



**2019 SPONSORSHIP AND ADVERTISING  
OPPORTUNITIES GUIDE**

LEAD ♦ ADVOCATE ♦ NETWORK ♦ PROMOTE

Dear Chamber Members,

The Harrisonburg-Rockingham Chamber of Commerce is pleased to present the 2019 Sponsorship and Advertising Opportunities Guide. This document outlines the major sponsorship and advertising opportunities available exclusively to our members. Opportunities are organized around our four cornerstones: 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.

Sponsorship of Chamber-led events and advertising in Chamber publications increases your visibility, markets your business and promotes your commitment to your Chamber and greater community. Your company's brand is included in collateral materials and print advertising to help you lock in valuable public recognition. We are happy to help guide you through the events and programs that reach your target audience and align with your marketing budget. We offer a variety of sponsorship levels to meet the needs of all Chamber members.

For further information on the Chamber's event sponsorship and advertising opportunities, please contact Sara Wittig, Director of Marketing & Communications, at 540-434-3862 x 108 or [sara@hrchamber.org](mailto:sara@hrchamber.org).

Thank you for your interest and support. We look forward to continuing our second century of building our community together.

Sincerely,



Frank M. Tamberrino  
Chamber President & CEO

**Sponsorship & Advertising Questions:**  
Sara Wittig  
Director of Marketing & Communications  
(540) 434-3862 x 108 | [sara@hrchamber.org](mailto:sara@hrchamber.org)

## Lead

Annual Banquet · \$300 - \$2,000	pg. 3 & 4
Leadership Harrisonburg-Rockingham Graduation · \$500	pg. 4
Business Smarts · <i>Partnership</i>	pg. 5
Economic Outlook Breakfast · \$1,000	pg. 4

## Advocate

Pre-Session Legislative Breakfast · \$500	pg. 5
Post-Session Legislative Breakfast · \$500	pg. 5

## Network

Connections 2018 · \$250 - \$1,500	pg. 7
Annual Golf Tournament · \$300 - \$1,500	pg. 8
Business After Hours · <i>Company/Organization Partnership</i>	pg. 6
Business At Breakfast · <i>Company/Organization Partnership</i>	pg. 6
Shenandoah Women's Alliance · <i>Company/Organization Partnership</i>	pg. 5
Speed Networking · <i>Company/Organization Partnership</i>	pg. 6

## Promote

Chamber Bi-Weekly E-Newsletter · \$2,500	pg. 9
Chamber Website · \$150 - \$500	pg. 9
Community Profile & Membership Directory · <i>See Chamber for Details</i>	pg. 9
<i>The Advocate</i> · \$125 - \$525	pg. 10
ValleyFest · \$250 - \$4,000	pg. 11

# Annual Banquet & Awards Ceremony • LEAD

Thursday, January 3 | Hotel Madison & Shenandoah Valley Conference Center

Your Chamber's Annual Banquet & Awards Ceremony is an opportunity to celebrate our accomplishments from the past year, promote our plans for the future and recognize outstanding individuals in the community. This year will be a sit-down dinner and awards celebration taking place between 5:30 - 7:30 p.m (doors open at 5:00 p.m.). Our program will highlight our award winners, accomplishments and goals along with opportunities for networking throughout the evening. This event typically draws around 500 attendees and is a great opportunity for you to support the Chamber and business community. **Sponsorship opportunities range from \$300 - \$2,000.**

## Platinum Event Sponsor • \$2,000 • **SOLD**

- Four event tickets in preferred sponsorship seating
- Company logo included in all collateral electronic and print materials
- Logo on sponsorship slide of slideshow running during reception
- Sponsorship acknowledgement at the event from stage and on posters
- Opportunity to place logo item on each table for display
- Acknowledgement on social media and website leading up to event

**Special Thanks to Shenandoah Valley Regional Airport & United (Operated by SkyWest)**

## Audio and Visual Sponsor • \$1000

**2-SOLD**

- 2 Event Ticket
- Company Logo included on all collateral electronic and print material
- Logo on the sponsorship slide of slideshow running during reception
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to Dynamic Aviation, Blue Ridge Bank**

## Award Winner Table Host Sponsors • \$750

**5 2 Available**

- Two event tickets
- Table card acknowledging sponsorship to guests
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to Harman Construction Inc., Farm Credit, Perry Engineering**

