GROWING JOBS.
SERVING AS A VOICE FOR BUSINESS.
FOSTERING MEMBER PROSPERITY.

That’s what the Asheville Chamber is all about.
The Asheville Area Chamber of Commerce implements a number of programs and initiatives that support our mission of building community through business. Because the Chamber is a not-for-profit organization with limited funds, the Chamber does much of its work through the generosity of its members and business partners. We rely on your support to execute our program of work. The opportunities in this guide provide a variety of platforms for advertising, branding and networking for your company and help position you as a leader in the Asheville business community. Please join us in this endeavor to create opportunities for business growth.

~MEMBER SERVICES, 828.210.2729, member@ashevillechamber.org
**13TH ANNUAL CAREER FAIR**  
*January 2019  
Davis Event Center at WNC Agricultural Center*

This regional event showcases employment opportunities in high-tech manufacturing, health services, technology, hospitality, professional services and growth industries, and targets the existing work force, high school graduates and college students. Career seekers have the opportunity to meet face-to-face with premier companies at the largest job fair in Western North Carolina.

**Projected attendance:** 1,500+

**Audience:** Career seekers (local consumers, college students, etc.) from throughout WNC and 120+ hiring companies and organizations.

**SPONSORSHIP LEVELS**

- **Presenting Sponsor:** $3,000  
  - Top billing logo recognition (Chamber website, event website, invitation/publicity, event signage)  
  - Two booths at event
- **Gold Sponsor:** $2,000  
  - Logo recognition (Chamber website, event website, publicity, event signage)  
  - One booth at event
- **Silver Sponsor:** $1,000  
  - Larger name recognition (Chamber website, event website, publicity, event signage)  
  - 50% discount on booth
- **Bronze Sponsor:** $500  
  - Name recognition (Chamber website, event website, event signage)  
  - 25% discount on booth
- **Employer Lounge Sponsor:** $2,000  
  - Logo recognition (Chamber website, event website, publicity, event signage)  
  - Display table in lounge to market their business to employers  
  - One booth at event
- **Wellness Sponsor:** $500  
  - Display table in Employer Lounge  
  - Two massage chairs in Employer Lounge

Register online in late fall for an employer booth at www.homecomingjobfair.com

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**ASHEVILLE METRO ECONOMY OUTLOOK**  
*October 2018*

Keynote speakers present insightful analysis and current demographic and economic indicators with a regional and national overview. Research experts will present the most up-to-date info that is invaluable to our business community in gauging its positions in the local, national and international markets.

**Projected attendance:** 200-300

**Audience:** Business leaders in the community, AVL 5x5: Vision 2020 campaign investors, business owners and managers, high-level business professionals

**SPONSORSHIP LEVELS**

- **Presenting Sponsor:** $7,500 (Limit 4)  
  - Top billing logo recognition (Chamber website, publicity, event signage)  
  - 8 comp tickets  
  - Opportunity to speak briefly at event  
  - Invitation to dinner or breakfast with keynote speaker (dependent on speaker’s availability)
- **Gold Sponsor:** $4,000  
  - Logo recognition (Chamber website, invitation/publicity, event signage)  
  - 5 comp tickets
- **Silver Sponsor:** $2,500  
  - Larger name recognition (Chamber website, event signage)  
  - 3 comp tickets
- **Bronze Sponsor:** $1,000  
  - Name recognition (Chamber website, event signage)  
  - 2 comp tickets

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**ECONOMIC DEVELOPMENT**
The Economic Development Coalition (EDC) presents the opportunity for a business to add naming rights to the Research Division. Research aids attraction and retention efforts, responds to internal and external requests for economic and demographic information, produces and maintains 15+ community reports and provides customized reports. Research is a trusted community source of economic and regional data and the foundation of EDC data.

With 56,000 unique page views per year, Research and Reports are the most visited web pages on the EDC website.

**SPONSORSHIP:** $20,000 (payable over 2 years)
Limited to one sponsor for two years

Benefits include business naming presence for the Research online landing page and each downloadable community report. Fact sheets reach an unlimited audience and are frequently utilized in EDC prospect marketing efforts, as well as inclusion in visitor relocation packages. Naming rights will also be included on hard copy versions located in the EDC office.

- Opportunity to speak (5 mins.) at Metro Economy Outlook
- Name recognition on the economic update section of monthly EDC board reports
- Name recognition on Metro Economy Outlook program
- Name recognition on Business & Industry Directory
- Name recognition on newly printed brochures
- Name may appear when cited for business presentations and customized analysis
- While not guaranteed, Research is occasionally quoted by media through newspaper, magazine, radio, and television and Research Name may be cited. In addition, EDC projects have been featured in both local and national media, including Forbes, WSJ, Industry Week, Fast Company, and Site Selection Magazine and Research Name may be cited.

With 56,000 unique page views per year, Research and Reports are the most visited web pages on the Economic Development Coalition (EDC) website. This opportunity is a sponsorship for 15-20 annually updated and locally designed economic and demographic regional reports. Reports are downloadable online and in print at the Asheville Chamber. A broad audience from business to university, both local and national, uses the annually updated and locally designed reports. Reports are included in EDC prospect marketing efforts, local business marketing packages, Visitor Center relocation packages, business plans, presentations, and more. In-person professionals and visitors utilize the hard copies in the EDC office.

