



Sponsorship

and Advertising Opportunities **FY 2011**



Looking for opportunities to Brand yourself as a pillar of the community?

Clarkston Area Chamber of Commerce events and projects are well respected and a high value in the Clarkston community. Sponsorship levels begin at just \$25.



Is it time to raise your visibility within the Clarkston area?

A variety of events throughout the year offer members multiple opportunities for exposure and recognition.



Do you want to help enhance the reputation of the Clarkston area as an exemplary community?

Many Chamber programs and projects are designed to help promote the local economy by enhancing and cultivating common Hometown cultural experiences.

Chamber sponsorships and advertising programs may be just what you're looking for!



DISCLAIMER: Though every effort has been made to ensure the accuracy of the information provided in this brochure, all information listed is subject to change. Please contact the Clarkston Area Chamber of Commerce for the most up-to-date information: 248-625-8055.

www.clarkston.org

Clarkston Area Chamber of Commerce
5856 S. Main St. • Clarkston MI 48346
248-625-8055 • FAX: 248-625-8041

Clarkston Area Chamber of Commerce

Sponsorships and Marketing 2010-2011 www.clarkston.org 248-625-8055

Information subject to change. Please contact the Chamber for current pricing and availability.

MONTH	EVENT	Investment Level	Deadline Date **	Value	Audience & Promotion
NOVEMBER					
Nov 11, 2010	EXPO 5-6 B2B 6-8 open to the public	2000 Presenting	Sept 1	<ul style="list-style-type: none"> •Industry exclusive sponsorship level •Booth @ event •Logo on all advertising, registration materials. Welcome banner at event •Full page color ad in EXPO program. •Website front page logo with link during EXPO promotion •FREE Top listing in Virtual EXPO on the Chamber's website 	2010 will be the 24th Annual Chamber EXPO. <ul style="list-style-type: none"> •B2B and B2C •Over 100 exhibitors •Over 1000 visitors •Two weeks Newspaper advertising Clarkston News and The Oakland Press •5500 flyers are sent home with Clarkston School students •Flyers distributed at the Labor Day Parade. •Promotion at Taste of Clarkston and all Chamber business networking events leading up to the event. •Social media marketing •Virtual EXPO online October-December
<i>Future dates: Nov 10, 2011</i>		750 Corporate	Oct 15	<ul style="list-style-type: none"> •Booth @ Event •Logo on all advertising, registration materials. Signage at event. •Full page ad in the EXPO program •FREE Virtual EXPO participation 	
		500 Hospitality	Oct 15	<ul style="list-style-type: none"> •Booth @ Event •Name on advertising and promotional materials for the event. •1/2 page ad in the EXPO program •FREE Virtual EXPO participation 	
JANUARY					
January 27, 2011 <i>The Right Stuff! Charlie Wollborg</i>	Women In Business 10:45-1	250 Sponsorship LIMIT 4		<ul style="list-style-type: none"> •2 tickets to the event •Exhibit table at the event •3 minutes presentation time •Logo on publications and website promoting this event 	<ul style="list-style-type: none"> •Target audience is women business leaders, though the event is open to everyone.
FEBRUARY					
Feb 24, 2011 <i>The Best Defense Clarkston Self Defense</i>	Women In Business 10:45-1	250 Sponsorship LIMIT 4		<ul style="list-style-type: none"> •2 tickets to the event •Exhibit table at the event •3 minutes presentation time •Logo on publications and website promoting this event 	<ul style="list-style-type: none"> •Attendance runs between 40 and 75. •Promotional publicity includes website and social media
MARCH					
Mar 31, 2011 <i>Go Red for Women Crittendon Hospital</i>	Women In Business 10:45-1	250 Sponsorship LIMIT 4		<ul style="list-style-type: none"> •2 tickets to the event •Exhibit table at the event •3 minutes presentation time •Logo on publications and website promoting this event 	
APRIL					
Apr 28, 2011 <i>Who's Your Gladys? Marilyn Suttle</i>	Women In Business 2:45-5:30 pm	250 Sponsorship LIMIT 4		<ul style="list-style-type: none"> •2 tickets to the event •Exhibit table at the event •3 minutes presentation time •Logo on publications and website promoting this event 	

** Deadline dates for availability are approximate. Some sponsorships are limited in number and may be sold out prior to the deadline date.


