

**2022**

# **SPONSORSHIP GUIDE**

**LEAD | ADVOCATE | NETWORK | PROMOTE**



**Christopher Quinn**  
**President & CEO**

# Letter from our President

The Harrisonburg-Rockingham Chamber of Commerce is pleased to present the 2022 Sponsorship Guide. This guide outlines the major sponsorship opportunities available exclusively to our members.

Opportunities are organized around our four pillars: Lead, Advocate, Network and Promote. It is through leadership, advocacy, networking and promotion that your Chamber offers the tools to help your business, and our community, succeed and grow. Please note that events may change to virtual with very little notice due to current COVID-19 restrictions.

Sponsorship of Chamber-led events increases your visibility, markets your business and promotes your commitment to the greater community. Your company's brand is included in collateral materials to help you lock in valuable public recognition. We offer a variety of sponsorship levels to reach your target audience and align with your marketing budget.

Thank you for your interest and support. Let's continue to work together to help strengthen our community.

## *About us...*

The Harrisonburg-Rockingham Chamber of Commerce is focused on our four pillars of Lead, Advocate, Network and Promote for our members.

We achieve this by working with our members and partners to create an environment where businesses thrive and succeed.

---

## Sponsorship Contact

Sara Wittig, Senior Director of Events & Sponsorships

[sara@hrchamber.org](mailto:sara@hrchamber.org) | 540.434.3862

800 Country Club Road | Harrisonburg VA 22802

[www.hrchamber.org](http://www.hrchamber.org)

---



# Sponsorship Opportunities

## Lead

- Annual Business Meeting ... 3
- Annual Awards Celebration ... 4 - 8
- Economic Outlook ... 9
- Leadership Harrisonburg-Rockingham Program ... 10
- BOLD (Building Optimal Leaders by Design) ... 10
- Business Smarts ... 11



## Advocate

- Presidential Address ... 12
- Pre-Legislative Forum ... 13
- Post-Legislative Forum ... 14



## Network

- Golf Tournament ... 15-19
- Connections 2022 ... 20 - 21
- Business After Hours ... 22



## Promote

- Chamber Bi-Weekly E-Newsletter ... 23
- Chamber Website ... 24
- Community Profile & Membership Directory ... 24



# Annual Business Meeting

Your Chamber's Annual Business Meeting is an opportunity to conduct official chamber business. This year the Annual Business Meeting and the Annual Awards Celebration will be two separate events. The Annual Business Meeting will officially induct our new board members and board chair. This year's Annual Business Meeting will be hosted virtually via Zoom. Register through the Chamber website. [www.hrchamber.org](http://www.hrchamber.org)

**Date:** January 13, 2022 | **Time:** 11:00AM | **Location:** Virtual | **Projected Attendance:** 400+

## Gold Sponsor | \$1000

### Sponsorship Available: 1

NEW  
ITEM

- Logo in the waiting room on Zoom
- Company logo included on all collateral electronic material
- Sponsorship acknowledgment at the event
- First rights to sponsorship acceptance in 2023