**SPONSORSHIP:** $7,500 (Limit 1)

- Logo on all virtual and printed reports
- Opportunity to speak (5 mins.) at Metro Economy Outlook
ANNUAL MEETING
June 27, 2018

The business event of the year is the Annual Meeting highlighting the successes of the Chamber and economic development. Celebrate the vision for the future and spend the evening with one of the most respected business leaders in the nation. You will leave an energizing event with real-world, practical business takeaways. Join us as we raise a glass to the companies and volunteers who partner with us to be the voice of business, create jobs and help our members thrive. This is a sit-down dinner with a networking reception.

Projected attendance: 800

Audience: Area business leaders, dignitaries, AVL 5x5 Vision 2020 Investors, volunteer leadership from the Chamber and EDC boards of directors.

SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
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| Presenting Sponsor     | $8,000 (Limit 2) | • Top billing logo recognition (on all promotional materials, including print and event signage)  
• Opportunity to speak  
• Maximum of two sponsors; industry exclusive  
• One table of 8  
• Two-page program ad  
• Invitation for 2 to VIP Reception with speaker |
| Speaker Sponsor        | $6,500 (Limit 1) | • Logo recognition (Chamber website, most publicity, event signage)  
• One table of 8  
• Full-page program ad  
• Invitation to VIP reception with keynote speaker  
• Opportunity to introduce keynote speaker (scripted) |
| Gold Sponsor           | $5,000       | • Logo recognition (Chamber website, most publicity, event signage)  
• 6 comp tickets  
• Full-page program ad |
| Silver Sponsor         | $3,000       | • Name recognition (Chamber website, most publicity, event signage)  
• 4 comp tickets  
• Half-page program ad |
| Bronze Sponsor         | $2,000       | • Name recognition (Chamber website, most publicity, event signage)  
• 2 comp tickets |
| Award Sponsor          | $3,000 (Limit 4) | • Name recognition (Chamber website, most publicity, event signage)  
• Half-page program ad  
• 2 comp tickets  

Small Business Leader of the Year Awards  
Volunteer of the Year Award  
Excellence in Public Service Award  
Family Business Award |
| VIP Reception Sponsor  | $2,500 (Limit 1) | • Logo recognition reception signage  
• Name recognition (Chamber website, most publicity, event signage)  
• 2 comp tickets to Annual Meeting  
• Invitation to VIP reception with speaker |
| Cash Bar Sponsor       | $500 (Limit 2) | • Logo recognition on signage at bar(s) inside banquet room |

Tickets: $680 for table of 8 (Name recognition on table)
ASHEVILLE RESTAURANT WEEK
January 2019

Asheville Restaurant Week provides a boost in traffic to area restaurants during the winter shoulder season. Restaurants participate with special menus and are included in a $30k+ multi-media advertising campaign (including print, digital, television, social media and radio). The Asheville Restaurant Week website receives approximately 40,000 views. Restaurants saw more than $60,000 in revenue during the event.

Audience: General consumer public, Chamber member restaurants

SPONSORSHIP LEVELS

Presenting Sponsor: $5,000
- Top billing logo recognition (Chamber website, marketing materials and television advertising)
- Banner ad in post-event report (a digital recap of results to event sponsors and all 145 Chamber member restaurants)

Gold Sponsor: $2,500
- Logo recognition (Chamber website, publicity, printed materials, signage)
- Digital ad in post-event report (a digital recap of results to event sponsors and all 145 Chamber member restaurants)

Silver Sponsor: $1,000
- Larger name recognition (Chamber website, marketing materials)
- Company name and website in post-event report (a digital recap of results to event sponsors and all 145 Chamber member restaurants)

Bronze Sponsor: $500
- Name recognition (Chamber website, marketing materials)
- Company name in post-event report (a digital recap of results to event sponsors and all 145 Chamber member restaurants)

Kickoff Event Sponsor: $1,200
- Logo recognition (Chamber website, marketing materials)
- Special signage at Kickoff
- 4 comp tickets

BUSINESS AFTER HOURS
Monthly, July 2018-June 2019
Various Host Locations

Business After Hours is the premier networking opportunity for Chamber members and their businesses.

Projected attendance: 80-100 per month
Audience: Chamber members and their employees

SPONSORSHIP LEVELS

Presenting Sponsor: $4,500
- Top billing logo recognition (Chamber website, signage)
- Opportunity to speak at all 12 events
- Display table at events at all 12 events
- Names of attendees following each event

Gold Sponsor: $2,500
- Logo recognition (Chamber website, event signage)

Host Sponsor: $1,500
- Logo recognition (Chamber website, event signage)
- Opportunity to speak
- Names of attendees

Host is responsible for food and beverage for the event. Host sponsors are secured one year at a time and are welcome to host two years in a row.

