

# Sponsorship Packages

## Sponsorship Overview

### The Chamber Annual Awards Dinner

Gold Sponsor (5)	\$1,000.00	_____
Silver Sponsor	\$ 500.00	
Bronze Sponsor	\$ 250.00	

### Hacker's Ball

Hole-in-One Sponsor	\$1,800.00	_____
Caddy Sponsor- Cart Sponsor (1)	\$1,000.00	
Eagle Sponsor	\$ 750.00	
Birdie Sponsor	\$ 500.00	
Putting, Chipping or Air Cannon Sponsor	\$ 500.00 (apiece)	
Breakfast, Lunch or Raffle Sponsor	\$ 250.00 (apiece)	
Hole Sponsor or Golf Bag Promo Item	\$ 150.00 (apiece)	

### WILL Power (3-5 events per year)

Series Sponsor for all 2020 events	\$1,200.00	_____
Individual Event Sponsor	\$ 500.00	

### 12 @ 12 Series Sponsorship (1)

2020 12 @ 12 Series Sponsors	\$1,000.00	_____
------------------------------	------------	-------

**Other:**

**Total:**

\_\_\_\_\_

# Sponsorship Packages

## The Annual Awards Dinner

Date: Friday, March 6, 2019

Location: St. John's School, Brunswick

In 2019, the SMMC Board decided to make our awards event a sit down meal to put an extra emphasis on the award recipients and it worked! We had over 150 attendees and received many positive reviews. There will be 6-8 award recipients again this year honored on this very special night and you will hear what the SMMC has planned for 2020 and beyond. This is one of our signature evenings and we would love for you to join us there, or consider a sponsorship.

### **Gold Sponsor: \$1,000.00**

- Partial Exclusivity with only five (5) sponsors at this level
- Eight (8) tickets (a table) to the event (\$525.00 approximate value)
- Photo rights for a prize winner of your choice\*  
(meaning a representative of your company could be in the photo with the award winner; does not include Joshua Chamberlain Award)
- Title sponsor– named as presenting sponsor when event is publicized such as “SMMC’s Annual Awards Night presented by [Your Company Name]”
- Logo displayed prominently at the registration table/ check-in table
- Logo used in all printed promotional materials, event program cover and online where available
- Mentions in the Times Record leading up to the event in article
- On-site mention of thanks, displayed on PowerPoint presentation
- On-site sponsor banner including your company logo in primary position

### **Silver Sponsor: \$500.00**

- Four (4) tickets to the event (half-table) (\$300.00 approx. value)
- On-site mention of thanks, displayed on PowerPoint presentation
- Cocktail Reception sponsor recognition both on-site and leading up to the event
- Company name used in printed promotional materials, in event program and online
- Mentions in Times Record articles leading up to and following the event
- On-site sponsor banner including your company logo in secondary position

### **Bronze Sponsor: \$250.00**

- Two (2) tickets to the event (\$150.00 approx. value)
- On-site mention of thanks, displayed on PowerPoint presentation
- Listed in the event program

#### *Cornerstone Membership Disclaimer:*

*As part of Cornerstone Membership Program some businesses will be displayed in on-site marketing materials at this event depending on their level of commitment in the Cornerstone Program. Those benefits are above and beyond those listed here. Some businesses will support both that program and this event separately, and could therefore be mentioned in multiple ways at this event. is. Businesses in the Cornerstone Membership Program receive recognition at the following 2019 events: the Annual Awards Dinner, Hacker’s Ball, WILL Power events, Chamber After Hours, Midcoast Tree Festival & other chamber events.*

# Sponsorship Packages

## Hacker's Ball– Golf Tournament

Date: May 8, 2019

Location: Brunswick Golf Club

The annual chamber golf tournament, is one of the first of the year in the state and is designed for very friendly and relaxed competition. Enjoy 18 holes of golf in this scramble format, with numerous side games & more. Teams are divided into divisions based on team handicap: Golfer's Division & Hacker's Division; this way you compete against teams at your level. The air cannon and gold ball 50/50 are signature challenges at this event. Prizes are awarded for the best teams in each division along with closest to the pins, long drive and other games.

