

The “Chamber of Choice”!

As you prepare, update, and allocate your marketing budget, the Midstate Chamber would like to highlight the many unique activities and sponsorship opportunities that are available to you, our members. The reverse side has additional detail and pricing. For more information, please give us a call and we will assist you in creating your customized promotional package.

January - Pizza, Pasta, Politics / Legislative Breakfast - Providing access and forums to meet one on one and in groups with our elected officials, appointed officials and community leaders.

Each January, the Chamber brings our legislators right to you to address your issues and questions. Food and beverage is provided. Average attendance is 75.

March – “Funny Business” Comedy Night

This is a great opportunity to get out just FOR THE FUN OF IT! It’s the combination of the camaraderie at the table and the comedians that make this event a great diversion from the day to day work schedule. Treat your staff, friends or bring the entire family. Content suggests that audience is 21 years of age.

April - Annual Meeting, Dinner AND Silent Auction - Promote yourself with 250-300 business members at this signature event!

This event, known as “THE Business Event of the Year”, is a wonderful celebration held annually in early April attended by the “Who’s Who” of the business community. We award a “Person of the Year” with our Community Partnership Award and recognize member businesses with the Large and Small Business Leadership Awards as well as other special recognitions. Members of the Board of Directors are also introduced. A silent auction is held in conjunction with this event.

April - Business Expo at the Annual Daffodil Festival - Tremendous exposure and great rates make this a “can’t miss” event.

The Midstate Chamber holds its annual Business Expo in conjunction with the Meriden Daffodil Festival. Held at the end of April, this two day event draws an average of 50,000 people from all over New England. The Expo features a minimum of 60 businesses that show off their products / services under the tent throughout the weekend as the Festival goes on around it with food, crafts, rides, entertainment, a parade, and more.

May – Health & Wellness Council Seminar – Building healthier communities . . . in the workplace and beyond.

This seminar is presented by the Chamber’s Health & Wellness Council and highlights timely health & wellness topics presented by local experts. The information presented is very valuable to area businesses to help you stay abreast of health issues that affect your employees and overall workplace productivity.

June – Annual Golf Tournament - Reserve NOW for one of the largest tournaments in the area!

The Chamber Golf Tournament, The Ray Parmentier Classic, is held each year in early June. Proceeds from this event benefit Chamber activities including the Chamber’s Sanford S. Shorr Education Awards. Players enjoy 18 holes of golf with lunch, dinner, great prizes, and awards. Many sponsorship opportunities are available such as Cocktail Hour, Pin & Tee Signs, Golf Carts, Lunch, Putting Contest, Golf Balls, Sponsor a Veteran, Specific Holes and a Golf Program is also printed for additional exposure.

June - Annual Summer Outing - Average attendance averages over 100; our sponsors enjoy promotion before during and after the event!

The Chamber holds this fun event in June and it is often used by members as a Summer Picnic/Outing for their employees and/or key staff members! Food, beverage, games, raffles, music, and networking in a relaxed atmosphere all make for a fun day for all.

August / September - Annual Directory & Community Guide Ad Sales Begin - Full color ads will prominently make your business /organization stand out and be noticed in this magazine format which is also available online!

This annual publication, commonly known as “The Chamber Book”, provides tremendous advertising value for our members with 4,000 copies distributed to members as well as at local businesses and events. Content includes a listing of members, information about the Chamber, the cities and towns in our region and a Health & Wellness section. This fantastic resource is compiled in-house and printed by a member so you can trust its quality, content, and delivery. Increased distribution and exposure is provided at www.TheChamberBook.com.

October - Health & Wellness Expo - Gain tremendous exposure at the Mall throughout the event as well as a huge web presence.

The Chamber’s Health & Wellness Committee holds this event yearly at Westfield Mall in Meriden. Over 30 vendors in the Health & Wellness fields exhibit while numerous special demonstrations are held on the stage in Center Court.

December - Annual Holiday Business After Hours - Sponsors enjoy displays at the event, print, web exposure and more!