BUSINESS BEFORE HOURS
Monthly, July 2018-June 2019
Various Host Locations

Business Before Hours is one of the most popular networking events for Chamber members.

Projected attendance: 60-75 per month
Audience: Chamber members and their employees

SPONSORSHIP LEVELS

Presenting Sponsor: $3,000
- Top billing logo recognition (Chamber website, signage)
- Opportunity to speak at all 12 events
- Display table at events at all 12 events
- Names of attendees following each event

Gold Sponsor: $1,500
- Logo recognition (Chamber website, event signage)

Host Sponsor: $800
- Logo recognition (Chamber website, event signage)
- Opportunity to speak
- Names of attendees

Host is responsible for food and beverage for the event. Host sponsors are secured one year at a time and are welcome to host two years in a row.
CHAMBER CHALLENGE 5K RACE & STUDENT FUN RUN

June 1, 2018
Asheville Chamber

Are you ready for the Challenge? A 5K run or walk through historic Montford is a great way to raise awareness for wellness and challenge your coworkers and employees to a healthier lifestyle. **New for 2018:** One-mile run/walk for middle school students, a fun way to raise activity levels while challenging students to be more aware of healthy habits.

Projected attendance: 1,500

Audience: Area businesses and the general community

SPONSORSHIP LEVELS

**Presenting Sponsor: $5,000 (Limit 2)**
- Top billing logo recognition (Chamber website, publicity, event signage, t-shirt)
- Opportunity to speak
- 2 vendor booth spaces
- 3 comp teams

**Gold Sponsor: $3,000**
- Logo recognition (Chamber website, publicity, signage)
- Vendor booth space
- 2 comp teams

**Silver Sponsor: $2,000**
- Name recognition (Chamber website, publicity, signage)
- Vendor booth space
- 1 comp team

**Bronze Sponsor: $1,000**
- Name recognition (Chamber website, publicity, signage)
- 1 comp team

**Race T-Shirts Sponsor: $2,500 (Limit 1)**
- Logo recognition on t-shirts
- Vendor booth space
- 1 comp team

**Volunteer Sponsor: $2,000 (Limit 1)**
- Logo on volunteer t-shirts
- Vendor booth space
- 1 comp team

**Bib Sponsor: $1,500 (Limit 1)**
- Logo recognition on race bibs
- 1 comp team

**Start Line Sponsor: $2,000**
- Name recognition (Chamber website, publicity, signage)
- Logo placement at Start Line
- Vendor booth space
- 1 comp team

**Finish Line Sponsor: $2,000**
- Name recognition (Chamber website, publicity, signage)
- Logo placement at Finish Line
- Vendor booth space
- 1 comp team

**Halfway Sponsor: $2,000**
- Name recognition (Chamber website, publicity, signage)
- Logo placement at Halfway Point
- Vendor booth space
- 1 comp team

**Water Station Sponsor: $1,500 (Limit 3)**
- Logo recognition (Chamber website, publicity, signage, water stations)
- 1 comp team
- Staff water stations on course or at finish line

**Race Vendor: $350**
Showcase your product or service at the Chamber Challenge. Table is provided. Sponsor can bring 10’ x 10’ tent and must secure tent with 10 lb. weights on each leg.

**Tickets:** $100 for team of four (early bird registration)

**Student Event Presenting Sponsor: $4,000**
- Logo recognition on Chamber website, publicity, event signage, and student participant t-shirt
- Vendor booth space
- 2 comp teams in 5k race

**Student Event T-Shirt Sponsor: $2,500**
- Logo recognition on student participant t-shirt
- 1 comp team in 5k Race

**Student Event Water Station Sponsor - $1,500**
- Logo recognition (Chamber website, publicity, signage, water stations)
- 1 comp team for 5k race
- Staff water station on course

**Student Event Award Sponsors (3) - $2,000 each**
- Logo recognition (Chamber website, publicity, signage)
- Opportunity to present award
- 1 comp team in 5k race
CHAMBER CLASSIC GOLF TOURNAMENT

Fall 2018

This annual tournament is full of networking and fun! It’s a double shot-gun start with several prizes offered for players. There are two flights, morning and afternoon. Lunch and beverages provided.

Projected attendance: 200+ golfers, plus 50 volunteers, sponsors and staff

Audience: Business leaders, their clients and Chamber volunteers

SPONSORSHIP LEVELS

Presenting Sponsor: $5,000 (Limit 2)
  • Top billing logo recognition (Chamber website, publicity, signage)
  • Opportunity to speak
  • Showcase at event
  • 1 comp team, flight of your choice
  • Opportunity to provide branded gift to golfers

Putting Green: $1,200 (Limit 1)
Logo recognition (Chamber website, publicity, signage)
  • Logo at putting green
  • Showcase your business and engage golfers
  • 2 players

Beverage/Snack Cart: $1,500 (Limit 2)
  • Logo recognition (Chamber website, publicity, signage)
  • Logo on cart
  • 2 players
  • Drive cart
  • Beverages/snacks provided by Chamber

