



# EVENT MARKETING

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## 2016 GUIDE



# 2016 EVENTS CALENDAR

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**JANUARY**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**FEBRUARY**

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**MAY**

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**JUNE**

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**SEPTEMBER**

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**OCTOBER**

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30	31					

**MARCH**

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**APRIL**

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**JULY**

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**AUGUST**

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**NOVEMBER**

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**DECEMBER**

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It's Your **Brand.**

It's Your **Voice.**

It's Your **Ambition.**

It's Your **Cause.**

It's Your **Growth.**

It's Your **Network.**

It's Your **Community.**

It's Your **Team.**

It's Your **Story.**

It's Your **Business.**

***It's Our Business.***



IT'S OUR BUSINESS.

***Roanoke Regional Chamber*** fosters the growth of our members and our community by offering relevant ***programs and events*** designed to ***address business needs,*** ***solve business problems*** and ***increase opportunities for members.***

Your Chamber promotes regional business by ***providing invaluable referrals*** and ***connections*** and ***influencing public policy*** to ***benefit all businesses.***

The Roanoke Regional Chamber believes that if something impacts ***your business*** and the growth and success of ***our region,*** **It's Our Business** too.

The Chamber was founded in 1889 and represents more than 1,000 businesses with over 75,000 employees and an estimated payroll of more than \$1.5 billion.



# CHAMBER CHAMPION

It's Your **Brand.**  
It's Our **Business.**

## CONNECTIONS

3,000+ event attendees  
3,500+ Chamber visitors  
80,000+ website visitors

## PROMOTIONS

3,400+ digital contacts  
15,000+ digital referrals

### CHAMPION INVESTOR: \$3,000

*one time investment for year round publicity*

- Logo featured on promo board in Chamber lobby area throughout the year—exposure to approx. 3,500 people/year (**\$400 value**)
- Logo feature on promo board at all Chamber events. Exposure to approx. 7,000 people/year (**\$800 value**)
- Logo displayed on home page of [www.RoanokeChamber.org](http://www.RoanokeChamber.org) with a direct link to your website for one year. Exposure to approx. 6,650 visitors/month (**\$1,200 value**)
- Enhanced website listing on the Chamber's membership directory at [www.RoanokeChamber.org](http://www.RoanokeChamber.org) for one year. Giving nearly 15,000 referrals each month (**\$360 value**)
- Four inclusions in Chamber Virtual Advantage, sent to 3,400+ Chamber contacts/monthly (**\$200 value**)
- Company featured in one *Chamber Connection* email newsletter, sent to 3,400+ Chamber contacts, promotional info provided by your company (limit 50 words) (**\$300 value**)

*This is a non-exclusive investment*



#CHAMBERCHAMP

# ANNUAL MEETING

It's Your **Brand.**  
It's Our **Business.**

Don't miss the Chamber's **PREMIER** networking event which draws more than 500 prominent business leaders and government officials. Featuring the Chamber's 'Year in Review' presentation and plan for the upcoming year.

## CONNECTIONS

500+ event attendees

## PROMOTIONS

3 months of cross-  
platform promotion  
3,400+ digital contacts  
15,000+ digital referrals

### GOLD INVESTOR: \$3,500

- Industry Exclusive
- Total of 8 complimentary seats with preferred seating (**\$560 value**)
- Logo prominently included on promo board
- Verbal recognition during event
- Corporate logo on ballroom screen
- Logo prominently displayed on invitation to 3,400+ individual Chamber contacts
- Recognition in pre-event promotions
- Logo displayed at beverage stations during cocktail hour
- Promotion on [www.RoanokeChamber.org](http://www.RoanokeChamber.org) including a link to sponsor's website

### KEYNOTE INVESTOR: \$3,000

- Total of four complimentary seats with preferred seating (**\$280 value**)
- Logo prominently included on promo board
- Verbal recognition during event
- Corporate logo on ballroom screen
- Logo prominently displayed on invitation to 3,400+ Chamber contacts
- Recognition on pre-event promotions
- Promotion on [www.RoanokeChamber.org](http://www.RoanokeChamber.org) including a link to sponsor's website

### SILVER INVESTOR: \$2,000

- Total of four complimentary seats with preferred seating (**\$280 value**)
- Logo included on promo board
- Recognition on every table
- Verbal recognition during event
- Logo displayed on invitations to 3,400+ Chamber contacts

### BRONZE INVESTOR: \$1,000

- Total of two complimentary seats with preferred seating (**\$140 value**)
- Name listed on promo board
- Verbal recognition during event
- Logo displayed on invitation to 3,400+ Chamber contacts



#CHAMBER2016



# SMALL BUSINESS AWARDS

It's Your Brand.  
It's Our Business.

