2017 SPONSORSHIP
Opportunities Guide
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
12th ANNUAL CAREER FAIR
mid-January 2018 11:00 a.m.-4 p.m.
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 about 100 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, invitation/publicity, event signage)
- One booth at event

Silver Sponsor: $1,000
- Larger name recognition (Chamber website, event website, invitation/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: $1,500
- Logo recognition (Chamber website, event website, invitation/publicity, event signage)
- Display table in lounge to market their business to employers
- One booth at event

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

ASHEVILLE METRO ECONOMY OUTLOOK
September 2017
Luncheon format

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: 300

Audience: Business leaders in the community, industries who work closely with the Economic Development Coalition, AVL 5x5: Vision 2020 campaign investors, business owners and managers, high level business professionals (bankers, attorneys, real estate brokers, etc.)

SPONSORSHIP LEVELS

Presenting Sponsor: $7,500
- Top billing logo recognition (Chamber website, invitation/publicity, event signage)
- 8 comp tickets
- Opportunity to speak at event

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
ECONOMIC DEVELOPMENT COLLEGE TALENT INITIATIVE

Program designed to better connect students enrolled in area colleges and universities to their community, each other, careers, social and cultural opportunities. This student-led initiative focuses on social connection, career/internship matching, professional development and guidance and support.

BRAND CREATION/MARKETING
Spring 2017 – July 2018

The initiative’s primary access point to students will be virtual and through carefully crafted marketing materials. Efforts towards name/brand creation, website development, and promotion of social media platform presence is necessary in the launch of the program. Sponsorship supports graphic design, branding, production of marketing materials and increased awareness on social media.

Audience: WNC college students, business and industry leaders

SPONSORSHIP LEVELS
Limited to one sponsor for each level

Gold Sponsor: $2,500
  • Logo recognition (website, social media, printed marketing materials)

Silver Sponsor: $1,000
  • Larger name recognition (website, social media, printed marketing materials)

Bronze Sponsor: $500
  • Name recognition (printed marketing materials)

KICKOFF EVENT
Late Spring 2017

The kickoff event will help to introduce the program to area universities and industry leaders and will include speakers, local vendors, art and music giveaways/discounts, job information, business connections and more.

Projected Attendance: 100

Audience: WNC college students, industry leaders

SPONSORSHIP LEVELS

Gold Sponsor: $3,000
  • Top billing logo recognition (digital invitation, all event materials, signage)
  • Three guests from company may attend event
  • Opportunity to speak at the event during welcome

Silver Sponsor: $2,000
  • Logo recognition (digital invitation, all event materials, signage)
  • Two guests from company may attend event

Bronze Sponsor: $1,000
  • Name recognition (digital invitation, all event materials, signage)
  • Two guests from company may attend event

STUDENT ENGAGEMENT
Fall 2017

This regional activity will allow for the initiative’s staff to have direct engagement with students enrolled in the nine institutions of higher education throughout WNC. Through these face-to-face meetings, the staff will promote tools and resources available through the program, build individual relationships with each college campus, and better learn the unique needs of the student population as it relates directly to “next step” guidance after graduation. Sponsorship supports meeting logistics (food + beverage) and marketing materials.

Projected participation: 50+

Audience: Local college students, faculty and staff

SPONSORSHIP LEVELS

Gold Sponsor: $1,000
  • Logo recognition (website, signage as meeting logistics allow)

BRIDGE EVENTS
Spring 2017 & 2018

Mini half-day conferences that focuses primarily on professional career development for students. Local business leaders will facilitate some of the curricula and help develop student connections. Sponsorships cover both events.

Projected attendance: 75-100

Audience: Local college students, industry leaders

SPONSORSHIP LEVELS

Gold Sponsor: $2,000
  • Top billing logo recognition (digital invitation, event materials, signage)
  • Display table at event to promote career opportunities at your company

Silver Sponsor: $1,000
  • Logo recognition (digital invitation, event materials, signage)

Bronze Sponsor: $500
  • Name recognition (digital invitation, event materials, signage)
ANNUAL MEETING  
June 2017

The community 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

Presenting Sponsor: $8,000
- 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

Silver Sponsor: $3,000
- Name recognition (on most promotional materials and all event signage)
- 4 comp tickets
- Half-page program ad

