



A S H E V I L L E
AREA CHAMBER OF COMMERCE



SPONSORSHIP

OPPORTUNITIES GUIDE

JOBS. AN ENVIRONMENT FOR BUSINESS. FOSTERING MEMBER SUCCESS.



That's what the Asheville Chamber is all about.

You can support the Chamber's mission of "Building Community Through Business" as well as market your company through one of the many sponsorship and advertising opportunities outlined in this guide. Together, we can help create opportunities for business growth. We hope you'll join us.

Sponsorship Opportunities Guide

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GOLD SPONSORS



SILVER SPONSOR



HOW DO THE BENEFITS WORK?

This guide details sponsorships corresponding with the Chamber's fiscal year which runs July 1st to June 30th. Pages 3 – 14 will provide you with details on the events in several areas: Economic Development; Member Services; Visitor Center; Public Policy. Any sponsorships labeled Presenting, Platinum, Gold, Silver and Bronze receive the below benefits. Additional benefits are listed individually, under each event and sponsorship.

PRESENTING SPONSORSHIPS

- Top billing on all event signage and Web site.
- Top billing on all promotional materials including logo recognition in program; on printed invitations or e-vites (if applicable); the weekly e-newsletter with a link to your Web site; and the Chamber's Web site.
- Your company will be recognized during the introductions, and your CEO or company representative will be given the opportunity to make a brief statement.

PLATINUM SPONSORSHIPS

- Logo recognition on all event signage and Web site.
- Recognition on all promotional materials including logo recognition in program; printed invitations or e-vites (if applicable); the weekly e-newsletter with a link to your Web site; the Chamber's Web site; and all media advertising including print and television.
- Recognition as a sponsor during introductions and/or closing remarks at the event.

GOLD SPONSORSHIPS

- Logo recognition on all event signage and Web site.
- Recognition on all promotional materials including logo recognition in program; printed invitations or e-vites (if applicable); the weekly e-newsletter; and the Chamber's Web site.
- Recognition as a sponsor during introductions and/or closing remarks at the event.

SILVER SPONSORSHIPS

- Name recognition on all event signage and Web site.
- Recognition on all promotional materials in program; printed invitations or e-vites (if applicable); the weekly e-newsletter; and the Chamber's Web site.
- Recognition as a sponsor during introductions and/or closing remarks at the events.

BRONZE SPONSORSHIPS

- Name recognition on all event signage and event Web site.
- Recognition on all promotional materials in program; printed invitations or e-vites (if applicable); the weekly e-newsletter; and the Chamber's Web site.
- Recognition as a sponsor during introductions and/or closing remarks at the event.



ECONOMIC DEVELOPMENT



ADVOCATES FOR BUSINESS | *Throughout the fiscal year*

The Advocates for Business presents the opportunity for companies to be associated with high-profile events that support the entrepreneurship program within the Economic Development Coalition. In addition to the events, **advocates will have 365-day coverage on the new Tools for Success Web site portal.**

Tools For Success Web site | Throughout the fiscal year

Company representation on new resource site for small business and entrepreneurs “Tools for Success.” Tools for Success will provide a full toolkit on the Chamber Web site to help businesses with start-up questions and continue to provide a resource to them as they grow. This site will be launched through the Asheville Area Chamber of Commerce as a new tool for businesses sponsored by the Advocates for Business. This resource-rich site will also be used and promoted by our partners in economic development.

National Entrepreneurship Week | February

Series of co-sponsored events throughout the week with partnering organizations (AB-Tech, Mountain Bizworks, SCORE, SBTDC and AdvantageWest) with **name and logo representation** visible at events and in lobby of Chamber during the week.

▶ **Projected attendance: 300**

TEDx Asheville Sponsorship | November

TEDx is an evening event of short, carefully prepared talks, demonstrations and performances (live or video's from TEDtalks) on a wide-range of subjects with the intent to foster learning, inspiration and wonder – and to provoke meaningful conversations among community members. TEDtalks are free of commercial, religious and political agendas. Company logo listed at event as sponsor. In 2011, the TEDx Asheville event packed the Diana Wortham Theatre with 500+ attendees consisting of intellectual, young and mature, entrepreneurs and decision-makers. **Advocates will receive one ticket per company and representation in the program and during event.**

Sponsors \$2,000 (*limit to 15 non-competing companies*)

ASHEVILLE METRO ECONOMY OUTLOOK | *August*

Economic Development presents the current demographic and economic indicators for the Asheville area. Research experts will present the most up-to-date statistics and trends that are invaluable to our business community in gauging its positions in the local, national and international markets.

▶ **Projected Attendance: 350**

Presenting Sponsor	\$4,000	Silver Sponsor	\$1,000
Platinum Sponsor	\$3,000	Bronze Sponsor	\$500
Gold Sponsor	\$2,000		



Metro Economy Outlook

BUSINESSFIRST | *Throughout the fiscal year*

BusinessFirst engages local businesses throughout Buncombe County to encourage their long-term commitment to this area. Chamber community volunteers will meet with 100 business owners, CEOs and general managers to thank them for their commitment to the community, identify any issues with which we or our partners could assist them, and learn more about their view of the local business climate. An annual report will be produced to gain insight on the business climate of the area and will be shared at the Metro Economy Outlook.

Presenting Sponsor \$2,500

**PLEASE REFER TO PAGE 2 FOR
A LIST OF SPONSOR BENEFITS.**



CEO DINNER (Immediately following Metro Economy Outlook) | *August*

An opportunity to host 25 C-level business leaders as well as the speakers from the Economy Metro Outlook at an exclusive, invitation-only dinner. The agenda will include an opportunity for a forthright exchange between the CEOs and the research experts from the event.

