



2010
Menu of SPONSORSHIP and
ADVERTISING OPPORTUNITIES

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rockfordchamber.com

HOW YOU BENEFIT:

By choosing your promotional opportunities for 2010, you

GUARANTEE YOUR SPONSORSHIP

This one-stop shopping opportunity SAVES YOU TIME

Commit now.....and you are done for an entire year!

We value your membership and we look forward to helping you achieve your promotional goals during 2010 and beyond.

Thank You for your consideration!

Here's what some of our sponsors had to say.....

"Our Chamber sponsorship is a complete win-win. Not only does it provide us with great visibility, but our support of the Chamber ultimately benefits all of us who live and work in the Rockford area, as it provides resources to allow the Chamber to further its initiatives in education, business development, communications and government affairs."

-Brian Gardner, Manager – Market Management, TDS Metrocom

"Our partnership with the Rockford Chamber of Commerce has allowed us to make connections with small business owners and entrepreneurs as well as business leaders and corporations doing business in the Rockford area. Most notably, our company can track the results from our Chamber participation, which is the real measure of return on investment."

-Cheryl Sio, President, MembersAlliance Credit Union



Annual Membership Dinner

Event Description: This premier event of the year draws more than 800 business professionals together for an evening of networking, dinner, awards and a keynote speaker address.

Keynote Speaker: David Zach, one of the very few professionally trained futurists on the planet. He will take us on a fascinating tour of modern times that will get people thinking about how to make sure that the Rockford of tomorrow still seems like home.

Date: January 20, 2010

Location: Giovanni's

Attendance: 700 +

Audience demographics: Business professionals from a variety of industries

Platinum Sponsor

Sponsorship cost: WilliamsMcCarthy

Sponsorships at this level: One

- **Company logo on the printed invitation (4,000 invitations mailed)**
- **Opportunity to introduce the keynote speaker**
- **Opportunity for 1 seat at the head table**
- **10 reserved seats with premier location (name recognition on table)**
- **10 Premier reserved parking spaces with sponsor signage**
- **Opportunity to show 1-2 minute commercial or speak for 1-2 minutes**
- **Logo link to your website included on the Annual Dinner event page of the Chamber website**
- Company logo on podium screen
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in all press releases
- Company logo on the Annual Dinner ad in the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on broadcast email to 4,000 recipients prior to event

***bolded items exclusive to Platinum sponsor**

Citizen of the Year Award Sponsor

Sponsorship cost: \$5,000 per year or \$3,500 per year with a 3 year contract
Sponsorships at this level: One

- **Opportunity to introduce the Citizen of the Year**
- 10 reserved seats with premier location (name recognition on table)
- Name recognition in press releases as the sponsor of the Award
- Logo recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on broadcast email to 4,000 recipients every week prior to the event

***bolded items exclusive to Citizen of the Year sponsor**

Gold Sponsor

Sponsorship cost: \$3,500
Sponsorships at this level: 2

- 10 reserved seats with premier location (name recognition on table)
- Opportunity to provide promotional item at tables
- Recognition in opening and closing remarks
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on broadcast email to 4,000 recipients every week prior to the event

Silver Sponsor

Sponsorship cost: \$2,500
Sponsorships at this level: 4

- Recognition in opening and closing remarks
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on broadcast email to 4,000 recipients every week prior to the event
- 5 complimentary tickets (preferred seating)

Bronze Sponsor

Sponsorship cost: \$1,500

Sponsorships at this level: 6

- On-site event big screen display (scrolling logo)
- Contact information of event attendees for follow up mailings/marketing
- Name recognition weekly on broadcast email to 4,000 recipients every week prior to the event
- 2 complimentary tickets (preferred seating)
- Name & logo recognition in the Feb VOICE as a sponsor

Supporting Sponsors

Sponsorship cost: \$150

- Scrolling logo on 4 large screen monitors
- Name & logo recognition in the Feb VOICE as a sponsor

2010 Chamber Calendar of Events Sponsor

SOLD

Business Luncheon Series

Event description: Networking luncheon with topic-driven agenda and keynote address/Panel Discussion

Event name, date, place:	Real Estate Forecast Luncheon	February 25
	State of the County	April 15
	Mayor's Luncheon	August 12
	Healthcare/Industry Update	November 10
	Education Luncheon	December 9

Attendance: 300 – 550 per event

Audience demographics: Business professionals from a variety of industries including service, healthcare, real estate, technology, finance, etc.