Speaker Sponsor: $6,500
- Logo recognition (on all promotional materials, including print and event signage)
- 6 comp tickets
- Full-page program ad
- Invitation to pre-event VIP reception with keynote speaker

Gold Sponsor: $5,000
- Logo recognition (on most promotional materials and all event signage)
- 6 comp tickets
- Full-page program ad

Bronze Sponsor: $2,000
- Name recognition (on most promotional materials and all event signage)
- 2 comp tickets

Tickets: $90 per individual  
$680 for table of 8  
$110 non-members
ASHEVILLE RESTAURANT WEEK
January 2018

Asheville Restaurant Week provides a boost in traffic to area restaurants during the winter shoulder season. Restaurants participate with a prix fixe menu 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, event 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, event 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, event 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, event website, marketing materials)
- Company name in post-event report (a digital recap of results to event sponsors and all 145 Chamber member restaurants)

BUSINESS AFTER HOURS
Monthly 5:30-7 p.m.
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, event 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 8-9 a.m.
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, event 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
June 2, 2017
Asheville Chamber

Are you ready for the Challenge? A 5K run or walk through historic Montford may or may not be a walk in the park, but it is a great way to raise awareness for wellness and challenge your coworkers and employees to a healthier lifestyle.

Projected attendance: 1,500

Audience: Area businesses and the general community

SPONSORSHIP LEVELS

Presenting Sponsor: $7,000
- Top billing logo recognition (Chamber website, publicity, event signage, t-shirt)
- Opportunity to speak
- 2 vendor booth spaces
- 4 comp teams

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

Silver Sponsor: $2,000
- Larger name recognition (Chamber website, publicity, event signage, t-shirt)
- Vendor booth space
- 1 comp team

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

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

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

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

Water Station Sponsor: $3,000
- Logo recognition (Chamber website, publicity, event signage, t-shirt, water stations)
- 2 comp teams
- Staff water stations on course

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

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)
CHAMBER BUSINESS EXPO
August 2017
WNC Agricultural Center

The Business Expo features products and services from local businesses and organizations. The Expo is held in partnership with 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; 100+ 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.

SMART SERIES
Monthly September-June

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: $2,000
- 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)

CHAMBER CLASSIC GOLF TOURNAMENT
Fall 2017

This annual tournament is full of networking, camaraderie and fun! The tournament is 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: $4,000
- Top billing logo recognition (Chamber website, publicity, event signage)
- Opportunity to speak
- Showcase at event
- 1 comp team, any flight
- Opportunity to provide branded gift to golfers

Putting Green: $1,000
- Logo recognition (Chamber website, publicity, event signage)
- Sign at putting green
- 2 players, morning flight

Beverage/Snack Cart: $1,200
- Logo recognition (Chamber website, publicity, event signage)
- Logo on cart
- 2 players, morning flight
- Drive cart

Beverage Station: $1,000
- Logo recognition (Chamber website, publicity, event signage)
- Showcase at one station
- 2 players, morning flight
- 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, morning flight

Hole Sponsor: $500
- Logo at designated hole
MEGA NETWORKING  
October 12, 2017 & March 22, 2018

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 per event

SPONSORSHIP LEVELS

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

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

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

OPEN HOUSE & ORIENTATION  
Sept. 20, 2017; Jan. 24, 2018 & May 16, 2018  
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 Convention & Visitors Bureau. Open to members and the general public.

Projected attendance: 75+ per event

Audience: Chamber members and prospective members

SPONSORSHIP LEVELS

Presenting Sponsor: $2,250  
- Top billing logo recognition (Chamber website, publicity, event signage)  
- Display table in Visitor Center for each event  
- 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

Silver Sponsor: $750  
- Name recognition (Chamber website, publicity, event signage)
SKY HIGH GROWTH AWARDS
April 11, 2017

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, printed program)
- Opportunity to speak at event
- List of attendees

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

Silver Sponsor: $1000
- Name recognition (Chamber website, publicity, event signage, printed program)

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)

SMALL BUSINESS WEEK
May 1-4, 2017
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: 50 at civic leaders event, 100+ at Business After Hours event

Audience: Civic leaders, small business owners, Chamber members and their employees

SPONSORSHIP LEVELS

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

Gold Sponsor: $1,500
- Logo recognition (Chamber website, publicity, event signage)
- Display table at 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 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 three outstanding women in business.