## Beverage Sponsor • \$500 • **SOLD**

- Two event tickets
- Table card at beverage station acknowledging sponsorship to guests
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to CrossKeys Vineyard, Capital Ale House, MillerCoors, and Bluestone Vineyard**

## Dessert Sponsors • \$750 • **SOLD**

- Two event tickets
- Table card near the dessert acknowledging sponsorship to guests
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to Burkholder & Associates, and Lantz Constructions Company**

## Annual Report Sponsor • \$500 • **SOLD**

- Two event tickets
- Company logo included on the printed and electronic version placed on Chamber website
- To be used for membership recruitment and retention throughout 2018
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to McClung Companies, First Bank & Trust Company, Pioneer Bank, The Reserve at Stone Port, Gaines Group Architects**

**More opportunities continued on page 4.**

# Annual Meeting & Awards Ceremony Cont.

## Program Sponsor • \$300 • **SOLD**

- 1 Event Ticket
- Logo on Event Programs and displayed on event tables
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to JS Replogle & Associates, DuPont Community Credit Union**

## Long-Time Member Acknowledgement Sponsor

### \$300 • **SOLD**

- 1 Event Ticket
- Logo on Event Programs to be displayed on event tables
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to VA Poultry Federation, Blue Ridge Community College**

## Event Photographer • **SOLD**

- 1 Event Ticket
- Watermarked photo album shared on HRCC Facebook Page
- Ability to sell photographs from event
- Photo credit when Chamber uses photography in future publications
- Sponsorship acknowledgement at the event from stage and on posters
- Acknowledgement on social media and website leading up to event

**Special Thanks to Joshua Gooden Photography**

## Leadership Harrisonburg-Rockingham Graduation Luncheon • **LEAD**

Leadership Harrisonburg-Rockingham, a ten-month program (August - June ), is an avenue for the development of tomorrow's community leaders. This is a way for a new employee, or one who is moving up in the company, to make valuable contacts while building lifelong relationships with other business people in the community. By sponsoring this event, you will receive exposure among nearly 30 up-in-coming community and business leaders along with their peers and colleagues at this special event and subsequent publicity.

### Luncheon Sponsor • ~~\$500~~ **SOLD**

- Company logo on invitations
- Company logo prominently displayed at the event
- Opportunity for company representative to introduce your company at the luncheon

**Special Thanks to Union Bank**

## Economic Outlook Breakfast • **LEAD** Late Winter

The Economic Outlook Breakfast brings city and county officials together with Chamber members to provide their annual economic review and assessment, as well as a report on what's in the pipeline for the future. There are typically 75-100 members attending this breakfast. Through sponsorship, this would be a great opportunity for a business to receive exposure to the leaders of the business community.

### Economic Outlook Breakfast Sponsor • ~~\$1,000~~ **SOLD**

- Company logo on invitations
- Company logo prominently displayed at the event
- Opportunity for company representative to provide welcome during at the event

**Special Thanks to Union Bank & Trust**

# Business Smarts Educational Series • LEAD

## Year-long Exposure

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. Business Smarts sessions are held on the 2nd Friday of every month at the JMU Ice House (127 West Bruce Street, Harrisonburg, Classroom 117) from 8:00-9:30 a.m. Sessions are free to attendees and refreshments will be

### Refreshments Sponsors

#### 2 Available

- Company logo on invitations
- Opportunity for company representative to introduce your company at initial session
- Opportunity to display promotional materials

**Special Thanks Broad Porch Coffee**

# Pre & Post-Session Legislative Breakfast • ADVOCATE

## Spring & Fall

### Post-Session Legislative Breakfast • \$500

#### 1 Available

In the spring, legislators give a recap of the General Assembly session and insight into new laws and regulations and what they mean for business in the Shenandoah Valley. This event, which typically attracts 75-100 business and community leaders, offers an opportunity for attendees to interact with state legislators. Held in partnership with Shendandoah Valley Technology Council.

- Company logo on invitations
- Company logo prominently displayed at the event
- Opportunity for company representative to provide welcome at the event

**Special Thanks to**

### Pre-Session Legislative Breakfast Sponsor • \$500

#### 1 Available

A legislative preview session is held in the fall, offering attendees a chance to interact with state legislators about the upcoming legislative session. This event typically attracts 75-100 business and community leaders. Held in partnership with Shendandoah Valley Technology Council.