Presenting Sponsor: \$5,000

ANNUAL HOMECOMING JOB FAIR | *December*

This regional event showcases employment opportunities in high-tech manufacturing, health services and growth industries, targeting high school graduates and college students returning home to WNC for the holidays. Job seekers have the opportunity to meet face-to-face with premier companies in the region. Your company will be in front of local consumers, businesses and returning college students.

▶ **Projected attendance: 3,000+**

Presenting Sponsor	\$3,000*	Gold Sponsor	\$1,000*
Platinum Sponsor	\$2,000*	Silver Sponsor	\$500*
Copier Sponsor	Three copiers + 3,000 copies**		

*Additional Benefits: display table

**Additional Benefits: logo on main banner



Homecoming Job Fair

IGNITE ASHEVILLE: ENLIGHTEN US BUT MAKE IT QUICK! | *February*

Fast-paced, fun, thought-provoking, social, local, global—Ignite is all of these and more. It's a high-energy evening of five-minute talks by people who have an idea—and the guts to get onstage and share it with their hometown crowd. Ignite, which got its start in Seattle, is a force for raising the collective IQ and building connections. And, via streaming and archived videos of local talks, local Ignites share all that knowledge and passion with the world.

▶ **Projected attendance: 100**

Presenting Sponsor	\$3,000	Silver Sponsor	\$1,000
Gold Sponsor	\$2,000	Bronze Sponsor	\$500

PARTNERS IN EDUCATION “EDUCATOR IN INDUSTRY” | *April*

The Career Pathways Partnership, a consortium of the Chamber, A-B Tech, Asheville City Schools and Buncombe and Madison County Schools, will host an “Educator in Industry” day, introducing area educators from Asheville City Schools, Buncombe County Schools and Madison County Schools, to the diversity of career opportunities in our community. Career opportunities in Healthcare, Science & Technology, Advanced Manufacturing, Entrepreneurship and Arts & Culture will be explored. Employers participate in panel discussions of workforce needs and provide business facility tours for teachers throughout the day. Mini-grants will also be awarded to educators that have demonstrated an innovative approach to career exploration in their classroom. Business leaders will have the opportunity to participate and present the mini-grants.

Presenting Sponsor	\$3,000	Silver Sponsor	\$1,000	Educator Mini-grant Sponsor	\$500
Gold Sponsor	\$2,000	Bronze	\$500		

RESEARCH AND REPORTS WEB SITE SPONSORSHIP | *Throughout the fiscal year*

Includes banner advertisements on all pages within the Research and Reports section of Economic Development. These frequented reports are the go-to source for up-to-date demographic and economic data for the Asheville region. All banner advertisements link directly to the advertiser's Web site. Banner advertisements will also be included in PDF exports of the research data.

Presenting Sponsor \$3,500

REGIONAL SUMMIT | *Annually*

Economic Development will hold an annual regional summit centered on the targeted industry clusters in our economic strategic plan, Asheville 5x5. The Summit will explore the strengths and opportunities of the region as well as workforce implications of each industry cluster. Potential Summit topics include: Science & Technology, Healthcare, Arts & Culture, Advanced Manufacturing and Entrepreneurship.

▶ **Projected attendance: 300**

Presenting Sponsor	\$5,000	Gold Sponsor	\$2,500	Bronze Sponsor	\$750
Platinum Sponsor	\$3,000	Silver Sponsor	\$1,500		



VISITOR CENTER

ACCOMMODATIONS BOARD

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

Presenting Sponsor \$1,000 | July – June

Includes a plaque with your company name and your own board space with digital frame upgrade. Sponsor to produce their own sign (6h x 36w inches).

Board Space | July – June

Includes a 5" x 7" picture, 2" x 7" descriptive space and a direct phone line to your business. An upgrade to a digital picture frame is available for an additional \$100 plus equipment.

5 rooms or less \$325 **6-24 rooms** \$350 **25 rooms or more** \$500

ATTRACTIONS/RESTAURANT BOARD | *Throughout the fiscal year*

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 and your own board space with digital frame upgrade. Sponsor will also receive a small display space near the board.

Board Space \$195

Includes a 5" x 7" picture, 2" x 7" descriptive space and a direct phone line to your business.

An upgrade to a digital picture frame is available for an additional \$100 plus equipment.



Attractions/Restaurants Board

BOARDROOMS

Asheville Merchants Corporation Boardroom (*2nd floor*)

Two attractive 24" by 36" framed posters located on a prominent wall in the Chamber Boardroom. This room is used for business meetings throughout the year by the Chamber and its members. Groups usually number from 20 to 100. Each poster is sold individually.

July - September	\$450	January - March	\$450
October - December	\$450	April - June	\$450

Wells Fargo Room (*same level as Visitor Center*)

A 24" x 36" framed poster in one of the busiest Chamber meeting rooms. This popular space is used for Chamber meetings as well as Chamber member meetings. Groups usually number from 10 to 16.

July - September	\$250	January - March	\$250
October - December	\$250	April - June	\$250

HomeTrust Room (*in Economic Development; 2nd Floor*)

A 24" by 36" framed poster located in the meeting room used frequently by the Executive and Economic Development teams. It accommodates up to eight people in a very private setting.

July - September	\$200	January - March	\$200
October - December	\$200	April - June	\$200

BROCHURE OF THE MONTH

Your company's brochure will be prominently displayed on both the sign-in desk as you enter the Visitor Center and the large marble volunteer counter.

\$200 per month

COMPUTER BANK PRESENTING SPONSOR | *Throughout the fiscal year*

Four computers on the main floor of the Visitor Center comprise the Computer Bank. 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 homepage, which includes a link to your Web site.

