



209 West Divine Street
PO Box 548
Dunn North Carolina 28335
(910)892-4113 Fax: (910)892-4071

December 2010

Dear Chamber Member:

In an effort to give our members a better return on their marketing efforts, the Dunn Area Chamber of Commerce will continue the Sponsorship Rewards Program.

This program allows our members to make their sponsorship commitments for the year to assist them with their budgeting. This program has been very beneficial for 2010 for the Chamber and its membership by offering greater value for chamber sponsorships.

Rewards begin at the sponsorship level as low as \$750. To reap the rewards, all you have to do is make your commitment by December 31, 2010. I have included a Sponsorship Rewards Program Information Sheet, which lists the various investment levels, the value you receive for that investment and a list of all the sponsorship and advertising opportunities available through your chamber membership. I will be more than happy to work with you on trading any of the sponsorships. For instance, if you want to be a presenting sponsor for one event or sponsor a Business After Hours, we can trade sponsorships to make this happen. I will work with you to get the value you deserve from your investment.

The Chamber wants you to get the most value for your marketing dollars as possible and we know in these economic times – every dollar counts. We certainly hope that you see the value in this program for your business.

If you have any questions or would like to discuss this program with me, please do not hesitate to contact me at 910-892-4113.

Thank You for your continued support of the Dunn Area Chamber of Commerce!

Sincerely,

A handwritten signature in black ink that reads "Tammy Williams". The signature is written in a cursive style.

Tammy Williams
Executive Vice President

Dunn Area Chamber of Commerce Sponsorship Rewards Program

Diamond Level: \$3,500+ Sponsorships - \$5,700+ Value

- Business Fest Expo Gold – 1 booth, Flyers, Tabloid, Sign, Newsletter
- Golf Tournament Gold – 1 team, hole sponsor
- Christmas Gala Platinum Star – 8 tickets, VIP Seating programs and newsletters
- Boogie on Broad Gold – T-shirts, Ads, Flyers, Banners, Newsletter and Web Site
- Annual Banquet Gold Sponsor – 6 tickets, Reserved Seating and Promotions
- Logo on Spring Clean Up T-Shirt

Rewards listed below:

- 3½ x 4 ad in Newsletter *or* 3½ x 2 Back Cover Ad in Newsletter for the entire year of 2011
- 3 inserts in Chamber newsletter for 2011
- Logo Side Bar Ad on the Chamber Web Site for 1 year
- Banner Ad on Chamber Web Site for one quarter *or* Full Page Ad in Membership Directory
- Logo on Floating Chamber Sign to be displayed at Chamber and Chamber Events

Platinum Level: \$3,000 Sponsorships - \$4,800+ Value

- Business Fest Expo Gold – 1 booth, Flyers, Tabloid, Sign, Newsletter *or* Golf Tournament Gold which includes 1 team and hole sponsor
- Christmas Gala Platinum Star – 8 tickets, VIP Seating programs and newsletters
- Boogie on Broad Gold – T-shirts, Ads, Flyers, Banners, Newsletter and Web Site
- Annual Banquet Gold Sponsor – 6 tickets, Reserved Seating and Promotions
- Name on Spring Clean Up T-Shirt

Rewards listed below:

- 3½ x 4 ad in Newsletter *or* 3½ x 2 Back Cover Ad in Newsletter for the entire year of 2011
- 2 inserts in Chamber newsletter for 2011
- Logo Side Bar Ad on the Chamber Web Site for 1 year
- 7x6 Ad in Membership Directory
- Logo on Floating Chamber Sign to be displayed at Chamber and Chamber Events

Gold Level: \$2,500 Sponsorships - \$3,850+ Value

- Business Fest Expo Gold – 1 booth, Flyers, Tabloid, Sign, Newsletter *or* Golf Tournament Gold which includes 1 team and hole sponsor
- Christmas Gala Platinum Star – 8 tickets, Programs and newsletters
- Boogie on Broad Silver – T-Shirts, Banners, and Newsletter
- Annual Banquet Silver Sponsor – 4 tickets, Reserved Seating and Promotions
- Logo on Spring Clean Up T-Shirt

Rewards listed below:

- 3½ x 6 ad in Membership Directory or (3½ x 2 ad in Newsletter)
- Logo Side Bar Ad on the Chamber Web Site for 1 year
- 2 inserts in Newsletter for year and 2 sets of Membership Mailing Labels
- Logo on Floating Chamber Sign to be displayed at Chamber and Chamber Events

Silver Level: \$2,000 Sponsorships - \$3,000+ Value

- Business Fest Expo Gold – 1 booth, Flyers, Tabloid, Sign, Newsletter *or* Golf Tournament Gold which includes 1 team and hole sponsor
- Christmas Gala Silver Angel – 4 tickets, Programs and newsletters
- Boogie on Broad Silver –T-Shirts, Banners, and Newsletter
- Annual Banquet Silver Sponsor – 4 tickets, Reserved Seating and Promotions
- Logo on Spring Clean Up T-Shirt *or* AB Award Sponsor

Rewards listed below:

- Logo Bottom Ad on the Chamber Web Site for 1 year **and** 2 inserts in newsletter
- 3 ½ x 2 ad in newsletter for year *or* 3½ x 6 ad in Membership Directory
- Logo on Floating Chamber Sign to be displayed at Chamber and Chamber Events

Bronze Level: \$1,500 Sponsorships - \$2,100 Value

- Business Fest Expo Gold – Booth, Flyers, Tabloid, Sign, Newsletter *or* Golf Tournament Gold – Hole Sponsor, 1 team
- Christmas Gala Silver Bell – 4 tickets, Programs and newsletters
- Boogie on Broad Bronze – Banner and Newsletter
- Annual Banquet Bronze Sponsor – 2 tickets, Reserved Seating and Promotions
- Name on Spring Clean Up T-Shirt *or* Ambassador or Beautification Award Sponsor

Rewards listed below:

- 3½ x 6 ad in Membership Directory **and** 1 insert in Newsletter for year **and** 3 ½ x 2 ad in Newsletter

Sponsorships can be traded and rewards can be traded – for instance you can be the official Sponsor at the Annual Banquet and reduce other sponsorships. You can trade the Back Cover Ad in Color on the Membership Directory for other rewards which equal that value. Rewards should not be traded for Sponsorships – if traded, rewards can only be traded for sponsorships at 50% of value.

Call Tammy Williams at 910-892-4113 and she will help you work out the details.

Commit Your Sponsorships by December 31 to Reap Rewards!

Other Sponsorship Levels to Reap Rewards

Sponsorship Investment of \$1000 reaps \$300 in Rewards giving you up to \$1400 value.

Sponsorship Investment of \$750 reaps \$150 in Rewards giving you up to \$1000 value.

Business Name _____

Contact _____ Telephone _____

Our Business commits to \$ _____ Level in Sponsorships for 2011.

_____ Please invoice me the total amount before December 31, 2010.

_____ Please invoice me for the total amount after January 1, 2011.

_____ Please invoice me in 2 installments due January and July, 2011.

_____ Please invoice me quarterly (January, April, July, October).

_____ Total Payment is Enclosed.

_____ I would like to pay by Credit Card or set up other payment arrangements– Call Me.

Thank You for Your Support of the Dunn Area Chamber of Commerce!

Please Mail or Fax to: DACC, PO Box 548, Dunn NC 28335

Fax (910) 892-4071

Email: tammy@dunnchamber.com

For Questions, Call Tammy Williams at 910-892-4113

Dunn Area Chamber of Commerce, Inc.

2011 Sponsorship Opportunities

Annual Banquet

- Official - \$1,500 (limited to 1) – 10 tickets, VIP Seating and Promotions
- Gold - \$450 – 6 tickets, Reserved Seating and Promotions
- Silver - \$300 – 4 tickets, Reserved Seating and Promotions
- Bronze - \$150 – 2 tickets, Reserved Seating and Promotions

Award Sponsors are limited to one business per award.