Platinum Sponsor

Sponsorship cost for each: \$ 3,500

Sponsorship cost for Series of 5: 15,000

Sponsorships at this level: One

- Logo on 4,000 event invitations
- Opportunity to introduce the keynote speaker
- Opportunity to show 1-2 minute commercial on giant digital screen
- Expo table to display products and services at event
- Logo on all media advertisements
- Link to your website included on the event page of the Chamber website
- Special Mention on radio ads
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- On-site event big screen display (scrolling logo)
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- Corporate table (10 complimentary tickets)

*bolded items exclusive to Platinum sponsor

Gold Sponsor

Sponsorship cost: \$ 2,500

- **Logo on 4,000 event invitations**
- **Logo on all media advertisements**
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 10 complimentary tickets

***bolded items exclusive to Platinum sponsor and Gold sponsors**

Silver Sponsor

Sponsorship cost: \$ 1,500

- Recognition in opening and closing remarks
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 5 complimentary tickets (name recognition on table)

Bronze Sponsor

Sponsorship cost: \$750

- Contact information of event attendees for follow up mailings/marketing (included only with series)
- On-site event big screen display (scrolling logo)
 - Name recognition on all email newsletters prior to the event (4,000 recipients)
 - 2 complimentary tickets

Logo Sponsor

Sponsorship cost: \$150

- On-site event big screen display (scrolling logo)

Manufacturers Appreciation Dinner & Expo

Event Description:	Dinner & Expo
Keynote Speaker:	TBA
Scheduled date:	March 25, 2010
Location:	Cliffbreakers
Attendance:	450 - 500
Audience demographics:	Manufacturers- CEOs, CFOs, plant managers, human resource professionals, and representatives from industries that support manufacturing such as banking, legal, etc.

Platinum Sponsor

Sponsorship cost: \$5,000

Sponsorships at this level: One

- Opportunity to introduce the keynote speaker
- Opportunity to show 1-2 minute commercial on giant digital screen
- Link to your website included on the event page of the Chamber website
- Expo table to display products and services at event
- Logo on all media advertisements, including Rockford Register Star ad
- Logo on 4,000 event invitations (**logo will appear as most prominent**)
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- Logo displayed on giant flat screen monitor at event (**logo will appear as most prominent**)
- Name recognition on broadcast email to almost 4,000 recipients
- 10 complimentary tickets (name recognition on table)

*bolded items exclusive to Platinum sponsor

Gold Sponsors

Sponsorship cost: \$3,500

- **Logo on advertisements (not TV), including Rockford Register Star ads**
- **Name recognition on the Chamber web page and the VOICE newspaper**
- **Contact information of event attendees for follow up mailings/marketing**
- Expo table to display products and services at event
- Logo on 4,000 event invitations
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Logo displayed on giant flat screen monitor at event
- Name recognition on broadcast email to almost 4,000 recipients
- 5 complimentary tickets

***bolded items exclusive to Platinum sponsors and Gold sponsors**

Silver Sponsors

Sponsorships at this level: 4

Sponsorship cost: \$2,500

- Logo on 4,000 event invitations
- Expo table to display products and services at event
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Logo displayed on giant flat screen monitor at event
- Name recognition on broadcast email to almost 4,000 recipients
- 2 complimentary tickets