## GOLD INVESTOR: \$5,000

- Industry Exclusive
- Total of 8 complimentary seats with preferred seating (**\$452 value**)
- Logo displayed on the call for nominations sent to 3,400+ business leaders and owners
- Recognition on every table at the event
- Recognition in pre-event promotions and media
- Logo displayed at beverage stations during cocktail hour
- All benefits of Silver and Bronze Investor (excluding seats)

## SILVER INVESTOR: \$2,500

- Total of four complimentary seats with preferred seating (**\$226 value**)
- Logo featured on invitations sent to 3,400+ Chamber contacts and local businesses
- Logo featured on application sent to over 400 small business owners
- Corporate logo displayed on ballroom screen
- All benefits of Bronze Investor (excluding seats)

## BRONZE INVESTOR: \$1,000

- Logo displayed on promo board
- Verbal recognition during event
- Two complimentary seats with preferred seating (**\$113 value**)
- Promotion on [www.RoanokeChamber.org](http://www.RoanokeChamber.org) including a link to your website

## NEW FOR 2016—PEOPLE'S CHOICE AWARD PRESENTING INVESTOR

- Logo and name on voting platform
- Logo featured on award
- Company representative presents award at event
- 2 complimentary seats to event (**\$113 value**)

**SMALL** business.

**BIG** recognition.

Position your company in front of approximately 600+ small business owners, managers and business leaders at this annual dinner recognizing outstanding small businesses.

## CONNECTIONS

500+ event attendees

## PROMOTIONS

5 months of cross– platform promotion

3,400+ digital contacts

15,000+ digital referrals



#CHAMBERSBA

# CHAMBER CUP GOLF



It's Your **Brand.**  
It's Our **Business.**

More than 200 business leaders will participate in the 26th annual captain's choice golf tournament. Golfers enjoy the option of morning or afternoon flights with beverages and lunch provided.

## CONNECTIONS

200+ event attendees

## PROMOTIONS

3 months cross-platform promotion

3,400+ digital contacts

15,000+ digital referrals

### GOLD INVESTOR: \$2,000

- Industry Exclusive
- Foursome in either morning or afternoon flight (**\$590 value**)
- One complimentary mulligan for each golfer (**\$20 value**)
- Corporate banner (provided by company) prominently hung at the tournament
- Verbal recognition during event
- Enhanced website listing on the Chamber's online membership directory for one year (**\$120 value**)

### SILVER INVESTOR: \$1,000

- Foursome in either morning or afternoon flight (**\$590 value**)
- Recognition in tournament email promotions during the month of the tournament
- Exclusive hole sponsor (**\$300 value**)
- Corporate banner welcome

### OASIS INVESTOR: \$600 EACH, SPONSOR PROVIDES SNACKS

- Unique opportunity for company representatives to meet and network with golfers while providing them with snacks and refreshments from one location on golf course
- Recognition in tournament email promotions during the month of the tournament
- Sponsor may set up tent, banner, and info table at location

### HOLE INVESTOR: \$300

- Highly visible tee box sign seen by more than 200 golfers

### SWAG BAG SPONSOR

- Boost your brand recognition by contributing promotional items for our golfer swag bags



#CHAMBERCUP



# BUSINESS SUMMIT

It's Your Brand.  
It's Our Business.

## PRESENTING INVESTOR: \$5,000

- Presenting name
- Option to introduce keynote speaker(s)
- Premium resource table positioning (**\$150 value**)
- 10 attendees (**\$500 value**)
- Logo and QR Code on attendee nametags
- Prominently featured in pre-event marketing
- Verbal recognition during event
- Full page ad in Summit program

## EVENT INVESTOR: \$1,000

- Resource table at event (**\$150 value**)
- 4 attendees (**\$200 value**)
- Recognition in pre-event marketing
- Introduce one session of choice
- Verbal recognition during event
- Half page ad in Summit program

## SESSION INVESTOR: \$500

- Half page ad in Summit program
- 2 attendees (**\$100 value**)
- Resource table at event (**\$150 value**)

Position your brand in front of business leaders, entrepreneurs and economic drivers at this half-day business and economic conference. Previously, the 'Economic Summit,' this event now features business workshops and economic updates brought to you by local leaders and influential speakers.

## CONNECTIONS

200+ event attendees

## PROMOTIONS

3 months of cross-platform advertising

Post-event promotion via program recognition

3,400+ digital contacts

15,000+ digital referrals



#ROASUMMIT

# CAPITAL RECEPTION



It's Your **Brand.**  
It's Our **Business.**

An opportunity for business leaders to have face time with regional legislators in a private setting early in the Virginia General Assembly Session.

## CONNECTIONS

75+ event attendees including elected officials, policy makers and community and corporate leaders.

