



adirondack
regional
CHAMBER
of commerce

MEMBERS ONLY! ...are you in?

2012 Sponsorship Opportunities & Packages



Adirondack Regional Chamber of Commerce

136 Glen Street, Suite 3 | Glens Falls, NY 12801

518-798-1761 | 518-792-4147 (fax) | adirondackchamber.org

Facebook: facebook.com/adirondackchamber | Twitter: twitter.com/adkchamber | LinkedIn: linkd.in/sGzoML

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SPONSORSHIP AGREEMENT FORMappendix

Annual Event Sponsorships

98th Annual J. Walter Juckett Awards Banquet

(formerly "Annual Dinner") **Thursday, February 9, 2012**

We listened! Based on member feedback, this prestigious event has been moved to a Thursday evening to encourage more business participation.

The Adirondack Regional Chamber is the voice of business in the region, committed to providing exceptional value to all Chamber members and area visitors. Join us for this premier networking event as we celebrate the Chamber's 98th year, honor the recipient of the 23rd Annual J. Walter Juckett Community Service Award, and feature the United Way auction.

\$2,500 Platinum Sponsor [EXCLUSIVE!]

- Includes ten (10) seats at the event
- Company-tailored episode of the Chamber's Online Video Series, "Marcantonio's Member Mania"
- Ad (with link to your website) in the Chamber's monthly e-newsletter, *Chamber Connections*
- Ad (with link to your website) in the Chamber's weekly e-news bulletin, *Monday Memo*
- Large Company logo in:
 - Event Program
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - During program, accompanied by a slide with your logo, and an invitation for company reps to stand
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$ 750 Cocktail Reception Sponsor [EXCLUSIVE!]

- Includes two (2) seats at the event
- Company logo:
 - On exclusive, stand-alone signage at the cocktail reception
 - (and company website) on all cocktail napkins used at the cocktail reception (printed by the Chamber)
- Company Name mention:
 - Event Program
 - Chamber Website / Chamber Events page (including link to your website)
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$1,500 Gold Sponsor

- Includes ten (10) seats at the event
- Company Name mention:
 - Event Program
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In PR and marketing, where possible (including link to your website)

98th Annual J. Walter Juckett Awards Banquet ...continued

\$1,000 Silver Sponsor

- Includes four (4) seats at the event
- Small Company logo in:
 - Event Program
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - During program, accompanied by a slide with the names of all gold sponsors
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$ 600 Bronze Sponsor

- Includes two (2) seats at the event
- Company Name mention:
 - Event Program
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In PR and marketing, where possible (including link to your website)

Business Forecast 2012

NEW!!

(mid-to-end of March 2012)

All-new this year! Join area professionals for the premier business forecasting event of the year and be part of the voice of business that drives this region. Now is the time to celebrate the accomplishments of the last year as we thank our outgoing Board Chairperson and hear what's new for the coming year as we welcome our incoming Board Chairperson.

\$1,000 Event Sponsor

- Includes eight (8) seats at the event
- Company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - During the Event
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn



Your Chamber connects you with
precisely the right people.

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Facebook: facebook.com/adirondackchamber | Twitter: twitter.com/adkchamber | LinkedIn: linkd.in/sGzoML

Eggs & Issues Breakfast

NEW!!

(Spring 2012)

Join the Adirondack Regional Chamber of Commerce in an informal public policy discussion with elected state officials. This discussion will provide attendees the opportunity to learn more about the strategic relationships between the region's business community and our state representatives with regards to higher education, the local economy, and the state's economic development efforts. Attendees will have the opportunity to participate in an engaging question and answer period following the presentation.

\$1,000 Platinum Sponsor [EXCLUSIVE!] SOLD!!

- Includes eight (8) seats at the event
- Company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - During the Event
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$ 500 Supporting Sponsor

- Includes four (4) seats at the event
- Company Name mention:
 - During the Event
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter

Office Support Luncheon

Wednesday, April 25, 2012

During this week of April 23rd, people all across the world will be celebrating Administrative Professionals Week. In the United States alone, there are more than 4.1 million Administrative Assistants. Join your Chamber in celebrating those who make our everyday work lives so much easier and more organized.

\$1,000 Signature Sponsor [EXCLUSIVE!] SOLD!!

