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## 2016 Marketing and Advertising Opportunities

*Pricing subject to change.*

Sponsoring a Chamber event or advertising in a Chamber publication offers your company credibility and exposure to the business community as well as an opportunity to network with business leaders from the area. Not only does it create awareness of your products and services, it allows you to target your marketing efforts to business professionals and potential customers.

Packages may be purchased anytime during the year although we encourage members to secure their sponsorships early for budget planning. The big advantage to this is it allows you to plan your support of the Chamber without the worry of paying throughout the year. And you benefit by receiving advertising exposure for your company months in advance.

Sponsorships are separate from your annual membership renewal. The following programs and events are available for your consideration. Please feel free to contact me with any comments or suggestions.

Sincerely,  
Leslee Blake, President

### **BUSINESS EXPO JOB FAIR**

This event, held locally, is designed for maximum exposure of your business to chamber members, non-member businesses, and promotional partners including CYP Club, Synergy National, and Big Fish, as well as the Gahanna community.

**Attendance:** 150 plus

**Sponsorship Package:** \$300 (early bird pricing) – Company name and logo in newsletter, website, and local paper, display table with electric and two chairs, business card ad in program.

**Exhibitor Package:** \$135 (early bird pricing) - Display table and advertising.

### **EMPOWERING WOMEN IN BUSINESS**

This quarterly women's meeting, brought to you by Mount Carmel Health, is designed to empower entrepreneurs and employees through educational speakers and networking opportunities.

**Attendance:** 50 plus

**Sponsor Package:** \$100 - Display table, one minute of speaking time, advertising in newsletter and website, and admittance for two.

**Exhibitor Package:** \$40 - Display table and admittance for one.

### **MEMBERSHIP MEETINGS**

Held the second Thursday of the month from 7:30 - 9:00 am or 11:30 - 1:00 pm, meetings focus on a variety of business topics, and include the introduction of new members (breakfast meetings only) to the organization.

**Attendance:** 65-100

**Sponsor Package:** \$100 - Promote your business to an audience of decision makers and company owners. Includes advertising in newsletter, website and agenda, one minute of speaking time, display table, and admittance for two.

**Exhibitor Package:** \$40 - Display table and admittance for one.

### **ANNUAL GOLF OUTING**

The Chamber's Annual Golf Outing Fundraiser is held on a Monday at Jefferson Country Club. This fun-for-all event, designed in a "scramble format", provides the perfect venue for networking and a terrific opportunity to entertain customers and clients. Contributions for door prizes and other donated items for the silent auction are encouraged. Early commitment of sponsorships highly recommended for maximum advertising exposure.

**Attendance:** 85 plus

**Benefits:** Advertising in newsletter, website, program, event flyer and e-blasts, event signage and exhibitor table options.

**Sponsorship Levels:** from \$75 to \$1,000. **Details:** [Golf.GahannaAreaChamber.com](http://Golf.GahannaAreaChamber.com)

### **ANNUAL TASTE OF GAHANNA**

This event, brought to you by Lew Griffin Insurance Group, is our largest and most popular each year. Member restaurants and food service providers are given the opportunity to showcase their signature dish to attendees. Highlighting the event is the Chefs' Challenge cook-off plus other contests and awards centered on a unique theme geared toward family entertainment. The various levels of sponsorship afford members an opportunity to promote their business to Gahanna and other communities. Live entertainment provided by local talent.

**Attendance:** 800 plus

**Benefits:** Advertising in newsletter, website, program, event flyer and e-blasts, event signage and exhibitor table options.

**Sponsorship Levels:** from \$300 to \$650. **Details:** [Taste.GahannaAreaChamber.com](http://Taste.GahannaAreaChamber.com)

### **2016 - 2018 GAHANNA STREET MAP**

A full color map representing the region as a beautiful, progressive community in which people can work, shop raise a family and where businesses can prosper. 5,000 copies distributed to hotels, restaurants, realtors, banks, business prospects, city government and other high traffic locations for years to come. Ads are featured in full color and available for a 2-3 year shelf life. An interactive and online version called Loc8 provides businesses a greater presence on the Chamber website. To receive prime positions contact the Chamber.

**Pricing reasonable.** Contact the Chamber for details.

### **CHAMBER WEBSITE**

The Gahanna Area Chamber recently re-designed its website. Now is the time to secure a sponsorship or advertising commitment for maximum exposure and the greatest return on investment. **For more information contact the Chamber at (614) 471-0451 or [info@GahannaAreaChamber.com](mailto:info@GahannaAreaChamber.com).**

### **MONTHLY NEWSLETTER ADVERTISING**

**Inserts:** \$100 - Member provides 500 pre-printed 8.5"x11" copies on 20# paper. (Inserts printed on heavier paper will be assessed a fee to cover the cost of extra postage.)

#### **Business Card Ad - 3.5"x2"**

B/W: (1mo. \$30) - (3mo. \$80) - (6mo. \$140) - (1 yr. \$280)

Color: (1mo. \$40) - (3mo. \$100) - (6mo. \$175) - (1yr \$310)

#### **Quarter Page Ad - 4"x5"**

B/W: (1mo. \$50) - (3mo. \$130) - (6mo. \$250) - (1yr. \$400)

Color: (1mo. \$60) - (3mo. \$160) - (6mo. \$280) - (1yr. \$430)