

Marketing & Sponsorship Guide

The Chamber believes in a comprehensive marketing approach. The options include both annual packages and a la carte choice.

WHY MARKET WITH THE CHAMBER?

- Connect with your community
- 80% of all Chamber traffic are business referrals
- Marketing business to business, and business to consumer
- Customizable options
- Design with your brand in mind

MARKETING OPTIONS

There are four primary ways to market with the Chamber

1. Customized A la carte Sponsorship
2. Annual Sponsorship
3. Website Advertising Opportunities
4. Other Advertising Opportunities

The options available from the customized a la carte list are items that may be selected separately from all other marketing. If you want to purchase a few opportunities and create a small marketing package, we can assist you with that. The Annual Sponsorship Program provides the most consistent marketing over the course of the year. If you prefer to line up your involvement for the entire year in advance, take a look at your options. All Annual Sponsors are mentioned at each monthly event.

Corporate

\$3,000.00 (4)

Savings of \$2,800

Cotton Days:

- Logo on T-Shirt
- Logo on Flyer/Poster
- Exclusive logo banner on stage
- 2x4 banner with logo on stage (we provide)
- Your business announced during parade & on main stage throughout the day
- Logo on thank you Banner
- Free information booth placement at event
- Thank you ad on FaceBook, Newsletter and Coolidge Examiner

Annual Awards Banquet:

- Logo displayed on all dinner tables
- 4 single dinner tickets
- Business name in program
- Recognition at award dinner
- Thank you ad on FaceBook, Newsletter and Coolidge Examiner

Examiner

State of the City:

- Table for your business information
- Logo/Name on table
- 2 Tickets for luncheon

Website:

- 12 month Sky Scraper ad
- 1-30 second video commercial produced by you

Newsletter:

- 12 month 1/4 page ad (maybe changed monthly)

Membership:

- 1 year membership

Special Recognition:

- Once a year come before City Council to acknowledge your support as a partner in the community
- Logo on Chamber event sign for 1 year

Chairman

\$2,000.00 (3)

Savings of \$1,650

Cotton Days:

- Name on T-Shirt
- Banner with logo on Stage (you provide)
- Your business announced during parade & on Main Stage throughout the day
- Logo on Thank you Banner
- Free information booth placement at event
- Thank you ad on FaceBook, Newsletter and Coolidge Examiner

Annual Awards Banquet:

- Business name in program
- Recognition at Awards Dinner
- Thank you ad on FaceBook, Newsletter and Coolidge Examiner
- 2 Single dinner tickets

Breakfast with the Mayor-1 of 3:

- Table display
- 5 minute presentation at breakfast
- Business name/logo on signage and flyer

Membership Orientation-2:

- Business logo on agenda and program information

Website:

- 6 month Spot Ad

Newsletter:

- 6 month 1/4 page ad

Chamber Membership:

- 1 year Membership

Special Recognition:

- Once a year come before City Council to acknowledge your support as a Partner in the Community
- Logo on Chamber event sign for 1 year

Cotton Days:

- Banner with logo on Stage (you provide)
- Your business announced during parade & on Main Stage throughout the day
- Logo on Thank you Banner
- Thank you ad on FaceBook, Newsletter and Coolidge Examiner

Annual Awards Banquet:

- Business name in program
- Thank you ad on FaceBook, Newsletter and Coolidge Examiner

Website:

- 2 month Spot Ad

Newsletter:

- 3 months 1/4 page ad

Chamber Membership:

- 1 year Membership

Special Recognition:

- Once a year come before City Council to acknowledge your support as a Partner in the Community
- Logo on Chamber event sign for 1 year

à la carte

Cotton Days:

T-Shirt Sponsor (22) Name on T-Shirt	\$100
Parade Sponsor (4) Logo on all parade numbers	\$250
Cotton Bale Sponsor (4) Logo on all awards	\$250
VIP Sponsor (2) Logo on all tables	\$275
Beer Garden Sponsor (2) Logo hung at beer garden	\$250
Gold (4) 12 month Website Ad Newsletter Ad 2 Banners with logo on stage and more	\$1,000
Silver (4) Newsletter Ad Banner with logo on stage	\$500

and more

Annual Awards Banquet:

Business Leader Sponsor (3) Name on Trophy Name in program and more	\$300
Education Excellence Sponsor (3) Name on Trophy Website Ad and more	\$350
Community Leaders Sponsor (2) Name on Trophy Name in Program and more	\$300
Beverage Sponsor (2) Logo/name at beverage station Name in program and more	\$200

Welcome Back to School Event:

Event Table at CUSD	\$50
Event Table at Imagine	\$50



Dorothy J. Chambers
Membership Administrator
 membership@coolidgechamber.org
 (520) 723-3009

Coolidge Chamber of Commerce
 351 N. Arizona Blvd., Suite 5
 Coolidge, Arizona 85128
 www.coolidgechamber.org
 Phone: (520) 723-3009 Fax: (520) 723-9410