

Get your name out!

**SPONSORSHIP**  
**Opportunities!**



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

## **2012 Sponsorship & Advertising Opportunities**

Sponsoring an event is a visible and rewarding way to promote your company and to support the programs and mission of the Chamber. Through sponsorship, you can market your business to the local community, expand your customer base and increase your visibility. If you are not familiar with the Chamber's sponsorship opportunities, complete descriptions of our Community Events, Networking Events and Advertising/Marketing Opportunities are available for review. For information on how the Chamber can assist you in promoting your business, please contact Marilee at (208) 415-0111 or [Marilee@CdAChamber.com](mailto:Marilee@CdAChamber.com)

### **Golf Tournaments**

The Chamber's annual golf tournaments are held at the renowned Coeur d'Alene Resort Golf Course in May and September. Up to 150 members participate each year. Corporate sponsorship includes logo recognition in newspaper and Chamber e-newsletter, banner at event registration desk and awards luncheon, as well as a display booth. Corporate Sponsorship are \$1,500, hole sponsorships are \$250.

### **After Hours Business Fair**

Held in February, this three hour business fair draws over 2,000 attendees. Corporate Sponsorship includes logo recognition in newspaper and Chamber e-newsletter, plus 2 display booths in prime location. Logo recognition is included in Business Fair Brochure. Corporate Sponsorship is \$2,000, and Major Sponsorships are \$365.

### **Legislative Events**

The Chamber's Public Policy Committee offers businesses and organizations the chance to sponsor three events for the legislative session, Legislative Send-Off, Business Day at the Legislature, and the Legislative Welcome Back. Please visit our website [www.CdAChamber.com](http://www.CdAChamber.com) for more details.

### **Upbeat Breakfast**

This monthly general membership meeting brings 150-200 attendees plus community/public leaders. Sponsorship includes a 10-minute presentation at the podium, logo recognition in the Chamber e-newsletter and the Chamber website, banner display at breakfast and the exclusive option of placing your promotional materials at each table setting. Sponsorship \$300.

**Upbeat Breakfast Display Table.** Each month Chamber members have the opportunity to reserve a display table at Upbeat Breakfast. With attendance up to 200, this is an inexpensive and very visible way to spotlight your business. Cost is \$45. Reservation must be 30 days in advance and depends on availability. Contact Brenda Young at (208) 415-0110 or [Brenda@CdAChamber.com](mailto:Brenda@CdAChamber.com).

### **Coffee & Contacts**

This networking event is held quarterly at the Coeur d'Alene Resort. This event helps business people develop better networking skills. It is open to the public and can draw up to 150 people. Sponsorship includes logo recognition in Chamber's weekly e-newsletter and website event page, plus a display booth at the event. Sponsorship \$150.

### **New Member Receptions**

Held every 3 months to welcome and educate new members on Chamber benefits. Sponsorship includes logo on invitations, banner at reception, and your promotional materials for the attendees. Sponsorship \$150.

### **Membership Appreciation Day**

This end of summer event is hosted by the Membership Outreach Committee and is held at the Chamber to thank our membership for their continued support. Restaurant Sponsorships are available on first come first serve basis. Corporate Sponsorships include logo recognition in Coeur d'Alene Press newspaper ad, Chamber e-newsletter, and a display table at the event. Corporate Sponsorship \$300.

## **Women Creating Success Conference**

The Coeur d'Alene Chamber hosts a full day conference once a year that is both educational and motivating to today's business women. Estimated 200 attendees. Both, Supporting Sponsorships (\$500) and exhibitor booth spaces (\$175) are available. Don't miss your chance to be part of this exciting and informative day.

## **B.Y.O.P Putt-Putt Golf Tourney**

Bring Your Own Putter (B.Y.O.P) Putt-Putt Tournament is held in July. Course Sponsorships are available for \$100 and includes banner display at event and mention in Chamber e-newsletter. In-kind sponsorships are also available.