INSIDER'S TIP: You can increase the value of your sponsorship when you make your commitment early. You'll receive extra days, weeks and months of publicity. Payment plans are available.



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JUNE & JULY		Concerts in the Park Jun 17, 24, July 1, 8, 15, 22	5,000 Presenting Sponsor	February 21	<ul style="list-style-type: none"> • Industry exclusive sponsorship • Premium recognition on Chamber Concerts in the Park web pages during event promotion (6 months) • Logo on Banners at event • Ad in the event handbills • Logo on all Advertising and Handbills • Option to set up display at events • 6 Free Advertising Advantage mailings 	2011 will be the 32nd season for Concerts in the Park <ul style="list-style-type: none"> • Primarily a B2C audience • Avg 2300 each week • Six weeks Newspaper advertising Clarkston News and The Oakland Press • Handbills at every concert • Promotion at Taste of Clarkston and all Chamber business networking events leading up to the event. • Website and Social media marketing
		2,500 Local Talent Sponsor	February 21	<ul style="list-style-type: none"> • Exclusive sponsorship • Logo on Banners at the event • Logo on all advertising & handbills • Option to introduce Local Talent bands each week • Option to give out balloons at the events 		
		2,500 Face Painting Sponsor	February 21	<ul style="list-style-type: none"> • Exclusive Sponsorship • Logo on Banners at the event • Logo on all advertising & handbills • Option to set up display at the events • Option to give out balloons at the events 		
		2,500 Ice Cream Sponsor	February 21	<ul style="list-style-type: none"> • Exclusive Sponsorship • Logo on Banners at the event • Logo on all advertising & handbills • Option to set up display at the events • Option to give out balloons at the events 		
		1,500 Corporate Sponsor	May 15	<ul style="list-style-type: none"> • Logo on Banners at the event • Logo on advertising & handbills • Option to set up display at the events • Option to give out balloons at the events 		
		500 Titanium Sponsor	June 11	<ul style="list-style-type: none"> • Business logo and phone number or website in the event handbills. (full color logos) 		
		250 Platinum Sponsor	June 11	<ul style="list-style-type: none"> • Business name with phone or website in the event handbills 		
		100 Gold	June 11	<ul style="list-style-type: none"> • Name in event program 	14 pt font	
		50 Silver	June 11	<ul style="list-style-type: none"> • Name in event program 	12 pt font	
		25 Bronze	June 11	<ul style="list-style-type: none"> • Name in event program 	10 pt font	

MONTH	EVENT	Investment Level	Deadline Date **	Value	Audience & Promotion
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JUNE