*Special Thanks to ...*

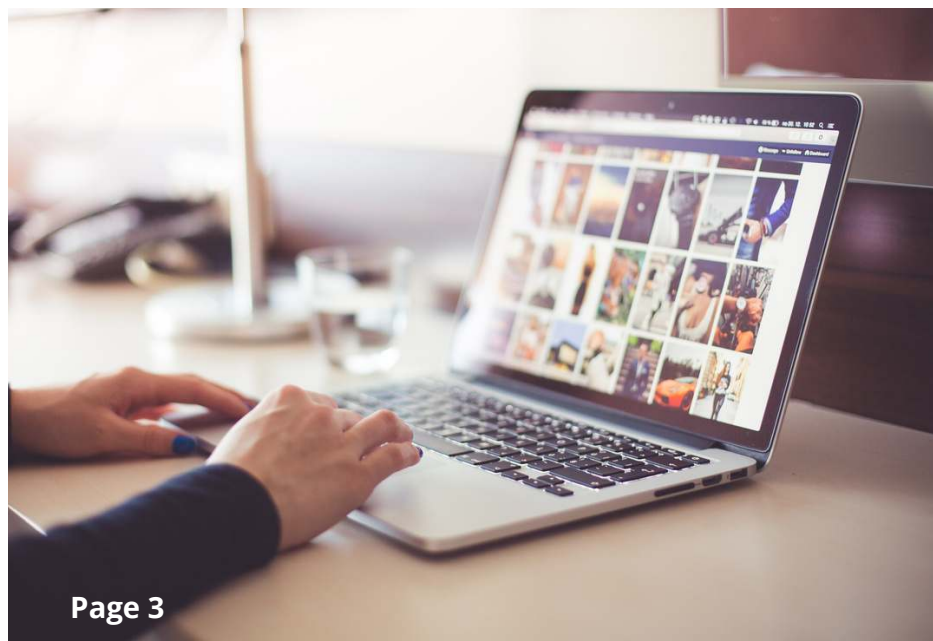
## Audio and Visual Sponsors | \$400

### Sponsorships Available: 2

NEW  
ITEM

- Company logo included on all collateral electronic material
- Sponsorship acknowledgment at the event
- First rights to sponsorship acceptance in 2023

*Special Thanks to ...*



# Annual Awards Celebration

Your Chamber's Annual Awards Celebration is an opportunity to highlight outstanding individuals and businesses for their contributions to our community over the past year. The event bestows many coveted awards including Business Person of the Year, Community Champion, Diversity Business Leadership Award, Entrepreneur of the Year and Farm Family Stewardship Award. This event is a true celebration of our business community.

**Date:** April 28, 2022 | **Time:** 6:00 - 8:30PM | **Location:** Brix & Columns Vineyards | **Projected Attendance:** 400

## Platinum Event Sponsors | \$2000

### Sponsorships Available: 0 of 2

- 4 event tickets with reserved seats in a premier location
- Logo recognition on all promotions (print & digital) preceding and post-event
- Individual sponsorship slide during event slideshow
- Sponsorship acknowledgment at the event
- Opportunity to place logo items on each table
- First rights to sponsorship acceptance in 2023

***Special Thanks to Sentara RMH Medical Center and Shenandoah Valley Airport***

## Audio Visual Sponsors | \$1000

### Sponsorships Available: 4 of 5

- 3 event tickets with reserved seats in a premier location
- Logo recognition on all promotions (print & digital) preceding and post-event
- Individual sponsorship slide during event slideshow
- Sponsorship acknowledgment at the event
- Opportunity to place logo items on each table
- Acknowledgment on social media and website leading up to the event
- First rights to sponsorship acceptance in 2023

***Special Thanks to InterChange Group, Inc.***

## Award Winner Table Host Sponsors | \$750

### Sponsorships Available: 2 of 6

- 2 event tickets with reserved seats at the award winner table
- Company logo on a table card at Award Winner Table
- Individual sponsorship slide during event slideshow
- Acknowledgment on social media and website leading up to the event

***Special Thanks to Virginia Mennonite Retirement Community, Harman Construction, Farm Credit of The Virginias, Clark & Bradshaw***

# Annual Awards Celebration

## Hors D'oeuvres Sponsors | \$550

### Sponsorships Available: 3 of 5

- 2 event tickets with reserved seats in a premier location
- Company logo on the Hors D'oeuvres Table(s)
- Individual sponsorship slide during event slideshow
- Acknowledgment on social media and website leading up to the event

***Special Thanks to Nielsen Builders, Inc, Design Electric Inc.***

## Dessert Sponsors | \$550

### Sponsorships Available: 4 of 5

- 2 event tickets with reserved seats in a premier location
- Company logo on the Dessert Table(s)
- Individual sponsorship slide during event slideshow
- Acknowledgment on social media and website leading up to the event

***Special Thanks to Rockingham Insurance***

## Beverage Sponsors | \$550

### Sponsorships Available: 2 of 6

- 2 event tickets with reserved seats in a premier location
- Exclusive company logo on signage for the bars
- Individual sponsorship slide during event slideshow
- Acknowledgment on social media and website leading up to the event