- Company logo on invitations
- Company logo prominently displayed at the event
- Opportunity for company representative to provide welcome at the event

**Special Thanks to**

# Shenandoah Women's Alliance • NETWORK

## Quarterly

Shenandoah Women's Alliance (SWA) is a network of dynamic, diverse women empowering one another through inspiration, education and service. In 2019, these events will be held quarterly at a Chamber member location. Sponsoring businesses should plan on 25-50 women, provide complimentary refreshments from a Chamber member restaurant or caterer, and offer a topic that will serve the mission of the SWA.

**2019 SWA Meetings • Contact [membership@hrchamber.org](mailto:membership@hrchamber.org) for more information.**

#### 4 Available

Winter	Available Opportunity to Host
Spring	Available Opportunity to Host
Summer	Available Opportunity to Host
Fall	Available Opportunity to Host

## Business After Hours • NETWORK

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. Sponsoring businesses should provide complimentary refreshments from a Chamber member restaurant or caterer, provide door prizes that promote or represents their business or another Chamber member businesses, and provide an electronic invitation the Chamber can use for marketing purposes.

**2019 Business After Hours TAKEN • Contact [membership@hrchamber.org](mailto:membership@hrchamber.org) for information on future dates.**

January 17	Non-Profit Showcase
February 21	Bluestone Vineyard
March 21	Commonwealth One FCU
April 18	The Spa at Massanutten
May 2	PBMares
June 20	Broadway Hometown Partnership
July 18	Reserve at Stone Port
August 8	Blue Ridge Bank
September 19	Community Foundation
October 17	Connections 2019
November 7	Brix & Columns Vineyards

## Business At Breakfast • NETWORK Quarterly

Business At Breakfast networking events are opportunities for our members to learn about other businesses in our community while making new contacts and establishing business relationships over coffee and refreshments. In 2019, these events will be held quarterly from 7:30 - 9:00 a.m. Sponsoring businesses should plan on 20-40 people, provide complimentary refreshments from a Chamber member restaurant or caterer, provide a door prize that promotes or represents their business or another Chamber member businesses, and provide an electronic invitation the Chamber can use for marketing purposes.

**2019 Business at Breakfast • Contact [membership@hrchamber.org](mailto:membership@hrchamber.org) for more information**

### TAKEN

Winter (Feb 26)	Camp Horizon at Valley Pike
Spring (April 9)	Dr. Cason
Summer	More information to come
Fall	More information to come

## Speed Networking • NETWORK

In 2019, your Chamber will offer speed networking quarterly at a Chamber member location where attendees will practice their business elevator speech with new Chamber friends. Sponsoring businesses should plan on a maximum of 40 attendees and provide complimentary space and refreshments. Sponsors can welcome attendees and distribute company promotional products and material.

**2019 Speed Networking • Contact [membership@hrchamber.org](mailto:membership@hrchamber.org) for more information**

### 4 Available

Winter	Available Opportunity to Host
Spring	Available Opportunity to Host
Summer	Available Opportunity to Host
Fall	Available Opportunity to Host

# Connections 2019 • NETWORK

## FALL

Connections is your Chamber's largest business-to-business networking event of the year and provides educational and relationship building opportunities. In 2018, over 140 Chamber Members attended the reorganized Connections event where attendees were able to choose from 10 educational sessions, end the evening with an interactive and fun Business Resource Fair and Reception featuring nearly 40 Chamber Member businesses. Sponsors of this event receive exposure in front of Chamber members who are looking for business resources to expand and grow their business. **Sponsorship opportunities range from \$250 - \$1,500.**

### Platinum Event Sponsors • \$1,500

#### 2 Available

- Inclusion of logo and/or acknowledgement in all online and printed collateral materials with event "Presented By:"
- Booth Space equivalent to the standard 10'x 10' space provided to other exhibitors. The Platinum sponsor shall have first choice of booth location on the layout. Requests for additional space, electricity, etc. will be honored when possible.
- Five PowerPoint slides with company logo showing continuously during the reception.
- Logo included in Chamber *Advocate* and DNR Business Journal if sponsorship is secured before the publication's deadline - mid August.
- Acknowledgement on social media and website leading up to event

