



IOWA CITY AREA CHAMBER OF COMMERCE

# SPONSORSHIP BENEFITS

This guide details sponsorships of Iowa City Area Chamber of Commerce events, programs and initiatives. The following sponsorship tiers receive the benefits listed below. Additional benefits are listed individually under each sponsorship description. Creative requests will always be considered by Chamber staff. Average event attendance is listed in parentheses after each event description.

## LEAD SPONSOR

- Exclusive opportunity for one organization (some exceptions)
- Logo recognition in pre-event publicity including:
  - in Chamber newsletter, *Envision*, distributed in the *Corridor Business Journal* (**readers: 50,972**)
  - Chamber web calendar including live hyperlink to company website
  - in email announcements to Chamber members (**readers: 2,300**)
  - on invitations (if applicable)
  - in Facebook event description
- Visual recognition at event, including top billing on projection screens at front of room and opportunity to provide signage at check-in table (as applicable)
- Verbal recognition from the podium, including the opportunity to address attendees (as appropriate)
- Complimentary registration to the event (number varies based on event)

## SUPPORTING SPONSORS

- Name recognition in pre-event publicity including:
  - in Chamber newsletter, *Envision*, distributed in the *Corridor Business Journal* (**readers: 50,972**)
  - on Chamber web calendar including live hyperlink to company website
  - in email announcements to Chamber members (**readers: 2,300**)
- Visual recognition on event signage
- Verbal recognition from podium
- Complimentary registration to the event (number varies based on event)

## CONTRIBUTING SPONSORS

Opportunities reserved for companies with 25 or fewer employees

- Name recognition on Chamber web calendar including live hyperlink to company website
- Visual recognition on event signage
- Complimentary registration to the event (number varies based on event)

## TABLE SPONSORS

- Visual recognition on table signage
- Complimentary registration to the event (number varies based on event)



## IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

# CONNECT

### ● CHAMBER ANNUAL BANQUET

The Annual Banquet is our largest event of the year. The 2019 Banquet will be hosted on February 28, 2019 at the Coralville Marriott. **(up to 700)**

LEAD (1) \$6,000	SUPPORTING (3) \$3,000	TABLE \$900
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#### VIDEO SPONSOR \$4,500

**BENEFITS:** Visual recognition in our Annual Banquet video, premiered at the event and hosted on our website for years to come. Option for a cameo appearance.

### ● A TOAST TO OUR COMMUNITIES AWARDS BANQUET

Help honor distinguished members of the local business community at the 30th annual awards breakfast, held November 8th, 2018 at The Graduate Hotel. **(120-150)**

LEAD (1) \$3,000	SUPPORTING (5) \$1,000	TABLE \$350
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### ● EPIC PROGRAM

Empowered Professionals of the Iowa City area (EPIC) is the Chamber's "new" professionals group, with a constantly growing membership encompassing new hires, new-in-towns, and people growing a network in a new industry. **(200+ members)**

LEAD (1) \$3,000	SUPPORTING (3) \$1,000
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### ● AMBASSADOR PROGRAM

The 40-member Ambassador Committee celebrates milestones like ribbon cutting ceremonies and assists in Chamber events. Be recognized at the monthly meeting and above pictures of member business & celebrations in *Envision*.

LEAD (1) \$2,500

### ● NEW MEMBER SPEED NETWORKING

New members are introduced to everything the Chamber has to offer through a fun, fast-paced evening networking event with the leaders of the Chamber's various committees. Offered twice per year. **(15)**

LEAD (1) \$500	SUPPORTING (2) \$300
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### ● SHOP SMALL SHOP CRAWL: NEW EVENT!

Join the Chamber on November 24 for Small Business Saturday! We will be hosting meet-ups in our three largest communities, encouraging people to Shop Small and keep their holiday dollars local.

LEAD (1) \$3,000	SUPPORTING (3) \$1,000	CONTRIBUTING \$100
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### ● COMMUNITY ROUNDTABLES

Attendees from all local communities network and enjoy lunch at each community roundtable. Benefits include recognition on signage at each event web calendar and in all reminder emails throughout the year. **(20-40)**

CORALVILLE (weekly):	IOWA CITY (twice monthly):	NORTH LIBERTY (once monthly):
LEAD (1) \$2,000	LEAD (1) \$1,000	LEAD (1) \$750
SUPPORTING (4) \$1,000	SUPPORTING (4) \$500	SUPPORTING (4) \$300



# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

## ADVOCATE

### ● BUY HERE INITIATIVE

Buy Here is an economic development initiative of the Iowa City Area Chamber of Commerce to strengthen our economy through local purchasing.

#### BENEFITS:

**Lead:** Verbal recognition with Buy Here endorsement from podium at Chamber's title events (Annual Banquet, A Toast to Our Communities); recognition during the Shop Small Shop Crawl

**Supporting:** Buy Here logo to place on your website; free enhanced listing on Chamber website

**Contributing:** Company name included in sponsorship listing on the Iowa City Area Chamber of Commerce website

LEAD (1) \$5,000	SUPPORTING (3) \$1,500	CONTRIBUTING \$200
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### ● PUBLIC POLICY PROGRAM

The Chamber is the voice of business in Johnson County. We work on behalf of our members to address issues at the local, state and federal levels.