\$3,500



CONCIERGE CORNER

Display your business as Asheville visitors are making decisions about their travel plans with the Chamber's concierge. Annually, the concierge books over 800 rooms. Additionally, the concierge books dining reservations, theatre tickets and attraction tickets and provides trip planning.

\$400 per quarter

CONCIERGE POSTER

A 24" x 36" poster proudly displayed on the right side of the computer bank as visitors head toward the Concierge desk to reserve rooms and plan excursions.

\$100 per month



Concierge Poster

DISPLAY FOR A DAY

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

\$75 per day

ELECTRIC CAR PLUG-IN STATION

The designated parking spaces for the plug-in station provide an opportunity to feature your business on the top level of the Chamber and Visitor Center parking lot. The two parking spaces provide charging for electric cars using a locally produced Eaton charging station. Visitors and members alike will frequently pass this highly visible location.

This is a unique display and is negotiable on timeframe, price and style of display.

ELEVATOR WRAP

Wrap the inside of the Asheville Area Chamber of Commerce's elevator, as you would a car. One year term of agreement.

\$7,000/annually

FEATURED BUSINESS OF THE MONTH

This poster display will recognize your business as a contributor to the Chamber. Your business will be front and center above the water fountain in the main lobby of the Visitor Center. Nearly 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 Monthly

GIFT SHOP DISPLAY OF THE MONTH

Highlight your business to visitors entering The Asheville Shop, the unique gift shop of the Visitor Center. Your display will greet everyone who enters the shop with its close proximity to the register.

\$150 Monthly



Gift Shop Display



GREETING DISPLAY SPONSOR

At the main entrance of the Visitor Center, the foyer is the gateway for the guest. This 24"x 36" poster and accompanying rack cards will make a lasting impression, coming and going.

July - September	\$600	January - March	\$375
October - December	\$600	April - June	\$500

HOSPITALITY LEDGE

Make a statement in the Visitor Center by decorating this space for your business. This 14-foot ledge (32" deep) is the largest display space available and brings great exposure being located above the computers and adjacent to the concierge area.

\$575 for two months



Hospitality Ledge

HOSPITALITY POSTER

Your business can add a special touch to welcome visitors to the Asheville Visitor Center. Two attractive 24" x 36" posters and accompanying rack cards are featured outside the elevator and public restrooms.

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

INSIDE-OUTSIDE SPONSORSHIP

This is the ultimate combo! A 24" x 36" poster directly across from the elevator and an 8" x 10" display in the 24-Hour Information Board. You won't miss the visitors with this display package, reaching them both indoors and outdoors.

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

MANTEL SPONSOR

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.

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



Mantle Sponsor

MEDIA PRESENTATION SPONSOR

Capture the visitors' attention as you dazzle them with your commercial on a 42" LCD screen TV inside the brochure room. The power of this 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 Quarterly



RELOCATION PACKAGE | *Throughout the fiscal year*

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 - 1,000 Annually

Presenting Sponsor \$1,250

Your business can make a first impression and stand out from other subscribers with your messaging on the outside of the shipping box. *Additional Benefits:* Package Fulfillment 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 to approximately 300-1,000 inquiries annually. You will also receive a subscription to the Relocation Package Receivers list** as a bonus!

Six months - brochure inserts	\$550	One year - brochure inserts	\$995
Six months - magazine inserts	\$1,000	One year - magazine inserts	\$2,000

**Subscription to the Receivers list available for \$350 for six months or \$500 for one year.



Relocation Package

RESTROOM SPONSOR

A 24" x 36" poster in the entrance of the restroom, right next to the hand-drying area. 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 \$300 per quarter **Men's Room** \$300 per quarter

24-HOUR VISITOR INFORMATION BOARD SPONSOR

This sponsorship entails an 8"x10" 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.

July - September	\$400	January - March	\$400
October - December	\$400	April - June	\$400



24-Hour Information Board

UNIQUE DISPLAY SPONSORSHIP

Be different. Show off your product to visitors inside or outside the building. If you have something special that you would like to display and you don't see it listed as a sponsorship option, we can help you create one. The Chamber is open to your ideas. Some examples are showcasing vehicles, large artwork, rugs, etc.

Negotiable Pricing



Window Display

WELCOME POSTERS

Two 24" x 36" posters, one on either side of the elevator. These displays are also eye-catching from the Volunteer counter and the brochure areas.

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

WINDOW DISPLAY SPONSOR

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 the added exposure.

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

MEMBER SERVICES



ANNUAL MEETING | June

The Annual Meeting of the Asheville Area Chamber of Commerce highlights the success of the past fiscal year and looks ahead to the next. The Aya, Small Business Leaders of the Year, William A.V. Cecil Leadership Award, Sky High Growth Award, Entrepreneur of the Year Award, Public Service Award and Volunteer of the Year awards are presented.

▶ Projected Attendance: 750

- Presenting Sponsor** \$9,000 | *Additional Benefits: Reserved tickets for eight and a two-page program ad*
Platinum Sponsor \$5,000 | *Additional Benefits: Reserved tickets for eight and a full-page program ad*
Gold Sponsor \$3,000 | *Additional Benefits: Reserved tickets for eight and a half-page program ad*
Silver Sponsor \$2,000 | *Additional Benefits: Reserved tickets for eight and a quarter-page program ad*
Bronze Sponsor \$1,000 | *Additional Benefits: Reserved tickets for four*
Ticket Sponsor \$5,000 | *Additional Benefits: Reserved tickets for eight and logo on ticket.*
After Party Sponsor \$1,500 | *Many members convene following the annual dinner.*
Let your business be the welcoming face of this great networking opportunity.