***Special Thanks to Massanutten Resort, Molson Coors, Flora Pettit PC, Bank of the James Shenandoah Valley,***

## Annual Report Sponsors | \$550

### Sponsorships Available: 1 of 6

- 2 event tickets with reserved seats in a premier location
- Company logo included on the Annual Report
- To be used for membership recruitment and retention throughout 2022
- Individual sponsorship slide during event slideshow
- Acknowledgment on social media and website leading up to the event

***Special Thanks to Cottonwood Commercial ,Crossroads Cafe & Catering, DuPont Community Credit Union , First Bank & Trust Company, The Frazier Quarry, Inc.***

# Annual Awards Celebration

## Welcome Table Sponsor: \$1500

NEW  
ITEM

### Sponsorships Available: 0 of 1

- 3 event tickets with reserved seats in a premier location
- Table located near the registration table. Sponsors are encouraged to share marketing materials (tablecloth, signage, and promotional product)
- Individual sponsorship slide during event slideshow
- Logo recognition on promotions (print & digital) preceding and post-event

***Special Thanks to Augusta Health***

## Program Sponsors: \$300

### Sponsorships Available: 1 of 3

- 1 event ticket with reserved seats in a premier location
- Logo on Event Programs
- Logo on sponsorship slide during event slideshow
- Logo recognition on promotions (print & digital) preceding and post-event

***Special Thanks to Riddleberger Brothers, Inc. , Virginia Poultry Federation***

## Tent Sponsors | \$1500

NEW  
ITEM

### Sponsorships Available: 1 of 2

- 3 event tickets with reserved seats in a premier location
- Logo recognition on all promotions (print & digital) preceding and post-event
- Individual sponsorship slide during event slideshow
- Sponsorship acknowledgment at the event
- Logo on the tent entrance(s)

***Special Thanks to Massanutten Resort***

## Napkin Sponsor | \$350

NEW  
ITEM

### Sponsorship Available: 0 of 1

- 1 event ticket
- Logo recognition on all promotions (print & digital) preceding and post-event
- Individual sponsorship slide during event slideshow
- Logo on the event drink napkins

***Special Thanks to Jalapeño Southwest Grill***



# Annual Awards Celebration

## Cambiando Vidas Room Sponsors | \$1000

Sponsorships Available: 0 of 1

NEW  
ITEM

- 1 event ticket
- Company representative to greet all the attendees
- Logo on signage in the VIP Room
- Logo recognition on all promotions (print & digital) preceding and post-event
- Individual sponsorship slide during event slideshow
- Sponsorship acknowledgment at the event
- Share promotional material in the your room

***Special Thanks to Cambiando Vidas***

## Step & Repeat Sponsors | \$500

Sponsorships Available: 2 of 3

NEW  
ITEM

- 1 event ticket
- Logo on the Step & Repeat backdrop
- Logo recognition on all promotions (print & digital) preceding and post-event
- Logo on sponsorship slide during event slideshow
- Sponsorship acknowledgment at the event
- *Deadline for this sponsorship 4.13.2022*

***Special Thanks to Commonwealth One Federal Credit Union***

## Table Sponsors (inside) | \$750

Sponsorships Available: 0 of 15

- Event registration for one (1) table of eight (8) attendees with reserved table
- Food and two drink tickets for each person

## Table Sponsors (outside) | \$750

Sponsorships Available: 6 of 18

- Event registration for one (1) table of eight (8) attendees with reserved table
- Food and two drink tickets for each person
- There will be a 40 x 60 Tent under which the tables will be placed.



# Annual Awards Celebration

**High Top-Table Sponsors | \$250**

**Sponsorships Available: 7 of 8**

NEW  
ITEM

- Branded material on a networking high-top table. (Tables will be located throughout the event)
- 1 event ticket

***Special Thanks to Mr. J's Bagels & Deli***

---

# Celebrate



# Economic Outlook

The Economic Outlook brings city and county officials together to share their successes and what's in the pipeline for the future.