- Includes eight (8) seats at the event
- Company logo on:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - During the Event, recognized as Signature Sponsor
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

Office Support Luncheon ...continued

\$ 500 Supporting Sponsor

- Includes four (4) seats at the event
- Company logo on:
 - Event Table Signage
 - Chamber Website / Chamber Events page (including link to your website)
- Company Name mention:
 - During the Event
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter

Spring Business Expo, Featuring Washington County

(April/May 2012)

Be part of the region's premier business expo and networking event as you meet and network with hundreds of successful local business professionals.

\$2,000 Presenting Sponsor [EXCLUSIVE!]

- Includes a one-color giveaway bag, branded with your Company logo, for each expo attendee and exhibitor
 - Inclusion of company-provided, company-branded tchotchke
- Includes exhibit table with premier placement (including electricity, if needed)
- Ad (with link to your website) in the Chamber's monthly e-newsletter, *Chamber Connections*
- Ad (with link to your website) in the Chamber's weekly e-news bulletin, *Monday Memo*
- Large company logo in:
 - Event Signage
 - Event Program
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn
 - Throughout the event, recognized as the Exclusive Presenting Sponsor

\$1,000 'Washington 500' Sponsor [EXCLUSIVE!]

(Only \$1,750 to exclusively sponsor BOTH the Spring & Fall Expos!!)

- Washington 500 Sponsor will provide a 'giant check' (for \$500) to be awarded in a special presentation in front of your company's exhibit table at the end of the expo
- Includes exhibit table (including electricity, if needed)
- Inclusion of company-provided, company-branded tchotchke in giveaway bag (bag is sponsored by Presenting Sponsor)
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - On special 'Washington 500' signage at the event

(... Washington 500 Sponsor continued on next page)

Spring Business Expo ...continued

\$1,000 'Washington 500' Sponsor [EXCLUSIVE!] (...continued)

- Company Name mention:
 - In Event Program
 - In all PR and marketing, where possible (including link to your website)
 - Throughout event, including at the presentation at the end, recognized as the 'Adirondack 500' Sponsor
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn
 - Chamber blog post about the event (including brief bio about the company and a link to your website)

\$1,000 Gold Sponsor

- Includes exhibit table with premier placement (including electricity, if needed)
- Inclusion of company-provided, company-branded tchotchke in giveaway bag (bag is sponsored by Presenting Sponsor)
- Small company logo in:
 - Event Signage
 - Event Program
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Throughout the event

\$ 500 Silver Sponsor

- Includes exhibit table (including electricity, if needed)
- Inclusion of company-provided, company-branded tchotchke in giveaway bag (bag is sponsored by Presenting Sponsor)
- Company Name mention:
 - In Event Program
 - On Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In all PR and marketing, where possible (including link to your website)
 - Throughout event
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)

Spring Golf Tournament

Monday, May 21, 2012

Don't miss the premier business-to-business golf tournament in the North Country at the exclusive and challenging Glens Falls Country Club. Experience a day of networking with more than 100 of the region's business leaders, while playing the historic Donald Ross-designed course that will leave you breathless.

\$2,500 Presenting Tournament Sponsor [EXCLUSIVE!]

- Presenting Sponsor will donate four (4) 1st Place prizes
- Includes Golf for eight (8) at the Glens Falls Country Club for the tournament
- Banner with your company logo, displayed at Clubhouse

(...Presenting Tournament Sponsor continued on next page)

Spring Golf Tournament ...continued

\$2,500 Presenting Tournament Sponsor [EXCLUSIVE!] (...continued)

- Display table at tournament (and Cocktail Reception & Awards Ceremony immediately following the tournament)
- Tee Sign with Company Name & Logo
- Company logo in:
 - Tournament Program
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$1,000 Eagle Sponsor

- Includes Golf for four (4) at the Glens Falls Country Club for the tournament
- Tee Sign with Company Name & Logo
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
- Company Name mention:
 - In Tournament Program
 - In all PR and marketing, where possible (including link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter

\$ 500 Master of the Well Sponsor

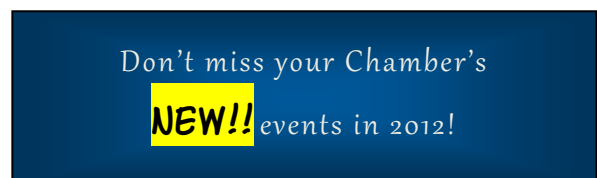
- Includes display table at well (where holes #5, #6, #10 & #11 converge)
- Signage at well and opportunity to meet, talk with, and market to all golfers
- Company Name mention:
 - In Tournament Program
 - In all PR and marketing, where possible (including link to your website)