#### Special Thanks to

### Reception & Business Resource Fair Sponsors • \$1,000

#### 2 Available

- Inclusion of logo and/or acknowledgement in all online and printed collateral materials.
- Booth Space equivalent to the standard 10'x 10' space provided to other exhibitors.
- One PowerPoint slide with company logo showing continuously during the reception.
- Acknowledgement on social media and website leading up to event

#### Special Thanks to

### Educational Session Topic Sponsors • \$250

#### 3 Available

- Company name listed on all online and printed collateral materials.
- Company logo and promotional items on display throughout educational sessions
- Opportunity for :60 second welcome to session attendees at start of one educational session.
- Educational session topics may include Human Resources, Marketing, Technology, etc.
- Acknowledgement on social media and website leading up to event

#### Special Thanks to

### Event Photographer

#### 1 Available

- Photography needed: photos during educational sessions and Business Resource Fair/Reception
- Inclusion of logo and/or acknowledgement in all online and printed collateral materials.
- Booth Space equivalent to the standard 10'x 10' space provided to other exhibitors.
- Watermarked photo album shared on HRCC Facebook Page
- Photo credit when Chamber uses photography in future publications
- Acknowledgement on social media and website leading up to event

#### Special Thanks to

# Chamber Coaster • NETWORK

*New this year: Coaster Sponsors • ~~\$300~~*

#### 1 Available SOLD

- Company logo on coaster (coaster to be used at Chamber Events year round)
- Coaster will have the 2019 Business After Hours schedule printed on them along with the Chambers logo

**Special Thanks to Blue Ridge Community College**

# Annual Golf Tournament • NETWORK FALL

Your Chamber's annual Golf Tournament is an event for members to network and experience a day of fun. Sponsorships for this event help offset the cost for the course rental and all of the amenities associated with the golf tournament, including lunch and reception. We are happy to share and discuss past participants to determine if sponsoring this event would reach your target audience. The tournament averages over 100 players. **Sponsorship opportunities range from \$150 - \$1,500.**

## Platinum Event Sponsor • \$1,500 • SOLD

- One foursome to play in the event
- Top billing on all collateral materials and print advertising
- Opportunity to put promotional items in golfer goodie bags (est. 120 items)
- Signage opportunities on day of event.
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to DuPont Community Credit Union**

## Cart Sponsor • \$750 each • 2 Available

- Four golfers to play in the event
- Company logo displayed on all golf carts
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Luncheon Sponsor • \$1,000 • SOLD

- One foursome to play in the event
- Acknowledgement in all collateral materials and print advertising
- Opportunity to put promotional items in golfer goodie bags (est. 120 items)
- Signage opportunities at luncheon site (provided by sponsor)/placement of collateral material in/on lunches
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to Skyline Roofing**

## New this year : Low Gross & Low Net Sponsorships \$600 • 2 Available

- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Beverage Cart Sponsor • \$500 • SOLD

- Two golfers to play in the event
- Company logo displayed on beverage carts
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to Blue Ridge Beverage**

## Corporate Team • \$575

- One foursome to play in the event plus hole sponsorship

## Post-Tournament Reception Sponsor • \$500

### 1 Available

- Two golfers to play in the event
- Signage opportunities at luncheon site (provided by sponsor)/placement of collateral material on tables.
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Practice Range Sponsor • \$300 • 1 Available

- One golfers to play in the event
- Company logo displayed at practice range
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Practice Putting Green Sponsor • \$300 • 1 Available

- One golfer to play in the event
- Company logo displayed at practice putting green
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Contest Sponsorships • \$150 each • 3 Available

- Longest Drive, Straightest Drive and Closest to the Pin
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Event Photographer • 1 Available

- Watermarked photo album shared on HRCC Facebook Page
- Photo credit when Chamber uses photography in future publications (Photography needed: option for teams to have team photo taken, generic photos taken on course)
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**

## Hole-in-One Sponsor • 1 Available

- One foursome to play in the event
- Signage opportunities on day of event
- Company logo on large signboard displayed at event
- Acknowledgement on social media and website leading up to event

**Special Thanks to**



# "Chamber Connector" E-Newsletter • PROMOTE

## Year-long Exposure

In an effort to better communicate what is happening each week with your Chamber and increase member engagement, we are distributing our e-newsletter at 9:00 a.m. on Monday mornings and Thursdays starting in 2019. So, when Chamber members open their email account on Monday morning our newsletter will be one of the first emails they open! This would be ideal for a company who has events, retail specials or good news they would like to promote throughout the year.