The Chamber holds it’s Annual Holiday Business After Hours in early December with attendance averaging 100-150 people. This is a fun event to ring in the holiday season with food, beverage, raffles, music, and networking.

Any Month / Anytime Opportunities

Anytime - Monthly Breakfast Club Celebrates... - Sponsorships provide terrific print, web and video promotion for your business.

The Chamber holds a monthly breakfast with fantastic speakers on a wide array of topics. In the past we have welcomed Governor Dannel Malloy, Lt. Governor Nancy Wyman, U.S. Senator Richard Blumenthal, Meriden Superintendent of Schools Mark D. Benigni, Songwriter of the Year Gary Burr, and many others. Our monthly breakfasts are often video taped for future broadcasting and sponsorship value!

Anytime - Website Advertising - There are rates for every budget and we update you regularly on your web traffic / statistics!

Our website is very active with an average of 40,000+ **unique visits** per month. Advertising on the Midstate Chamber’s website will increase traffic to YOUR website! Highly visible ads are placed on the home page, internal pages, or on the top or bottom of the page as banner ads for 6 months or one year.

Anytime - Newsletter Advertising – Print advertising delivered directly to our Chamber members!

The Chamber produces its Newsletter monthly as an additional communication tool. It is distributed it to all members and affiliates (approximately 1,700 emailed) AND it is downloadable from the Chamber site or by visiting www.TheChamberNewsletter.com . This full color publication includes a monthly article by President Séan W. Moore, Member Showcase, Chamber Calendar, New Member news, flyers for upcoming events, and **inserts** from members as well as **business ads** throughout the publication.

Monthly Business After Hours or Business Before Hours - Get folks into your business for invaluable exposure! The Midstate Chamber provides morning and evening networking opportunities to conduct business, make new contacts and develop leads that add to your bottom line. There are at least two per month hosted by our members to showcase their business/organization. The event averages 50-75 attendees

And also inquire about our Member to Member Discount Program! Remember, “Our Chamber members use our Chamber members!”

Pricing and Schedules are subject to change. You may call the Chamber for specifics or checkout our website at www.midstatechamber.com for the most up to date listings and details.