Tickets \$75 for members/\$95 for non-members

AWARD Sponsorships

Sky High Growth Award \$2,500 | *The Sky High Growth Award recognizes the fastest growing small business of the year. Businesses nominated for the award are evaluated on their growth, gross revenue and number of employees.*

Aya Award \$2,500 | *The Aya Award is presented to an independent, successful and resourceful woman in business who personifies the highest level of professional excellence in business, has contributed to the success of our community and has been a mentor for other women in reaching their fullest potential. Additional Benefit: Four complimentary tickets*

Public Service Award \$2,500 | *This award recognizes an individual for their outstanding contribution to the community through involvement, service or motivation to improving the quality of life for the citizens of Buncombe County. Additional Benefit: Four complimentary tickets*

Small Business Leader of the Year Awards \$2,500 | *The Small Business Leaders are selected for their outstanding achievements. One is given to a company with under 15 employees; the other has over 15 employees. Additional Benefit: Four complimentary tickets.*

Volunteer of the Year Award \$2,500 | *This award recognizes the top Chamber of Commerce volunteer over the past fiscal year. The recipient will be honored at the Chamber's Annual Meeting at The Grove Park Inn Resort & Spa. Additional Benefit: Four complimentary tickets.*

Entrepreneur of the Year Award \$2,500 | *This award recognizes a high-impact entrepreneur, an individual who is seeking to create a venture utilizing an innovative or creative approach.*



Annual Meeting



Business After Hours

BUSINESS AFTER HOURS | One monthly event, throughout the fiscal year

Business After Hours is the premiere networking opportunity for Chamber members and their businesses. The events are held at the Host Sponsor's location. Host Sponsor responsibilities also include providing food and beverage for the event. Events are held on the first Thursday of each month from 5:30 to 7 p.m.

▶ Projected Attendance: 150+ per month

Presenting Sponsor \$4,500 **Host Sponsor** \$1,400

PLEASE REFER TO PAGE 2 FOR
A LIST OF SPONSOR BENEFITS.

BUSINESS BEFORE HOURS | *One monthly event, throughout the fiscal year*

Business Before Hours are popular networking events for Chamber members. The events are held at the Host Sponsor's location. Host Sponsor responsibilities also include providing food and beverage for the event. Events are held on the third Tuesday of each month from 8 to 9 a.m.

▶ **Projected Attendance: 75+ per month**

Presenting Sponsor \$2,200 **Host Sponsor** \$700

CHAMBER CHALLENGE 5K RACE | *June*

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 and challenge your co-workers and employees to a healthier lifestyle.

▶ **Attendance: 1200**

Presenting Sponsor \$7,000

The opportunity to include your promo material in the runners' goody bags, shirt recognition and three teams in the race.

Start Line Sponsor \$2,000

Your business will greet runners as they prepare for the race at a start line sponsored by your company. *Additional Benefits:* Opportunity to include your promo material in the runners' goody bags, shirt recognition and two teams in the race.



Finish Line Sponsor \$2,000

Your business will congratulate runners on the home stretch at a finish line sponsored by your company. *Additional Benefits:* Opportunity to include your promo material in the runners' goody bags, shirt recognition and two teams in the race.

Mile Sponsors \$1,500

These water stations located at mile one and two on the race route are staffed by your 'team,' and signage with your company logo will let runners know they have reached a milestone.

Additional Benefits: Opportunity to include your promo material in the runners' goody bags, shirt recognition and one team in the race.

Halfway Sponsor \$2,000

Signage with your company logo will assure runners that they are halfway there!

Additional Benefits: Opportunity to include your promo material in the runners' goody bags and shirt recognition.

Gold \$3,000

Additional Benefits: The opportunity to include your promo material in the runners' goody bags, shirt recognition and two teams in the race.

Silver \$2,000

Additional Benefits: The opportunity to include your promo material in the runners' goody bags, shirt recognition and one team in the race.

Bronze \$1,000

Additional Benefits: Shirt recognition and one team in the race.

Race Vendor \$300

Showcase your product or service at the Chamber Challenge. A 6' table will be provided. Sponsor must provide 10' x 10' tent. Sponsor must make sure tent is securely fastened on pavement with 10 lb. weights on each leg.

Team/Individual \$100 team of four or \$35 per participant

Teams consist of either four men, four women or a mixed team of two men and two women.



Chamber Challenge 5K



CHAMBER CLASSIC GOLF TOURNAMENT | September

This annual tournament for golfers from member businesses is full of networking, camaraderie and fun! The tournament will be held at The Grove Park Inn Resort & Spa golf course and is a shot-gun start with several prizes offered for players. There are two flights, morning and afternoon. Players may have their preference based on availability. Breakfast, lunch and hors d'oeuvre reception is included.

▶ **Projected Attendance: 225**

Presenting Sponsor \$6,000

Additional Benefits: Company logo on the official tournament promotional garment, display opportunities, company representative at assigned hole, inclusion of your promo material in goody bags and two teams in the tournament, one in the morning and afternoon sessions.

Putting Green Sponsor \$1,000

Additional Benefits: Signage at greens including company logo, inclusion of your promo material in goody bags and two players in tournament.

Hole in One Sponsor \$1,000

Sponsor to provide hole-in-one prize fulfillment package. *Additional Benefits:* Signage at hole including company logo, inclusion of your promo material in goody bags and two players in tournament.

Beverage Cart Sponsor \$1,000 (only one Sponsor)

Additional Benefits: Signage on the beverage cart including company logo, inclusion of your promo material in goody bags, two players in tournament and the sponsor has the option to provide staff for cart.

