

# 2020 SPONSORSHIP AND MARKETING OPPORTUNITIES

ACCHAMBER.COM



# WHY INVEST IN YOUR BRAND THROUGH THE CHAMBER?

We CONNECT. We INFORM.  
We ADVOCATE. We THRIVE.

The Chamber's active membership represents nearly 600 small businesses, non-profit organizations, large corporations, educational institutions, and entrepreneurs employing more than 60,000 people in the Atlantic County region.

Members say Chamber partnerships strengthen their brand, generate business leads, and increase their visibility to a targeted audience.

Stand out from the crowd and position yourself as a leader within our community! Contact the Chamber to request a personalized marketing plan today.





# MIXERS

FEBRUARY, APRIL, JUNE, OCTOBER,  
AND DECEMBER

Atlantic County's premier networking event offers the opportunity to make new or renew existing business connections. Hosted at various member businesses and are in conjunction with other business organizations..



Benefits	Series Sponsor \$500	Promotional Table \$150
Availability	Limit Five (5)	Per Mixer Pending Site
Tow-minute attendee greeting	✓	
Mic time for a door prize drawing	✓	
Social media mention	✓	
Promotional table	✓	✓
Company name or logo on Chamber provided event signage	Logo	
Company name or logo on event landing page	Logo	
Spoken podium recognition	✓	✓
Chamber offers your door prize		✓

# LEADERSHIP SERIES

FOUR TIMES PER YEAR

Keynote speakers and/or a panel of industry experts present insightful information on current trends, issues, and efforts that impact our community. Leadership Series events are FREE to all attendees. Past Leadership Series events attract 100+ attendees and topics have included Economic Outlook, Casino Executive Update, and addressing the Opioid Crisis in the Workplace.



# LEADERSHIP SERIES

## SPONSORSHIP OPTIONS

Benefits	Series Presenting Sponsor \$6,500	Casino Executive Update \$2,000	Environment and Energy \$2,000	Education and Workforce Development \$2,000	Infrastructure and Construction \$2,000	Series Supporting Sponsor \$4,000
Availability	Limit Two (2)	Limit Four (4)	Limit Four (4)	Limit Four (4)	Limit Four (4)	-
Option to moderate or participate on panel	✓	✓	✓	✓	✓	-
Press release mention	✓	✓	✓	✓	✓	-
Social media mention	✓	✓	✓	✓	✓	-
2-minute attendee greeting	✓	✓	✓	✓	✓	-
Promotional table	✓	✓	✓	✓	✓	✓
Logo or name on event signage	Logo	✓	✓	✓	✓	Name
Logo or name on website landing page	Logo	Logo	Logo	Logo	Logo	Name
Logo or name in emails	Logo	Logo	Logo	Logo	Logo	Name
Spoken podium recognition	✓	✓	✓	✓	✓	-



# STATE OF THE COUNTY

FEBRUARY

The annual State of the County Luncheon is partnership between the Greater Atlantic City Chamber and Atlantic County Government. Attendees will hear from the Atlantic County Executive on the prior year's accomplishments and the plans for the county for future. The event attracts more than 200 people each year.



# STATE OF THE COUNTY

## SPONSORSHIP OPTIONS

Benefits	Presenting Sponsor \$3,000	GOLD Sponsor \$1,500	SILVER Sponsor \$1,000	BRONZE Sponsor \$500
Availability	Limit of Two (2)	Limit of Six (6)	-	-
Event tickets	10	10	Six (6)	Four (4)
Press release and social mentions	✓	-	-	-
Opportunity to distribute collateral	✓	✓	✓	✓
Logo in program presentation	✓	✓	✓	-
2-minute attendee greeting	✓	-	-	-
Logo or name on event signage	Logo	Logo	Logo	Name
Logo or name on website landing page	Logo	Logo	Logo	Name
Logo or name in emails	Logo	Logo	Name	Name
Spoken podium recognition	✓	✓	-	-

# MEET THE CLASS 2020

MARCH

Highlighted at this networking reception will be Atlantic County's newly-elected and returning elected officials.

