



MARKETING

2021-2022 TOOL KIT

"At Food City, our mission is to run the best store in town. We're committed to the communities we serve and we work hard to be a great corporate partner and support local growth through programs like the Chamber Champions. This comprehensive package provides valuable networking connections and brand exposure opportunities. To gain additional exposure, we encourage all of the members to consider participating in this vital initiative."

RICK BISHOP
Food City

Chamber Champion

"The Chattanooga Area Chamber of Commerce serves and supports our local economy by empowering businesses to succeed and connecting entrepreneurs with resources, tools and insights to build a sustainable future. The recognition, information and networking provided through the Chamber's signature events, even in a virtual world, are extremely important and galvanizing to the business community. That's why Regions Bank is proud to serve as a Chamber Champion and support the Chamber during these events. Being recognized as Chattanooga Area Manager of the Year was an incredible honor, to be sure. But the greatest honor is when we see the collaboration between the Chamber and the business community make a real and tangible difference for the people we serve."

MICHAEL MATHIS
Regions Bank

Chamber Champion

8

major opportunities to reach local decision makers at our events.

10,000 +

business leaders will see your company name.

5

promotional packages to choose from based on your budget and marketing needs.

CHAMBER CHAMPIONS

Review the sponsorship levels in this document and choose the package that's right for your company. Contact Kerry Beth Carico, Chamber Events Manager, at 423.763.4357, if you have questions.

SPONSORSHIP BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
	\$27,500	\$15,000	\$9,000	\$3,750
1. Priority recognition on promotional materials for all major events	●			
2. Marketing collateral on chairs at all live events	●			
3. Membership mailing list, twice a year	●			
4. Company logo on emailed invitations to all major events	●	●		
5. Verbal recognition during all major events	●	●		
6. Logo on AV sponsor loop on large screens during all major events	●	●	●	
7. Logo on any printed event material	●	●	●	
8. Presence at Chamber Open House	Individual Booth	Individual Booth	Collateral	Collateral
9. Recognition in <i>Business Trend magazine</i> (12,000 in circulation)	●	●	●	
10. Logo featured on Chamber website all year	●	●	●	●
11. Listing in Chamber app	●	●	●	●
12. EXPO Chattanooga booth	10x20 Booth	10x20 Booth	10x10 Booth	10x10 Booth
13. Tickets to Events (Unlimited virtual attendance)	16	8	4	2

PRESENTING SPONSORSHIPS

A presenting sponsorship is available for \$10,000 per major event. Presenting sponsors receive all benefits of a platinum sponsorship and are featured in a \$25,000 marketing campaign for the event including exposure on TV, radio, billboards, social and print media. They also receive two VIP seats and special recognition on video screens during the event. Chamber Champion platinum sponsors can upgrade to a presenting sponsorship for \$5,000 per major event.

Individual sponsorships also available for each event:

- Platinum Sponsorship — \$5,000
- Gold Sponsorship — \$2,500
- Silver Sponsorship — \$1,500

For detailed information about additional sponsorship opportunities, visit ChattanoogaChamber.com/sponsorships.

MAJOR EVENTS

July- Federal Focus (Virtual)

- A virtual half-day event focused on Congress, Washington and how they affect Southeast Tennessee with a high-profile keynote speaker

August - Annual Meeting (Virtual)

- Chamber Council and Ambassador Awards
- Hear from both mayors, Chamber Chair, Outgoing Chair, Chamber President & CEO
- Draws 750+ community leaders virtually

September - Open House (Live)

- Social event of the Chamber year
- 500+ attendees
- Food, prizes and sponsor highlights

October - Chamber Awards (Hybrid)

- An upscale awards luncheon with an in-person and virtual option
- Recognizes area companies with up to 300 employees, plus nonprofits
- Recognizes member businesses in initiatives including health, sustainability, education, diversity and inclusion, family focus and leadership
- Recognizes Chattanooga Area Manager of the Year
- Draws 1,000 attendees between in-person and virtual attendance options

January - Economic Outlook (Hybrid)

- Economic overview and outlook with key financial expert
- Draws 800 economically focused community leaders

April - EXPO Chattanooga (Hybrid)

- High energy outdoor tabletop expo featuring hundreds of area businesses with thousands of connection opportunities
- Draws about 500+ attendees

May - Leadership Chattanooga Graduation (Hybrid)

- Ceremony to congratulate Leadership Chattanooga graduates
- Draws 400 engaged community influencers

June - Diversify Summit (Hybrid)

- Seminars and a luncheon focused on supporting diverse business growth and inclusion
- Draws 500 active community members
- Summit sponsorships sold separately

If the Chamber alters programming or benefits within investment levels, the Chamber will give appropriate notice of such changes and ensure benefits provided are of equal or greater value to those described above.

A TURNKEY
MARKETING CAMPAIGN
THAT WORKS ALL YEAR

As a Chamber Champion you receive a turnkey solution for communicating your brand to thousands of business leaders, at a substantial discount, on a consistent basis over the course of a whole year. Enjoy a convenient way to choose a package that best fits your marketing needs and keeps budgeting simple.