Beverage Station: $1,200 (Limit 2)
  • Logo recognition (Chamber website, publicity, signage)
  • Showcase at one station
  • 2 players
  • Beverages provided by Chamber

Showcase Sponsor: $1,200
  • Logo recognition (Chamber website, publicity)
  • Logo at designated hole
  • Showcase your business at your designated hole by engaging golfers in a contest or drawing.
  • 2 players

Cash Bar Sponsor: $800 (Limit 1)
  • Signage at cash bar

Beer Service Sponsor: $1,000 (Limit 1)
  • Signage at beer truck
  • Your staff pours beer at truck

Hole Sponsor: $500
  • Logo at designated hole
MEGA NETWORKING
October 11, 2018 & March 14, 2019

This fast-paced networking event will put you face-to-face with prime business contacts in a unique and entertaining format. Participants will gain insight on networking strategies and leave with qualified leads.

Projected attendance: 100+

Audience: Professionals from businesses of all sizes and industry types

SPONSORSHIP LEVELS

Presenting Sponsor: $1,500
- Top billing logo recognition (Chamber website, publicity, event signage)
- Opportunity to speak at both events
- Display table at both events
- Names of attendees from each event
- 1 comp ticket to each event

Gold Sponsor: $1,000
- Logo recognition (Chamber website, publicity, event signage)
- 1 comp ticket to each event

Silver Sponsor: $500
- Name recognition (Chamber website, publicity, event signage)
- 1 comp ticket to each event

ORIENTATION
Aug. 22, 2018; Nov. 7, 2018; Feb. 20, 2019; May 15, 2019
Asheville Chamber

The Chamber invites people and businesses in our community to learn about the many benefits of Chamber membership, the Economic Development Coalition and the Visitors Center. Open to members and the general public.

Projected attendance: 50-60 per event

Audience: Chamber members and prospective members

SPONSORSHIP LEVELS

Presenting Sponsor: $2,000
- Top billing logo recognition (Chamber website, publicity, event signage)
- Display table in Visitor Center for each event (4)
- Opportunity to speak to attendees at each event (4)
- Names of attendees following each event

Gold Sponsor: $1,250
- Logo recognition (Chamber website, publicity, event signage)
- Display table in Visitor Center for each event (4)

Silver Sponsor: $750
- Name recognition (Chamber website, publicity, event signage)
REGIONAL BUSINESS EXPO  
August 8, 2018  
WNC Agricultural Center

The Business Expo features products and services from local businesses and organizations. The Expo is held in partnership with our five neighboring counties, making this the largest regional business expo in WNC. This is an opportunity to showcase your business to companies and consumers in our area, gain qualified leads and make valuable business connections.

Projected attendance: 500 consumers; 150+ vendors

SPONSORSHIP LEVELS

Presenting Sponsor: $2,000
- Top billing logo recognition (Chamber website, publicity, event signage)
- One booth at event

Gold Sponsor: $1,500
- Logo recognition (Chamber website, event signage)
- 50% discount on booth

Silver Sponsor: $750
- Name recognition (Chamber website, event signage)

Vendor Booth: $250 (electricity is additional $25)  
Vendor booths will be available for registration in June.

SKY HIGH GROWTH AWARDS  
April 12, 2018

The Sky High Growth Awards event recognizes the fastest growing businesses of the year. Businesses nominated for the awards are evaluated on their growth, gross revenue and number of employees.

Projected attendance: 200

Audience: Award winners and their staff, Chamber Board members and Ambassadors

SPONSORSHIP LEVELS

Presenting Sponsor: $2,500
- Top billing logo recognition (Chamber website, publicity, event signage)
- Opportunity to speak at event
- Display table at select events

Gold Sponsor: $1,500
- Logo recognition (Chamber website, publicity, event signage)
- Display table at select events

Silver Sponsor: $1,000
- Larger Name recognition (Chamber website, publicity, event signage)
- Opportunity to have person to greet, hand out brochures, etc.

Bronze Sponsor: $500
- Name recognition (Chamber website, publicity, event signage)

SMALL BUSINESS WEEK  
April 30 - May 3, 2018  
Various Locations

Small business is the backbone of our community; these enterprises have proven to be the largest constituent contributing to the growth and prosperity of the local economy. This week’s events are designed to enhance small business success, provide resources for growth, and offer an exchange of ideas and valuable feedback between small business owners and local leaders. These events will vary from small seminars to Business-After-Hours networking.

Projected Attendance: 25-50 per event, 100+ at Business After Hours event

Audience: Small business owners, Chamber members and their employees

SPONSORSHIP LEVELS

Presenting Sponsor: $2,500
- Top billing logo recognition (Chamber website, publicity, event signage, printed program)
- Opportunity to speak at events
- Display table at select events

Gold Sponsor: $1,500
- Logo recognition (Chamber website, publicity, event signage)
- Display table at select events

Silver Sponsor: $1,000
- Larger Name recognition (Chamber website, publicity, event signage)
- Opportunity to have person to greet, hand out brochures, etc.