This event provides Greater Atlantic City Chamber members and community guests an exclusive opportunity to meet the delegations representing their businesses and communities and to begin building or re-establishing relationships.

The evening will be a ticketed informal meet and greet



Benefits	Presenting Sponsor \$2,500	Supporting Sponsor \$1,500	Contributing Sponsor \$500
Availability	Two	Four	-
Tickets	20	10	5
Two-minute attendee greeting	✓	-	-
Mic time for a door prize drawing	✓	✓	-
Social media mention	✓	✓	✓
Promotional table	✓	✓	✓
Company name or logo on Chamber provided event signage	Logo	Logo	Name
Company name or logo on event landing page	Logo	Logo	Logo
Spoken podium recognition	✓	✓	✓



# BUSINESS EXCELLENCE AWARDS

APRIL

The Business Excellence Awards banquet recognizes and celebrates businesses and individuals who have distinguished themselves by fostering growth, innovation, community service, and excellence in their sectors. It is important to note that all award recipients are nominated and selected by their peers as a tribute to their collective achievements.



# BUSINESS EXCELLENCE AWARDS

## Redina Gilliam-Mosee Business Leader of the Year

This award honors the most dynamic members of our business community who represent unparalleled commitment to their company, industry, and community.

## Excellence in Small Business

Awarded to a member for-profit business with 1 to 10 employees that displays overall outstanding contributions to community.

## Economic Impact Award

Awarded to a member for-profit business that has made a significant investment in the community resulting in a positive impact on the Atlantic County Economy and surrounding regions.

## John G. Fitzpatrick Community Leader of the Year

Awarded to an individual who with loyalty and dedication, and without thought of personal gain, work for the community betterment in Atlantic County.

## Tourism Excellence

The award will recognize a member business or organization that has played a vital role in the growth of the tourism industry in the region.

## Outstanding Young Professional

The recipient of this award represents the next generation of business professional who will play an important role in the area's growth and prosperity. Recipient must be 35 years old or younger.

# BUSINESS EXCELLENCE AWARDS

## SPONSORSHIP OPTIONS

Benefits	Presenting Sponsor \$5,000	Award Sponsor \$2,000	Table Sponsor \$1,500	Table of 10	Supporting Sponsor \$750
Availability	Limit of One	Limit of Six (6)	-	-	-
Event tickets	20	10	10	10	Four (4)
Press release and social mentions	✓	✓	-	-	-
Logo or name on printed event invitation	Logo	Logo	Name	-	Name
Full page ad in event program	✓	✓	✓	-	✓
Logo in program presentation	✓	✓	✓	-	-
2-minute attendee greeting	✓	-	-	-	-
Opportunity to present award	✓	✓	-	-	-
Logo or name on event signage	Logo	Logo	Logo	Name	Name
Logo or name on website landing page	Logo	Logo	Logo	Name	Name
Logo or name in emails	Logo	Logo	Name	-	Name
Spoken podium recognition	✓	✓	-	-	-



# CHAMBER GOLF CLASSIC

MAY

The annual Chamber golf outing provides a fun afternoon of networking with a wide range of influential community and business leaders. Enjoy one of the area's most high-profile golf events while playing best ball with LPGA professionals on the Pines Course at Seaview Resort and Golf Club. Breakfast and lunch is included in all registrations. Walk over to the LPGA Classic and let the ladies show you how to really hit a golf ball! There is no better way to mix business with pleasure!







# CHAMBER GOLF CLASSIC

## UNIQUE SPONSORSHIPS

### Hole in One:

Sponsor a par three hole-in-one what each golfer has a chance to win a substantial prize.

### Longest Drive:

One prize is awarded to the man and woman who have the longest drive of the day. Company can provide the prize.

### Closest to the Pin:

Each of four par 3 holes will award a prize to both the male and female player who place their ball closest to the pin. Company can provide the prize.

### Pin Flag Sponsor:

Place your company's logo on every pin flag. Sponsor gets to keep all pin flags after play.

### Cart Sponsor:

Company logo will appear on all carts during the Chamber Golf Classic.

