



2014 SPONSORSHIP & MARKETING

Opportunities Guide

Cedar Hill Chamber of
Commerce

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Dear Chamber Members and Investors:

We are pleased to present to you the 2014 Cedar Hill Chamber Sponsorship & Marketing Opportunities Guide. Please use this as your primary point of reference for Chamber activities as you plan your marketing strategy for 2014.

In today's environment, branding your message to the right target audience is critical. Investing in Chamber programs is a fantastic way for you to reach the business community. As the Chamber serving the Cedar Hill community and surrounding areas, we are able to provide you greater visibility and exposure.

Position your company in front of business, government and community leaders by sponsoring an event! As you well know, we do heavy promotion prior to our events and as a sponsor, you'll have the opportunity to be included in our marketing and advertising mix ranging from ad placements in most local publications, email advertising, social media and more. With approximately 650+ active email subscribers, we provide you a direct marketing channel to reach top employers within the region, from small to mid-size to major corporations.

Our events reach various audiences, which provide you the opportunity to target your brand. You'll find the guide divided into several classifications for your convenience, including:

- Signature Events- draws 200+ attendees
- Membership & Networking Events- targets small to mid-sized business owners

In addition to sponsorships, we also offer a number of marketing and advertising options including customized email blast, targeted mailing list and more. To express interest in any of these sponsorship or marketing opportunities, please refer to the response form at the end of the guide. Doing so merely indicates an interest in learning more about marketing or events. Checking this form does not indicate a firm commitment from your company.

For questions or additional information, please contact Michelle Ebanks, Director of Membership Development, at 972.291.7817 or membership@cedarhillchamber.org

Thank you for your continued support. We are committed to the growth of your business and your involvement with our organization makes it all possible. Thank you for your membership and I hope to see you at one of our future events!

Amanda Skinner

Amanda Skinner
Executive Director/ CEO

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Awards Dinner & Annual Meeting

January 2014

Attracting close to 100 people, Celebrating Business Awards Dinner & Annual Meeting showcases successes of the previous year and is a special event designed for the recognition of our members and celebrates those who volunteer their time for the success of our organization. The awards presented include: Man of the Year, Woman of the Year, Fast Start Award, Business of the Year, YP of the Year, and many more.

GOLD ----- \$300

Eight (8) VIP Seats (Table with corporate logo table sign)
Full page ad prominently located in the awards program
Sponsor recognition form podium the night of
Sponsor logo displayed on red carpet
Sponsor logo listed in awards program
Sponsor logo displayed in foyer of ballroom
Sponsor logo on all media publications
Premiere listing in press releases
Recognition in CHCOC e-Newsletter and website and social media

SILVER ----- \$225

Eight (8) seats (Table with corporate table sign)
Half page ad located in the awards program
Sponsor recognition form podium the night of
Sponsor name displayed on red carpet
Sponsor name listed in awards program
Sponsor name displayed in foyer of ballroom
Sponsor name on all media publications
Recognition in CHCOC e-Newsletter and website and social media

SAVE THE DATE

JANUARY 23RD 2014

NAKAYSHIANS WEDDING & EVENT CENTER

Annual Gala & Auction

April 2014

2nd Chance Prom is sure to be the biggest and most “fun”draiser of the year! With over 200 in anticipated attendance and over \$80,000 in auction item value up for grabs. Your chance to nominate or be presented with the title of prom king and queen, we will even have the cheesy prom back-drop!

Senior ----- \$2,500

Title Logo on Sponsorship Screen
Logo Recognition on all printed materials
One (1) VIP tables for 10 guests
Complimentary Valet
Five (5) tickets for commemorative photo
Corsages and Boutonnieres for guest
VIP Cocktail Hour for 10 guests
Premiere listing in press releases
Full page advertisements in event program
Recognition in CHCOC e-Newsletter and website

Junior ----- \$1,000

One (1) table for 10 guests
Complimentary Valet
Five (5) tickets for commemorative photo
½ page advertisement in event program
Recognition in CHCOC e-Newsletter and website

Sophomore ----- \$500

Company recognition with tabletop sign
Five (5) tickets for guest
Complimentary Valet
Three (3) tickets for commemorative photo
¼ page advertisement in event program
Recognition in CHCOC e-Newsletter and website

Freshman ----- \$250

Company recognition with tabletop signs
Two (2) tickets for guest
Complimentary Valet
One (1) ticket for commemorative photo
Name listing in event program
Recognition in CHCOC e-Newsletter and website

Included in Membership:

Diamond- Table (8)

Platinum- Six (6) individual tickets

Gold- Four (4) individual tickets



Golf Classic

October 2014

The Cardio Shack Open attracts 100 golfers and provides time out of the office to network, make connections and enjoy a round of golf with fellow Cedar Hill Chamber members while benefiting both the Chambers program of work and the Heart & Vascular Institute at Methodist Charlton Medical Center.