### **Hole-in-One Sponsor (Lead Sponsor): \$1,800.00**

- Exclusivity: Only 1 business allowed at this level
- Top billing in all event printed promotional materials including on-site signage
- Two (2) teams for tournament (Two teams of four) (\$680 value)
- Four (4) carts for tournament (Two for each team)
- Two (2) on-site hole sponsorships (\$300.00 value)
- Logo used in all promotional materials where possible
- Pre-tournament address to the players
- Golf bag inclusion item (include one marketing piece into all player bags)
- Mentions in the Times Record and online (chamber website & Facebook)

### **Caddy Sponsor (Cart Sponsor): \$1,000.00**

- Exclusivity: Only 1 business allowed at this level
- Company Name & Logo on every cart at the tournament  
(2 carts per team, 20+ teams possible)

### **Eagle Sponsor: (Team, Hole & Meal Sponsor) \$750.00**

- One (1) team for tournament (One team of four) (\$340.00 value)
- Two (2) carts for tournament (Two for the team)
- One (1) on-site hole sponsor (\$150.00 value)
- Listed as either (your choice):
  - Breakfast Sponsor: Pre-Tournament food
  - Lunch Sponsor: Bagged Lunch; In-Tournament food
  - Post-tournament Sponsor: Post-Tournament food
- Marketing of your support of the event both in print, online and on social media

### **Birdie Sponsor: (Team & Promo) \$500.00**

- One (1) team for tournament (One team of four) (\$340.00 value)
- Golf bag inclusion item (include one marketing piece into all player bags)

**Additional Sponsorships:** Putting Contest (\$500), Chipping Contest (\$500), Air Cannon (\$500), Breakfast Sponsor (\$250), Lunch Sponsor (\$250), Raffle Sponsor (\$250), Golf Bag inclusion item (\$150), Hole Sponsor (\$150), Beer Sponsor (Negotiable), Create Your Own (Negotiable)

#### *Cornerstone Membership Disclaimer:*

*As part of Cornerstone Membership Program some businesses will be displayed in on-site marketing materials at this event depending on their level of commitment in the Cornerstone Program. Those benefits are above and beyond those listed here. Some businesses will support both that program and this event separately, and could therefore be mentioned in multiple ways at this event. is. Businesses in the Cornerstone Membership Program receive recognition at the following 2019 events: the Annual Awards Dinner, Hacker's Ball, WILL Power events, Chamber After Hours, Midcoast Tree Festival & other chamber events.*

# Sponsorship Packages

## WILL Power

Date: Throughout the year (3-5+ events)

Location: Vary by Event

WILL Power (Women In Local Leadership) is a collection of business leaders who are organizing and creating events that promote, support and provide networking and mentoring opportunities for business women in the region. This third year program will hold a quarterly event on average with some quarters with perhaps multiple events.

The WILL Power events range depending on the will of the organizing committee but usually are a blend of different styles of events. Events have ranged from kickoff breakfasts, author events, self-defense courses, flower arrangement wine socials, CEO luncheon panels, speed networking nights and more. The events change annually depending on what the needs are in the community, so your feedback on what you'd like to see is essential to the success of WILL Power.

Please note, that with the potential for such varied events making up the 2020 mix, the marketing for each and the promotional opportunities may vary widely depending on what type of event (meaning you may be in a program, on a power point slide, in pre-event articles, etc. but not all events will have the same marketing). Just know that if you are a sponsor you will be up front in the event advertising for the events you are sponsoring, and that you will receive pre-event promotion and post-event promotion across a variety of chamber media channels (meaning print, online, on social media, etc.)