# CHAMBER GOLF CLASSIC

Presented by ShopRite LPGA Classic

ALL INCLUDE GOLF							
Benefits	Presenting Sponsor SOLD	Breakfast or Lunch Sponsor \$2,500	Contest Sponsor \$1,250	Cart Sponsor \$6,500	Pin Flag Sponsor \$2,500	LPGA Suite Sponsor \$1,600	Foursome \$850
Availability	One	Limit of two (2)	Limit of ten	64 Carts	One	-	-
Golfers	16	8	4	8	4	4	4
LPGA suite tickets	16	-	-	8	-	4	-
Press release and/or social mentions	✓	✓	✓	✓	✓	-	-
Hole sign	✓	✓	✓	✓	✓	✓	✓
2-minute attendee greeting	✓	✓	-	-	-	-	-
Logo or name on event signage	Logo	Logo	Logo	Logo	Logo	Name	Name
Logo or name on website landing page	Logo	Logo	Logo	Logo	Logo	Name	Name
Logo or name in emails	Logo	Logo	Logo	Logo	Logo	Name	Name
Spoken podium recognition	✓	✓	✓	✓	✓	-	-



# CHAMBER GOLF CLASSIC

Presented by ShopRite LPGA Classic

## SPONSORSHIPS DO NOT INCLUDE GOLF

Benefits	Breakfast & Lunch Sponsor \$1,500	Contest Sponsor \$500	Cart Sponsor \$3,500	Pin Flag Sponsor \$2,000	Exclusive Prize Hole Sponsor \$500	Hole Sponsor \$150
Availability	Limit of two (2)	Limit of ten	64 Carts	One	12	-
Press release and/or social mentions	✓	✓	✓	✓	✓	-
Hole sign	✓	✓	✓	✓	✓	✓
2-minute attendee greeting	✓	-	-	-	-	-
Logo or name on event signage	Logo	Logo	Logo	Logo	Name	-
Logo or name on website landing page	Logo	Logo	Logo	Logo	Logo	-
Logo or name in emails	Logo	Logo	Logo	Logo	Name	-
Spoken podium recognition	✓	✓	✓	✓	✓	-

# ANNUAL MEETING AND INSTALLATION DINNER

JUNE

The Chamber will be installing the incoming Board, which is responsible for setting policy for the Greater Atlantic City Chamber, as well as direction for the organization. Along with the installation, an annual report will be presented. During the meeting, the Chamber president will have an opportunity to highlight the Chamber's accomplishments in the prior year and will share the direction of the Chamber.



# ANNUAL MEETING AND INSTALLATION DINNER

## SPONSORSHIP OPTIONS

Benefits	Presenting Sponsor \$5,000	GOLD Sponsor \$2,000	SILVER Sponsor \$1,500	BRONZE \$1,000	Contributing Sponsor \$750
Availability	Limit of Two (2)	Limit of Six (6)	-	-	-
Event tickets	20	10	8	8	Four (4)
Press release and social mentions	✓	-	-	-	-
Logo or name on printed event invitation	Logo	Logo	Name	Name	Name
Ad in event program	Full	Full	Full	Half	Half
Logo in program presentation	✓	✓	✓	✓	-
2-minute attendee greeting	✓	-	-	-	-
Logo or name on event signage	Logo	Logo	Logo	Logo	Name
Logo or name on website landing page	Logo	Logo	Logo	Logo	Name
Logo or name in emails	Logo	Logo	Name	Name	Name
Spoken podium recognition	✓	✓	-	-	-



# ATLANTIC CITY AIRSHOW

“A SALUTE TO THOSE WHO SERVE”



# IMPACT

## New Jersey's Largest Event

The Atlantic City Airshow, A Salute to Those Who Serve, is entering its 18<sup>th</sup> year and has been highlighted by the USAF Thunderbirds, US Army Golden Knights, US Navy Blue Angels, the Royal Canadian Snowbirds, and the Royal Air Force Red Arrows. The free event has attracted more than **500,000 people** annually.

The 2019 mid-week event generated **666 news items** with a total reach of more than **823 million** through print, broadcast, internet and social media worth millions in exposure.