Title \$7,500
Two Teams of 4 Golfers each
Name/Logo on Pin Flags
Name/Logo on Welcome Banner
Name/Logo on all media materials
Acknowledgement at Sponsor VIP Reception
Sponsor Banner at Prominent Tee Box #18
Eighteen 19th Hole Reception Entries

Heart Sponsor \$5,000
Name/Logo prominently displayed on front of program
Name on Welcome Banner
Name/Logo on all media materials
One (1) Team of Four (4) Golfers
Prominent Sign on Tee Box #1 or #10
Nine 19th Hole Reception Entries
Recognition in CHCOC e-Newsletter and website

Hole in One Sponsor \$1,000
Company recognition with tabletop sign
Five (5) VIP tickets for guest
Five (5) beverage tickets
Five (5) valet tickets
¼ page advertisement in event program
Platinum Sponsor recognition in press releases
Recognition in CHCOC e-Newsletter and website

Club House Exhibitor \$500
Company recognition with tabletop signs
Two (2) VIP tickets to awards
Two (2) beverage tickets
One (1) valet ticket
Gold Sponsor listing in event program
Gold Sponsor recognition in press releases
Recognition in CHCOC e-Newsletter and website

Tee Box Sponsor \$150
Company recognition with tabletop signs
Two (2) VIP tickets to awards
Two (2) beverage tickets
One (1) valet ticket
Gold Sponsor listing in event program
Recognition in CHCOC e-Newsletter and website

Awards Sponsor \$2,500
Name/Logo on Team Awards
Representative participation in presenting awards
Name/Logo on all media materials
One (1) team of Four (4) Golfers
Prominent sign on Green #9
Seven (7) 19th Hile Reception Entries

Towel Sponsor \$2,000
Name/Logo on golf towels
Name on all media materials
One (1) Team of Four (4) Golfers
Tee Box Sign
Six (6) 19th Hole Reception Entries

Bag Valet Sponsor \$2,000
Name/ Logo on Bag Tags
Name on all media materials
One (1) Team of Four (4) Golfers
Sponsor Banner at valet area
Six (6) 19th Hole Reception Entries

Golf Cart Sponsor \$1,500
Name/ Logo on golf carts
Tee box sign
One (1) Team of Four (4) Golfers
Sponsor Banner at golf cart area
Six (6) 19th Hole Reception Entries

Golf Ball Sponsor \$1,500
Logo on golf balls. (One (1) sleeve given to each player)
Name and/ or logo on all media materials
Two (2) 19th Hole Reception Entries

Practice Green Sponsor \$1,500
Name on Putting Contest
Name on all media materials
Two (2) Golfers
Sponsor Banner & Table at Putting Area
Four (4) 19th Hole Reception Entries

Drink Sponsor \$1,000
Name/logo on all media materials
Name/logo on drink cart & coolers
Two (2) Golfers
Four (4) 19th Hole Reception Entries

Driving Range Sponsor \$500
Name/Logo displayed on media materials
Sponsor Banner on Range
One (1) 19th Hole Reception Entries

Advertising Sponsor \$1,000
Name and/ or logo on all media materials
Two (2) Golfers
Tee Box Sign
Four (4) 19th Hole Reception Entries

Exclusive Tee Box \$500
Sponsor sign exclusively on one of Four Par 5 Holes
Sponsor rep on hole to greet golfers and provide goodies
Two (2) 19th Hole Reception Entries

Included in Membership:

Diamond- Team (4 players) & Tee Box Sign
Platinum- Two (2) players & Tee Box Sign
Gold- One (1) player



Taste of Cedar Hill & Business Expo

September 2014

The Taste & Expo last year was a BIG success with 700+ attendees and over 60 exhibitors, with Live Music, Giveaways, mascots and more. This event allows people to sample foods and beverages while learning about local businesses and community organizations. Awards for Best Decorated Booth and Best Tasting Food are awarded.