**Projected attendance:** 100+ at each event; 400 at celebration event

**Audience:** Professionals from businesses of all sizes and industry types

**SPONSORSHIP LEVELS**

**Presenting Sponsor: $7,000**
- 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: $5,000**
- 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: $2,000**
- 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: $1,000**
- Name recognition (Chamber website, publicity, event signage) for all WomanUP events
ELECTED OFFICIALS RECEPTION
August 17, 2017

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

Projected attendance: 150

Audience: Chamber members and local elected officials

SPONSORSHIP LEVELS

Presenting Sponsor: $1,500
- Top billing logo recognition (Chamber website, publicity, event signage)
- Opportunity to speak
- Display table at event

Gold Sponsor: $1,000
- 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
Spring 2018

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. Destination TBD.

Projected attendance: 50

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

SPONSORSHIP LEVELS

Presenting Sponsor: $4,000
- Top billing logo recognition (Chamber website, publicity, event signage, printed materials)
- Opportunity to speak

Gold Sponsor: $2,000
- Logo recognition (Chamber website, publicity, event signage, printed materials)

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: $2,000
- Top billing logo recognition at Thank You Event (event signage)
LEGISLATIVE LUNCHEONS
Sept. 2017 (Wrap-up) & May 2018 (Pre-session)

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

2017 Legislative Wrap up Luncheon: 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.

2018 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 the delegation will share their thoughts with the business community.

Projected attendance: 150 at each event

Audience: law firms, banks, high-level business professionals, 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 2018

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, Brevard/Transylvania and Cashiers. Chamber members from the region will travel to Raleigh to meet with 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: $2,500
- Top billing logo recognition (publicity, event signage)

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 2017-June 2018

To increase Chamber staff presence in Raleigh during 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.

Presenting Sponsor: $2,000
- Logo recognition on reports and blog updates
- Recognized at all Advocacy and Policy Committee meetings (estimated 4 meetings)
- Recognition in all advocacy updates
- 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 2017-June 2018

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 2017-June 2018

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 2017-June 2018

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 2017-June 2018

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

**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

**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
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. The majority are hand-delivered by Member Services staff and discussed with the new member.

Projected Circulation: 300

Packet Sponsor: $500
- Include a brochure or flyer in the packet
WEBSITE BANNER ADS

The Asheville Area Chamber of Commerce’s 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 visits per month. Ads rotate randomly.

Core Content Ads
(Limited to 5 advertisers per section. Advertisers receive 3 ads: Medium Rectangle, Leaderboard and Half Rectangle)
Live/Relocate: $2,560
Work: $2,560
Visit: $2,560

Home Page Ads
(Limited to 5 advertisers)
Leaderboard: $1,100
Medium Rectangle: $1,100
Half Rectangle: $950

General Placement Ads
Leaderboard: $800
Medium Rectangle: $700
Half Rectangle: $600
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
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
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. This division is a trusted community source of economic and regional data and the foundation of EDC data.

With 36,000 online views per year, Research and Reports are the most visited web pages on the EDC website. The Research pages on the EDC website feature 15 community reports.

**SPONSORSHIP:** $25,000
Limited to one sponsor for two years

Benefits will 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.

- Name will appear on the economic update section of EDC board reports.
- Name will appear on the annual Metro Economy Outlook program.
- Name will appear on the most current version of the Business & Industry Directory.
- Name will appear 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 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 may be cited.
THANK YOU TO OUR TOTAL RESOURCE CAMPAIGN SPONSORS!

Fielding Lowe (co-chair), Carolina Alliance Bank; Sharon Owen (co-chair), Sisters of Mercy Urgent Care, Inc.; Robert Griffin, American Red Cross; Jason Dowell, BB&T; Julie Smith, Beverly-Hanks & Associates; Chad Whittemore, First Citizens Bank; George Pfeiffer, Insurance Service of Asheville; Maria Pilos, Johnson Price Sprinkle PA; Meredith Switzer, Meredith Switzer Consulting; Dede Rowe, Mission Health; Graham Fields, Park Ridge Health; Charlotte Fitzpatrick, PrimeLending, A Plains Capital Company; Donna Hammett, Spectrum Reach; John Scroggs, TD Bank; Trevor Astey, Togar Rugs; Lindsey Bnadad; Clay Parker