**Date:** March 18, 2022 | **Time:** 10:30am - Noon | **Location:** Hyatt Place | **Projected Attendance:** 100+

## Platinum Sponsor: \$1500

**Sponsorship Available: 0 of 1**

NEW  
ITEM

- Reserved table of 4 in a premier location. Chamber President & CEO Christopher Quinn will be seated at your table
- Opportunity for sponsor representative to share up to a 3-minute message from the podium
- Logo recognition on promotions (print & digital) preceding and post-event

***Special Thanks to Atlantic Union Bank***

## Welcome Table Sponsor: \$300

**Sponsorship Available: 0 of 1**

NEW  
ITEM

- 2 event tickets with reserved seats in a premier location
- Table located at the entrance of the event. Sponsors are encouraged to use branded items (tablecloth, signage, and promotional material)
- Logo recognition on promotions (print & digital) preceding and post-event

***Special Thanks to Augusta Health***

## Stationary Sponsor: \$100

**Sponsorship Available: 1**

NEW  
ITEM

- 1 event ticket with reserved seat in a premier location
- Logo on the stationary at each seat (*logo must be provided one month prior to event*)
- Logo recognition on promotions (print & digital) preceding and post-event

***Special Thanks to ...***



# Leadership Harrisonburg-Rockingham

Leadership Harrisonburg-Rockingham is an avenue for the development of tomorrow's community leaders. By sponsoring the Leadership Harrisonburg-Rockingham Program, you will receive exposure among nearly 25 up-and-coming community and business leaders.

## **Graduation Sponsors: \$750**

### **Sponsorship Available: 0 of 1**



- Logo on graduation invitations
- Logo displayed on the Chamber's Website event date for the sponsored session
- Company promotional material, provided by the sponsor shared at the sponsored session
- Opportunity for sponsor representative to introduce your company at the lunch

***Special Thanks to Atlantic Union Bank***

## **Lunch Sponsors: \$500**

### **Sponsorships Available: 8 available**

- Logo advertising on all email communications to the class for the upcoming sponsored session
- Logo displayed on the Chamber's Website event date for the sponsored session
- Company promotional material displayed at the session provided by the sponsor
- Opportunity for sponsor representative to share up to a 3-minute message from podium

***Special Thanks to ...***

## **BOLD (Building Optimal Leaders by Design)**

BOLD (Building Optimal Leaders by Design) is a structured advanced leadership program that utilizes mentorship and innovative programming to cultivate and engage individuals who have the desire and potential to be lifelong leaders in our community. This is a two-year program with quarterly group meetings. Mentors and Mentees are expected to meet outside the group meetings as well.

If you are interested in becoming a Session Sponsor, please contact [sara@hrchamber.org](mailto:sara@hrchamber.org)





# Business Smarts Educational Series

Business Smarts includes monthly educational sessions with the goal for attendees to leave with practical knowledge and tools that immediately benefit their company or organization. Sessions are free to attendees and refreshments will be provided.

## Refreshment Sponsor: \$1000

### Sponsorship Available: 0 of 1

- Company logo displayed on event page on Chamber's website for the year
- Opportunity for sponsor representative to share up to a 3-minute welcome message at the beginning of each session
- Opportunity to display promotional materials

***Special Thanks to Atlantic Union Bank***





# Presidential Address

Is an impressive panel of all four University and College Presidents (Blue Ridge Community College, Bridgewater College, Eastern Mennonite University and James Madison University). Each president will give an update on their enrollment, construction, economic impacts on higher educations and more.

**Date:** August 25, 2022 | **Time:** 8:00-9:30am | **Location:** Spotswood Country Club | **Projected Attendance:** 100+

**Welcome Table Sponsor: \$300**

NEW  
ITEM

**Sponsorship Available: 0 of 1**

- 2 event tickets with reserved seats in a premier location
- Sponsor Welcome Table located at the entrance of the event. Sponsors are encouraged to use branded items (tablecloth, signage, and promotional material)
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to DuPont Community Credit Union***

**Gold Sponsor: \$1000**

NEW  
ITEM

**Sponsorship Available: 0 of 1**

- Reserved table of 6 in a premier location
- Logo signage on your table
- Opportunity to have sponsor representative deliver a Sponsor Message (up to 3 mins)
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to Sentara***