\$ 500 + insurance Putting Contest Sponsor

- Includes display table at hole
- Signage at hole and opportunity to meet, talk with, and market to all golfers
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Tournament Program

\$ 350 + insurance Hole-in-One Sponsor

- Includes signage at hole
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Tournament Program



\$ 250 Driving Range Sponsor

- Includes signage at the Driving Range
- Table for display and opportunity to market at the driving range from 10:30am-12:30pm
- Company Name mention in program

Spring Golf Tournament ...continued

\$ 250 Cocktail Reception Sponsor

- Includes signage at Clubhouse
- Display table at Cocktail Reception & Awards Ceremony
- Company Name mention in program

\$ 200 Closest to Pin (Men) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 200 Closest to Pin (Women) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 200 Longest Drive (Men) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 200 Longest Drive (Women) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 125 Tee / Green Sign Sponsor

- Includes Customized Tee Sign with Company Name & Logo
- Five (5) hours of people having fun and looking at your company's name

\$ 100 Scoreboard Sponsor

- Includes Customized Sign with Company Name & Logo on the official scoreboard
- All day exposure and recognition during the Cocktail Reception & Awards Ceremony

\$ 35 (or 4/\$100) Cart Sponsor

- Includes Customized Cart Sign with Company Name & Logo
- Five (5) hours of people having fun and looking at your company's name

Towel Gimme Sponsor (Donation of 150 company-branded golf towels)

Goody Bag Sponsor (Donation of 150 company-branded tchotchkes for inclusion in giveaway bags)

Door Prize Sponsor (Donation of door prize valued at \$25 or more)



Can't decide? Try our packages on page 17.

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Dialogue with Congressman Gibson

(June 2012)

Join the Adirondack Regional Chamber of Commerce for an intimate public policy discussion with U.S. Congressman Chris Gibson, 20th District of New York. Attendees will be invited to participate in an engaging question and answer period.

\$1,000 Platinum Sponsor [EXCLUSIVE!]

- Includes eight (8) seats at the event
- Company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - During the Event
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$ 500 Supporting Sponsor

- Includes four (4) seats at the event
- Company Name mention:
 - During the Event
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter

Business of the Year Awards Breakfast

(end of June 2012)

The Adirondack Business Council of the Adirondack Regional Chamber of Commerce annually recognizes deserving Chamber members at this esteemed event for their achievements in business, economic, and quality of life contributions to our area.

\$1,000 Platinum Sponsor

- Includes a table of ten (10) seats at the event
- Display table at the event
- Large company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn
 - At the event

Business of the Year Awards Breakfast ...continued

\$ 750 Gold Sponsor

- Includes six (6) seats at the event
- Small company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter
 - At the event

\$ 500 Silver Sponsor

- Includes four (4) seats at the event
- Small company logo in:
 - Event Signage
- Company Name mention:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - In all PR and marketing, where possible (including link to your website)
 - At the event

\$ 350 Bronze Sponsor

- Includes two (2) seats at the event
- Company Name mention:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - In all PR and marketing, where possible (including link to your website)

2nd Annual Chamber Day at the Races

(tentative: Thursday, August 16, 2012)

A new tradition has begun! Your Chamber's 1st Annual Day at the Races was a rousing success. Join us this year for this uniquely exciting and enjoyable business networking event.

\$ 750 Event Sponsor

- Includes six (6) tickets to the event
- Opportunity to distribute company-provided, company-branded tchotchkes to all attendees
- Company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter
 - At the event

State of the Counties Breakfast

(Fall 2012)

Don't miss this opportunity to dialogue with elected officials and administrative professionals from Warren and Washington Counties for an open discussion on the initiatives, successes and challenges they are facing in 2012 and their vision for the future. Attendees will have the opportunity to participate in an engaging question and answer period.

\$1,000 Platinum Sponsor [EXCLUSIVE!]

- Includes eight (8) seats at the event
- Company logo in:
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - During the Event
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn

\$ 500 Supporting Sponsor

- Includes four (4) seats at the event
- Company Name mention:
 - During the Event
 - Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter
- Company Name mention:
 - During the Event
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn



The World is within reach with
Chamber sponsorships.