Bronze Sponsor: $500
- Name recognition (Chamber website, publicity, event signage)
WOMANUP

November 2018-September 2019

WomanUP is focused on women in business who wish to build a strong network of women intent on inspiring one another to achieve individual potential; supporting each other in business endeavors; and creating a legacy through mentorship. Events throughout the year serve to connect, inspire and support women in business. At the fall celebration event, we honor outstanding women in business with our WomanUP Awards.

Projected attendance: 300-400 at each event; 700 at celebration event

Audience: Professionals from businesses of all sizes and industry types

SPONSORSHIP LEVELS

Presenting Sponsor: $10,000
- Top billing logo recognition (Chamber website, publicity, event signage) for all WomanUP events
- Opportunity to speak
- 8 comp tickets to celebration event
- Full-page ad in celebration program

Gold Sponsor: $5,500
- Logo recognition (Chamber website, publicity, event signage) for all WomanUP events
- 4 comp tickets to celebration event
- Half-page ad in celebration program

Silver Sponsor: $3,000
- Name recognition (Chamber website, publicity, event signage) for all WomanUP events
- 2 comp tickets to celebration event
- 1/4 page ad in celebration program

Bronze Sponsor: $2,000
- Name recognition (Chamber website, publicity, event signage) for all WomanUP events

Table of 8 attendees: $500

Workshop Events Speaker Sponsor: $5,000 (Feb, May, Aug) (Limit 1)
- Logo recognition (Chamber website, publicity, signage) for all workshop events
- Opportunity to introduce speakers/panelists at 3 events
- 4 comp tickets to all workshop events

Celebration Event Speaker Sponsor: $6,000 (Limit 1)
- Logo recognition (Chamber website, publicity, signage)
- Opportunity to introduce keynote speaker
- Half-page ad in celebration program
- 4 comp tickets to celebration event

Award Sponsor: $3,000 (Limit 4)
- Logo recognition for celebration event
- Half-page ad in celebration program
- Opportunity to present award
- 2 comp tickets to celebration event

Woman Entrepreneur; Best in Business Award
Outstanding Woman in Nonprofit Leadership
Woman Executive of the Year Award
Rising Star Young Woman Professional Award

Celebration Event Display Table Sponsor: $500 (Limit 2)
- Name recognition at display table
- Opportunity to display company material on table
SMART SERIES
Monthly September 2018-June 2019

In this educational series, members are offered a wide variety of opportunities to enhance their abilities and training for optimum performance in the marketplace. Topics of interest include technology, human resources, marketing and finance.

Projected attendance: 35-50 per event

Audience: Chamber members and their employees; attended by a variety of businesses and employee levels, from front-line to owner.

SPONSORSHIP LEVELS

Presenting Sponsor: $2,250
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak
• Names of attendees

Gold Sponsor: $1,000
• Logo recognition (Chamber website, publicity, event signage)

Silver Sponsor: $500
• Larger name recognition (Chamber website, publicity, event signage)

Bronze Sponsor: $250
• Name recognition (Chamber website, publicity, event signage)

YOUNG PROFESSIONALS OF ASHEVILLE

The Young Professionals of Asheville (YPA) provides outstanding professional leadership development opportunities for Asheville’s future leaders. YPA provides educational seminars, service opportunities and social activities for Asheville professionals between the ages of 21 and 40.

SPONSORSHIP LEVELS

Presenting Sponsor: $3,000
• Top billing logo recognition (YPA website, YPA newsletter, event signage)
• Opportunity to speak at monthly morning networking events

Gold Sponsor: $2,500
• Logo Recognition (YPA website, YPA newsletter, event signage)

Silver Sponsor: $1,500
• Larger Name Recognition (YPA website, YPA newsletter, event signage)

Bronze Sponsor: $750
• Name Recognition (YPA website, YPA newsletter, event signage)
ELECTED OFFICIALS RECEPTION
August 16, 2018

This reception honors the region’s government leadership, bringing together members of the Asheville City Council, the Buncombe County Board of Commissioners, municipal leaders from Weaverville, Black Mountain, Woodfin and Montreat and members of the North Carolina General Assembly to meet and network with Western North Carolina’s business community.

Projected attendance: 150

Audience: Business and community leaders and local elected officials

SPONSORSHIP LEVELS

Presenting Sponsor: $2,500
• Top billing logo recognition (Chamber website, publicity, event signage)
• Opportunity to speak

Gold Sponsor: $1,500
• Logo recognition (Chamber website, publicity, event signage)

Silver Sponsor: $750
• Larger Name recognition (Chamber website, publicity, event signage)

Bronze Sponsor: $500
• Name recognition (Chamber website, publicity, event signage)

INTERCITY STRATEGIC LEADERSHIP VISIT
May 2019
Portland, Maine

An Asheville delegation of approximately 50 leaders travel to a selected city to experience first-hand the best practices and lessons learned from top businesses and public sector leaders. The Intercity Visit will include discussions on topics of interest to Asheville leaders and special events and other venue highlights.