Beverage Station Sponsor \$1,000

Additional Benefits: Signage at beverage station including company logo, inclusion of your promo material in goody bags, two players in tournament and the sponsor has the option to provide staff for the cart.

Snack Cart Sponsor \$1,000 (only one Sponsor)

Additional Benefits: Signage on the snack cart including company logo, inclusion of your promo material in goody bags, two players in tournament and option to provide staff for the cart.

Showcase Sponsor \$1,000

The sponsor entertains golfers at an assigned hole by providing a contest which showcases their business. Total prizes awarded throughout the day must be worth more than \$400. Sponsor must provide staff and all materials for contest. Chamber can help with ideas! *Additional Benefits:* Signage at hole including company logo, inclusion of your promo material in goody bags and two players in the tournament.

Gold Hole Sponsor \$750

Additional Benefits: Signage at hole including company logo, inclusion of your promo material in goody bags and two players in tournament.

Teams/Players \$600 per team of four or \$150 per player



Chamber Classic



CHAMBER DATES MONTHLY E-CALENDAR | *Throughout the fiscal year*

Want an easy way to keep your business in front of the Chamber membership? Try this monthly Event Calendar E-mail to the membership. Members will appreciate this reminder in their inbox brought to them by your business as the exclusive sponsor of this service.

- ▶ **Projected Circulation: 4,500**
- Presenting Sponsor** \$5,000

CHAMBER NEWS WEEKLY E-NEWSLETTER | *Throughout the fiscal year*

The weekly e-newsletter provides up-to-date information on Chamber news, events and special offers. Circulation is based upon the current opt-in subscribers.

- ▶ **Projected Circulation: 5,500 per week**

Quarterly Ad \$1,200 per quarter

This sponsorship opportunity offers maximum exposure for your company with a prominent banner ad as the heading of the newsletter.

Weekly Ad \$100 per week (two-week minimum)

Do you need a way to get your message out to local Chamber businesses? Put an ad in the e-news!



Chamber E-Newsletter

COFFEE AT THE CHAMBER | *Throughout the fiscal year*

The Chamber welcomes hundreds of members and visitors to the Chamber building every week. This sponsorship enables the Chamber to offer coffee at meetings – large and small, for local and out-of-town visitors. Sponsorship includes logo signage wherever coffee is served in the building, including the Chamber Boardroom.

Presenting Sponsor \$1,200

ASHEVILLE BITES...AND SIPS | *May*

One of the premier culinary events in Asheville, The Asheville Independent Restaurant Association (AIR) partners with Asheville Brewers Alliance (ABA) and the Chamber of Commerce to create an evening of food and drink.

- ▶ **Projected Attendance: 500**

Presenting Sponsor \$4,000
Platinum Sponsor \$3,000
Gold Sponsor \$2,000

Silver Sponsor \$1,000
Bronze Sponsor \$500
Individual Ticket \$50

MEGA NETWORKING | *Spring; Autumn*

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: 80-100 per event**

Presenting Sponsor \$2,500 for two events

Additional Benefits: Company representative will have opportunity to welcome attendees, table top display and one complimentary registration.

Gold Sponsor \$1,500 for two events

Additional Benefits: Table top display and one complimentary registration.

Silver Sponsor \$750 for two events

Additional Benefits: One complimentary registration.



Mega Networking

ORIENTATION & OPEN HOUSE | *Quarterly*

Quarterly, 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.

- ▶ **Projected Attendance: 100 4x Annually**

Presenting Sponsor \$2,000 **Gold Sponsor** \$500
Platinum Sponsor \$1,000

TOTAL RESOURCE CAMPAIGN | Winter/Spring

The Total Resource Campaign touches every member of the Chamber. The eight-week campaign is online and face-to-face through the interaction of the Campaign Cabinet volunteers and potential sponsors. This sponsorship enables the Chamber to produce the Campaign.

▶ **Projected Circulation: 2,600**

Platinum Sponsor \$5,000

Additional Benefits: Full-page ad in the Sponsorship Opportunities Guide.

Gold Sponsor \$3,000

Silver Sponsor \$2,000

Bronze Sponsor \$1,000

WEB SITE SPONSORSHIPS

The Chamber's Web site has sponsorship opportunities to expose your business. Each individual page provides different opportunities, so there is a perfect place for your company.

Homepage Ad Package \$5,000

Includes two banner advertisement placements on the AshevilleChamber.org homepage. Considered the premium ad package on the site. Advertisements rotate at set intervals. All banner advertisements link directly to the advertiser's Web site. Four advertising spots available. Commitment of one year required.

Second Level Ad Package \$3,500 year; \$2,000 six months; \$350 per month

Includes banner advertisements on a section landing page and all pages within that section. Advertisers may choose to be featured on one of three sections (Asheville, Chamber or Economic Development-excluding the research section). Advertisements rotate at set intervals. All banner advertisements link directly to the advertiser's Web site. Four advertising spots available in each of three sections. Advertisers may choose to purchase ads at a commitment of one year, six months, or one month.

Featured Category Listing \$350

When your business category is searched, your business will always be at the top of the page. Includes a Photo Highlight Package. Limited to five businesses per category.

Photo Highlight Package \$200

Highlight your business in the Chamber's online directory. A photo and highlighted box will make your business stand out



Chamber Web site

YOUNG PROFESSIONALS OF ASHEVILLE PARTNER

Beginning in 2010 the Chamber joined with the Young Professionals of Asheville (YPA) to provide 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.



Presenting Sponsor \$5,000



Young Professionals of Asheville

Additional Benefits: Largest logo of all sponsors on web site and signage. Presenting sponsor will have the ability to make a two-minute presentation at all YPA Morning Networking Meetings.