Whackers & Hackers Golf Outing

NEW!!

(early October 2012)

Brand new this year! Our goal is to bring people together (no matter your golfing skills) to have fun, network with other local business professionals, and enjoy a round of golf in a casual environment.

\$1,000 Signature Sponsor

- Includes Golf for four (4)
- Banner with your company logo, displayed at Clubhouse
- Display table at tournament (and Awards Dinner immediately following the outing)
Tee Sign with Company Name & Logo
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter

\$ 350 + insurance Hole-in-One Sponsor

- Includes signage at hole
- Company Name mention:
 - In all PR and marketing, where possible (including link to your website)
 - In Outing Program

\$ 250 Awards Reception Sponsor

- Includes signage at Clubhouse and at Awards Reception
- Display table at Awards Dinner
- Company Name mention in program

\$ 200 Closest to Pin (Men) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 200 Closest to Pin (Women) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 200 Longest Drive (Men) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 200 Longest Drive (Women) Sponsor

- Includes signage at hole
- Company Name mention in program

\$ 125 Tee / Green Sign Sponsor

- Includes Customized Tee Sign with Company Name & Logo
- Five (5) hours of people having fun and looking at your company's name



ARCC sponsorships get
YOUR NAME
where you need it.

Whackers & Hackers Golf Outing ...continued

\$ 100 Scoreboard Sponsor

- Includes Customized Sign with Company Name & Logo on the official scoreboard
- All day exposure and recognition during the Awards Reception

\$ 35 (or 4/\$100) Cart Sponsor

- Includes Customized Cart Sign with Company Name & Logo
- Five (5) hours of people having fun and looking at your company's name

Towel Gimme Sponsor

- Donation of 150 company-branded golf towels

Goody Bag Sponsor

- Donation of 150 company-branded tchotchkes for inclusion in giveaway bags

Door Prize Sponsor

- Donation of door prize valued at \$25 or more

ARCC sponsorships
provide
ROI you can measure.



Adirondack Business Show

Thursday, October 18, 2012

This event sells out every year! Join friends and colleagues for the Adirondack's premier fall business expo, featuring 100+ local exhibitors, all under one roof.

\$2,000 Presenting Sponsor [EXCLUSIVE!]

- Includes a one-color giveaway bag, branded with your Company logo, for each expo attendee and exhibitor
 - Inclusion of company-provided, company-branded tchotchke
- Includes exhibit table with premier placement (including electricity, if needed)
- Ad (with link to your website) in the Chamber's monthly e-newsletter, *Chamber Connections*
- Ad (with link to your website) in the Chamber's weekly e-news bulletin, *Monday Memo*
- Large company logo in:
 - Event Signage
 - Event Program
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn
 - Throughout the event, recognized as the Exclusive Presenting Sponsor

Sponsorships are first-come, first-served. Get 'em while they're hot!

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Facebook: facebook.com/adirondackchamber | Twitter: twitter.com/adkchamber | LinkedIn: linkd.in/sGzoML

\$1,000 'Adirondack 500' Sponsor [EXCLUSIVE!]

(Only \$1,750 to exclusively sponsor BOTH the Spring & Fall Expos!!)

- Adirondack 500 Sponsor will provide a 'giant check' (for \$500) to be awarded in a special presentation in front of your company's exhibit table at the end of the expo
- Includes exhibit table (including electricity, if needed)
- Inclusion of company-provided, company-branded tchotchke in giveaway bag (bag is sponsored by Presenting Sponsor)
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - On special 'Adirondack 500' signage at the event
- Company Name mention:
 - In Event Program
 - In all PR and marketing, where possible (including link to your website)
 - Throughout event, including at the presentation at the end, recognized as the 'Adirondack 500' Sponsor
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
 - In Chamber's social media outlets, including Facebook, Twitter, and LinkedIn
 - Chamber blog post about the event (including brief bio about the company and a link to your website)

\$1,000 Gold Sponsor

- Includes exhibit table with premier placement (including electricity, if needed)
- Inclusion of company-provided, company-branded tchotchke in giveaway bag (bag is sponsored by Presenting Sponsor)
- Small company logo in:
 - Event Signage
 - Event Program
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)
- Company Name mention:
 - In PR and marketing, where possible (including link to your website)
 - In Chamber's social media outlets, including Facebook and Twitter
 - Chamber blog post about the event (including brief bio about the company and a link to your website)
 - Throughout the event