**President Table Sponsors: \$500**

NEW  
ITEM

**Sponsorships Available: 0 of 5**

- You will have one of the five president at your reserved table in a premier location.
- 4 event tickets
- Logo on a sign on the table "President Table Hosted by ...."
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to Blueline (EMU), First Citizen Bank (JMU), Flora Pettit PC (BRCC), Commonwealth One Federal Credit Union (BC), NextEra Energy Resource***



# Pre-Legislative Session Forum

The Pre-Legislative Session Forum is an opportunity to hear firsthand what the key issues will be in the upcoming session.

**Date:** December 8, 2022 | **Time:** 8:30-10:00am | **Location:** Hyatt Place | **Projected Attendance:** 100+

**Platinum Sponsor: \$1500**

NEW  
ITEM

**Sponsorship Available: 0 of 1**

- Reserved table of four in a premier location. Chamber President & CEO, Chris Quinn will seated at your table
- Opportunity to have sponsor representative share a up to 3 minutes from the podium
- Logo recognition on promotions (print & digital) preceding, during and post-event

**Special Thanks to AT&T**

**Welcome Table Sponsor: \$300**

NEW  
ITEM

**Sponsorship Available: 0 of 1**

- 2 event tickets with reserved seats in a premier location
- Table located at the entrance of the event. Sponsors are encouraged to use branded items (tablecloth, signage, and promotional material)
- Logo recognition on promotions (print & digital) preceding, during and post-event

**Special Thanks to F&M Bank**

**Stationary Sponsor: \$100**

NEW  
ITEM

**Sponsorship Available: 0 of 1**

- 1 event ticket with reserved seat in a premier location
- Logo on the stationary located at each seat (*logo must be given one month prior to event*)
- Logo recognition on promotions (print & digital) preceding, during and post-event

**Special Thanks to Sentara RMH**

**Energy Sponsor: \$550**

NEW  
ITEM

**Sponsorship Available: 0 of 1**

- 2 event tickets with reserved seat in a premier location
- Logo recognition on promotions (print & digital) preceding, during and post-event

**Special Thanks to NextEra Energy Resource**



# Post-Legislative Session Forum

The Post-Legislative Session Forum is an opportunity to hear firsthand on what occurred during the Legislative Session from members of our Legislative Delegation.

**Date:** TBA | **Time:** 8:30-10:00am | **Location:** Hyatt Place | **Projected Attendance:** 100+

## Platinum Sponsor: \$1500

NEW  
ITEM

### Sponsorship Available: 0 of 1

- Reserved table in a premier location (4 people) with President & CEO, Chris Quinn seated at your table
- Opportunity to have sponsor representative share a up to 3 minutes from the podium
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to AT&T*

## Welcome Table Sponsor: \$350

NEW  
ITEM

### Sponsorship Available: 1

- 2 event tickets with reserved seats in a premier location
- Table located at the entrance of the event. Sponsors are encouraged to use branded items (tablecloth, signage, and promotional material)
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Beverage Sponsor: \$550

NEW  
ITEM

### Sponsorship Available: 1

- 2 event ticket with reserved seat in a premier location
- Logo prominently displayed at the Beverage Station
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to*





# Golf Tournament

Your Chamber's annual golf tournament is a "can't miss" event. This Captain's Choice tournament is held each September and is limited to 120 players. This tournament is open to all members and non-members, serving as an opportunity to relax on the greens while building business relationships.

**Date:** September 16, 2022 | **Time:** 11:30 Lunch & Noon Shotgun | **Location:** Woodstone Meadows - Massanutten Resort

## Platinum Event Sponsor: \$3500

### Sponsorship Available: 1

- One foursome to play in this event
- Top billing on all collateral materials and print advertising
- Company tent and table set up next to Chamber's registration tent
- Opportunity to put promotional items in the golfer goodie bags (est. 120 items)
- Logo on large signboard displayed prominently at the event
- Verbal recognition as Platinum Event Sponsor
- Option to have company representative deliver a Sponsor Message (up to 3 mins)
- Logo recognition on promotions (print & digital) preceding, during and post-event
- First rights to sponsorship acceptance in 2023