Gold Sponsor \$2,500

Silver Sponsor \$1,500

Bronze Sponsor \$750

Lunch and Learn Sponsor: Sponsorship opportunity to provide lunches for 50-70 young professionals. The event takes place two times a year. Sponsor will receive the opportunity to speak for one minute at the event. Their logo will appear on promotional material for the event, the newsletter and on the Web site.

Morning Networking Food Sponsor: Pastries, coffee, etc. for 12 morning networking meetings. The sponsor will have the opportunity to speak for one minute at the events. Sponsor's logo will appear on newsletter, on Web site and on signage at the event. 50 attendees/event.

ASHEVILLE INTRACITY VISIT | September

The Asheville Area Chamber of Commerce will host an IntraCity Visit to convene leaders in the region from the public, private and nonprofit sectors to exchange ideas and best practices. Leaders will see the region through the eyes of our visitors and prospective business investors, highlighting the region's key sustainable livable strengths and opportunities.

Presenting Sponsor \$1,500

Gold Sponsor \$1,000

Silver Sponsor \$750

Bronze Sponsor \$500

PUBLIC POLICY



LEGISLATIVE LUNCHEON | *Spring*

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 Governmental Affairs Task Force. During the luncheon, the delegation will comment on the Chamber's agenda and share its vision and thoughts about the legislative session with the business community. Chamber members will have the opportunity to discuss critical issues directly with Western North Carolina members of the NC House and Senate.

▶ **Projected Attendance: 150**

Presenting Sponsor \$2,500 **Gold Sponsor** \$1,500 **Silver Sponsor** \$1,000 **Bronze Sponsor** \$750

PUBLIC POLICY FORUMS | *Quarterly*

To provide Chamber Members information on evolving local, state and federal issues. Examples of possible issues: "State of Healthcare in the Asheville area," "Business Improvement Districts," "Tax Reform in NC," "The Changing Political Landscape of North Carolina," "Workforce Housing," etc.

▶ **Projected Attendance: 50**

Presenting Sponsor \$4,000 **Gold Sponsor** \$2,000 **Silver Sponsor** \$1,500 **Bronze Sponsor** \$750

RALEIGH LEGISLATIVE VISIT | *Spring*

Hosted by the Asheville Area Chamber of Commerce, Black Mountain Chamber of Commerce, Haywood County Chamber of Commerce, Henderson County Chamber Commerce, Madison County Chamber of Commerce and the Brevard/Transylvania Chamber of Commerce. Approximately fifty Chamber members and community leaders from the region will travel by motor coach to Raleigh in May or early June. The Chamber delegation will meet with the North Carolina House and Senate leadership to discuss critical issues for Western North Carolina's business community. A reception will be held with the Western North Carolina Delegation in Raleigh on the first night of the Legislative Visit. Reception and food/drink will be provided for attendees over the course of the two days during travel and between meetings.

▶ **Projected Attendance: 50**

Presenting Sponsor \$2,500 **Gold Sponsor** \$1,000 **Bronze Sponsors** \$500
Platinum Sponsor \$2,000 **Silver Sponsor** \$750

RALEIGH PUBLIC POLICY INITIATIVE | *When NC General Assembly is in Session*

To increase Chamber staff presence in Raleigh during Session for monitoring issues and engaging with elected officials and staff.

Presenting Sponsorship \$4,000 **Silver** \$1,500
Gold \$2,000 **Bronze** \$750

REGIONAL ELECTED OFFICIAL RECEPTION | *August*

This reception honors the region's local government leadership, bringing together the mayors of the region, members of the Asheville City Council, and members of the Buncombe County Board of Commissioners to meet and network with Western North Carolina's business community. Elected officials from Buncombe, Haywood, Henderson, Madison and Transylvania counties attend the event.

▶ **Projected attendance: 150**

Presenting Sponsor \$1,200 **Silver Sponsor** \$500
Gold Sponsor \$750 **Bronze Sponsor** \$250



Elected Official Reception

WASHINGTON LEGISLATIVE VISIT | *Spring*

A delegation of Chamber members and community leaders will travel to the nation's capital to meet one-on-one with members of the North Carolina congressional delegation and their staff to discuss issues of priority for Western North Carolina's business community.

▶ **Projected Attendance: 12**

Presenting Sponsor \$2,500 **Silver Sponsor** \$750
Gold Sponsor \$1,000 **Bronze Sponsor** \$500

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Asheville Area Chamber of Commerce: Building Community Through Business.

EXISTING BUSINESS FUND

Fund Date: July 1, 2012 – June 30, 2013

For more information contact:

Jessica Kryzenske at jkryzenske@ashevillechamber.org.

During FY 2010-11 the Economic Development Coalition for Asheville-Buncombe County made 12 company announcements totaling 1,287 jobs and \$343,550,000 in new capital investment. Of the 12 projects, 50% were existing business expansions accounting for 779 new jobs and \$187,950,000 in new capital investment.

Taking care of existing businesses is an important part of the Chamber's work.

Fund Description

The Existing Business fund offers investors the opportunity to accelerate this part of the Chamber's agenda:

- The Chamber already has an existing industry program which completed more than 125 visits within the last year.
- A new program, Business First, will complement the existing industry efforts by using select volunteers as an extension of the Chamber's economic development staff. These volunteers will interview existing businesses to determine whether they are candidates for expansion or flight risks. They'll also determine the perceived strengths and weaknesses of doing business in Asheville-Buncombe County, providing fodder for the Chamber's Public Policy efforts.
- The Chamber will use software to track the findings of the volunteers and to follow up on challenges to the business environment.
- The Chamber will host a report sharing results of the volunteers' cumulative findings and develop plans for addressing the needs.