### 2019 E-Newsletter • \$2,500 • SOLD

- 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 every four weeks for 13 weeks/year – maintaining year-round exposure.
- Distributed to nearly 3,000 people.
- Sponsor will be tagged each Monday morning on Facebook with the following: "This week's 'Chamber Connector' sponsored by #####." Our Facebook following is currently 2,540 and counting.
- Ad size is 180 x 600 and sponsors can include any promotion, upcoming event, job postings, etc. within that ad size. Chamber will approve all ads and will work with sponsors to ensure the ad meets requirements.

**Special Thanks to Bluestone Vineyard, First Bank & Trust Co., CrossKeys Vineyard, Lantz Construction and Appeal Production**

# Chamber Website - hrchamber.org • PROMOTE

## Year-long Exposure

This is an affordable advertising opportunity for businesses or organizations that would like to market to not only Chamber members, but the broader internet community as well. Ad size is 480 x 60.

### 2019 Chamber Website • \$150 - \$300/quarter or \$500 - \$1,000/year 29 Available

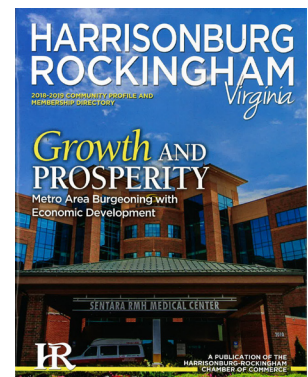
	Q1	Q2	Q3	Q4
Webpage	January - March	April - June	July - September	October - December
Member Directory · \$300				Filled (Pioneer Bank)
Events Calendar · \$300	Filled (Appeal Production)	Filled (Appeal Production)	Filled (Appeal Production)	Filled (Appeal Production)
Job Postings · \$300				
News Releases · \$150				
Become a Member · \$150				
Request Information · \$150				
Member2Member Discounts · \$150		Filled (Pioneer Bank)		
Contact Us · \$150				

**Special Thanks to Appeal Production, Pioneer Bank**

# Community Profile & Membership Directory • PROMOTE

## Advertising Open in Summer - Distributed in Fall

We are working with Town Square Publications (Nick Yankosky) 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.



# The Advocate • PROMOTE

Distributed quarterly

*The Advocate* is your Chamber's quarterly digital newsletter. Distributed in February, May, August and November, the newsletter highlights Chamber-led events, legislative initiatives, member features and much more! *The Advocate* is digitally dispersed to nearly **4,000** Chamber, business and community members; placed on your Chamber's website for viewing and downloading; and shared with your Chamber's social media followers. Businesses interested in promoting a new product, recent expansion or upcoming event would receive timely exposure within this publication. **Advertising opportunities range from \$125 - \$525.**

**Per issue:**  
1/4 Page Ad · \$125  
1/2 Page Ad · \$225  
Full Page Ad · \$350  
Edition Sponsor · \$525

Winter Issue · February  
Spring Issue · May  
Summer Issue · August  
Fall Issue · November

full page

quarter page

half page

Full Page Ad  
7.75" x 10.5"  
\$350 for one issue

Half Page Ad  
7.75" x 5.25"  
\$225 for one issue

Quarter Page Ad  
3.875" x 5.25"  
\$125 for one issue

All advertisers will have a hyperlink embedded into the document directed to a website of their choosing. Additionally, advertisers will be mentioned in the e-blast announcing that issue of *The Advocate* and tagged on the Chamber's Facebook page once *The Advocate* is published.

An advertiser can sponsor the entire issue of *The Advocate* for \$525. With this sponsorship, the advertiser will receive a full page advertisement as well as their logo on the front cover and recognition as that issue's sponsor. Additionally, the sponsor would be mentioned in the e-blast and tagged on Facebook as the sole sponsor of that issue of *The Advocate*.