Golf Classic June 2011	10,000 Title Sponsor	March 15	<ul style="list-style-type: none"> •Exclusive sponsorship •Includes two 4-somes •Prize Sponsor (<i>select one</i>) Your embroidered logo on a gift given to every golfer. Quality of prize ordered is in the \$50 price range. SELECTION: shirt, jacket, sweater, vest, or 18 tee flags <i>custom designed with your embroidered logo.</i> •Logo on all promotional materials including Tee Signs. •Premium recognition on Chamber Classic web pages during event promotion •Logo on Banners at event •Full page ad in event program (inside cover or back cover—your choice) •Logo on all Advertising and Handbills •Option to set up display at event •6 Free Advertising Advantage mailings •First refusal for 2012 outing 	<p>2011 will be the 24th Annual Chamber Golf Classic.</p> <ul style="list-style-type: none"> •Primarily a B2B audience •144 Golfers •14,000+ visitors to website each month •Program at the event •Thank you ad in the Clarkston News •Promotion at Taste of Clarkston and all Chamber business networking events leading up to the event •Website and Social media marketing
	5,000 Presenting Sponsor	March 15	<ul style="list-style-type: none"> •Industry exclusive sponsorship level •Includes one 4-some •Prize Sponsor (<i>select one</i>) Your logo on gift given to every golfer. Quality of prize ordered is in the \$25 price range. SELECTION: Sport chair, wheeled insulated coolers or laptop bag. •Logo on all promotional materials including tee signs •Banner at the event •Full page ad in event program. Back cover or inside front cover (<i>Title sponsor selects first</i>) •First refusal for 2012 outing 	
	2,500 Major Sponsor	March 15	<ul style="list-style-type: none"> •Includes one 4-some •Prize Sponsor (<i>select one</i>) Items will be imprinted with your logo and inserted in every golfer goodie bag. Quality of prize ordered is in the \$10 price range. Hat Sponsor, Ball Sponsor, Umbrella Sponsor, Shoebag Sponsor, Glove Sponsor, Towel Sponsor, Coffee Travel Mug Sponsor •Logo on promotional materials •Banner at the event •Full page ad in event program •Tee Sign on course 	
	1,000 Corporate Sponsor WITH golfers	May 1	<ul style="list-style-type: none"> •Includes one 4-some •Logo on promotional materials •Banner at the event •Half page ad in event program •Tee sign on course <p>ADD one of these Sponsorships to your corporate sponsorship for \$500 Breakfast, Lunch, Cart Sponsor, or Kegs on the Course.</p>	
	1,000 Corporate Sponsor WITHOUT Golfers	May 1	<p>Instead of golfers choose one of these Sponsorships in addition to your corporate sponsorship recognition at this event: Breakfast, Lunch, Cart Sponsor, or Kegs on the Course.</p> <ul style="list-style-type: none"> •Logo on promotional materials •Banner at the event •Half page ad in event program •Tee sign on course 	
	Hole in One	May 28	<ul style="list-style-type: none"> •Member pays cost of insurance •Signage on hole •Logo used in promotional materials recruiting golfers to event •AFTER May 28—cost is \$300 in addition to the actual cost of insurance. 	
	500 Putting Contest	June 10	<ul style="list-style-type: none"> •Logo at the contest putting green •Ability to set up display at putting green •Your volunteers staff the contest hole •Promotional materials on website and program 	

MONTH	EVENT	Investment Level	Deadline date	Value
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JUNE

Golf Classic <i>Cont.</i>	500	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at breakfast station Ability to have display at breakfast station
	500	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at lunch station (clubhouse) Ability to have display at lunch station
	500	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Cart Sponsor has signage on every Cart
	500	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at event stations
	500	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at Beer Keg Stations on course
	300	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at Contest holes (Two Tee Signs--on different holes.)
	300	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at Contest holes (Two Tee Signs--on different holes.)
	300	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Signage at Contest hole (One tee sign) Ability to have display at contest hole
	200	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Ability to have display at registration area
	200	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Ability to have display at registration area
	200	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Ability to have display at registration area
	150	June 1	<ul style="list-style-type: none"> Recognition on website, in event program, in the e Newsletter and banner at event Tee sign on hole



SEPT	Annual Meeting Sept 16	500	Sept 3	<ul style="list-style-type: none"> Help underwrite a specialty drink for the social hour. (eg: martini bar, beer/wine, etc.) Reserve Table (8 tickets) for event (premium table location) Signage on banners at the event, logo in program, recognition on website & social media
		250	Sept 3	<ul style="list-style-type: none"> 2 tickets for event Signage on banners at the event, logo in program, recognition on website & social media

MONTH	EVENT	Investment Level	Deadline date	Value	Audience & Promotion
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SEPT



