



2010
EVENT
MENU



TABLE OF CONTENTS

Introduction/ Contact Information	Page 2
Individual Events	
BACC Annual Dinner	3
2009 Beach Bash	4
“Meet Bedford” Expo	6
BACC Educational Classic	7
Leadership Bedford	9
Women of Influence Luncheon	10
Member Networking Events	11
Government Affairs Events	12
Sponsorship Reservation Form	13
Chamber Passport	
Partner Package	14
Associate Package	14
Supporter Package	14
Community Package	14
Sponsorship Reservation Form	15

For more information about sponsorship opportunities with the Bedford Area Chamber of Commerce, contact Christy Lucy at 434-525-7860 or email clucy@bedfordareachamber.com

INTRODUCTION

Place Your Business in Front of Thousands of Business People & the Community

The sponsorship opportunities outlined in this guide provide you with an excellent opportunity to position your business as a community leader and gain valuable marketing through the Bedford Area Chamber of Commerce and its programs for 2010.

According to national research, being an active member in your chamber's programs and letting your customers know that you are a proud chamber supporter through your marketing material plays a significant role in your business growth. Consumers are 63% more likely to purchase goods and services and think favorably of businesses that are involved in their chamber.

These promotional opportunities, in coordination with the Bedford Area Chamber of Commerce, will help you obtain greater awareness of your business products and services with the thousands of employees of our 700 member companies and the community itself.

CONTACT US

Bedford Area Chamber of Commerce

MAIN OFFICE
305 East Main St.
Bedford, VA 24523
Ph: 540-586-9401
Fax: 540-587-6650

FOREST SATELLITE OFFICE
14805 Forest Rd. Ste 107
Forest, VA 24551
Ph: 434-525-7860
Fax: 434-525-7862

www.bedfordareachamber.com
Email: info@bedfordareachamber.com

BACC Annual Dinner

The Annual Dinner is the Chamber's premier social event of the year and includes the popular silent auction and awards ceremony. This event provides an opportunity for guests and sponsors to network with other members, learn about Chamber successes from the previous year, and preview goals for the coming year. The Annual Dinner is held in March.



Annual Dinner

Platinum Patron: \$1,000

- Ten (10) complimentary reservations for the dinner and awards reception
- Ten (10) complimentary drink tickets
- Opportunity to address guests from podium at the beginning of the dinner
- Company name and/or logo on all materials promoting the event, including printed flyers, press releases, event calendars, member emails, and radio advertisements
- Recognition on the Bedford Area Chamber of Commerce's web site
- Company name and/or logo on multiple signs displayed during the event
- Pre and post-event publicity in the Bedford Area Chamber of Commerce Newsletter

Gold Patron: \$750

- Six (6) complimentary reservations for the dinner and awards reception
- Six (6) complimentary drink tickets
- Company name and/or logo on select materials promoting the event
- Recognition on the Bedford Area Chamber of Commerce's web site
- Company name and/or logo on multiple signs displayed during the event
- Mention in the Bedford Area Chamber of Commerce Newsletter

Silver Patron: \$500

- Two (2) complimentary reservations for the dinner and awards reception
- Two (2) complimentary drink tickets
- Company name and/or logo on select materials promoting the event
- Recognition on the Bedford Area Chamber of Commerce's web site
- Company name on signs displayed during the event
- Mention in the Bedford Area Chamber of Commerce Newsletter

“Special Thanks”

Contribution of \$100 that includes a listing under “Special Thanks” in event program and mention in the BACC “Bedford Is Your Business” virtual flyer.

In-Kind Silent Auction Items

We will accept merchandise and service donations to be given away as silent auction prizes. The silent auction will open at the beginning of the dinner and close at the end of the awards ceremony.



2010 Beach Bash



The 2009 Beach Bash “Sip-n-Shag” was a great success!

As we continue to improve and add new features to this event, we believe this will be an exciting community

event for many years to come! Held in late August, the **Beach Bash** is a great way to enjoy those last long days in the summer sun. Annually, this event will feature a wine festival, micro-brewed beer, music performances from “Buffet style” bands, plenty of room for dancing, great food, and FUN! Mark your calendars, the 2010 Beach Bash is scheduled for August 21st!

Signature Sponsor: \$6,000 (or co-sponsored at \$3,000 each)

- Your company logo affixed to the Beach Bash Logo which will appear on all printed materials including posters, banners, and postcards sent to more than 5,000 individuals
- Recognition as signature sponsor in media ads (print, television, and radio) and on all billboards contracted for the event worth an estimated total of \$15,000 in advertising
- Company logo on promotional items, displays and/or banners at the event
- VIP tent at event for use by you and your employees or clients, strategically placed to ensure highest level of visibility
- Free vendor booth for you to display your products and services at the event
- Recognition on event emails and the Bedford Area Chamber of Commerce’s web site with a link to your web site
- Pre and post-event publicity in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance
- 50 free tickets to the event (30 if co-sponsored)

Entertainment Sponsor: \$3,000

- Your company name and logo associated with all promotion of the Entertainment segment of the event. This includes all printed materials marketing the entertainment of the event separate from general event promotion.
- Recognition as entertainment sponsor in media ads (print, television, and radio) and on all billboards contracted for the event, i.e. “[band name] presented by [your company name]”
- Recognition as Entertainment sponsor during introduction of entertainment and opportunity to speak during band intermissions at event
- Company logo on signs and/or banners at the event
- Free vendor booth for you to display your products and services at the event
- Recognition on event emails and the Bedford Area Chamber of Commerce’s web site with a link to your web site
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance
- 30 free tickets to the event (give to employees, clients, or customers)