## **Manufacturing & Construction Career Day – Hard Hats, Hammers and Hot Dogs (H4)**

This event for middle and high school students is held in April. Over 1,000 students participate. Sponsorships include Corporate Event Sponsorship \$2,000: logo placement in Chamber e-newsletter advertising, t-shirt & program banner, prime booth placement and presentation time before to students. Major Event Sponsorship \$1,000: ability to place your banner at the event, logo recognition on t-shirts, and prime booth placement. Supporting Sponsorship \$500: name recognition on T-shirts & banner recognition. Contributing Sponsorship \$250: name recognition on t-shirts

## **Annual Luncheon**

This is the Chamber's annual celebration of our successes of the past year as well as a look forward at the challenges to come. The luncheon meeting includes installments of new officers, thanks to our outgoing officers and board members, and recognition of the Citizen of the Year and the Ed Abbott Volunteer of the Year. Sponsorship is \$1,000 and includes: 2 Luncheon Tickets, logo in the Chamber's e-newsletter, logo on luncheon program, display table at event with interview, banner at event, emcee recognition and introduction of your team at the event, logo on power point screen at the event.

## **Wooden Boat Show**

The Coeur d'Alene Wooden Boat Festival is one of Coeur d'Alene's major summer events. Last year, over 30,000 people from throughout the Inland Northwest strolled the Coeur d'Alene Resort Boardwalk to view more than 70 vintage wooden boats on display. Patrons can also enjoy food and beverages and view on-land boats showcased for sale. This event is a terrific opportunity to get your business in front of a great demographic: the older, higher income families who enjoy wooden boats and spending time together in the summer. Presenting, Supporting and Booth sponsorships are available

## **4th of July Festival**

The Coeur d'Alene 4th of July Festival is the perfect way to advertise your business in front of 50,000 spectators. Sponsorship opportunities are available for Festival Sponsor, American Hero's Parade and Park Activities Sponsors. Event Sponsorships include: logo placement in Chamber e-newsletter advertising, logo on festival t-shirt, banner placement in parade with entry, banner placement at bandshell in the City Park, radio advertising and print advertising.

## **Coeur d'Alene Triathlon**

Triathlete's are already training for this popular race dubbed "The Scenic Challenge". Now is your time to lock up a highly visible and desirable demographic. Over 1,500 Triathletes touting family members and their supporters will participate in the August race! Presenting Sponsors, Course Sponsors, and Booth Exhibitors are offered. Also, you have a chance to advertise in a "Goodie" bag handed out to each Triathlon participant by including a coupon or offer from your business.



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The Coeur d'Alene Area Chamber of Commerce is dedicated to promoting the economic growth of its members. The advertising opportunities listed below are available to Chamber members and are designed to fit any size budget. Contact the Chamber at (208) 664-3194 to obtain pricing and other details about the various avenues of advertising that will help you market your business.

**The Coeur d'Alene Area Chamber Business Directory & Relocation Guide** is an annual publication. It provides a list of all Chamber member businesses with their address and contact information. This Guide also provides useful facts and information about the city of Coeur d'Alene. Approximately 7,000 Directories are distributed each year throughout the community and sent to out of area individuals who inquire about Coeur d'Alene. Listing in the Directory is free to all Chamber members. However, there are opportunities to purchase advertising space in addition to the member's listing. These ads have a range of prices to fit any business budget.

**The Chamber Website ([www.CdAChamber.com](http://www.CdAChamber.com)) has three advertising opportunities.** The first, absolutely free to members, is our business listing section. All member businesses are listed according to their category and also can be searched for alphabetically. This allows anyone coming to the website to search the database for the goods or services they require. The second opportunity for advertising on the website is to purchase an enhanced business listing. Members can make their listings even more distinctive with some eye-catching enhancements. For a small fee, you can add color, expand your listing or add a logo. Lastly, website banner advertising is available for \$1,000 for 4 months or \$400/month open rate.