



2021 SPONSORSHIP AND ADVERTISING OPPORTUNITIES GUIDE

LEAD | ADVOCATE | NETWORK | PROMOTE

Dear Chamber Members,

The Harrisonburg-Rockingham Chamber of Commerce is pleased to present the 2021 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. Please note that events may change to virtual with very little notice due to current COVID-19 restrictions.

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 communications@hrchamber.org.

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



Frank M. Tamberrino
Chamber President & CEO

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

Lead

- Annual Banquet · \$300 - \$2,000 pg. 4 & 5
- Leadership Harrisonburg-Rockingham Graduation · \$500 pg. 5
- Business Smarts · *Partnership* pg. 6
- Economic Outlook Breakfast · \$1,000 pg. 5

Advocate

- Pre-Session Legislative Breakfast · \$500 pg. 6
- Post-Session Legislative Breakfast · \$500 pg. 6

Network

- Connections 2019 · \$250 - \$1,500 pg. 7
- Annual Golf Tournament · \$300 - \$1,500 pg. 8
- Business After Hours · *Company/Organization Partnership* pg. 7

Promote

- Chamber Bi-Weekly E-Newsletter · \$2,500 pg. 9
- Chamber Website · \$150 - \$500 pg. 9
- Community Profile & Membership Directory · *See Chamber for Details* pg. 6
- The Advocate* · \$125 - \$525 pg. 3
- ValleyFest · \$250 - \$4,000 pg. 10

The Advocate • PROMOTE

Distributed Biannually

The Advocate is your Chamber's biannually digital newsletter. Distributed in March and August the newsletter highlights Chamber-led events with the focus on one of the Four Pillars, Lead, Advocate, Network and Promote! *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.** **View 2020 Issues of The Advocate on our website by clicking [here!](#)**

Per Issue:

1/4 Page Ad • \$125 (3.875" x 5.25")

1/2 Page Ad • \$225 (7.75" x 5.25")

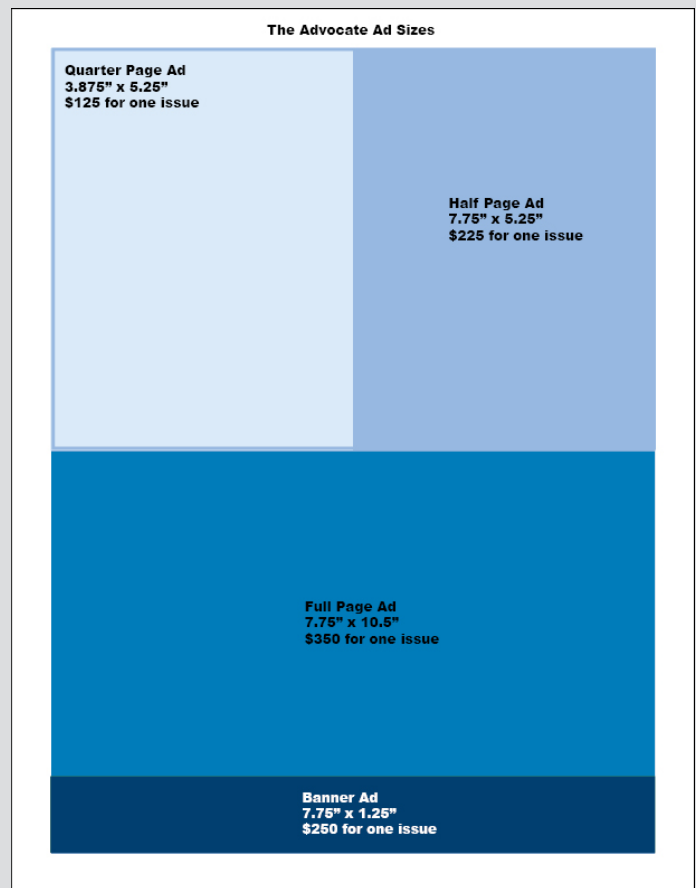
Full Page Ad • \$350 (7.75" x 10.5")

Banner Ad • \$250 (7.75" x 1.25")

Edition Sponsor • \$525

Winter Issue • March

Summer Issue • August



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.

Edition Sponsor • \$525 • 2 Available

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*.

Banner Ad • \$250 • 2 Available

The banner will be displayed on the front page of one issue of *The Advocate*. The banner size is 7.75" x 1.25".

Annual Banquet & Awards Ceremony • LEAD

TBA | TBA

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 - 9:00 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 • 2 Available

- 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 the event

Special Thanks to

Audio and Visual Sponsor • \$1000 • 2 Available

- 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 the event

Special Thanks to

Award Winner Table Host Sponsors • \$750 • 5 Available

- Two event tickets
- Table card acknowledging sponsorship to guests
- Sponsorship acknowledgement at the event from stage and on posters
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on social media and website leading up to the event

Special Thanks to

Dessert Sponsors • \$750 • 2 Available

- Two event tickets
- Table card at each table acknowledging sponsorship to guests
- Sponsorship acknowledgement at the event from stage and on posters
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on social media and website leading up to the event

Special Thanks to

Beverage Sponsor • \$550 • 5 Available

- Two event tickets
- Table card at beverage station acknowledging sponsorship to guests
- Sponsorship acknowledgement at the event from stage and on posters
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on social media and website leading up to the event

Special Thanks to

New this year... Hors D'oeuvres Sponsor • \$550 • 5 Available

- 2 event tickets
- Logo on event program to be displayed on the event tables
- Logo on signage at the Hors D'oeuvres tables
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on Social media and website leading up to the event

Special Thanks to

More opportunities continued on page 4.