*Special Thanks to ...*

## Lunch Sponsors: \$1500

### Sponsorships Available: 2

- One foursome to play in this event
- Acknowledgment in all collateral material (print & digital)
- Opportunity to put promotional items in the golfer goodie bags (est. 120 items)
- Logo on large signboard displayed prominently at the lunch area
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Award Ceremony Sponsors: \$1500

### Sponsorships Available: 2

- One foursome to play in this event
- Opportunity to put promotional items in the golfer goodie bags (est. 120 items)
- Acknowledgment in all collateral material (print & digital)
- Logo on large signboard displayed prominently at the tent
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

NEW  
ITEM



# Golf Tournament

## Sweet Treat Tent Sponsor: \$1500

**Sponsorship Available: 0 of 1**

NEW  
ITEM

- One foursome to play in this event
- Company Tent and company representative promotional material available to all attendees
- Opportunity to put promotional items in the golfer goodie bags (est. 120 items)
- Logo on large signboard displayed prominently at the tent
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to DuPont Community Credit Union***

## Rise & Shine Tent Sponsors (Coffee Tent): \$1500

**Sponsorships Available: 1 of 2**

NEW  
ITEM

- One foursome to play in this event
- Company representatives promotional material available to all attendees
- Logo on large signboard displayed prominently at the tent
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to GloFiber***

## Closest to the Pin Sponsors: \$1000

**Sponsorships Available: 2**

- One foursome to play in this event
- Logo on signboard displayed prominently at the hole the contest is on. (front/back)
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to ...***

## Longest Drive Sponsor: \$1000

**Sponsorship Available: 1**

- One foursome to play in this event
- Logo on signboard displayed prominently at the hole the contest is on.
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to***

# Golf Tournament

## Longest Drive Competition Sponsor: \$1000

### Sponsorship Available: 0 of 1

- One foursome to play in this event
- Option to have company representative deliver a Sponsor Message (up to 3 mins)
- Company name on first place trophy and option to present cash prize to winners (3 places)
- Logo on signboard displayed prominently at the hole that contest is on
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to LD&B Insurance and Financial Services***

## Score Card Sponsor: \$500

### Sponsorship Available: 4

NEW  
ITEM

- Logo on the scorecards that are given to all players
- Acknowledgment in all collateral material (print & digital)
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Beverage Cart Sponsors: \$1000

### Sponsorships Available: 3 of 4

- One foursome to play in this event
- Logo on the Beverage Carts in a prominent location
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to Blue Ridge Beverage***

## Cart Sponsors: \$1000

### Sponsorships Available: 4

- One foursome to play in this event
- Logo on all the golf carts in a prominent location
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during, and post-event

*Special Thanks to ...*

# Golf Tournament

## Net Gross & Low Net Sponsors: \$500

### Sponsorships Available: 4

- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during, and post-event

*Special Thanks to ...*

## Practice Putting Green Sponsor: \$750

### Sponsorship Available: 0 of 1

- Company Tent and company representatives promotional material available to all attendees at the Practice Putting Green
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to PCB (Pendleton Community Bank)*

## Driving Range Sponsor: \$750

### Sponsorship Available: 0 of 1

- Company Tent and company representatives promotional material available to all attendees at the Driving Range
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during, and post-event

*Special Thanks to NextEra Energy Resource*

## Hole Sponsors: \$500

### Sponsorship Available: 8 of 15

- Logo on large signboard displayed at a hole
- Logo recognition on promotions (print & digital) preceding, during, and post-event

*Special Thanks to Riddleberger Brothers, Inc., Hyatt Place Harrisonburg, Rendered Home*

## Sign Partnership:

### Sponsorship Available: 0 of 1

- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during and post-event
- One foursome to play in this event

*Special Thanks to Muddy Feet*

# Golf Tournament

## Hole-In-One Partnership:

**Sponsorship Available: 0 of 1**

- One foursome to play in this event
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during and post-event

***Special Thanks to Dick Myers Chrysler Dodge Jeep***

## Corporate Team: \$650 (opening soon)

- One foursome to play in this event
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Executive Team: \$750 (opening soon)

NEW  
ITEM

- One foursome to play in this event
- Power Ticket for all four players (Red Tee, Mulligans, Raffle Tickets)
- Logo on large signboard displayed at the event
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*





# Connections 2022

Connections is the largest networking event throughout the year. This event brings together chamber members and local business community and allows them to connect and establish new business relationships.