\$ 500 Silver Sponsor

- Includes exhibit table (including electricity, if needed)
- Inclusion of company-branded tchotchke in giveaway bag (sponsored by Presenting Sponsor)
- Company Name mention:
 - In Event Program
 - On Event Signage
 - Chamber Website / Chamber Events page (including link to your website)
 - In all PR and marketing, where possible (including link to your website)
 - Throughout event
 - Chamber e-newsletters, *Chamber Connections* and *Monday Memo* (including link to your website)

Recurring Event Sponsorships

Chamber 101

An orientation for new (and seasoned!) Chamber members (held monthly)

\$ 50 Monthly Sponsor [EXCLUSIVE each month!]

- Includes opportunity to give a two-minute “commercial” at the orientation
- Opportunity to distribute company-branded tchotchkes to all attendees
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)

Connect for Lunch

(formerly “Networking Lunch”)

One of the Chamber’s most popular networking events.

- Wednesday, January 18, 2012
- Wednesday, February 1, 2012
- Friday, March 2, 2012
- Tuesday, April 10, 2012
- Wednesday, May 9, 2012
- Friday, June 15, 2012
- Thursday, July 12, 2012
- Wednesday, August 8, 2012
- Friday, September 7, 2012
- Wednesday, October 10, 2012
- Tuesday, November 13, 2012
- Wednesday, December 12, 2012

\$ 150 Monthly Sponsor [EXCLUSIVE each month!]

- Includes opportunity to give a five-minute “commercial” at the lunch
- Display Table at the Event
- Opportunity to distribute company-branded tchotchkes to all attendees
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber e-newsletter, *Monday Memo* (including link to your website)

Network for Enterprising Women (N.E.W.) Luncheons

Premium opportunity to reach the area’s professional business women.

- Tuesday, January 10, 2012
- Tuesday, February 7, 2012
- Tuesday, March 13, 2012
- Tuesday, April 3, 2012
- Tuesday, May 1, 2012
- Tuesday, June 5, 2012
- Tuesday, September 11, 2012
- Tuesday, October 2, 2012
- Tuesday, November 6, 2012
- Tuesday, December 4, 2012

\$ 100 Monthly Sponsor [EXCLUSIVE each month!]

- Includes opportunity to give a five-minute “commercial” at the luncheon
- Display Table at the Event
- Opportunity to distribute company-branded tchotchkes to all attendees
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber e-newsletter, *Monday Memo* (including link to your website)

B2B Exchange

(formerly “Third Thursday Mixer”)

Have a “life-after-work” experience at the Chamber’s after-hours business networking event.

- Thursday, January 19, 2012
- Thursday, March 15, 2012
- Thursday, April 19, 2012
- Thursday, May 17, 2012
- Thursday, June 21, 2012
- Thursday, July 19, 2012
- Thursday, November 15, 2012

\$ 250 Monthly Sponsor –OR– \$400 for 2 months [EXCLUSIVE each month!]

- Includes four (4) tickets to the Event
- Signage at the Event
- Display Table at the Event
- Opportunity to distribute company-branded tchotchkes to all attendees
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber e-newsletter, *Monday Memo* (including link to your website)
- Company name mention in:
 - Chamber’s social media outlets, including Facebook and Twitter

B2B Exchange – Special Events

Annual Boat Cruise on Lake George (Thursday, September 13, 2012)

Annual Holiday Mixer (Thursday, December 20, 2012)

\$ 300 Monthly Sponsor [EXCLUSIVE each month!]

- Includes four (4) tickets to the Event
- Signage at the Event
- Display Table at the Event
- Opportunity to distribute company-branded tchotchkes to all attendees
- Company logo in:
 - Chamber Website / Chamber Events page (including link to your website)
 - Chamber e-newsletter, *Monday Memo* (including link to your website)
- Company name mention in:
 - Chamber’s social media outlets, including Facebook and Twitter



→ and be known.

Advertising Opportunities

Chamber E-Newsletter Advertising

Advertising in Chamber's Electronic Newsletters

Advertisers receive prominent placement in the Chamber's e-newsletter, including a link to your company's website. In addition, each e-newsletter is posted in the Chamber's social media sites, including Facebook, Twitter and LinkedIn.