More importantly, the event provides an economic impact in excess of **\$50 million** to the regional economy.





# CORPORATE HOSPITALITY

## Private Beach Chalet at Show Center

The Atlantic City Airshow offers a limited number of private chalets to corporate clients with a desire for an exclusive private entertainment area at show center.

Chalets can accommodate 60 or more people. Each chalet includes a limited number of VIP parking passes.

Your partnership also includes various visibility opportunities like public address announcements, banner placement, prominent listing on Airshow website, social media tags and more!

All chalet sponsors have first right of refusal for the following year.

Investment starts at \$5,500.





# ACT SPONSORSHIP



Partner with the Atlantic City Airshow in underwriting of selected Air Show acts. Each partnership is exclusive for that act. Benefits include the following:

- Listed as act sponsor in all promotional material
- Banner placement of banner near corporate chalets
- Public address announcements
- Logo and link on Airshow website
- Social media tags
- 10 Tickets to the Greater Atlantic City Chambers Corporate Hospitality area
- Four VIP parking passes

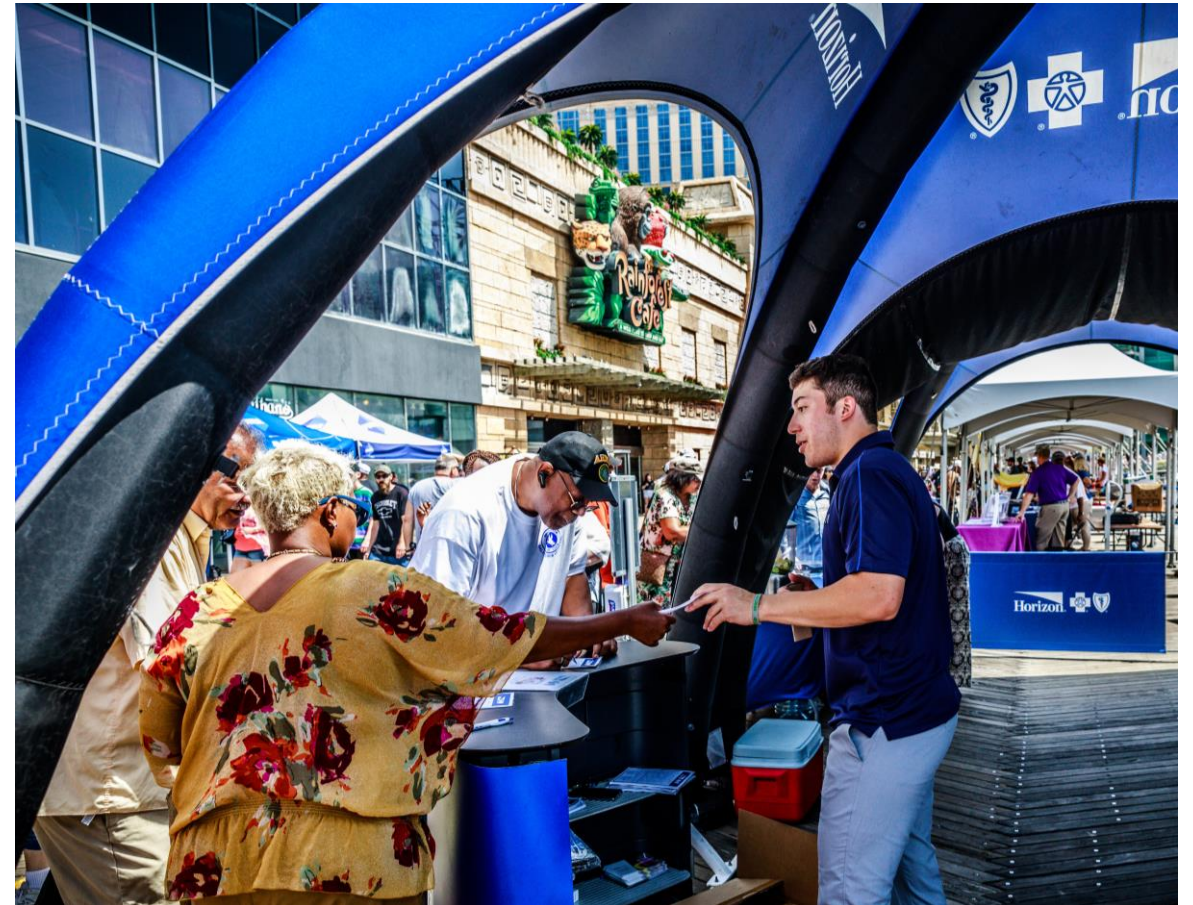
Investment starts at \$7,500

# PREMIUM EXHIBITOR

Interact with hundreds of thousands of attendees during the Atlantic City Airshow. These high-profile outdoor exhibition spaces afford an ideal opportunity for mobile marketing, product sampling, and lead-generation. Preferred exhibitor space and configuration is flexible and customizable.

- Exhibit space on the Boardwalk on Airshow day
- Footprints start at 10' x 10'
- Display of sponsors name and/or logo on area signage
- Logo and link on Atlantic City Airshow website
- Parking for two (2) vehicles

Investment starts at \$2,000





# VETERAN RESOURCE ROW



2019 marked the first year where more than a dozen community organizations were placed on the Boardwalk to connect area veterans and their families with resources and assistance with VA benefits, employment services, education assistance, and more.

The area spoke with thousands of veterans and provided a tremendous resource to assist those that sacrificed so much for the good of others.

Your sponsorship helps underwrite this area and marketing efforts to provide this incredible service.

Investment starts at \$2,000.