**2020 WILL Power Series Event Sponsorship: \$1,200.00 (3-5+ events)**  
**Individual Event Sponsorship: \$500.00 per event**

### **Benefits of Sponsorship for either Series Sponsor or Individual Event Sponsor:**

- Two (2) to Four (4) tickets/seats for the event (depending on price of the event- not to exceed \$100.00 in value) where applicable
- Logo/Name in all publicity where possible (depending on the media used for promotion)
- Distribution of information on registration table/ at seats for all attendees dependent on event (materials provided by sponsor)
- List of attendees provided after the event
- Listed as sponsor on the SMMC website and event postings
- Mentions in the Times Record leading up to the event in ads and articles
- On-site acknowledgment by host/emcee

### **Benefits for 2019 Series Sponsors only:**

- Mentions in multiple pieces throughout the year when WILL Power is referred to even if an event is not pending.
- Opportunity for a representative from your business to welcome the attendees and introduce yourself and why you support this group at one event.

### **Cornerstone Membership Disclaimer:**

*As part of Cornerstone Membership Program some businesses will be displayed in on-site marketing materials at this event depending on their level of commitment in the Cornerstone Program. Those benefits are above and beyond those listed here.*

*Some businesses will support both that program and this event separately, and could therefore be mentioned in multiple ways at this event. is. Businesses in the Cornerstone Membership Program receive recognition at the following 2019 events: the Annual Awards Dinner, Hacker's Ball, WILL Power events, Chamber After Hours, Midcoast Tree Festival & other chamber events.*

# Sponsorship Packages

## 12 @ 12 2020 Series Sponsorship

Date: Monthly throughout the year (10-11)

Location: Vary by Event

**The 12 @ 12 Networking Series** is a program of Southern Midcoast Maine Chamber and is designed to get 12 business leaders together for lunch at 12 noon to learn about each other. The lunches take 90 minutes and finish at 1:30PM.

Each month a different business hosts the event at their business or at a location of their choosing and they provide lunch for the 12 attendees. We typically do not have a 12 @ 12 in August, and one seems to get snowed out or postponed every year. The goal is to do 10-11 annually.

### **12 @ 12 2020 Series Sponsors (1)      \$1,000.00**

- One (1) Seat at every 2020 12 @ 12 for someone from your organization which is a potential to meet over 100 business leaders
- One (1) Hosting opportunity of your monthly choice and the SMMC will provide the lunch
- Marketing and promotion recognizing you as the 2020 12 @ 12 Series Sponsor when 12 @ 12 is mentioned in the various chamber promotional channels such as print, online, social media & more.

Please keep in mind that these are the current sponsorships that are available.

There are additional **negotiable** opportunities available too if there was interest. These potential opportunities include:

#### **SMMC Presents...**

The chamber Speaker Series which we have done 1-3 events per year. We do not have a defined schedule of speakers yet, as we prefer to bring in relevant speakers as they are available, rather than committing to a particular amount per year. If we had a regular sponsor though, we would likely be inclined to seek out more opportunities for programs.

#### **Members Helping Members**

This is much like "Chamber Presents..." in that the workshops are intentionally not defined by a certain schedule but will arise as a need emerges. These are workshops taught for 60-90 minutes by chamber members giving valuable help to our other members. It's a way to get incorporate learning and training into our programming.

#### **Eat Play Stay– 2020 Chamber Guest Guide**

The Chamber companion guide gets distributed in rest areas and throughout the state in information centers and chambers of commerce. This is the primary fulfillment piece we mail out to tourists and relocators. Each member is listed in the directory but additional ads may be purchased to promote your business. Rates card available by February.

#### **Hiring Fairs**

We used to do 1-3 per year, but the Southern Midcoast CareerCenter hold monthly ones now. If there were a need for a larger hiring fair (as the CareerCenter site can only accommodate 15-20 businesses) then we would be happy to do one.

#### **Chamber Workforce Connections**

The SMMC will be initiating some workforce programming in 2020. The programs will not be selected and announced until March but depending on which 1-3 programs are selected there will definitely be some sponsorship opportunities.

#### **Midcoast Tree Festival 2020**

Though the MTF is a joint partnership between the SMMC, Spectrum Generations' Meals on Wheels and All Saints Parish, there are multiple sponsorship opportunities with pricing available to reserve your commitment for November.

#### **Additional Opportunities/ Create Your Own**

Between YouTube, the SMMC website, the weekly e-newsletter and more, the opportunities for sponsorship are limited only by our imagination. If you have a sponsorship idea, let's chat and create something that works for you.