Projected attendance: 50

Audience: Asheville business and community leaders, Chamber board members and staff

SPONSORSHIP LEVELS

Presenting Sponsor: $5,500
• Top billing logo recognition (Chamber website, publicity, event signage, printed materials)
• Opportunity to speak

Gold Sponsor: $2,500
• Logo recognition (Chamber website, publicity, event signage, printed materials)

Silver Sponsor: $1,500
• Larger Name recognition (Chamber website, publicity, event signage)

Silver Sponsor: $1,500
• Larger Name recognition (Chamber website, publicity, event signage)

Bronze Sponsor: $750
• Name recognition (Chamber website, publicity, event signage)

Thank You Event for Host City: $2,500
• Top billing logo recognition at Thank You Event (event signage)
LEGISLATIVE UPDATE EVENTS  
*Oct. 2018 (Wrap-up) & Jan. 2019 (Pre-session)*

Be informed and engaged with elected officials concerning critical legislative issues for Western North Carolina. This sponsorship covers two events:

**2018 Legislative Wrapup Breakfast:** An opportunity to interact with our legislative delegation on a personal basis, hear the Chamber’s thoughts on the past session and thank the legislators for their hard work representing the diverse interests in our region.

**2019 Legislative Luncheon:** The Chamber presents its top priorities of the legislative agenda to Western North Carolina’s legislative delegation. Based on member surveys, the agenda is crafted by the Advocacy and Policy Committee and approved by the Chamber Board. During this luncheon members of our legislative delegation will share their thoughts with the business community.

**Projected attendance:** 100 at wrap-up; 200 at luncheon

**Audience:** law firms, banks, high-level business professionals, developers and elected officials (local and state-level)

**SPONSORSHIP LEVELS**

**Presenting Sponsor:** $5,000
- Top billing logo recognition (Chamber website, publicity, event signage)
- Opportunity to speak
- 3 comp tickets to each event
- Recognition at Advocacy & Policy Committee meetings

**Gold Sponsor:** $3,000
- Logo recognition (Chamber website, publicity, event signage)
- 2 comp tickets to each event

**Silver Sponsor:** $2,000
- Larger Name recognition (Chamber website, publicity, event signage)
- 1 comp ticket to each event

**Bronze Sponsor:** $1,500
- Name recognition (Chamber website, publicity, event signage)

RALEIGH LEGISLATIVE VISIT  
*Spring 2019*

The Raleigh Legislative Visit is hosted by the Asheville Area Chamber and six other chambers including Black Mountain-Swannanoa, Haywood County, Henderson County, Madison County, and Brevard/Transylvania. Chamber members from the region will travel to Raleigh to meet with the governor, the North Carolina House and Senate leadership and the WNC delegation to discuss critical issues for our region.

**Projected attendance:** 50

**Audience:** Chamber leaders and representatives from across WNC

**SPONSORSHIP LEVELS**

**Presenting Sponsor:** $3,500
- Top billing logo recognition (publicity, event signage)
- Opportunity to speak at reception

**Gold Sponsor:** $2,000
- Logo recognition (publicity, event signage)

**Silver Sponsor:** $1,000
- Larger Name recognition (publicity, event signage)

**Bronze Sponsor:** $500
- Name recognition (publicity, event signage)

PUBLIC POLICY ADVOCACY  
*July 2018-June 2019*

Help increase Chamber staff presence in Raleigh during Legislative Session for monitoring issues and engaging with elected officials and staff. This is an excellent opportunity to have a direct impact on the Chamber’s public policy initiatives. Participate in shaping the Chamber’s legislative priorities for each Session.

**Presenting Sponsor:** $2,000
- Logo recognition on reports and blog updates
- Logo recognition on signage at all Advocacy and Policy Committee meetings (estimated 4 meetings)
- Logo recognition in all advocacy updates
- Logo recognition in Chamber legislative tracking
ACCOMMODATIONS LIGHT BOARD

An informational board where visitors come to research and book accommodations for their stay in the Asheville area.

Presenting Sponsor: $1,000
Includes a plaque with your company name, your own board space with digital frame upgrade and brochure holder on desk beneath display. Sponsor to produce their own sign (36”w x 6”h). Sponsor must not be an accommodation business.

Advertising Spaces
5 rooms or less $325
6-24 rooms $350
25+ rooms $500

Includes a 7”w x 5”h picture (8” diagonal) and a 7”w x 2”h descriptive space. An upgrade to a digital picture frame is available for an additional $100.

Advertising schedule is July 2018-June 2019

DAILY ACCOMMODATIONS SPECIALS DISPLAY

Feature your lodging deals each day in the Asheville Visitor Center. Three stations will each feature daily updates provided by participating lodging partners to help fill surplus inventory with walk-in visitors at the Asheville Visitor Center.

$600 per year (for properties without a display on the Accommodations Light Board)

$300 per year (for properties that also have a display on the Accommodations Light Board)

Advertising schedule is July 2018-June 2019

ATTRACTIONS/RESTAURANT LIGHT BOARD

An informational board where visitors come to learn about activities to fill their vacation time in the Asheville area.

Presenting Sponsor: $1,000
Includes a plaque with your company name, your own board space with digital frame upgrade and brochure holder on desk beneath display. Sponsor to produce their own sign (36”w x 6”h). Sponsor must not be an attraction or restaurant business.