- \$75 for 1 week or \$200 for 3 weeks: Chamber's weekly e-news bulletin, *Monday Memo*
- \$100 for 1 month or \$270 for 3 months: Chamber's monthly e-newsletter, *Chamber Connections*

Chamber Online Video Series Advertising

\$ 250 Chamber's Online Video Series, "Marcantonio's Member Mania"

Each episode is approximately two (2) minutes in length and is scripted, videotaped, and produced by the Chamber.

- Your company-tailored episode of "Marcantonio's Member Mania" will have a prominent presence on the Chamber's homepage for a minimum of seven (7) consecutive days.
- Your one-of-a-kind episode will be featured in the Chamber's weekly e-news bulletin, *Monday Memo*
- You will also receive an archived link on the Chamber's YouTube Channel for as long as you are Chamber members – and will have the ability to add the link to your webpage.
- Additionally, the link will be posted in the Chamber's social media sites, including Facebook, Twitter, and LinkedIn.

Chamber Member Mailing Lists

Reach out to your peers with your uniquely targeted message. The Chamber has more than 1,000 members.

NOTE: ARCC never sells or provides Chamber Member phone numbers or emails as part of these lists.

- **\$ 150 Printed Labels** (one set of all main contacts, provided on printed mailing labels)
- **\$ 250 Electronic List** (Excel spreadsheet of all main contacts, with free updates for up to one year)

The Adirondack Regional Chamber of Commerce is committed to:

Promoting a strong local economy.

Providing opportunities to build relationships and making business connections.

Delivering programs to help businesses grow.

Representing and advocating on behalf of business.

Sponsorship Packages

WANT TO BE IN MORE THAN ONE PLACE? We've got the perfect solution.

The Adirondack Regional Chamber of Commerce is the voice of business in the region, committed to providing exceptional value, without exception, to all Chamber members and area visitors. We look forward to partnering with YOU to further that vision through one of our Sponsorship Packages.

\$5,000+ Investment LEADERSHIP CIRCLE

Leadership Circle is reserved exclusively for members that have invested at the highest level in the Adirondack Regional Chamber of Commerce. For your uniquely tailored Leadership Circle proposal, please contact ARCC Membership Manager John Marcantonio at 518-798-1761, ext. 228 or jmarcantonio@adirondackchamber.org.

\$4,500 Investment [[\\$5,350 value](#)] PREMIER SPONSOR

Includes the following as outlined in the previous pages:

- J. Walter Juckett Awards Banquet / Silver Sponsor
- Business Forecast 2012 / Event Sponsor
- Spring –**AND**– Fall Business Expos / Silver Sponsor
- Business of the Year Awards / Gold Sponsor
- State of the Counties / Event Sponsor
- Eggs & Issues / Event Sponsor
- Advertising in Chamber's Electronic Newsletters / Two (2) weeks in *Monday Memo* + Two (2) months in *Chamber Connections*
- One (1) company-tailored episode of "Marcantonio's Member Mania"

\$3,800 Investment [[\\$4,825 value](#)] CHAMPION SPONSOR ← BEST VALUE!!

Includes the following as outlined in the previous pages:

- J. Walter Juckett Awards Banquet / Silver Sponsor
- Spring –**AND**– Fall Business Expos / Silver Sponsor
- Spring Golf Tournament / Eagle Sponsor
- State of the Counties / Event Sponsor
- Chamber Day at the Races / Event Sponsor
- Connect for Lunch / Sponsor for One (1) Month
- B2B Exchange / Sponsor for One (1) Month
- Advertising in Chamber's Electronic Newsletters / One (1) week in *Monday Memo* + One (1) month in *Chamber Connections*

\$2,900 Investment [[\\$3,175 value](#)] ADVOCATE SPONSOR

Includes the following as outlined in the previous pages:

- J. Walter Juckett Awards Banquet / Bronze Sponsor
- Spring –**AND**– Fall Business Expos / Silver Sponsor
- State of the Counties / Event Sponsor
- Eggs & Issues / Event Sponsor
- Advertising in Chamber's Electronic Newsletters / One (1) week in *Monday Memo* + One (1) month in *Chamber Connections*
- B2B Exchange / Regular Monthly Sponsor for two (2) months

\$1,950 Investment [[\\$2,025 value](#)] BOOSTER SPONSOR

Includes the following as outlined in the previous pages:

- Business Forecast 2012 / Event Sponsor
- Office Support Luncheon / Event Sponsor
- Spring –**OR**– Fall Business Expo / Silver Sponsor
- B2B Exchange / Regular Monthly Sponsor for one (1) month

\$1,750 Investment [[\\$2,000 value](#)] EXPO 500 SPONSOR

Includes the 'Washington 500' and 'Adirondack 500' Sponsorship for the Spring and Fall Business Expos.