Your sponsorship in this fund will be used to support the existing business efforts of the Asheville Area Chamber of Commerce.

EXISTING BUSINESS FUND

CEO Leadership Panel

In September, 2012, the Chamber will host a panel featuring three CEOs from a few of Buncombe's most interesting businesses. Hear their thoughts about the challenges and opportunities for their businesses—and Asheville—in the future. They will then take questions. Invited guests will include all of Asheville-Buncombe's elected officials, as well as the contributors to all the expansion funds.

VIP Reception

As a partner of the Existing Business Fund, you will receive a VIP invitation to an exclusive reception, immediately following the CEO Panel Event.

Partner in the Existing Business Fund: \$2,500

1. Company logo included on invitation to VIP Reception
2. Company logo on banner and/or recognition screen at the VIP Reception
3. Company logo on all website pages related to the Existing Business Fund
4. Two tickets to the VIP Reception

Supporter in the Existing Business Fund: \$1,000

1. Company name included on the invitation to the VIP Reception
2. Company name on banner and/or recognition screen at the VIP Reception
3. Company name on all website pages related to the Existing Business Fund



The mission of the Asheville Area Chamber of Commerce is to Build Community Through Business.

MICROENTERPRISE SCHOLARSHIP FUND

Fund Date: July 1, 2012 – June 30, 2013

For more information contact:

Pam Lewis, 828-273-8295, or plewis@ashevillechamber.org

AdvantageWest Economic Development Group reports that on average North Carolina has a higher concentration of entrepreneurial business than the nation. And Western North Carolina has more than the state. Helping those businesses become sustainable is part of the Asheville Chamber's mission. That's why we've created the Microenterprise Scholarship Fund. A microenterprise is defined as "a business having five or fewer employees."

Fund Description

The Chamber has a wide variety of programs and services that can help microenterprises connect, engage and thrive. Because these businesses have limited funds, scholarship dollars are critically important to helping them take advantage of what the Chamber offers.

Scholarships for each microenterprise will include the following:

1. Basic Chamber membership
2. A team registration for the Chamber Challenge 5K
3. 3 registrations for Mega Networking
4. 1 registration for the Chamber Classic Golf Tournament
5. 2 Annual Meeting tickets
6. 1 Elected Officials luncheon ticket
7. A special orientation and mentoring relationship to ensure full use of the scholarship

MICROENTERPRISE SCHOLARSHIP FUND

CEO Leadership Panel

In September, 2012, the Chamber will host a panel featuring three CEOs from a few of Buncombe's most interesting businesses. Hear their thoughts about the challenges and opportunities for their businesses—and Asheville—in the future. They will then take questions. Invited guests will include all of Asheville-Buncombe's elected officials, as well as the contributors to all the expansion funds.

VIP Reception

As a partner of the Microenterprise Fund, you will receive a VIP invitation to an exclusive reception, immediately following the CEO Panel Event.

Partner in the Microenterprise Scholarship Fund: \$5,000

1. *Supports five microenterprises*
2. Company logo included on invitation to VIP Reception
3. Company logo on banner and/or recognition screen at the VIP Reception
4. Company logo on all website pages related to the Microenterprise Scholarship Fund
5. Four tickets to the VIP Reception
6. As a part of this package you may choose a non-member to receive scholarship, serve on the committee to choose recipient or both.

Supporter in the Microenterprise Scholarship Fund: \$1,000

1. *Supports one microenterprise*
2. Company name included on the invitation to the VIP Reception
3. Company name on banner and/or recognition screen at the VIP Reception
4. Company name on all website pages related to the Microenterprise Scholarship Fund
5. As a part of this package you may choose a non-member to receive scholarship, serve on the committee to choose recipient or both.



The mission of the Asheville Area Chamber of Commerce is to Build Community Through Business.

PUBLIC POLICY FUND

Fund Date: July 1, 2012 – June 30, 2013

For more information contact:

Laura Copeland, 828-258-6126, or at lcopeland@ashevillechamber.org

As the largest business organization in Western North Carolina, the Chamber serves as a lead advocate for business issues, representing the interest of business to local, state and federal governmental leaders. The Chamber works closely with Asheville City Council, Buncombe County Board of Commissioners, North Carolina General Assembly and congressional leaders in Washington, D.C. to ensure that the interests of the business community are well represented in public policy decisions.

Fund Description

The Public Policy fund offers investors the opportunity to accelerate this part of the Chamber's agenda:

- The Chamber provides opportunities for members to meet with elected officials through public policy forums, legislative luncheons and receptions, and briefings.
- Through the Governmental Affairs Task Force, the Chamber develops both a state legislative agenda and federal legislative agenda, communicating the Chamber's positions and top priorities on issues important to elected officials and the area's citizens and business community. A delegation of Chamber members promotes the agenda through regular legislative visits to Raleigh and Washington, D.C.
- The Chamber is increasing its commitment to staff presence in Raleigh during sessions of the North Carolina General Assembly for monitoring issues, engaging with elected officials and staff and communicating that information to businesses at home.
- The Chamber is also increasing its focus on serving as a convener for important public policy issues as it hosts a series of forums throughout the year.

Your sponsorship in this fund will be used to support the public policy efforts of the Asheville Area Chamber of Commerce.

PUBLIC POLICY FUND

CEO Leadership Panel

In September, 2012, the Chamber will host a panel featuring three CEOs from a few of Buncombe's most interesting businesses. Hear their thoughts about the challenges and opportunities for their businesses—and Asheville—in the future. They will then take questions. Invited guests will include all of Asheville-Buncombe's elected officials, as well as the contributors to all the expansion funds.