2018 - 2019 Programs, Promotions & Sponsorships Guide



| Month Event & Participation Specifics | | Budgeted Amount | Signage | Web Site | Print Ad | Video/DVD | Display Table |
|---------------------------------------|---|---|------------------------|----------------------------|---------------------|-------------|--------------------|
| Jan | Pizza, Pasta and Politics or Pre-Session Legislative Breakfast Where political leaders meet directly with the business community. - Event Sponsor | 500 | X | X | X | | X |
| Mar | Funny Business Comedy Night A great diversion from the seriousness of running a business! - Event Sponsor - Table of 10 with a great promo package - Table of 8 Sponsor - Table of 4 Sponsor | 500 240 140 | X X X | X X X | | | X |
| Apr | Annual Meeting, Dinner & Silent Auction The largest gathering averaging more than 250 business leaders in the area. - Title sponsor - Reserved table of ten, banner, full page ad - Premier Sponsor - Reserved table of ten, banner displayed, half page ad - Silver Sponsor - Reserved table of five | 1,500 1,000 450 | X | X X X | X X X | | X X X |
| | Annual Daffodil Festival Business Expo Promote your business to well over 50,000 visitors from all over New England. - Title Sponsor - 2 days double booth in prime location, presentation of sponsorship plaque - Presenting Sponsor - Double booth in prime location and more - 2 day prime location booth - 2 day booth | 3,975 2,775 1,195 995 | X X X | X X | | | X X X X |
| May | Health & Wellness Council Breakfast Seminar This is a seminar with a variety of speakers presenting on timely healthcare topics. - Exclusive Premier sponsor - 6' Display table, full pg. ad, 10 tickets, recognition, and more - Gold Sponsor - Display table, 5 tickets, full pg ad, recognition, and more - Silver Sponsor - Shared display table, 2 tickets, half pg ad - Bronze Sponsor - 1 ticket, listing in program | 1,250 500 250 100 | X | X X X X | X X X | | X X X X |
| Jun | Annual "Ray Parmentier Classic" Golf Tournament An entire day to entertain key clients and guests on the course with lunch, golf, dinner, raffle - Title Sponsor - two foursomes, banner display, golfer gifts, tee sign, pin flag, full page ad, - Presenting Sponsor - foursome, golfers gifts, tee sign, pin flag, full page ad - Diamond Sponsor - foursome, golfers gifts, tee sign, pin flag, full page ad - Gold Sponsor - foursome, tee sign, half page ad - Silver Sponsor - twosome, tee sign, business card ad - Other advertising and sponsorship opportunities available from \$150 to \$850 | 5,000 2,500 1,350 950 575 | X X | X X X X X | X X X | | X X |
| | Annual Summer Outing A fun casual outing to entertain your staff, clients and guests. - Gold Sponsorship - 10 Tickets, company logo on giveaway, display table - Silver Sponsorship - 5 Tickets, display table - Bronze Sponsorship - 2 Tickets, shared display table | 500 250 100 | X X | X X X | X | | X X X |
| Sep | Annual Membership Directory, Community and Resource Guide This is "The Chamber Book" with 3,000 copies (minimum) including a Wellness section. - Full Page Ad - 12 panels - Half Page Ad - 6 panels - Quarter Page Ad - 3 panels - Many other options from \$300 to \$3,095 outside back cover - Also live 24/7 at www.thechamberbook.com for continued promotion. | 2,885 1,475 770 | | X X X | X X X X | | |
| Oct | Health and Wellness Expo A unique opportunity for promotion with the Chamber at the Westfield Mall. - Presenting Sponsor - 1 table, large logo on banner, home pg ad for 3 months - Event Co-Sponsor - 1 table, logo on banner, top banner ad for 3 months - Booth at Expo | 1,000 500 200 | X X X | X X | X X | | X X X |
| Dec | Annual Holiday Business After Hours Kick off the holiday season and celebrate the end of year with staff and clients. - Premier Sponsor - 20 tickets, on mic commercial, banner, display table, web ad, + - Co-Sponsor - 12 tickets, full display table, web ad, + - Sponsor - 8 tickets, shared display table, + - Tabletop Sponsor - 4 tickets, + | 1,100 555 400 225 | X X X X | X X X X | | | X X X X |
| Any Month or Every Month | | | | | | | |
| | Breakfast Club Celebrates sponsorship - Monthly (6 opportunities) - Title Sponsorship - 1 per breakfast, introduces guest speaker, 11 tickets,display table + - Gold Sponsorship - reserved table for 6, banner, display table, + - Silver Sponsorship - 3 tickets, shared display table, + - Bronze Sponsorship - 1 ticket, shared display table, + | 1,000 500 250 100 | X X | X X X | X X X | X X X | X X X |
| | Annual Web Advertising - Averaging over 40,000 unique visits per month (1 year) - Top of Page Banner Ad (290 x 49 pixels) - Bottom of Page Banner Ad (290 x 49 pixels) - Left Side Home Page Banner Ad (175 x 95 pixels) - Left Side Internal Page Ad (175 x 95 pixels) - Web Image in Directory section of the website (175 x 130 pixels) | 550 200 925 995 150 | | X X X X X | | | |
| | Monthly Newsletter Ads - All are archived at www.thechambernewsletter.com. - 12 consecutive months quarter page ad - Six consecutive months quarter page ad - Three consecutive months quarter page ad - 12 consecutive months business card ad - Six consecutive months business card ad - Three consecutive months business card ad | 900 540 315 450 270 158 | | X X X X X X | | | |
| | Monthly Newsletter Insert - Single 8 1/2 x 11 Flat - Chamber member provides copy or file - Full Color Outside Back Cover - includes minimim of 2 E-Minder Sponsorships | 185 395 | | | X X | | |
| | Monthly Business After Hours or Business Before Hours - Promotional flyer - host covers the expense of refreshments & entertainment. | 155 | X | X | X | | |

All amounts are proposed amounts for budgetary purposes. The 2016 - 2017 amounts may vary slightly. Prices are regular event pricing. Please see early event flyers for early bird rates on some events.