



EVENT MARKETING

2017 GUIDE



2017 EVENTS CALENDAR

ANNUAL MEETING

Jan. 10, pg. 4

SMALL BUSINESS AWARDS

Oct. 5, pg. 5

CHAMBER CUP (GOLF)

Aug. 18, pg. 6

BUSINESS SUMMIT

May 18, pg. 7

CAPITAL RECEPTION

Jan. 26, pg. 8

LEGISLATIVE WRAP-UP

Mar. 20, pg. 9

STATE OF THE CITY

Aug. TBA, pg. 10

STATE OF THE COUNTY

Nov. TBA, pg. 11

WOMEN OF THE CHAMBER LUNCHEONS

Feb, 21, May 16, Aug. 15 & Nov. 28,
pg. 14

SMALL BUSINESS DEVELOPMENT

pg. 12

LEADERSHIP ROANOKE VALLEY

pg. 13

JANUARY

S	M	T	W	T	F	S
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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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MARCH

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It's Your **Brand.**

It's Your **Voice.**

It's Your **Ambition.**

JULY

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AUGUST

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It's Your **Cause.**

It's Your **Growth.**

NOVEMBER

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DECEMBER

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It's Your **Network.**

It's Your **Community.**

It's Your **Team.**

It's Your **Story.**

It's Your **Business.**

It's Our Business.

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 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 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



#CHAMBER2018



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 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 150 business leaders will participate in the 27th annual golf tournament. This captain's choice golf tournament provides another opportunity for members to network, have fun and grow their business.

CONNECTIONS

150+ event attendees

PROMOTIONS

3 months cross-platform
promotion

3,400+ digital contacts

15,000+ digital referrals



#CHAMBERCUP

GOLD INVESTOR: \$2,500

- Industry Exclusive
- Exclusive Chamber Cup experience with VIP treatment
- Four complimentary playing spots (value: \$690)
- One complimentary golf caddy [Certified Golf Professional]
- One complimentary mulligan package for each golfer
- Your corporate banner prominently displayed throughout the tournament (company provided)
- Highly visible tee box sign seen by more than 150 golfers
- Verbal recognition during the event
- Recognition in all pre-event promotions
- Promotion on www.RoanokeChamber.org including a link to your website

SILVER INVESTOR: \$1,250

- Four complimentary playing spots (value: \$690)
- Your corporate banner displayed throughout the tournament (company provided)
- Verbal recognition during the event
- Recognition in tournament email promotions beginning two months prior to the tournament
- Highly visible tee box sign seen by more than 150 golfers
- Promotion on www.RoanokeChamber.org including a link to your website

OASIS INVESTOR: \$600 EACH *ONLY 3 AVAILABLE*

- Highly visible oasis point sign seen by more than 150 golfers
- Recognition in tournament email promotions during the month of the tournament
- Premium location to set up your company provided tent, swag & snacks
- Opportunity to interact with more than 150 golfers from other businesses throughout the day

HOLE INVESTOR: \$300

- Highly visible tee box sign seen by more than 150 golfers

SWAG BAG SPONSOR

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

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 program attracts 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: \$800

- 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





STATE OF THE COUNTY

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

INVESTOR: \$800

- 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

This very popular annual breakfast program attracts 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



SMALL BUSINESS DEVELOPMENT

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

*Proudly serving the great
small businesses of the
Roanoke Region, Alleghany
Highlands,
Botetourt County, Franklin
County, Floyd County and
the New River Valley.*

CONNECTIONS

290+ class attendees

PROMOTIONS

2,000 + digital contacts



OPERATIONS FUNDING—YEAR ROUND EXPOSURE

Help small business succeed in your region. *Every dollar invested yields \$2 more in federal dollars from the Small Business Administration (SBA)*

PLATINUM INVESTOR: \$6,000

- Full-page ad in RRSBDC's 2017 Entrepreneur Guidebook
- Prominent logo on Roanoke Regional Small Business Development Center (RRSBDC) champion board for year-round exposure at every RRSBDC event and class
- Verbal acknowledgement at the Small Business Awards recognizing regional small businesses
- Logo featured on all RRSBDC materials and website
- Investor profile in the RRSBDC electronic newsletter

GOLD INVESTOR: \$3,000

- Full-page ad in RRSBDC's 2017 Entrepreneur Guidebook
- Logo on Roanoke Regional Small Business Development Center (RRSBDC) champion board for year round exposure at every RRSBDC event and class
- Logo featured on all RRSBDC materials and website

SILVER INVESTOR: \$2,000

- Half-page ad in RRSBDC's 2017 Entrepreneur Guidebook
- Logo on Roanoke Regional Small Business Development Center (RRSBDC) champion board for year round exposure at every RRSBDC event and class
- Logo featured on all RRSBDC materials and website

BRONZE INVESTOR: \$1,000

- Quarter-page ad in RRSBDC's 2017 Entrepreneur Guidebook
- Business Name on Roanoke Regional Small Business Development Center (RRSBDC) Champion Board for year-round exposure at every RRSBDC event and class
- Business Name featured on RRSBDC website



LEADERSHIP ROANOKE VALLEY

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

PRESENTING INVESTOR: \$5,000

- Visibility with entire LRV program (more than 50 regional businesses) including participants (35), advisors (21), and community leaders.
- Logo on all printed, emailed, and electronic material distributed to group; including but not limited to: invitations, eblasts, programs, schedule of events, sponsor pages/thank you's, Participant handbook
- Sponsorship sign 18" x 24" & verbal announcement at all LRV events (approx. 10)
- Prominent logo on participant t-shirt printed for leadership retreat
- Opportunity to participate/address group (approx. 60 ppl) in an advisor lead program of your choice (Aug-Dec 2016)

Leadership Roanoke Valley (LRV) was established in 1983 to encourage community leadership in the region. The interactive 10 month program helps participants better understand issues facing the Roanoke region. Creative ideas and approaches help build leadership skills and show participants how to make a difference in business and the community.



#LRVIMPACT

WOMEN OF THE CHAMBER LUNCHEONS

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

Each Women of the Chamber program has roughly 75 attendees and focuses on a major topic facing women in business.

CONNECTIONS

300+ event attendees

PROMOTIONS

3,400+ digital contacts

15,000+ digital referrals



#CHAMBERCHICKS

PRESENTING SPONSOR— \$5,000

- Recognition as Sponsor in pre-event email promotions sent to Chamber Contacts (3,000 +) and Women of the Chamber Mailing List (180)
- Logo and link to website on Event registration page on RoanokeChamber.org
- Logo recognition on pre-event promotions on social media platforms
- 5 attendees at all four events (\$400 value)
- Verbal recognition during event
- Logo on printed program given to each event attendee

PER EVENT SPONSORSHIP- \$1,250

- Recognition as Sponsor in pre-event email promotions sent to Chamber Contacts (3,000 +) and Women of the Chamber Mailing List (180)
- Logo and link to website on Event registration page on RoanokeChamber.org
- Logo recognition on pre-event promotions on social media platforms
- 5 attendees to event (\$250 value)
- Verbal recognition during event
- Logo on printed program given to each event attendee



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 more than 75,000 employees and an estimated payroll of more than \$1.5 billion.

ROANOKE REGIONAL CHAMBER
210 South Jefferson St. Roanoke, VA 24011
540.983.0700
Business@RoanokeChamber.org
RoanokeChamber.org
@RoanokeChamber