Taste of Clarkston 14th Annual Sept 25, 2011	10,000 Title Sponsor "Company" Taste of Clarkston	March 15, 2011	<ul style="list-style-type: none"> • Exclusive sponsorship • As title sponsor your business name is synonymous with the name of the event and used in all marketing materials, banners, tickets, posters and advertising. This includes: Yard signs, banner over Main Street, newspaper advertising, flyers sent home through the schools volunteer T-shirts at the event and more. • Taste of Clarkston event logo will be redesigned to include the title sponsor. • You will receive premier exhibit area at the event. (Your choice of location) • Hospitality tent for you and your guests provided by the Chamber. • Taste Cash/tickets for the event (\$250) • Full Year premium website advertising on www.clarkston.org (value \$2,000) • Full Year free inserts for Advertising Advantage (value \$1,750) • 12 embroidered golf shirts with Title sponsor/event logos • Video interview/press conference on public access TV, posted on YouTube and throughout the Chamber's social media connections. 	<p>This event is the largest Business to Consumer event that the Chamber hosts. Three years past attendance is estimated at over 15,000 each year. Marketing research shows that attendees predominantly come from local zip codes.</p> <ul style="list-style-type: none"> • 4 Weeks advertising in the Oakland Press and Clarkston News • Public Access TV • Over 5000 flyers sent home with students • Yard Signs • Website promotion (over 16,000 website visitors monthly) • Social Media: Facebook, Linked In, Twitter, YouTube • Advertising Advantage Mailing • Cross Promotion done at Chamber networking events and Concerts in the Park • Volunteer T-shirts
	5,000 Major Sponsor	July 8, 2011	<ul style="list-style-type: none"> • You will receive premier exhibit area at the event. • Hospitality tent for you and your guests provided by the Chamber. • Taste Cash/tickets for the event (\$100) • Full Year website advertising on www.clarkston.org (value \$1,000) • Six free inserts for Advertising Advantage (value \$1,050) • Premium Logo placement on sponsorship banners at the event (at Main Ticket Booth, KidZone and the Entertainment Stage) • Logo in marketing materials and advertising (including volunteer T-shirts at the event) 	
	3,750 Entertainment Sponsor	July 8, 2011	<ul style="list-style-type: none"> • You will receive premier exhibit area at the event. • Taste Cash/tickets for the event (\$75) • Six free inserts for Advertising Advantage (value \$1,050) • Premium Logo placement on sponsorship banners at the event (at Main Ticket Booth, KidZone and the Entertainment Stage) • Logo in marketing materials and advertising (including volunteer T-shirts at the event) 	
	2,500 KidZone Sponsor	July 8, 2011	<ul style="list-style-type: none"> • Logo on all advertising, flyers, website promoting this event. (4 weeks of newspaper advertising in Clarkston News and Oakland Press) • Taste Cash/tickets for the event (\$50) • FREE Advertising Advantage insert mailing • Premium Logo placement on sponsorship banners at the event (at Main Ticket Booth, KidZone and the Entertainment Stage) • Premium branding/exhibit space at the KidZone areas 	
	\$350 Restaurant Sponsor	Sept 1, 2011	<ul style="list-style-type: none"> • Logo on a restaurant's menu banner • Recognition on the Chamber's website 	

MONTH	EVENT	Investment Level	Deadline date	Value
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SEPT



Taste of Clarkston <i>Cont.</i> 14th annual September 25, 2011	Corporate Sponsor	1,500	July 9, 2011	<ul style="list-style-type: none"> • Logo/name on all advertising, flyers, website promoting this event. (4 weeks of newspaper advertising in Clarkston News and Oakland Press) • Taste Cash/tickets for the event (\$35) • One FREE Advertising Advantage insert mailing • Logo on sponsorship banners at the event (at Main Ticket Booth, KidZone and the Entertainment Stage) • Exhibit Space on Main Street
	Exhibitor	1000 Premium	September 2, 2011	<ul style="list-style-type: none"> • Exhibit space on Main Street • Name advertised on event map/menu • One FREE Advertising Advantage
	Exhibitor (On side streets nearest Main Street)	500	September 2, 2011	<ul style="list-style-type: none"> • Exhibit space on a side street—<i>positions nearest Main Street.</i> • Name advertised on event map/menu
	Value Exhibitor (On side streets)	250	September 2, 2011	<ul style="list-style-type: none"> • Exhibit space on a side street. • Name advertised on event map/menu
	Restaurant Sponsor	350	September 2, 2011	<ul style="list-style-type: none"> • Your business logo (full color) on one of the restaurant menu banners.
	Premium Shuttle Sponsor	250	September 2, 2011	<ul style="list-style-type: none"> • Your business logo (full color) on the shuttle sponsor thank you page which is taped to every seat on the shuttle busses.
	Shuttle Sponsor	200	September 2, 2011	<ul style="list-style-type: none"> • Your business name in large BOLD font on the shuttle sponsor thank you page which is taped to every seat on the shuttle busses.
	Value Shuttle Sponsor	100	September 2, 2011	<ul style="list-style-type: none"> • Your business name listed on the thank you page which is taped to every seat on the shuttle busses