- Man of Year Award - \$150 – 1 ticket and promotions (2009 – Paul Perry)
- Small Business of the Year - \$200 – 1 ticket and promotions (2009 – Drs. Townsend and Townsend)
- Woman of the Year - \$150 – 1 ticket and promotions (2009 – Linda Hayes)
- Ambassador of the Year - \$100 – 1 ticket and promotions (2009 – Annette Barfield)
- Past President - \$200 – 1 ticket and promotions (2009 – Bill Lasater)
- President's Club - \$200 – 1 ticket and promotions (2009 – 8 awards presented last year)
- Business of Year (mid to large) - \$200 – 1 ticket and promotions (2009 – First Federal Bank)
- Beautification Award of the Year - \$100 – 1 ticket and promotions – NEW AWARD

Boogie on Broad– Two Concerts

- Presenting - \$3,000 (Limited to 1) – Presenting recognition on everything
- Gold - \$1,000 – Recognition T-Shirts, Ads, Flyers, Materials, Banner and Newsletters
- Silver - \$500 – Recognition T-Shirts, Banner and newsletters
- Bronze - \$250 – Recognition Banner and newsletters

Business First

- Title - \$3,000 (Limited to 1) – Title Recognition on Everything, 2 booths, Banner at event
- Platinum - \$1000 – Special Sponsorship such as Hospitality Room, 1 booth, Banner at event, if provided
- Gold - \$500 – Recognition on flyers, Newsletter, Tabloid, Sign – 1 booth, Banner at event, if provided
- Silver - \$250 – Recognition on Sign, Tabloid, Newsletter
- Bronze - \$150 – Recognition on Sign, Tabloid, Newsletter

Christmas Gala Special Note – Tickets are \$50 each

- Presenting - \$2,000 (Limited to 1) – Recognition on Everything, 10 tickets, VIP Seating
- Platinum Star- \$1,000 – Recognition in Programs, Newsletters, VIP Seating, 8 tickets
- Gold en Angel- \$750 – Recognition in Programs, Newsletters, 6 tickets
- Silver Bells - \$500 – Recognition in Programs, Newsletters, 4 tickets
- White Christmas - \$250 – Recognition in Programs, Newsletters, 2 tickets

Golf Tournament

- Title - \$1,500 (limited to 1) exclusive naming rights – 2 teams
- Platinum - \$1,000 – Hole sponsor, Display Area, 2 teams
- Gold – \$500 - Hole sponsor, 1 team
- Hole Sponsor - \$100 Sign at Hole

Education Sponsorships

- Leading - \$250 – Logo Recognition in Golden Apples, Newsletter and on Sign used at schools (event)
- Friend - \$100 – Business Name Recognition in Golden Apples, Newsletter and on Sign used at schools (event)

Spring Clean Up/Beautification Projects

- \$250 – Logo on T-Shirt
- \$100 – Business Name on T-Shirt

Business After Hours

- \$250 plus Catering Cost to host and sponsor After Hours
- Co-sponsor (must have 5) - \$400 (Chamber Staff to handle catering, location, etc.)

Advertising Opportunities/Chamber Champion Rewards Listed Below

New Member Orientation

\$100 – Sponsor Orientation Breakfast/Lunch for new members – 1 available per year

Inserts in Newsletter

___\$100 plus 600 flyers – Designate Month (s): _____ (Limited to 3 per month)

Membership Labels

___\$25 each set

Welcome Home to Dunn Bags

___\$150 (limited to 8) – Ad on bag used for Welcome Home to Dunn, Campbell Street Fair & Operation Thank You

Ads in Newsletter – entire year – Newsletter is on the Chamber's Website also

___ 3 ½ x 2 = \$250 ___ 3 ½ x 4 = \$400 ___ Back Cover (3 ½ x 2) - \$300

Except ___ Ad for 1 month 4x5 - \$50

Chamber Website – Advertising

Web Page Averages about 20,600 views and more than 10,342 (increase of 2,500 from last year) visits per month

Home Page Banner Ad - \$500/quarter; \$900/6 months; \$1,800/year

Membership Search Banner Ad – same as above

Home Page & Membership Search Logo Side Bar Ad - \$250/quarter; \$800/year

Home Page & Membership Search (smaller) Logo Ads bottom - \$150/quarter; \$500/year

2011 – 2012 Membership Directory Ads

3 ½ x 2 - \$150

3 ½ x 4 - \$200

3 ½ x 6 - \$250

7 x 4 - \$300

7 x 6 - \$350

Back Cover (2 color) - \$750

Full Page inside - \$450

Back Cover (full color) - \$1,000

Chamber Email Update

___ Free for 2011 - 4 x 5 ad in Chamber Email Update with hyperlink – First Come First Serve – Limit One Ad per Email
– Chamber Champions get Priority over week choice.