

# Sponsorship Opportunities

## Luncheons

### **Economic Forecast** *January*

Each year the Chamber brings in regional experts and individuals with economic insight to discuss the economy and prepare businesses for the anticipated economic climate.

### **Green Initiatives Award** *April*

This awards luncheon highlights a local business that adheres to best practices in the area of green initiatives.

### **Small Business / Community Service Award** *May*

Seven different awards are bestowed on member businesses of various sizes and tenure. The awards highlight the businesses ability to prosper and succeed while contributing to the community as a whole.

### **Phyllis Goldman Encouragement Award for Women** *November*

This award luncheon acknowledges an outstanding woman in business who has successfully grown a business and mentors other women to follow the same path.

## Events

### **State of the City & County Forum** *March*

This forum provides opportunity for the business community to hear from and interact with the City and County officials regarding the direction and plans for our community.

### **Chamber Cup Golf Tournament** *July*

Our tournament features over a hundred golfers and rotates through our member golf courses. In addition to our regular levels there are opportunities for hole-in-one, tee and green, and competition sponsorships.

### **Annual Dinner** *October*

The Chamber's Annual Dinner has been a mainstay in the community for over 100 years. This event is attended by hundreds of community and business leaders and provides outstanding exposure for our sponsors.

### **Market Cayuga Business Expo** *November*

Our annual business expo provides member businesses an opportunity to market to potential consumers from the community and conduct vital business-to-business networking.

## Programs

### **Leadership Cayuga** *Yearly (Jan—June)*

Leadership Cayuga is a six month program that develops leadership skills, inspires a vision for the enrichment of the County, and stimulates public minded thinking.

### **IGNITE Year Round**

This young professionals program provides networking, community service, and socializing opportunities for its participants.

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## Luncheon Sponsorship

Each luncheon provides recognition in all advertising before and after the luncheon. Additionally sponsors are acknowledged at the event and are provided with complimentary tickets to the event. For specific details on each luncheon please contact the Chamber.

\$750

## Event Sponsorship Levels

Each event provides different marketing, advertising, and acknowledgement opportunities. For a specific list of what each event offers please contact the Chamber and request an Event Sponsorship Sheet.

**Platinum** ~ \$2,000

**Gold** ~ \$1,500

**Silver** ~ \$1,000

**Bronze** ~ \$750

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*Every member business is eligible to take advantage of all Marketing & Sponsorship Opportunities and will be accepted on a first call basis.*

Payment secures sponsor level. Contact us at (315) 252-7291 or [admin@cayugacountychamber.com](mailto:admin@cayugacountychamber.com)



**CAYUGA  
COUNTY**  
CHAMBER OF  
COMMERCE



# Marketing Opportunities

[www.cayugacountychamber.com](http://www.cayugacountychamber.com)

On the Internet, you're not a local business anymore, you are visible to millions of potential customers around the world. Being a member provides you with exposure and can establish your web presence and increase traffic to your current website. The Chamber website receives over 15,000 visitors per month. It is also home to the Community Calendar, a calendar where individuals and businesses can list upcoming events for free.

**Expanded Website Listing:** Have your business listed in bold with a 50 word description to further describe your products/services enticing consumers to click through to your website. Also add your business to 4 additional categories of your choice in our searchable database. **\$55.00 yearly**

**Website Sponsor:** Gain valuable exposure while showing support for your chamber by having your logo and website link placed on our home page. **\$150/ month \$1500 yearly**

**Banner Ads:** Available throughout our website. Artwork must be supplied in JPEG format (719x70 pixels). **\$100/month \$270/3months \$510/6months \$960/12months**

## *Networking events designed to give your business optimum exposure*

### **Business Events:**

**Business Before Eight-Business At Noon-Business After Five:** These social gatherings and premier networking events allow members to meet, exchange ideas, make important long-lasting bonds in a comfortable setting, while giving the business host an opportunity to showcase their workplace and gain valuable exposure.

**Market Cayuga Business Expo:** Market Cayuga is a terrific venue to promote goods & services to fellow members in a relaxed networking environment. Current members may reserve a booth and secure an ad in the event program. **\$100.00**

## *Advertising in Chamber publications get positive results*

**Chamber Newsletter:** The "Chamber Link" is designed to keep members informed about local & state issues, business tips, Chamber events, member updates and more. Put your message in the hands of over 600 business leaders by promoting your business in this monthly publication.

**Advertising Inserts:** Insert a flyer in the Chamber Link. 600 flyers must be delivered to the Chamber by the 25th of the month prior to the desired mailing month.

**Electronic Membership Listing:** The member database in Excel with monthly updates can be used for special mailings to all members. **\$125.00 yearly**

Chamber Link Savings:	1 Month	3 Months 10%	6 Months 15%	12 Months 20%
<b>1/4 Page Ad</b> 4 1/2" h x 3 1/2" w	\$50	\$135	\$255	\$480
<b>1/2 Page Ad</b> 5 1/2" h x 8" w	\$75	\$202	\$382	\$720
<b>Full Page Ad</b>	\$125	\$337	\$637	\$1,200
<b>1 Sided Insert</b>	\$150	\$405	\$765	\$1440
<b>2 Sided Insert</b>	\$200	\$540	\$1020	\$1920

**Membership Mailing Labels:** Gain direct access to a prime audience of business prospects by using mail ready labels, pulled in alpha order or by zip code for convenient bulk mailing. **\$55.00 each**

**Member-to-Member Discount Program:** Promote your Business by offering fellow Members a discount. The Member-to-Member Discount Program has the potential to reach thousands of customers as the discounts are offered to Chamber Members *and* their employees.

Please contact us with any questions or to discuss the details of the various opportunities.

Cayuga County Chamber of Commerce  
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[www.cayugacountychamber.com](http://www.cayugacountychamber.com)