Other Opportunities

Social Media Bootcamp	Sponsor	250		<ul style="list-style-type: none"> • 5 minutes presentation time before group • 2 tickets to event • Ability to display/exhibit at event
Luncheon Mixer	Sponsor	250		<ul style="list-style-type: none"> • Reserve seating for 8 at the event • Logo on promotional materials and website • 5 minutes presentation time to group
Special Event Guest Speaker Mixers	Sponsor	250		<ul style="list-style-type: none"> • Reserve seating for 8 at the event • Logo on promotional materials and website • 5 minutes presentation time to group

NOVEMBER

Expo

- Presenting Sponsor \$2,000
- Corporate \$750
- Hospitality \$500

JANUARY

WIB

- Women in Business Sponsor \$250

FEBRUARY

WIB

- Women in Business Sponsor \$250

MARCH

WIB

- Women in Business Sponsor \$250

APRIL

WIB

- Women in Business Sponsor \$250

JUNE/JULY

Concerts in the Park

- Presenting \$5000
- Local Talent \$2500
- Face Painting \$2500
- Corporate \$1500
- Titanium \$500
- Platinum \$250
- Gold \$100
- Silver \$50
- Bronze \$25

JUNE

Golf Classic

- Title Sponsor \$10,000
- Presenting Sponsor \$5,000
- Major Sponsor \$2,500
- Corporate Sponsor \$1,000
- Hole in One Sponsor (before 5/28/10 cost of insurance. After that date \$300 plus cost of insurance)
- Putting Contest \$500
- Breakfast Sponsor \$500
- Lunch Sponsor \$500
- Cart Sponsor \$500
- Scoreboard Sponsor \$500
- Kegs on Course Sponsor \$500
- Closest to the Pin Contest \$300
- Longest Drive Contest \$300
- Most Accurate Drive Contest \$300
- Registration Table \$200
- Mulligan Sponsor \$200
- Cigar Sponsor \$200
- Hole Sponsor \$150

September

Annual Meeting

- Premium Hospitality Sponsor \$500
- Hospitality Sponsor \$250

September

Taste of Clarkston

- Title Sponsor \$10,000
- Major Sponsor \$5,000
- Entertainment Sponsor \$3,750
- KidZone Sponsor \$2,500
- Corporate Sponsor \$1,500
- Premium Exhibitor Sponsor \$1,000
- Exhibitor \$500
- Value Exhibitor \$250
- Restaurant Sponsor \$350
- Premium Shuttle Sponsor \$250
- Shuttle Sponsor \$200
- Value Shuttle Sponsor \$100

Other Opportunities*

Social Media Bootcamp

- Sponsor \$250

Luncheon Mixer Sponsor

- Hospitality Sponsor \$250

Bulls Eye Business

Conference (October)

- Presenting Sponsor \$2000
- Corporate Sponsor \$1000
- Exhibitor \$250

*Not yet scheduled, subject to availability. If you check these boxes, we will contact you as events are scheduled.

YES! I'd like to be a sponsor!

- *Exact sponsorship value packages are subject to change.*
- *All sponsorships are subject to availability.*
- *Returning sponsors have right of first refusal for exclusive sponsorships.*

Company Name: _____

Contact Person: _____

Address: _____ City: _____ Zip: _____

Phone: _____ FAX: _____ Email Address: _____

Return completed form to: Clarkston Area Chamber of Commerce,
5856 S. Main St., Clarkston, MI 48346 **FAX BACK to: 248-625-8041**

If you have any questions, please call the Chamber office at 248-625-8055