

Choose from any of our packages including;

Any of the eight (8) Mega Events*

Annual Golf Tournament

Community Service Awards

Professional Development Series

Best of Gloucester County

Meet the Mayor Series

Chamber Connects

New Member Orientations

*See page 4 for a full list.

Advertising

DIGITAL

- Email Marketing – Costs start at \$600 per quarter.
- Website banners – Starting at \$700 per quarter.
- Display Ads in our Member Directory – Costs start at \$350.

PRINT

- Quarterly Postcard Marketing – Costs start at \$600 per quarter with a reach of nearly 700 businesses.

Continuous Visibility!

Would you rather have a continuing presence throughout the year? Our Annual and Affinity Partnerships provide an opportunity for you to get in front of our members and stay there throughout the year.

Annual Partnerships

Our Annual Partnership program gives you blanketed opportunities.

Annual Partners can choose which events to showcase their brands during select Mega Events on our calendar.

- Partner logos are placed on our website and on our Annual Partner event banners displayed at all in-person events.
- Ads that will run on our weekly email campaigns.
- You get TWO FREE tickets to every Mega Event.
- You receive 10% off any other event sponsorship options from our events calendar.

These partnerships are offered in the 4th quarter with three levels of benefits:

Leading - **\$5,000**

Innovating - **\$3,500**

Contributing - **\$2,000**

Affinity Partnerships

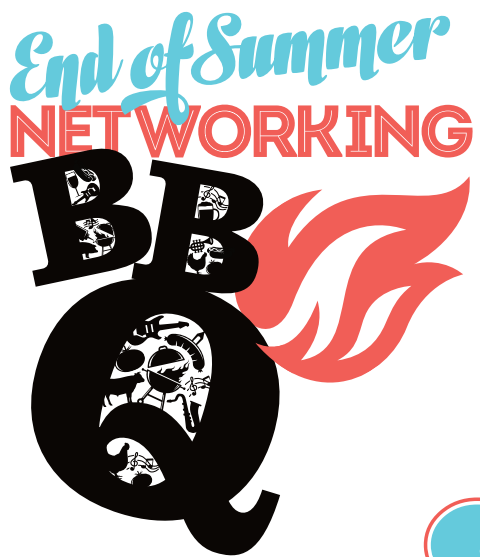
Our Affinity Program Partners are members who provide goods and services that we believe our membership would find valuable. These can include discounts and other benefits offered specifically to our members.

We fashion each of our affinity partnerships individually based on the benefits each partner extends to our members.

As an Affinity Partner you will enjoy:

- Placement of a full-page flyer posted to the Affinity Partner section of our website. This will include a link back to your website.
- Your printed sales flyer is included in our New Member Welcome packets, and at our New Member Orientation events.
- Each Affinity Partner must submit their own camera-ready sales flyer.

MEET THE *Candidates* LUNCHEON



Mega Events!

The GCCC holds eight (8) Mega Events per year. They are called “Mega” because these events attract larger audiences with more stakeholders in the room.

Marketing campaigns for our Mega events include a variety of options, which often include social media, video promotion, postcard mailings and more.

Because we promote these larger scaled events in grander ways, the sponsorship packages gives you high visibility.

Mega Events

SPONSOR FACT SHEET SAMPLE

	PRESENTING*	GOLD*	SILVER	BRONZE
PRICE	\$2,000	\$1,500	\$1,000	\$500
TICKETS	6 Tickets (1 Table)	4 Tickets	2 Tickets	1 Ticket
PRESS RELEASE	Sponsorship level and full company name identified on press release			
COMPANY LOGO	- Logo displayed under appropriate sponsorship title on event emails and online event page - Logo displayed on event banner under appropriate sponsor title			
TABLE BRANDING	- Exclusive side of table tents	- Displayed on table tents within sponsorship category		
SOCIAL MEDIA	- 2 Individual posts highlighting company - Included in social media posts	- Mentioned in social media posts		- N/A
DISPLAY TABLE	- Display table provided to each sponsor		- N/A	
PROGRAM	- Individually recognized - Speaking time (3 Minutes)	- Company name recognized by sponsor level		
PROGRAM BOOK	INSIDE COVER AD Width: 4.5 inches Height: 7.5 inches Color No Bleeds	FULL PAGE AD Width: 4.5 inches Height: 7.5 inches Black & White No Bleeds	HALF PAGE AD Width: 4.5 inches Height: 3.5 inches Black & White No Bleeds	QUARTER PAGE AD Width: 4.5 inches Height: 1.5 inches Black & White No Bleeds

*ONLY ONE PRESENTING SPONSOR RECOGNIZED

Complete this form and submit it with your company logo no later than **TWO WEEKS** prior to the event to confirm your sponsorship and to guarantee all sponsorship level benefits.

Submit form to **Janet Garraty** at: **director@gc-chamber.com** 856-881-6560 ext. 201 **OR** mail form to the chamber office: 1480 Tanyard Rd. Suite C | Sewell NJ 08080

☐ PRESENTING SPONSOR ☐ GOLD SPONSOR ☐ SILVER SPONSOR ☐ BRONZE SPONSOR

COMPANY NAME _____ CONTACT REPRESENTATIVE _____

COMPANY ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE (____) _____ E-MAIL _____

You will receive an invoice for the identified sponsorship level. | Please select the preferred method of payment.

☐ CREDIT CARD Card No. _____ Exp. Date _____ CSC _____

Gloucester County Chamber of Commerce Tax Identification #22-3786798 | Thank you for your support and sponsorship!

In the event of a change to a virtual format, suitable digital options will be available.



Monthly Series & Events!

Affordable and effective, our monthly events and series' provide sponsors an opportunity to choose from a variety of targeted audiences that suit your marketing needs.

From our Chamber Connects, Professional Development, Trunk & Meets and our Meet the Mayors events and series, sponsors enjoy higher visibility at affordable costs.

These events usually attract 25 to 100 attendees. Some are virtual, while others are scheduled for in-person later this year.

Sponsorship levels range from \$500 to \$2,000 with varying degrees of visibility.

Ask about our packages for specific events we have planned for this year.



Annual Golf Tournament

Our 19th Annual Golf Tournament will be held Monday, September 13th at River Winds Golf & Tennis Club.

In past years, this event has sold out, and we are working hard to accomplish that goal again this year.

Our packages include complimentary golf, lunch and dinner.

We also offer prize, lunch & dinner sponsorships and more.

Here is a summary of those opportunities:

Presenting: \$5,000 (Includes complimentary golf, lunch & dinner for 8 guests)

Gold: \$3,500 (Includes complimentary golf, lunch & dinner for 8 guests)

Silver: \$2,500 (Includes complimentary golf, lunch & dinner for 4 guests)

Bronze: \$1,500 (Includes complimentary golf, lunch & dinner for 2 guests)

Prize Sponsorship - \$750

Lunch or Dinner Sponsorship - \$500 ea.

Hole Sponsor - \$150

Contact Director Janet Garraty today for more information on any of these programs and options. 856-881-6560 ext. 201.





GLOUCESTER COUNTY
— CHAMBER OF COMMERCE —
Growing Business Beyond

Visit gc-chamber.com to learn more about membership opportunities or call us at 856-881-6560.
1480 Tanyard Rd. Suite C Sewell, NJ 08080