LEAD (1) \$2,500

### ● PRE-SESSION LEGISLATIVE RECEPTION

The pre-session legislative sendoff features elected officials, staff and business professionals from across the Corridor. This event will be hosted at Cedar Ridge Winery in December. (75)

LEAD (1) \$1,500	SUPPORTING (3) \$500	CONTRIBUTING \$250
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### ● CORRIDOR DAY AT THE CAPITOL

Local business leaders from the Iowa City and Cedar Rapids area lobby local business issues and host a networking luncheon with hundreds of legislators. (400-500)

LEAD (1) \$3,000	SUPPORTING (3) \$1,500	CONTRIBUTING (5) \$250
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### ● POST-SESSION WRAP-UP LUNCH

Area legislators will meet with Chamber members to discuss bills passed during the 2019 session and how these bills affect local businesses. This lunch will be Joint Roundtable style. (100)

LEAD (1) \$1,500	SUPPORTING (3) \$500
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### ● LEGISLATIVE BREAKFASTS

State and local legislators provide updates on priority issues during the legislative session each year. Breakfast meetings are hosted January through March. (20-25)

LEAD (1) \$2,000	SUPPORTING (3) \$500
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# EDUCATE

## ● EDUCATION INITIATIVE

The Chamber promotes school/business partnerships and informs members and the public about pertinent education issues. Receive recognition before, during, and after all Chamber Education programming for 2019.

**LEAD (2) \$7,000**

## ● EXCELLENCE IN EDUCATION

Excellence in Education is an after-school reception and awards ceremony to be held in April 2019. This event honors exceptional students, volunteers, educators and business partners in Johnson County. **(150)**

**LEAD (1)  
\$2,500**

**SUPPORTING (3)  
\$1,500**

**TABLE  
\$300**

## ● NEW TEACHER LUNCHEON

The New Teacher Luncheon is a highly-anticipated event held in August to welcome newly hired public and private K-12 educators to our area. **(160)**

**LEAD (1)  
\$2,500**

**GIFT BAG (1)  
\$1,000**

**SUPPORTING (3)  
\$1,500**

**TABLE  
\$300**

## ● COMMUNITY LEADERSHIP PROGRAM

The Community Leadership Program (CLP) develops 25 local business leaders' potential for leadership through over 100 guest speakers. In our 2017 survey, CLP was rated the Chamber's most valuable program.

Community & Place	Retreat & Team-Building
Health Care	Government
Human Services	Corridor Economics
Education	Arts & Culture
Agriculture/Environment	

**LEAD (1)  
\$5,000**

**SUPPORTING (3)  
\$2,500**

**SESSION (9)  
\$1,000**

**LUNCH (9)  
\$400**

**BREAKFAST (9)  
\$200**



# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

## CHAMBER COMMUNICATIONS AND MORE

### ● BUY HERE BUSINESS SPOTLIGHT

This distinction is given monthly to a locally-owned member business with 50 or fewer employees that excels in customer service and community involvement.

**BENEFITS:**

Recognition on all monthly spotlight videos and on the Chamber website.

**LEAD (1) \$4,000**

### ● CHAMBER STAFF EMAIL BANNERS

Chamber staff send about 20,000 emails per quarter. This marketing opportunity allows your business to place a banner ad on nearly every email we send out.

**QUARTERLY \$1,000**

### ● BOARD OF DIRECTORS MONTHLY MEETING

The 21-member Board meets monthly and includes influential business leaders. Sponsors will have their logo on signage and on board agendas, and the opportunity to present about their company.

**QUARTERLY \$250**

### ● CHAMBER COFFEE SPONSOR

The Chamber office hosts meetings daily for both the Chamber and outside organizations. Place your branded cups at every meeting in the Chamber offices, or even your coffee!

**QUARTERLY \$500**

### ● CHAMBER NEWSLETTERS

This sponsorship includes a hyperlinked banner ad at the top of Chamber Updates, a write-up with photos at the bottom of Chamber Update, and a half-page feature in *Envision*.

**MONTHLY (12) \$1,000**

### ● CHAMBER WEB BANNERS

The homepage is the most visited page on the Chamber's website. This sponsorship includes your company logo displayed on a rotating banner ad at the bottom of the Chamber's homepage.

**QUARTERLY (5) \$500**

### ● CHAMBER REINVENTION INITIATIVE

The Chamber is in a period of reinvention where we must define how to remain relevant and valuable to those we serve currently and those we wish to serve in the future. Sponsors of the Chamber Reinvention Initiative will help fund the work needed to become the "next generation" Chamber.

**BENEFITS:**

**Lead:** Opportunity to have input into the Chamber's vision and strategic plan; reserved seats near the front and verbal recognition from podium at Chamber's Annual Banquet; visual recognition on any printed materials that refer to Chamber Reinvention Initiative; opportunity to preview the chamber's vision and strategic plan before it goes to the full membership

**Supporting:** Verbal recognition from podium at Chamber's Annual Banquet; visual recognition on any printed materials that refer to Chamber Reinvention Initiative; opportunity to preview the Chamber's vision and strategic plan before it goes to the full membership

**Contributing:** Visual recognition on any printed materials that refer to Chamber Reinvention Initiative; opportunity to preview the Chamber's vision and strategic plan before it goes to the full membership

**LEAD  
\$5,000 AND  
ABOVE**

**SUPPORTING  
\$2,500-\$4,999**

**CONTRIBUTING  
\$500-\$2,499**