MEMBERS ONLY! ...are you in?

2012 Sponsorship Agreement



I, (printed name): _____ (title): _____

representing (company name): _____ understand

ARCC Sponsorships are reserved on a first-come, first-served basis and payment is required in order to secure sponsorships.

Authorized Signature: _____ Date: _____

CHECK THE BOX(ES) BESIDE THE SPONSORSHIP(S) YOU'D LIKE TO SECURE.

98th Annual J. Walter Juckett Awards Banquet

- \$2,500 Platinum Sponsor [EXCLUSIVE!]
- \$ 750 Cocktail Reception Sponsor [EXCLUSIVE!]
- \$1,500 Gold Sponsor
- \$1,000 Silver Sponsor
- \$ 600 Bronze Sponsor

Business of the Year Awards Breakfast

- \$1,000 Platinum Sponsor
- \$ 750 Gold Sponsor
- \$ 500 Silver Sponsor
- \$ 350 Bronze Sponsor

Eggs & Issues Breakfast

- \$1,000 **SOLD** Platinum Sponsor [EXCLUSIVE!]
- \$ 500 Supporting Sponsor

Dialogue with Congressman Gibson

- \$1,000 Platinum Sponsor [EXCLUSIVE!]
- \$ 500 Supporting Sponsor

State of the Counties Breakfast

- \$1,000 Platinum Sponsor [EXCLUSIVE!]
- \$ 750 Supporting Sponsor

Business Forecast 2012

- \$1,000 Event Sponsor

2nd Annual Chamber Day at the Races

- \$ 750 Event Sponsor

Office Support Luncheon

- \$1,000 **SOLD** Signature Sponsor
- \$ 500 Supporting Sponsor

Spring Business Expo, Featuring Washington County

- \$2,000 Presenting Sponsor [EXCLUSIVE!]
- \$1,000 'Washington 500' Sponsor [EXCLUSIVE!]
- \$1,000 Gold Sponsor
- \$ 500 Silver Sponsor

Adirondack Business Show

- \$2,000 Presenting Sponsor [EXCLUSIVE!]
- \$1,000 'Adirondack 500' Sponsor [EXCLUSIVE!]
- \$1,000 Gold Sponsor
- \$ 500 Silver Sponsor

All Chamber sponsorships are reserved on a first-come, first-served basis with full payment.

Spring Golf Tournament

- \$2,500 Presenting Sponsor [EXCLUSIVE!]
- \$1,000 Eagle Sponsor
- \$ 500 Master of the Well Sponsor
- \$ 500 + insurance Putting Contest Sponsor
- \$ 350 + insurance Hole-in-One Sponsor
- \$ 250 Driving Range Sponsor
- \$ 250 Cocktail Reception Sponsor
- \$ 200 Closest to Pin (Men) Sponsor
- \$ 200 Closest to Pin (Women) Sponsor
- \$ 200 Longest Drive (Men) Sponsor
- \$ 200 Longest Drive (Women) Sponsor
- \$ 125 Tee / Green Sign Sponsor
- \$ 100 Scoreboard Sponsor
- \$ 35 (or 4/\$100) Cart Sponsor
- Towel Gimme Sponsor
- Goody Bag Sponsor
- Door Prize Sponsor

Chamber 101

- \$ 50 January 2012
- \$ 50 February 2012
- \$ 50 March 2012
- \$ 50 April 2012
- \$ 50 May 2012
- \$ 50 June 2012
- \$ 50 July 2012
- \$ 50 August 2012
- \$ 50 September 2012
- \$ 50 October 2012
- \$ 50 November 2012
- \$ 50 December 2012