Platinum Booth ----- \$500

One (1) 16x8 booth with two (2) skirted tables in prime location
Four (4) chairs, trashcan, sign
Name/Logo on all media materials
Platinum Sponsor recognition in press releases
30 minutes of volunteer time
Ten (10) tickets
Recognition in CHCOC e-Newsletter and website

Gold Booth ----- \$300

One (1) 8x8 booth with skirted table
Two (2) chairs, trashcan, sign
Company Name on all media material
Six (6) tickets
Recognition in CHCOC e-Newsletter and website

Silver Booth ----- \$180

One (1) 8x8 booth with skirted table
Two (2) chairs, trashcan, sign
Three (3) tickets
Recognition in CHCOC e-Newsletter and website

Non-Profit Booth ----- \$130

One (1) six foot skirted table
Two (2) chairs, trashcan, sign
Two (2) tickets
Recognition on website

Food Booth ----- \$FREE+ cost of food (sample size)

One (1) six footed skirted table
Two chairs, trashcan, sign
Four (4) tickets
Recognition on website

Included in Membership:

Diamond- Platinum Booth

Platinum- Gold Booth

Gold- Silver Booth



Networking Events

CHAMBER NIGHT OUT

This monthly networking building event showcases brings together local businesses and restaurants

Event Sponsor ----- \$350

Responsible for venue to accommodate 50+

Welcome/open remarks to the attendees

Logo inclusion on all promotional materials

Re-cap in CHCOC e-newsletter

Event listing in chamber website and social media

Weekly email notification regarding event to CHCOC email distribution lists

Restaurant or Caterer ----- \$Cost of Food

Responsible for food to sample to accommodate 50+

Welcome/open remarks to the attendees

Logo inclusion on all promotional materials

Re-cap in CHCOC e-newsletter

Event listing in chamber website and social media

Weekly email notification regarding event to CHCOC email distribution lists

LUNCH & LEARN

Monthly luncheon with over 60+ participants from the community, various keynote speakers discussing topics related to business. Lunch is provided by Sodexo and is held at Northwood University inside Lambert Commons.

Event Sponsor ----- \$200

One (1) seat at Chairman's Circle Table

Exclusive display rights on tables

Two (2) minute infomercial and business card drawing sponsor for \$50 cash

Logo inclusion on all promotional materials and PowerPoint presentation

Re-cap in CHCOC e-newsletter

Event listing in chamber website and social media

Weekly email notification regarding event to CHCOC email distribution lists

Included in Membership:

Diamond- One (1) reservation

Platinum- One (1) reservation

CHAMBER 101- Maximizing Your Membership

Quarterly

Quarterly meeting scheduled the 2nd Tuesday designed to introduce new members to the Cedar Hill Chamber of Commerce, staff, volunteers and the various benefits available through membership.

Event Sponsor ----- \$at sponsor cost

Responsible for catering

Welcome/open remarks to the attendees

Logo inclusion on all promotional materials

Two (2) minute infomercial

Re-cap in CHCOC e-newsletter

Event listing in chamber website and social media

Additional Opportunities

RIBBON CUTTINGS- included in membership



Whether you are opening a new business, or rebranding an established business, the Chamber can assist you with planning and publicizing a ribbon cutting

- Responsible for venue and catering
- Re-cap in CHCOC e-newsletter
- Event listing in chamber website and social media
- Weekly email notification in Monday Email
- Opportunity to have company literature displayed

CHAIRMAN'S CIRCLE BANNER

The banner is prominently displayed at all chamber functions with your business logo or business name, it is included in all membership levels SILVER and above.

Diamond	-----	\$5000
Platinum	-----	\$3000
Gold	-----	\$1500
Silver	-----	\$750

Diamond

- Good Shepherd CHURCH
- KNIGHTS

Platinum

- Chick-fil&
- Methodist CHARLTON MEDICAL CENTER
- TEXAS TRUST CREDIT UNION

Gold

- RESEARCH SERVICES, LLC
- CEDAR HILL TX ECONOMIC DEVELOPMENT
- COMFORT REHAB CHIROPRACTIC MASSAGE THERAPY

Silver

- Atmos Energy
- Cherry Hill Photo Enterprises, Inc.
- Coca-Cola Enterprises
- COSTCO
- Goss Allstate Insurance
- HCK2 Orr Toyota
- Proforma A-Z Specialties
- Prosperity Bank
- Regions Bank
- Texas Oncology Methodist Cancer Center
- UNT at Dallas
- Walmart

NETWORKING LUNCH



Monthly- first Tuesday of the month, expand your business horizons and make connections!

- Free to attend
- Open to everyone
- Meet at various local restaurants for lunch
- Exchange business cards and
- Give a one minute infomercial.

Committee Opportunities

Want to get involved? Want to learn more? Want to work with other professionals in Cedar Hill? Engage yourself by actively participating in the following Chamber of Commerce Committees.