Annual Meeting & Awards Ceremony Cont.

Program Sponsor • \$300 • 2 Available

- 1 Event Ticket
- Logo on Event Programs and displayed on event tables
- Sponsorship acknowledgement at the event from stage and on posters
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on social media and website leading up to the event

Special Thanks to

Event Photographer • Taken

- 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 the event

Special Thanks to Joshua Gooden Photography

Annual Report Sponsor • \$500 • 5 Available

- 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 2020
- Sponsorship acknowledgement at the event from stage and on posters
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on social media and website leading up to the event

Special Thanks to

Long-Time Member Acknowledgement Sponsor

\$300 • 5 Available

- 1 Event Ticket
- Logo on Event Programs to be displayed on event tables
- Sponsorship acknowledgement at the event from stage and on posters
- Logo on the sponsorship slide of slideshow running during reception
- Acknowledgement on social media and website leading up to the event

Special Thanks to

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

- 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 Atlantic 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 Atlantic Union Bank

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 provided.

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 to Broad Porch Coffee

Pre & Post-Session Legislative Breakfast • ADVOCATE

Spring & Fall

Post-Session Legislative Breakfast • \$500 • SOLD

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 AT&T

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

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.

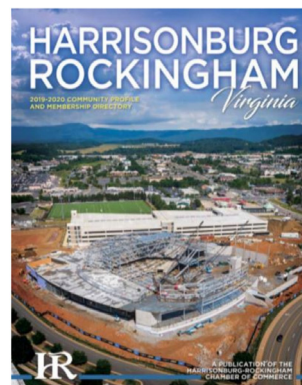
- Company logo on invitations
- Company logo prominently displayed at the event
- Opportunity for company representative to provide welcome at the event

Special Thanks to AT&T

Community Profile & Membership Directory • PROMOTE

Advertising Open in Summer - Sales in the Fall/Winter

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.



Business After Hours • NETWORK

Due to COVID-19 all Business After Hours are temporarily on hold. Once we can gather again safely we will.

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.

Future Business After Hours please contact Sheena Armentrout membership@hrchamber.org

Connections 2021 • NETWORK

October | TBA

Connections is your Chamber's largest business-to-business networking event of the year and provides educational and relationship building opportunities. In 2019, over 175 Chamber Members attended the reorganized Connections event where attendees were able to choose from educational sessions, end the evening with an interactive and fun Business Resource Fair and Reception featuring 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

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 DuPont Community Credit Union,

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

Annual Golf Tournament • NETWORK

September 24th | Spotswood Country Club

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 \$200 - \$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 • 2-1 Available

- 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 AT&T

Luncheon Sponsor • \$1,000 • 2 Available

- 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

Low Gross & Low Net Sponsorships \$600 • 2 Available

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

Special Thanks to

Post-Tournament Reception Sponsor • \$1000 • 2 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

Contest Sponsorships • \$200 each • 4 Available

- Longest 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

Hole-in-One Partnership • Pending

- 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

Beverage Cart Sponsor • \$500 • 4 Available

- 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

Corporate Team • \$575

- One foursome to play in the event
- Hole sign with company logo
- Acknowledgement on social media and website leading up to event

"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. 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. In 2021, we will also be linking the Chamber Connector to our social media pages.

2021 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 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 currently 3,658 and our Twitter following is 1,359 and counting.
- Ad size is 180 x 600 px 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 Pendleton Community Bank, CrossKeys Vineyards, LD&B Insurance & Financial Services, Bluestone Vineyard

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 px.

2020 Chamber Website • \$150 - \$300/quarter or \$500 - \$1,000/year

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

Special Thanks to Appeal Production, Blue Ridge Community College

20th Anniversary ValleyFest Beer & Wine Festival • PROMOTE

TBA | Massanutten Resort • More Info: 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 • 2 1 Available

- 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, WHSV TV-3, iHeart Radio

Location Sponsor • SOLD

Special Thanks to Massanutten Resort

Corporate Sponsors • \$500 • 6 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, Appeal Production, AT&T

Souvenir Mug Sponsor • \$1,000 • 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 Cargill, AT&T

Volunteer T-Shirt Sponsor • \$1000 • 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 Cargill, Blue Ridge Community College

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)

Sponsorship Opportunities

There are additional opportunities to sponsor Chamber programs and events throughout the year which are dependent on new initiates, membership interests, and/or expansion of current programs and events. You may commit to a sponsorship level without a designated interest upfront, allocating those dollars during the year as opportunities develop that align with your investment interests.

Two programs added in 2019 include the reenergized Diversity Council and the new Advancing Young Professionals of Tomorrow (AMP'T) group. Sponsorship needs have not been developed at this time, but will be added once identified.

Please contact the Chamber staff member associated with the specific program or event, or email Sara at communications@hrchamber.org to discuss your interest in sponsoring options.

Levels
Platinum Sponsor \$1000
Gold \$750
Silver \$500
Bronze \$250

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. To determine what sponsorships are currently available, please check the individual calendar event page or contact 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.