Network for Enterprising Women (N.E.W.) Luncheon

- \$ 100 Tuesday, January 10, 2012
- \$ 100 Tuesday, February 7, 2012
- \$ 100 Tuesday, March 6, 2012
- \$ 100 Tuesday, April 13, 2012
- \$ 100 Tuesday, May 1, 2012
- \$ 100 Tuesday, June 5, 2012
- \$ 100 Tuesday, September 11, 2012
- \$ 100 Tuesday, October 2, 2012
- \$ 100 Tuesday, November 6, 2012
- \$ 100 Tuesday, December 4, 2012

Whackers & Hackers Golf Outing

- \$1,000 Signature Sponsor
- \$ 350 + insurance Hole-in-One Sponsor
- \$ 250 Awards Reception Sponsor
- \$ 200 Closest to Pin (Men) Sponsor
- \$ 200 Closest to Pin (Women) Sponsor
- \$ 200 Longest Drive (Men) Sponsor
- \$ 200 Longest Drive (Women) Sponsor
- \$ 125 Tee / Green Sign Sponsor
- \$ 100 Scoreboard Sponsor
- \$ 35 (or 4/\$100) Cart Sponsor
- Towel Gimme Sponsor
- Goody Bag Sponsor
- Door Prize Sponsor

Connect for Lunch

- \$ 150 Wednesday, January 18, 2012
- \$ 150 Wednesday, February 1, 2012
- \$ 150 Friday, March 2, 2012
- \$ 150 Tuesday, April 10, 2012
- \$ 150 Wednesday, May 9, 2012
- \$ 150 Friday, June 15, 2012
- \$ 150 Thursday, July 12, 2012
- \$ 150 Wednesday, August 8, 2012
- \$ 150 Friday, September 7, 2012
- \$ 150 Wednesday, October 10, 2012
- \$ 150 Tuesday, November 13, 2012
- \$ 150 Wednesday, December 12, 2012

B2B Exchange

- \$ 400 TWO (2) B2B Exchange for:
(month 1) _____
(month 2) _____
- \$ 250 Thursday, January 19, 2012
- \$ 250 Thursday, March 15, 2012
- \$ 250 Thursday, April 19, 2012
- \$ 250 Thursday, May 17, 2012
- \$ 250 Thursday, June 21, 2012
- \$ 250 Thursday, July 19, 2012
- \$ 250 Thursday, November 15, 2012

B2B Exchange – Special Events

- \$ 300 Boat Cruise on Lake George (Sept 13, 2012)
- \$ 300 Holiday Mixer (Dec 20, 2012)

Advertising

- \$ 75 for 1 week: Chamber’s weekly e-news bulletin, *Monday Memo*
- \$ 200 for 3 weeks: Chamber’s weekly e-news bulletin, *Monday Memo*
- \$ 100 for 1 month: Chamber’s monthly e-newsletter, *Chamber Connections*
- \$ 270 for 3 months: Chamber’s monthly e-newsletter, *Chamber Connections*
- \$ 250 Chamber’s Online Video Series, “Marcantonio's Member Mania”

Mailing Lists

- \$ 150 Mailing Labels
- \$ 250 Electronic List

Sponsorship Package Savings

- \$4,400 Premier Sponsor Package
- \$3,750 Champion Sponsor Package
- \$2,900 Advocate Sponsor Package
- \$1,950 Booster Sponsor Package
- \$1,750 ‘Washington 500’ and ‘Adirondack 500’ Sponsor Package for Spring and Fall Business Expos
- Please contact me about the \$5,000+ Leadership Circle

BONUS OFFER!
 Submit this form
by December 31, 2011
 (min \$1,000 investment required)
 and receive a **FREE!!**
 Chamber Member Mailing List
 (valued at \$250)

\$_____ **Total Investment** (full payment must be received at time of submission in order to secure sponsorships)

Contact Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

() Check (payable to ARCC) () VISA as follows () MasterCard as follows

Card #: _____

Exp. Date: _____ CVV2 Code: _____

Signature: _____

Billing address: () Same as above () Different as noted here: _____

QUESTIONS? It’s our pleasure to serve you. Contact us today!

Donna Smaldone, Director of Marketing & Communications | 518-798-1761, ext. 229 | dsmaldone@adirondackchamber.org

Patti Pepe, Member Events Manager | 518-798-1761, ext. 222 | ppepe@adirondackchamber.org

Return 3-page Sponsorship Agreement to: **Adirondack Regional Chamber of Commerce**
518-792-4147 (fax) | 136 Glen St, Suite 3, Glens Falls, NY 12801
Questions? Call 518-798-1761