



Greater Newburyport Chamber of Commerce & Industry

2010 Sponsorship Opportunities

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Greater Newburyport Chamber of Commerce & Industry

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www.NewburyportChamber.org

Put the power of sponsorship to work for your business!

Sponsorships are as much about the **collaboration** that can be achieved with fellow sponsors as they are about the **exposure** derived from the actual event. Through Chamber sponsorships you have the **opportunity** to create valuable partnerships that can be carried forward long after the event is over.



By investing in a Chamber Sponsorship, you can:

- Create top-of-mind awareness of your business, service and products.
- Expand your network.
- Build your business.
- Involve your employees.
- Align your company with other business leaders.
- Demonstrate your commitment to our community.
- ...and so much more!

2010 Sponsorship Opportunities

MEMBER EVENTS

- Annual Meeting & Luncheon
- Business Educational Seminars
- Breakfast Speaker Series
- Golf Tournament
- Seacoast Business and Green Expo

COMMUNITY EVENTS

- The Chamber's Big Win
- Fall Harvest Festival
- Holiday Festivities
Invitation Nights & Santa's Workshop
- Riverfront Music Festival
- Newburyport Spring Fest
- Spring Invitation Nights
- The Wedding Event

Experience the benefits associated with your sponsorship like increased visibility, lead generation and the possibilities of new customers. **Choose** the sponsorship that works for you and your marketing objectives.

Holiday Festivities

Holiday Invitation Nights & Santa's Workshop

Invitation Nights: Start your holiday shopping as you enjoy merchant hospitality, live entertainment, and the spirit of the holidays as you stroll through Newburyport. Your business can be in Market Square while sponsoring this great event. Held the first two Fridays of December, these nights are highly anticipated shopping events attended by thousands each year.

Santa's Workshop: Children and families can visit Santa in our magical Santa's Workshop on Inn Street to whisper and tell him their Christmas wishes. Each child who visits Santa receives a complimentary photo. Held Saturdays and Sundays in December leading up to Christmas.

Holiday Invitation Nights \$1,500 for two nights	Santa's Workshop \$1,000
<ul style="list-style-type: none"> • Company recognition on: <ul style="list-style-type: none"> - Chamber website - <i>The Navigator</i> newsletter - STAY in the LOOP - Email blasts - Social media links - Press releases • Company recognition on event related ads and collateral materials • Complimentary 10 x 10 booth at event with prominent placement 	<ul style="list-style-type: none"> • Company recognition on: <ul style="list-style-type: none"> - Chamber website - <i>The Navigator</i> newsletter - STAY in the LOOP - Email blasts - Social media links - Press releases • Company recognition on event related ads and collateral materials • Company recognition in Santa's Workshop (e.g.; banner, sign) • Opportunity to distribute item to children/families that have photo taken with Santa



KEY EXPOSURE POINTS

- Chamber website • 25,000 visitors per month
- *The Navigator* newsletter • sent monthly to 1,200+ readers
- STAY in the LOOP newsletter • sent monthly to 4,300 readers
- Email blasts • sent to 1,300 readers, 3 weeks leading up to event
- Social media links • Facebook, Twitter, LinkedIn, Newburyport-Today
- Press releases • sent to key media outlets
- Estimated event attendance • 1,000+ / 500

Key Exposure Points are not included in all event sponsorships and/or levels.

Contact Ann Ormond for more information.

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