Bronze Sponsors

Sponsorships at this level: 4

Sponsorship cost: \$1,500

- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Logo displayed on giant flat screen monitor at event
- Name recognition on broadcast email to almost 4,000 recipients
- 2 complimentary tickets

Logo Sponsor

Sponsorship cost: \$150

- On-site event big screen display (scrolling logo)

Women in Business Luncheon & Expo

Event Description:	A celebration of women in business
Keynote Speaker:	Panel Discussion
Event date:	June 17, 2010
Location:	Cliffbreakers
Attendance:	500+
Audience demographics:	Business professionals (mostly women) from a variety of industries

Platinum Sponsor

Sponsorship cost:	\$5,000
# Sponsorships at this level:	One

- Opportunity to introduce the keynote speaker
- Opportunity to show 1-2 minute commercial on giant digital screen
- Link to your website included on the event page of the Chamber website
- Logo on TV ads
- **Special Mention on Radio ads**
- Expo table to display products and services at event
- Logo on advertisements, including Rockford Register Star ad
- Logo on 4,000 event invitations (**logo will appear as most prominent**)
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 10 complimentary tickets (with name recognition)

*bolded items exclusive to Platinum sponsor

Gold Sponsor

Sponsorship cost: \$3,500

- Logo on advertisements, including Rockford Register Star ad
- Logo on 4,000 event invitations
- Recognition in opening and closing remarks
- Opportunity to provide promotional item at tables
- Name recognition in press releases
- **Link to your website included on the event page of the Chamber website**
- Expo table to display products and services at event
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 10 complimentary tickets

*bolded items exclusive to Platinum sponsor and Gold sponsors

Silver Sponsor

Sponsorship cost: \$ 2,500

- Recognition in opening and closing remarks
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Expo table to display products and services at event
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 5 complimentary tickets

Bronze Sponsor

Sponsorship cost: \$1,750

- Expo table to display products and services at event
- Recognition in opening and closing remarks
- Contact information of event attendees for follow up mailings/marketing
- On-site event big screen display (scrolling logo)
 - Name recognition on all email newsletters prior to the event (4,000 recipients)
- 2 complimentary tickets

Logo Sponsor

Sponsorship cost: \$150

- On-site event big screen display (scrolling logo)

Annual Golf Outing

Event Description:	Enjoy a day with golf, networking, food and fun
Scheduled date:	May 24, 2010
Location:	Forest Hills Country Club
Attendance:	144
Audience demographics:	Business professionals from a variety of industries including service, healthcare, real estate, technology, finance, etc.

Platinum Sponsor

Sponsorship cost:	\$2,500
# Sponsorships at this level:	One

- **Two foursomes including lunch and dinner**
- **Expo table to display products and services at event**
- **Opportunity to welcome dinner guests and distribute prizes**
- **Link to your website included on the event page of the Chamber website**
- **Seat on the Golf Outing Steering Committee**
- Logo on all media advertisements, including Rockford Register Star ads
- Opportunity to provide promotional items at tables
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- Logo on event signage
- Name recognition on all email newsletters prior to the event (4,000 recipients)

*bolded items exclusive to Platinum sponsor

Gold Sponsor

Sponsorship cost:	\$2,000
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- **One foursome including lunch and dinner**
- **Logo on all media advertisements, including Rockford Register Star ads**
- **Opportunity to provide promotional items at tables**
- **Name recognition in press releases**
- **Name recognition on the Chamber web page and the VOICE newspaper**
- **Contact information of event attendees for follow up mailings/marketing**
- **Logo on event signage**
- **Name recognition on all email newsletters prior to the event (4,000 recipients)**

*bolded items exclusive to Platinum sponsor and Gold sponsors

Golf Cart Sponsor

Sponsorship cost: \$2,500

- Signage on all Golf Carts
- Name recognition in the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Sand Trap Sponsor

Sponsorship cost: \$1,500

- Signage at 20 sand traps
- Name recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Greenside Sponsor