**View 2018 issues of *The Advocate* on our website by clicking here**

# ValleyFest Beer & Wine Festival • PROMOTE

Saturday, May 25 | Massanutten Resort • More Info: [valleyfestbeerandwine.com](http://valleyfestbeerandwine.com)

This is your opportunity to be associated with one of the most popular and successful programs offered by the Chamber: ValleyFest, the Shenandoah Valley's Beer and Wine Festival. Held Memorial Day Weekend at Massanutten Resort, the event draws nearly 4,000 attendees each year. Patrons enjoy sampling from breweries, microbreweries and area wineries. The festival also features quality crafters, specialty food vendors and both acoustic and main stage musical artists. Attendees include timeshare holders at Massanutten Resort, local residents and vacationers from across Virginia. This is a wonderful opportunity for businesses looking to market to a broader audience, including visitors to the area. **Sponsorship opportunities range from \$250 - \$4,000.**

## Platinum Event Sponsors • \$4,000 • SOLD

- Press Release announcing the sponsorship (i.e. ValleyFest Beer & Wine Festival presented by your company name)
- Exclusive listing for all electronic media including radio and television
- Inclusion on all print material including Admission Tickets, Brochures, Posters, Volunteer T-Shirts and print advertising
- Special recognition in *The Advocate* and on the website
- Display space for 1 banner and company promotional products (Sponsor Provides)
- 20 complimentary admission tickets with opportunity to purchase additional tickets at a discounted price
- Opportunity to have a company booth near the ticket entrance
- Opportunity to participate as a Ticket Outlet
- Acknowledgement on Chamber & ValleyFest social media and website leading up to event (4,850 followers and counting)

**Special Thanks to Valley Honda, Nissan, Subaru, VW, Chrysler, Dodge, RAM**

## Entertainment Sponsorship • \$4,000 • SOLD

- Inclusion in all print material including Admission Tickets, Brochures, Posters, Volunteer T-Shirts and print advertising
- Special Recognition in *The Advocate* and on the website
- Display space during the Festival to include banners behind the band and in front of the stage. (Sponsor will be responsible for providing banners)
- Giveaways during the bands' live performances at the break times. This must be limited to distributor or brand memorabilia and not to include alcohol
- 20 complimentary admission tickets with opportunity to purchase additional tickets at a discounted price
- Acknowledgement on Chamber & ValleyFest social media and website leading up to event (4,700 followers and counting)

**Special Thanks to Blue Ridge Beverage and MillerCoors Shenandoah Brewery**

## Media & Advertising Partners

- Logo inclusion on all marketing materials and on website and complimentary admission tickets based on package; acknowledgement on Chamber & ValleyFest social media and website.

**Special Thanks to Harrisonburg Radio Group, Daily News Record,**

## Location Sponsor • SOLD

**Special Thanks to Massanutten Resort**

## Corporate Sponsors • \$500 • 4 1 Available

- Display space for one banner at Festival Entrance
- Logo inclusion on all marketing materials and on website
- 5 complimentary admission tickets
- Acknowledgement on Chamber & ValleyFest social media and website leading up to event (4,700 followers and counting)

**Special Thanks to Pioneer Bank, Shenandoah Valley Regional Airport, The Reserve at Stone Port, Queen City Creative**

## Souvenir Cup Sponsor • \$1,000—2 SOLD

- Logo inclusion on souvenir cups (print appx. 3,250) given to attendees
- Logo inclusion on all marketing materials and on website
- 5 complimentary admission tickets
- Acknowledgement on Chamber & ValleyFest social media and website leading up to event (4,700 followers and counting)

**Special Thanks to Hammond Insurance Services, Cargill**

## Volunteer T-Shirt Sponsor • \$1000 • 2 SOLD

- Logo inclusion on all ValleyFest Volunteer T-Shirts (print approximately 250)
- Logo inclusion on all marketing materials and on website
- 4 complimentary admission tickets & Volunteer T-Shirts
- Acknowledgement on Chamber & ValleyFest social media and website leading up to event (4,850 followers and counting)

**Special Thanks to Blue Ridge Community College, Cargill**

## Patrons - \$250 each • 5 Available

- 2 complimentary admission tickets
- Company name listed on all marketing materials and on website
- Acknowledgement on Chamber & ValleyFest social media and website leading up to event (4,850 followers and counting)

**Deadline for logo submission for printed materials is Thursday, February 28.**

# 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 or contact [sara@hrchamber.org](mailto:sara@hrchamber.org).

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 also 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.