## PROMOTIONS

3,400+ digital contacts  
15,000+ digital referrals

### **GOLD INVESTOR: \$1,200**

- Six attendees (\$540 value)
- Corporate banner displayed at event
- Company name featured on invitation to 3,400+ business leaders
- Logo displayed at beverage stations
- Verbal recognition at event

### **SILVER INVESTOR: \$600**

- Three attendees (\$270 value)
- Company name featured on invitation to 3,400+ business leaders
- Logo displayed at beverage stations



#CHAMBERARENA

# LEGISLATIVE WRAP-UP

It's Your Brand.  
It's Our Business.

## GOLD INVESTOR: \$1,500

- Industry exclusive
- Total of six attendees (\$105 value)
- All features of Silver Investor (excluding attendees)
- An opportunity to introduce a lawmaker(s)

## SILVER INVESTOR: \$600

- Total of two attendees (\$35 value)
- Company name on email invitation 3,400+ business leaders with link to company website
- Corporate logo on main screen during the event
- Verbal recognition at event

Plan to hear from our legislative delegation on the recently concluded legislative session. This event also provides an opportunity to thank our delegation for representing business interest in our region.

## CONNECTIONS

150+ event attendees including elected officials, media, community and corporate leaders.

## PROMOTIONS

3,400+ digital contacts  
15,000+ digital referrals



#CHAMBERARENA

# STATE OF THE CITY

It's Your Brand.  
It's Our Business.

This very popular annual breakfast programs each attract more than 200+ local leaders to be informed and inspired about the State of our City. The Mayor delivers a dynamic speech about where our city is and where it's going. Sponsors will be recognized in front of elected officials, media and community and corporate leaders.

## CONNECTIONS

200+ event attendees including elected officials, media, community and corporate leaders

## PROMOTIONS

3,400+ digital contacts

15,000+ digital referrals

## INVESTOR: \$700

- Industry exclusive
- Company name on email invitation to 3,400+ business leaders with link to company website
- Corporate banner or logo on main screen during the event
- Total of three seats (\$54 value)
- Verbal recognition at event
- Recognition on every table at event
- Logo displayed at beverage stations

## SMALL BUSINESS SPONSOR: \$300

- Corporate banner or logo on main screen during event
- Recognition on every table at event
- Logo displayed at beverage stations
- Total of two seats (\$36 value)





# STATE OF THE COUNTY

**It's Your Brand.  
It's Our Business.**

## INVESTOR: \$700

- Industry exclusive
- Company name on email invitation to 3,400+ business leaders with link to company website
- Corporate banner or logo on main screen during the event
- Total of three seats (\$54 value)
- Verbal recognition at event
- Recognition on every table at event
- Logo displayed at beverage stations

## SMALL BUSINESS SPONSOR: \$300

- Corporate banner or logo on main screen during event
- Recognition on every table at event
- Logo displayed at beverage stations
- Total of two seats (\$36 value)

This very popular annual breakfast programs each attract more than 200+ local leaders to be informed and inspired about the State of our County. The Chairman delivers a dynamic speech about where our county is and where it's going. Sponsors will be recognized in front of elected officials, media and community and corporate leaders.

## CONNECTIONS

200+ event attendees including elected officials, media, community and corporate leaders

## PROMOTIONS

3,400+ digital contacts

15,000+ digital referrals



# BUSINESS BEFORE HOURS



It's Your **Brand**.  
It's Our **Business**.

Position your business at this structured networking event. Each event will be held in the morning from 7:30-9:00 AM and will give each attendee an opportunity to give their own 30 second or less company pitch.

## CONNECTIONS

180+ event attendees

## PROMOTIONS

3,400+ digital contacts

15,000+ digital referrals

## HOST SPONSOR: VENUE, FOOD & BEVERAGE

- Three Attendees
- Opportunity to welcome attendees (three- to five-minute presentation)
- Link to website in pre-event emails and promotions
- All benefits of presenting and silver sponsor (excluding attendees)

## PRESENTING SPONSOR: \$1,500

- Two attendees at each event
- Recognition as Presenting Sponsor in event promotions
- Promotion on [www.RoanokeChamber.org](http://www.RoanokeChamber.org) with link to your website
- Sponsor's name and/or logo in broadcast advertising for event



#CHAMBERBBH



# BUSINESS AFTER HOURS

It's Your **Brand**.  
It's Our **Business**.

## THURSDAY OVERTIME

### PRESENTING INVESTOR: \$5,000

- Exclusive investor
- Company recognition for 12 months of event promotions with logo and link to website
- Also recognized as investor in special business after hours events

## BUSINESS AFTER HOURS

### HOST INVESTOR: \$750

- *Underwrites cost of provisions for special business after hours events*
- Company recognition as host
- Company representative emcee event
- Logo included in event promotions

Two options for evening networking programs. Presents a casual atmosphere in which business leaders can make connections. Can be recognized year-round and/or for additional after hours events.

## CONNECTIONS

300+ event attendees

## PROMOTIONS

3,400+ digital contacts

15,000+ digital referrals



#CHAMBERTOTS  
#CHAMBERBAH



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