Sponsorship cost: \$1,500

- Signage on 18 greens
- Name recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Photo Sponsor

Sponsorship cost: \$1,500

- Logo imprint on framed photo of foursome presented to each golfer
- Name recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Specialty Sponsor

Putting green sponsor –
Skills competition sponsor
Mulligan sponsor

Sponsorship cost: \$500 each

- Company logo on signage/mulligan's
- Contact information of event attendees for follow up mailings/marketing
- Name recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Tee-Box Sponsor

Sponsorship cost: Exclusive (one business at the tee) - \$300
Two non-compete businesses at the tee) - \$200 each

- Skirted table and 2 chairs to use to meet and network with the golfers
 - Get creative and make your table the most "talked about" hole for the golfers!
- Signage at tee-box
- Name recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Celebration of Leadership

Event Description:	Graduation ceremony will showcase the accomplishments of the 2009-10 graduating class.
Scheduled date:	May 13, 2010
Location:	The Mauh-Nah-Tee-See Club
Attendance:	100 - 200
Audience demographics:	Graduates and business professionals from a variety of industries including service, healthcare, real estate, technology, finance, etc.

Leadership Rockford Program Sponsor & Luncheon Presenting Sponsor

- Company logo on invitation
- Recognition in opening and closing remarks
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Expo table to display products and services at event
- On-site event big screen display (scrolling logo)
- Contact information of event attendees for follow up mailings/marketing
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 10 complimentary tickets (reserved seating)

Supporting Sponsor

Sponsorship cost: \$500

- Recognition in opening and closing remarks
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Expo table to display products and services at event
- On-site event big screen display (scrolling logo)
- Contact information of event attendees for follow up mailings/marketing
- Name recognition on all email newsletters prior to the event (4,000 recipients)
- 2 complimentary tickets

Logo Sponsor

Sponsorship cost: \$150

- On-site event big screen display (scrolling logo)

Regional Consumer & Business Expo

Event Description: The 3rd Annual Regional Business Expo
Scheduled date: September 9, 2010
Location: Indoor Sports Centre
Attendance: 2,500
Audience demographics: Business professionals and the general public

Platinum Sponsor

Sponsorship cost: \$7,500
Sponsorships at this level: 1

- **Logo on 4,000 event invitations**
- **Logo on TV commercials**
- **Guest on the Chamber Chat radio talk show**
- Logo on all media advertisements, including Rockford Register Star ads
- Special Mention on Radio ads
- Contact information of event attendees for follow up mailings/marketing
- Expo table to display products and services at event
- Link to your website included on the event page of the Chamber website
- Name recognition in press releases
- Logo recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

*bolded items exclusive to Presenting sponsor

Gold Sponsor

Sponsorship cost: \$3,500

- **Logo on all media advertisements, including Rockford Register Star ads**
- Special Mention on Radio ads
- Contact information of event attendees for follow up mailings/marketing
- Expo booth to display products and services at event (premier location)
- Your logo on the event page of **rockfordchamber.com** with a link to your website
- Name recognition in press releases
- Logo recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

*bolded items exclusive to Platinum sponsor and Gold sponsors

Silver Sponsor

Sponsorship cost: \$ 2,500

of Sponsorships available 2

- **Special Mention on Radio ads**
- **Contact information of event attendees for follow up mailings/marketing**
- Expo table to display products and services at event (premier location)
- Your logo on the event page of rockfordchamber.com with a link to your website
- Name recognition in press releases
- Logo recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Bronze Sponsor

Sponsorship cost per event: \$1,500

of Sponsorships available 4

- Expo table to display products and services at event (premier location)
- Your logo on the event page of rockfordchamber.com with a link to your website
- Name recognition in press releases
- Logo recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Business After Hours Sponsor

Sponsorship Cost: \$750

of Sponsorships available: 4

- Your logo on the event page of rockfordchamber.com with a link to your website
- Expo booth to display products and services at event (premier location)
- Name recognition in press releases
- Logo recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Speed Networking Sponsor