**Date:** October 20, 2022 | **Time:** 5 - 8:30pm | **Location:** Explore More Discovery Museum | **Projected Attendance:** 150+

## Welcome Table Sponsor: \$500

NEW  
ITEM

### Sponsorship Available: 1

- 2 event tickets
- Sponsor Table located at the entrance of the event. Sponsors are encouraged to use branded items (tablecloth, signage, and promotional material)
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Gold Sponsor: \$2500

NEW  
ITEM

### Sponsorships Available: 2

- Reserved booth in a premier location
- 6 event tickets
- Logo on all collateral materials (handouts/maps)
- Opportunity for sponsor representative deliver an up to 2-minute Sponsor Message during the event
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Silver Sponsor: \$1500

NEW  
ITEM

### Sponsorships Available: 2

- Reserved booth in a premier location
- 4 event tickets
- Logo on all collateral materials (handouts/maps)
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

## Bronze Sponsor: \$1000

NEW  
ITEM

### Sponsorships Available: 2

- Reserved booth in a premier location
- 3 event tickets
- Logo recognition on promotions (print & digital) preceding, during and post-event

*Special Thanks to ...*

# Connections 2022

## Member Booth Space: \$200 (opening soon)

### Booth Available: 30

- Booth Space is 10 x 10-foot space (with table and two chairs)
- 2 event tickets
- You can put your company table cloth, company signage, and company items/material to give away on the table
- Logo recognition on promotions (print & digital) preceding, during and post-event

## Non-Profit Booth Space: \$100 (opening soon)

### Booth Available: 10

- Booth Space is 10 x 10-foot space (with table and two chairs)
- 2 event tickets
- You can put your company table cloth, company signage, and company items/material to give away on the table
- Logo recognition on promotions (print & digital) preceding, during and post-event

## Non-Member Booth Space: \$350

### Booth Available: 5

- Booth Space is 10 x 10-foot space (with table and two chairs)
- 2 event tickets
- You can put your company table cloth, company signage, and company items/material to give away on the table
- Logo recognition on promotions (print & digital) preceding, during and post-event

unavailable



# Business After Hours

Business After Hours (BAH) are typically held the third Thursday of each month, from 5:00 to 7:00 p.m. at a Chamber member location. BAHs are a very popular monthly Chamber networking event to allow members to meet one another, introduce new and prospective members and promote businesses in a relaxed, social atmosphere. Hosting a BAH allows the member to showcase what they do best to a large audience.

## Schedule for 2022

- **January 27 | Non-Profit Showcase/Massanetta Springs**
- **February 17 | Hyatt Place of Harrisonburg**
- **March 31 | Eastern Mennonite University**
- **April 28 | Annual Awards Celebration/Brix & Columns Vineyards**
- **May 5 | GreeneHurlocker and Arts Council of the Valley**
- **June 16 | Capital Ale House**
- **July 21 | F&M Bank**
- **August 4 | Hotel Madison**
- **September 22 | TBA**
- **October 20 | Connections /Explore More Discovery Museum**
- **November 3 | Larson Wealth Management**



## 2022 Business After Hours Coaster Sponsor \$525

### Sponsorship Available: 0 of 1

- Size of coaster 4 x 4 inches
- Company logo on the coaster to be used at Chamber Events year-round
- Coaster will have the 2022 Business After Hours schedule printed on them



*Special Thanks to LD&B Insurance and Financial Services*





# "Chamber Connector" E-Newsletter

To better communicate what is happening each week with your Chamber and increase member engagement, we are distributing two weekly e-newsletters each Monday and Thursday mornings. This sponsorship would be ideal for a company that has events, retail specials or, good news they would like to promote throughout the year. The Chamber Connector issue is shared on our social media platforms.