# FLIGHTLINE CLUB

The Flightline Club is the only premium location near show center on the beach. The area sells out each year at 1,300 people as spectators get to enjoy a VIP experience as jets soar overhead.

Sponsorship packages are customizable and can include tickets, media mention, VIP parking, social media inclusion, banner placement, email blasts, product sampling, and various other opportunities.

Presenting Sponsorship: \$10,000





# RED, WHITE AND BLUE BBQ

MONDAY, AUGUST 24

Along with the installation, an annual report will be presented. During the meeting, the Chair of the Board will have an opportunity to highlight the Chamber's accomplishments in the prior year and will share the direction of the Chamber. The Chamber will be installing the incoming Board, which is responsible for setting policy for the Greater Atlantic City Chamber, as well as direction for the organization.

Sponsorship are TBD.



# ADVERTISING OPTIONS

## DEDICATED EMAIL BLAST

The Greater Atlantic City Chamber now offers current members an opportunity to purchase two (2) email blasts to go to the member contact database. The maximum dedicated email blasts sent to Chamber members is 26. Thus, this opportunity is open to only 13 Chamber members.

Investment is \$750

## NEWSLETTER DIGITAL BANNERS

The Greater Atlantic City Chamber will offer static advertising banners in three (3) types of monthly emails. Each requires a six-month commitment. They are as follows:

- Public Policy Update (three position)
- Chamber Monthly Newsletter (five positions)
- Calendar of Events (five positions)

Investment is \$300 for a six-month commitment

## INBOUND MARKETING

Informational content, provided by a Chamber member, that lives on [www.acchamber.com](http://www.acchamber.com). The content is accompanied by a contact form for visitors to complete for additional information. This opportunity is geared toward generating leads for the Chamber member. The content is pushed out via social media channels and dedicated a email blast. The Chamber limits the number of inbound marketing pieces to 24 per year.

Investment is \$750



# SPONSORSHIP COMMITMENT FORM


EVENT	SPONSORSHIP TYPE	INVESTMENT
Mixers		\$
Leadership Series		\$
State of the County		\$
Meet the Class 2020		\$
Business Excellence Awards		\$
Chamber Golf Classic		\$
Annual Meeting and Installation Dinner		\$
Atlantic City Airshow		\$
Red, White, and Blue BBQ		\$
Advertising		\$





# THANKYOU!

 **MICHAEL CHAIT**

 +1 (609) 345-4524

 [mchait@acchamber.com](mailto:mchait@acchamber.com)