Sponsorship Cost: \$750

of Sponsorships available: 4

- Your logo on the event page of rockfordchamber.com with a link to your website
- Expo table to display products and services at event (premier location)
- Name recognition in press releases
- Logo recognition in the VOICE newspaper
- Name recognition on all email newsletters prior to the event (4,000 recipients)

Legislative Reception

Event Description: 25th Annual event, the region's premier legislative reception

Scheduled date: October 13, 2010

Location: Kaney Aerospace

- Attended by 250+ community leaders AND 2+ dozen local, state and national elected officials
- Evening reception, with brief program
- Highlights the Chamber's prior year of political advocacy on behalf of the local business community

Platinum Sponsor

Sponsorship \$1,500

Presenting Sponsorships : 2

- Logo on 4,000 event invitations
- Link to your website included on the event page of the Chamber website
- Logo on TV ads
- Special Mention on Radio ads
- Opportunity to speak at podium
- Expo table to display products and services at event
- Logo on advertisements in the Voice
- Recognition in opening and closing remarks
- Opportunity to provide promotional items at event
- Name recognition in press releases
- Name recognition on the Chamber web page and the VOICE newspaper
- Contact information of event attendees for follow up mailings/marketing
- Logo displayed in on-site signage
- Name recognition on broadcast email to almost 4,000 recipients

*bolded items exclusive to Presenting sponsor

Gold Sponsor

Sponsorship \$750

- Logo on all media advertisements
- Special Mention on Radio ads
- Contact information of event attendees for follow up mailings/marketing
- Recognition in opening and closing remarks
- Your logo on the event page of **rockfordchamber.com** with a link to your website
- Logo displayed on on-site signage
- Name recognition in press releases
- Name recognition on broadcast email to almost 4,000 recipients

Silver Sponsor

Sponsorship \$500

- Recognition in opening and closing remarks
- Logo displayed on on-site signage
- Name recognition in press releases
- Name recognition on broadcast email to almost 4,000 recipients

2010 Specialty Sponsorships

Logo Sponsorship

Your company logo displayed on the big screens at the events

- 1 Logo sponsorship - \$150
- 5 Logo sponsorships - \$600 (Save \$150)
- 10 Logo sponsorships \$1,000 (Save \$500)

Member Orientation/Speed Networking

Whitehead Realtors, Perryville Road

Reserve 1 @ \$250 and get one FREE

- January 7:30 – 8:45 am
- April 4:00 – 5:15 pm – MembersAlliance Credit Union
- July 7:30 – 8:45 am
- October 4:00 – 5:15 pm – MembersAlliance Credit Union

Sponsorship benefits include:

- Recognition in the opening and closing remarks
- Opportunity to promote your business for 1-2 minutes
- Table top display for products and services at the Orientation
- Logo on the event page of the Chamber website as sponsor

Coffee Break Teleseminars (Total of 4)

Sponsorship cost: \$100 per Teleseminar (\$350 for all 4)

- Logo on email invitations
- 30-seconds to welcome guests, live
- Recognition at the end of the call
- Recognition in the VOICE newspaper as the sponsor
- Logo on auto reply instructions when people register
- Logo on event page of Chamber website

<u>Date</u>	<u>Time</u>
January (TBA)	10 am
March (TBA)	10 am
June (TBA)	10 am
November 11	10 am

Councils & Committees

Business Women's Council (10 meetings) - SOLD- Thayer Lighting \$1,400
Business Education Council (Breakfast Buzz- 10 meetings) – SOLD -RSM McGladrey \$2,000

Sponsorship benefits for each include:

- Recognition in the opening and closing remarks
- Event signage at the event
- Logo on the event page of the Chamber website
- Opportunity to display sponsor materials and literature at the event

For additional information, please contact:
Becky Brown
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