Advertising Spaces: $195
Includes space for your 7”w x 5”h picture (8” diagonal) and a 7”w x 2”h descriptive space. An upgrade to a digital picture frame is available for an additional $100.

Advertising schedule is July 2018-June 2019

BROCHURE OF THE MONTH

Your company’s brochure will be prominently displayed at the main Visitor Center desk for volunteers to share with visitors.

$200 per month
COMPUTER BANK

Our computers on the main floor of the Visitor Center comprise the Computer Bank. Visitors use these computers to access the internet, particularly when searching for information about Asheville and area attractions. This technology will put the visitor in touch with your business in just a click! Your screensaver will be the gateway to the Visitor Center’s home page, which includes a link to your website. Provides year-round advertising. Sponsor may place a supply of brochures at each station.

Presenting Sponsor: $600

Advertising schedule is July 2018-June 2019

FEATURED BUSINESS OF THE MONTH

This poster (24”w x 36”h) features your business front and center above the water fountain in the main lobby of the Visitor Center. More than 200,000 people visit the Visitor Center annually. Everyone drinks water; you do the math! This space includes a holder in which you can display your brochures next to the poster.

$200 per month

GREETING DISPLAY

At the main entrance of the Visitor Center, the foyer is the gateway for the guest. This poster (24”w x 36”h) and accompanying rack cards will make a lasting impression, coming and going. Total of six businesses per quarter.

ADVERTISING SCHEDULE

July - September  $675
October - December  $675
January - March  $375
April - June  $500

HOSPITALITY POSTER

Your business can add a special touch to welcome visitors to the Asheville Visitor Center. Two attractive posters (24”w x 36”h) and accompanying rack cards are featured outside the elevator and public restrooms. Two opportunities per quarter; includes both posters.

ADVERTISING SCHEDULE

July - September  $700
October - December  $800
January - March  $375
April - June  $700

DISPLAY FOR A DAY

Pick a day, any day. Showcase your business to hundreds of visitors entering the Visitor Center.

$75 per day

INSIDE-OUTSIDE DISPLAY PACKAGE

This is the ultimate combo - a poster (24”w x 36”h) directly across from the elevator and a 10”h x 8”w display in the 24-Hour Information Board! You won’t miss the visitors with this display package, reaching them both indoors and outdoors. One opportunity available per quarter.

ADVERTISING SCHEDULE

July - September  $700
October - December  $800
January - March  $450
April - June  $700

MANTEL DISPLAY

At the Information Desk, the Asheville Visitor Center staff and volunteers give personal attention to visitors while answering questions and giving general assistance. The 10-foot mantel (13.5” deep) directly behind the staff will capture the attention of the visitor with your personalized, three-dimensional display.

ADVERTISING SCHEDULE

July-August  $500
September-October  $500
November-December  $450
January-February  $350
March-April  $450
May-June  $450

MEDIA PRESENTATION

Capture the visitors’ attention as you dazzle them with your commercial on a 42” LCD screen TV inside the brochure room. The powerful media will give your business maximum exposure on the big screen. The commercial may be 30 seconds to one minute in length and must be produced by the sponsor.

$500 per quarter
RELOCATION PACKAGE

The Chamber’s Relocation Package is mailed to individuals and businesses from around the country who are interested in moving to the Asheville area.

Projected Circulation: 300 - 500 Annually

Presenting Sponsor: $1,250
Let your business be the first to greet our potential new residents by making the first impression with your company message on the outside of the relocation package. Additional benefits include: Fulfillment insertion and subscription list for one year.

Package Fulfillment
Let us do the work for you! Join our Relocation Fulfillment Service and we’ll include your literature in the Chamber’s relocation packet. Additional Benefits: Receivers List.

Brochure Inserts: $550 for six months or $995 for one year
Magazine Inserts: $1,000 for six months or $2,000 for one year

Receivers List Subscription:
$350 for six months or $500 for one year

RESTROOM POSTER

A poster (24”w x 36”h) in the entrance of the restroom, right next to the hand-drying area will grab visitors’ attention as they take a quick break from their travels. This space includes a holder in which you can display your brochures next to the poster.

Ladies’ Room or Men’s Room: $300 per quarter

WELCOME POSTER

Two posters (24”w x 36”h) located in the high-traffic restroom corridor, are eye-catching from the volunteer counter and the brochure areas. Includes a brochure holder to display your brochures next to each poster. One opportunity per quarter.

ADVERTISING SCHEDULE
July - September $700
October - December $800
January - March $375
April - June $700

WINDOW DISPLAY

Attract the interest of Visitor Center guests with your dynamic, three-dimensional display. The west-facing windows of the center have three 4’ x 6’ opportunities to give your business added exposure. Three areas available per quarter.

ADVERTISING SCHEDULE
July - September $775
October - December $875
January - March $400
April - June $775

24-HOUR VISITOR INFORMATION BOARD

This sponsorship entails a 10”w x 8”h ad located outside the main entrance of the Visitor Center. This beautiful information board, designed and created by local artist Stefan Bonitz, will showcase your business to visitors 24 hours a day. Four spots available each quarter.