## 2022 E-Newsletter Sponsors: \$3000(each)

### Sponsorships Available: 4 of 10

- Distributed two times a week on Monday morning and on Thursday
- Exclusive banner advertisement at top of e-newsletter – one sponsor ad per week
- Exposure: Rotating between sponsors once a quarter throughout the year – maintaining year-round exposure
- Distributed to nearly 3,000 people
- Sponsor will be tagged each Monday morning on Facebook and Twitter with the following: "This Week's 'Chamber Connector' sponsored by #####." Our Facebook following is nearly 4,000 and our Twitter following is 1,400 and counting
- Ad size is 600 x 180 px and sponsors can include any promotion, upcoming event, job postings, etc. within that ad size
- All ads should be sent one week prior for approval. (jpeg or png format) Chamber will approve all ads and will ensure the ad meets requirements
- Please follow and like all the Chamber's social media accounts to ensure we can tag your company in the sponsorship post





# Chamber Website [www.hrchamber.org](http://www.hrchamber.org)

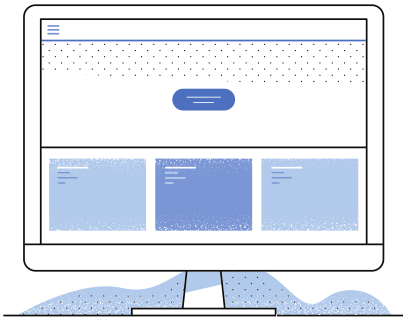
This is an affordable advertising opportunity for businesses or organizations that would like to market to not only Chamber members, but a broader audience as well.

## Chamber Website | \$150 - \$300/quarter or \$500 - \$1000 /year

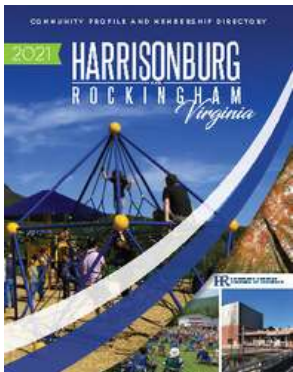
### Sponsorships Available: 28 of 32

- Ad Size 480 x 60 px
- Advertisement links to your website of choice
- Enhance brand awareness from consistent presence
- Build positive impressions as a community-centered company

	Q1	Q2	Q3	Q4
Webpage	January - March	April - June	July - September	October - December
Member Directory - \$300				
Event Calendar - \$300	Appeal Production	Appeal Production	Appeal Production	Appeal Production
Job Postings - \$300				
News Releases - \$150				
Become a Member - \$150				
Request Information - \$150				
Member2Member Discount - \$150				
Contact Us - \$250				



## Community Profile & Membership Directory



We are working with Town Square Publications to update our Community Profile and Membership Directory. This publication is used in relocation packets distributed by the Chamber as well as for those individuals requesting information on the Harrisonburg-Rockingham area.

# Sponsorship Policy Statement

All sponsorships shall be awarded to the first business or individual respondent. Businesses or individuals sponsoring an amount of \$1,500 or more per event will have the right of first acceptance for three consecutive years. After this time, sponsorships may be extended by the current sponsor provided there are no other requests for a particular opportunity or at the discretion of the Chamber. All sponsorship opportunities will be published in the Chamber's Sponsorship and Advertising Guide, which is accessible on the website at [www.hrchamber.org](http://www.hrchamber.org). To determine what sponsorships are currently available, please check the individual calendar event page.

Sponsorship opportunities shall be announced using the Chamber's communication tools, including print, electronic and web-based media.

The Chamber reserves the right to accept or reject sponsorships and reserves the right to amend this policy at any time without notice, provided that any such amendment will not affect sponsorships that have already been paid for. There are additional opportunities to sponsor Chamber programs and events throughout the year which are dependent on new initiatives, membership interests, and/or expansion of current programs and events.

Please contact Sara Wittig at [sara@hrchamber.org](mailto:sara@hrchamber.org) to discuss your interest in sponsoring/partner options.