Gala & Auction

Acknowledging our members is very important to us, that is why the awards gala is one of the most prestigious events held all year. There is a new theme each year and the evening culminated with the prestigious award announcements. The committee plans, coordinates, promotes and implements all aspects of the Annual Gala and Auction.

Taste of Cedar Hill & Business Expo

This annual events is one of the largest the CHCOC hosts, with attendance topping 700. Be involved in the entertainment, marketing and logistics of a huge event that partners businesses with the local community.



Golf Classic

This signature annual chamber tournament is a hit with members. While the field of players may get more competitive each year, it remains a friendly and relaxed event. It's a great way to spend a day away from the office while still getting work done. The Cardio Shack Open plans all aspects of the event; from planning and organization, to promotion and prizes.

Membership Development

This group serves as the public relations arm of the Chamber, welcoming new business to Cedar Hill, assisting with ribbon cutting ceremonies, visiting new members and attending our events. Actively participates in planning and promoting the Annual Awards Dinner.

Educational Affairs- Coming Soon

Government Affairs- Coming Soon



Young Professionals of Cedar Hill

Committed to developing young leaders in the Best Southwest, we invite you to be a part of Cedar Hill's most forward thinking group of young professionals. Help organize and cultivate programs that will benefit a diverse array of young professionals while developing leadership skills.

Marketing Opportunities

The Cedar Hill Chamber of Commerce offers members several affordable and effective marketing opportunities that can easily fit into your business budget!

Monthly e-newsletter ----- \$75
 Business logo and business card size ad in newsletter for month of your choosing sent out to over 600 active emails.

- Chairman's Circle members displayed in monthly e- newsletter

Mailing Labels ----- \$100
 Printed labels of all active members (+330)

- Advertising & higher- one per year

Welcome Gifts ----- \$50-100



Level One- Includes a coupon or flyer not to exceed 8.5" x 5.5" double sided in the basket. Flyer is provided by the sponsor and must be approved by the Chamber \$1 one per gift (\$50 deposit)

Level Two- Includes a promotional item of your choice in the kit (cup, koozie, key chain, etc.) and a flyer or coupon, not to exceed 8.5" x 5.5" double sided. You will also receive a list of all new residents in the city during the sponsorship period. Promotional item and flyer or coupon to be provided by the sponsor and must be approved by the Chamber. \$2 per gift. (\$100 deposit)

***NEW Monday Email** ----- \$50

One time- business card size to entire membership (+330 members) at bottom of Monday email. Must be scheduled in advance

Cedar Hill Chamber of Commerce Website

The Chamber's website offers banner displays, and ad space on interior pages. Site visitors will find links to important business resources, access to contact information, seminar and event registration plus information pertaining to business advocacy.

- **HOT DEALS**

Take advantage of this FREE marketing opportunity! Hot Deals to website visitors and your fellow Chamber members the chance to save money and promote your business.

- **JOB POSTINGS**

FREE job posting to our Chamber website

- **Member to Member Deals**

This exclusive opportunity is created by and for members only. We strongly encourage members to do business with members

- **EVENTS**

Post your events to our community calendar for all to see.

- **MyChamberApp**

- Mobile directory to promote business, events and network within local community



*Thank You to our Cedar Hill Chamber
Chairman's Circle Investors*



Diamond



Platinum



Gold



Silver

- Atmos Energy
- Cherry Hill Photo Enterprises, Inc.
- Coca-Cola Enterprises
- COSTCO
- Goss Allstate Insurance
- HCK2 Orr Toyota
- Proforma A-Z Specialties
- Prosperity Bank
- Regions Bank
- Texas Oncology Methodist Cancer Center
- UNT at Dallas
- WalMart

2014 Sponsorship & Membership Response Form

Signature Events

- Annual Gala
- 13th Annual Taste of Cedar Hill & Business Expo
- 2nd Annual Cardio Shack Open (Golf Classic)

Committees

- Special Events
- Educational Affairs
- Government Affairs
- Young Professionals of Cedar Hill
- Membership Development

Marketing Opportunities

- Monthly e-newsletter
- Mailing Labels
- Cedar Hill Chamber of Commerce Website
- Monday Email
- Chairman's Circle Banner

Membership

- Lunch & Learn
- Awards & Annual Meeting
- Chamber Night Out
- Chamber 101- Maximizing Your Membership

**If interested in receiving sponsorship or marketing information, check the corresponding box to the left. Filling out this form does not signify a firm commitment from your company.*

Company: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Please fax your completed form to Michelle Rodriguez, Director of Membership Development at 972.291.8101 or email at membership@cedarhillchamber.org