ADVERTISING SCHEDULE
July - September $400
October - December $400
January - March $400
April - June $400
E-NEWSLETTER

The weekly e-newsletter provides up-to-date information on Chamber news and events. Circulation is based upon the current opt-in subscribers. Ads link to the business’s website.

Projected circulation: 7,000+

Presenting Sponsor:
$1,200 quarterly

Weekly Ad: $100

NEW MEMBER PACKET

Every business that joins the Chamber receives a new member packet. Packets are sent immediately to new members and reviewed so members understand the many opportunities for receiving full value for their membership investment.

Projected Circulation: 250+

Packet Sponsor: $500
• Include a brochure or flyer in the packet
• List of new members each month

Career Fair offers 4,500 job openings

Job seekers will have many opportunities to find a new job at the 10th Annual Homecoming Career Fair. Nearly 4,500 of them, to be exact. Presented by Maroon and the Omni Grove Park Inn, the region’s largest annual career fair hosted by the EDC and Asheville Area Chamber will be held January 7, 2016 at the WNC Ag Center. The event attracts thousands of qualified career seekers and brings together the area’s top companies with quality career opportunities in key expanding industries, including advanced manufacturing, health care, and tech.

See a list of employers at the Career Fair, or register as an employer.

Strategic plan aims for new Asheville jobs and continued economic growth

Responding to our community’s aspiration to increase opportunities for higher-wage local jobs, the new AVL 5x5 Vision 2020 released this week will create 3,668 new direct jobs with an average annual wage of $59,500. The 5-year plan is a strategic community-wide initiative led by the Economic Development Coalition of Asheville-Buncombe to create smarter, more innovative jobs and capital intensive economic development for Asheville and Buncombe County. The new strategy also aims to add $800 million in new capital investment that would boost the city and county’s tax base, which can be used to fund essential community services.

The Vision 2020 strategy builds on the success of the original AVL 5x5, which announced over 5,500 direct and indirect jobs and won $1 billion in capital investment in 2010-15. Supporting small and local businesses, two-thirds of the announcements were from local or existing businesses, and half of the businesses had 50 employees or fewer. The initiative engages public-private partnerships across the city and county to attract higher-wage jobs in expanding industries such as advanced manufacturing, science & technology, and health care and to support talent development, entrepreneurship and high-growth ventures.

Learn more at Asheville5x5.com
ONLINE DIRECTORY ENHANCEMENTS

The online membership directory receives 10 million hits per year from consumers utilizing the Chamber’s listing of members for referrals. Directory enhancements allow you to upgrade your complimentary membership listing to bring additional visibility to your business.

Featured Listing: $350 per year

Increase your business directory visibility with premium placement, added content and visual highlights.

Results Pages: (example below)
- Premium placement on category searches (within top five results)
- Highlighted
- Logo
- Short description
- Pinned on map

Listing Page:
- Logo
- Photo
- Long description
- List of products and services

Search Results Pages

Featured Listing

Highlight Package
Highlight Package: $200 per year

Enhance your business listing in our online directory.

Results Page: (example bottom left)
- Highlighted
- Logo
- Pinned on map

Listing Page:
- Logo
- Long description

Sample Listing Page for Highlight Package

Five Step Carpet Care

At Five Step Carpet Care NC, we believe the environment is king. That is why our system uses less water and a cleaning solution that is safe for the environment and 100% biodegradable.
WEBSITE FEATURED MEMBER ADS

The Asheville Area Chamber of Commerce’s newly designed website keeps members informed, serves as a portal of information for the community and visitors and shares economic development information. The site receives about 15,000 unique visits per month. Ads rotate randomly.

Core Content (high traffic visit/relocation/work pages)
Annual: $1,500

Home Page Featured Member
Annual: $1,200

General Placement Featured Member (untargeted page of the site)
Annual: $800
Six Months: $475
THANK YOU TO OUR TOTAL RESOURCE CAMPAIGN SPONSORS!

Campaign Volunteers

[Logos of various sponsors]

Lindsey Bnadad (co-chair), iHeartMedia; Sharon Owen (co-chair), Mercy Urgent Care, Inc.; Fielding Lowe, Carolina Alliance Bank; Robert Griffin, American Red Cross; Julie Smith, Beverly-Hanks & Associates; Jason Dowell, Edward Jones; Chad Whittemore, First Citizens Bank; Maria Pilos, Johnson Price Sprinkle PA; Meredith Switzer, Meredith Switzer Consulting; Dede Rowe, Mission Health; Mitzi Reed, First Bank; Charlotte Fitzpatrick, PrimeLending, A Plains Capital Company; Donna Hammett, Spectrum Reach; Stephanie Caruso, The Cliffs Communities; Monica Rousseau, Coldwell Banker King; Heather Johnson, Kudzu Brands; John Scroggs, TD Bank; Clay Parker, Duke Energy; Tommy Dennison, PNC Bank; George Pfeiffer
Building Community Through Business