VIP Reception

As a partner of the Public Policy Fund, you will receive a VIP invitation to an exclusive reception, immediately following the CEO Panel Event.

Partner in the Public Policy Fund: \$2,500

1. Company logo included on invitation to VIP Reception
2. Company logo on banner and/or recognition screen at the VIP Reception
3. Company logo on all website pages related to the Public Policy Fund
4. Two tickets to the VIP Reception

Supporter in Public Policy Fund: \$1,000

1. Company name included on the invitation to the VIP Reception
2. Company name on banner and/or recognition screen at the VIP Reception
3. Company name on all website pages related to the Public Policy Fund



The mission of the Asheville Area Chamber of Commerce is to build community through business.

QUALITY OF LIFE FUND

Fund Date: July 1, 2012 – June 30, 2013

For more information contact:

Vanessa Salomo, 828-232-2247, or vsalomo@ashevillechamber.org.

The abundant natural beauty of the Appalachian mountains, wealth of year-round outdoor activities, homegrown food and beer, rich history, lively local arts & music scene, diverse economy, welcoming community, and entrepreneurial opportunities makes Asheville an excellent location for quality of life.

Fund Description

Since the turn of the 20th century, the mountains have been sought out for their restorative properties. The Cherokee and early settlers drew upon the region's rich curative herb resources, and a large wave of health-seekers came here to heal from tuberculosis. Many wealthy visitors, such as E.W. Grove (who built the famous Grove Park Inn) and George Vanderbilt (who built Biltmore as his private residence), came for the clean mountain air and liked the area so much, they stayed.

Today, Asheville enjoys a thriving traditional health care industry and is blessed with a full gamut of doctors, hospitals and specialists. The health care sector is so large that it is the leading provider of jobs in Buncombe County. Asheville's reputation as a health Mecca continues to expand with the popularity of alternative and complementary medicine practices and providers.

A focus on locally grown, organic food as well as an active lifestyle emphasizes the area's dedication to healthy living.

The region's strong health care system, natural resources and the overall quality of life remain leading reasons to relocate.

Your sponsorship in this fund will support the Chamber's work in promoting quality of life in the community.

QUALITY OF LIFE FUND

CEO Leadership Panel

In September, 2012, the Chamber will host a panel featuring three CEOs from a few of Buncombe's most interesting businesses. Hear their thoughts about the challenges and opportunities for their businesses—and Asheville—in the future. They will then take questions. Invited guests will include all of Asheville-Buncombe's elected officials, as well as the contributors to all the expansion funds.

VIP Reception

As a partner of the Quality of Life Fund, you will receive a VIP invitation to an exclusive reception, immediately following the CEO Panel Event.

Partner in the Quality of Life Fund: \$2,500

1. Company logo included on invitation to VIP Reception
2. Company logo on banner and/or recognition screen at the VIP Reception
3. Company logo on all website pages related to the Quality of Life Fund
4. Two tickets to the VIP Reception

Supporter in the Quality of Life Fund: \$1,000

1. Company name included on the invitation to the VIP Reception
2. Company name on banner and/or recognition screen at the VIP Reception
3. Company name on all website pages related to the Quality of Life Fund



The mission of the Asheville Area Chamber of Commerce is to Build Community Through Business.

TOURISM FUND

Fund Date: July 1, 2012 – June 30, 2013

For more information contact:

Jonna Reiff, 828-258-6111 or jreiff@ashevillechamber.org

In addition to being Western North Carolina's business hub, the Asheville area is world renowned as a bustling tourist destination. Some accolades we've received include:

- One of twelve must-see travel destinations in the world by *Frommer's* travel guides
- Named one of "21 Places We're Going in 2011" by *Fodor's*
- Ranks as one of the "Top 10 cities in the South" by readers of *Southern Living* magazine
- Named "Beer City USA" for the third consecutive year in a national poll
- Made the list of "10 Most Beautiful Places in America" by viewers of *Good Morning America*
- Ranked "No.1 Small City for the Arts" by *American Style* magazine readers

Fund Description

The Asheville Convention & Visitors Bureau (CVB), a department of the Asheville Area Chamber of Commerce, is the contract agent for the Buncombe County Tourism Development Authority (TDA). The Asheville CVB promotes the destination through out-of-market advertising and other marketing initiatives, resulting in approximately 2.9 million overnight leisure visitors each year.

The Convention and Visitors Bureau staff collaborates with Economic Development and Public Policy to maintain the best possible environment for the growth of tourism in Asheville-Buncombe County. The Chamber is home to the area's official Visitor Center with over 192,000 visitors entering our doors in 2011.

Your sponsorship in the tourism fund helps underwrite operations for the Chamber and the CVB.

TOURISM FUND

CEO Leadership Panel

In September, 2012, the Chamber will host a panel featuring three CEOs from a few of Buncombe's most interesting businesses. Hear their thoughts about the challenges and opportunities for their businesses—and Asheville—in the future. They will then take questions. Invited guests will include all of Asheville-Buncombe's elected officials, as well as the contributors to all the expansion funds.

VIP Reception

As a partner of the Tourism Fund, you will receive a VIP invitation to an exclusive reception, immediately following the CEO Panel Event.

Partner in the Tourism Fund: \$2,500

1. Company logo included on invitation to VIP Reception
2. Company logo on banner and/or recognition screen at the VIP Reception
3. Company logo on all website pages related to the Tourism Fund
4. Two tickets to the VIP Reception

Supporter in the Tourism Fund: \$1,000

1. Company name included on the invitation to the VIP Reception
2. Company name on banner and/or recognition screen at the VIP Reception
3. Company name on all website pages related to the Tourism Fund