2010 Beach Bash (cont'd)



Supporting Sponsor: \$1,000

- Your company name and logo on all printed materials (postcards, posters and flyers)
- Company name on signs and/or banners at the event
- Recognition as supporting sponsor in select media ads (print, television, and radio)
- Free vendor booth for you to display your products and services at the event
- Recognition as supporting sponsor on event emails and the Bedford Area Chamber of Commerce's web site
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance
- 10 free tickets to the event (give to employees, clients, or customers)

Community Sponsor: \$500

- Your company name on select printed materials (postcards, posters, and flyers)
- Company name on signs and/or banners at the event
- Free vendor booth for you to display your products and services at the event
- Recognition as community sponsor on event emails and the Bedford Area Chamber of Commerce's web site
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance
- 5 free tickets to the event (give to employees, clients, or customers)

“Special Thanks”

Contribution of \$100 that includes two complimentary tickets, a listing under “Special Thanks” on banner displayed at event and mention in the BACC “Bedford Is Your Business” virtual flyer.

BEDFORD AREA BUSINESS EXPO

Expo • Job Fair • Taste of Bedford

Held annually in September, the Bedford Area Business Expo is a unique opportunity for businesses in the community to network and engage the general public. Each year, the expo includes several features to help draw attendance from the community. The Job Fair is a daytime feature that assists businesses in their recruiting efforts without having to create a job fair of their own. The “Taste of Bedford” is an evening networking opportunity that involves area restaurants, caterers and wineries participating to promote Bedford’s business community.

Registration Sponsor: \$1,500

- Welcome banner/signage and sponsor greeters at registration desk/entrance
- Opportunity to provide promotional items with your company logo to all exhibitors
- Recognition as registration sponsor on all materials promoting the event, including printed flyers, press releases, event calendars, member emails, and invitations.
- Recognition as registration sponsor on all media ads (print, radio, and television).
- Your company’s logo included on the Bedford Area Chamber of Commerce’s web site with a link to your company’s web site
- Pre and post-event publicity in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance
- Complimentary Premier Double Booth (10’ x 20’) at the Expo which includes admission for four (4) to Taste of Bedford
- Access to printed invitations so that you may invite customers and encourage attendance from your employees

Corporate Sponsor: \$1,000

- Recognition as corporate sponsor on all materials promoting the event, including printed flyers, press releases, event calendars, member emails, and invitations.
- Recognition as corporate sponsor on all media ads (print, radio, and television).
- Your company’s logo included on the Bedford Area Chamber of Commerce’s web site
- Complimentary Standard Booth (10’ x 10’) at the Expo which includes admission for four (4) to Taste of Bedford
- Access to printed invitations so that you may invite customers and encourage attendance from your employees

Premier Double Booth: \$845

(standard rate, check for early-bird pricing)

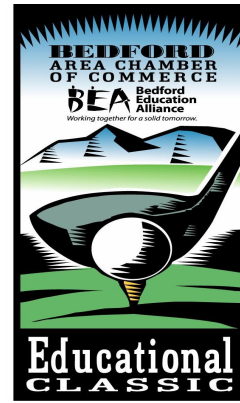
- 10’ x 20’ booth space
- Standard pipe and drape
- Table and 2 chairs
- Electrical hookup if desired
- ID sign

Standard Booth \$399

(standard rate, check for early-bird pricing)

- 10’ x 10’ booth space
- standard pipe and drape
- ID Sign
- Electrical hookup (at additional cost)
- Table and Chairs (at additional cost)

BACC Educational Classic Golf Tournament



Support education in Bedford! This annual tournament is held in October and benefits BACC's educational initiatives through its Bedford Education Alliance. The Alliance served more than 600 Bedford County middle school students through their Career Exploration program. Players are given VIP treatment at Boonsboro Country Club and sponsors can enjoy playing in the tournament or simply supporting a worthy cause—our youth's education experience!

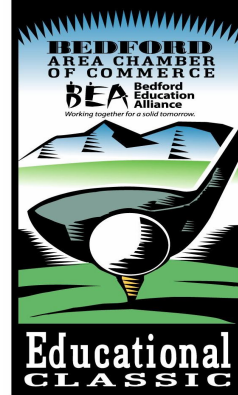
Title Sponsor: \$2,500 (limit one)

- Two 4-person teams of players and complimentary tee sign
- Right to address golfers at tee off and at awards reception
- Opportunity to provide players with “goodie bags” and/or promotional items that include your company logo
- Your company banner prominently displayed on site at tournament
- Company logo on sponsor board displayed at the tournament
- Company name and/or logo on all materials promoting the event, including printed flyers, press releases, event calendars, member emails, and radio advertisements
- Recognition as Title Sponsor on the Bedford Area Chamber of Commerce's web site with a link to your web site
- Pre and post-event publicity in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Principal's Club Sponsor: \$1,000

- One 4-person team of players and complimentary tee sign
- Company logo on sponsor board displayed at the tournament
- Opportunity to include promotional items in “goodie bags” given to players
- Company name and/or logo on select materials promoting the event
- Recognition as Principal's Club Sponsor on the Bedford Area Chamber of Commerce's web site with a link to your web site
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

BACC Educational Classic Golf Tournament (cont'd)



Teacher's Pet Sponsor (Dinner Sponsor): \$500

- Company banner in country club's ballroom
- Right to briefly address golfers during awards dinner
- Opportunity to place literature on tables in ballroom and/or provide promotional items
- Company name on select materials promoting the event
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Dean's List Sponsor (Beverage Station): \$300 (limit 3)

- Company banner at beverage station
- Opportunity to provide golfers with promotional materials and/or snacks at station
- Company name on select materials promoting the event
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Team Fee: \$400

- Greens and cart fees for four (4) players
- Four (4) mulligan and raffle tickets (one per person)
- One (1) string per team
- Dinner

Individual Fee: \$115

- Greens and cart fees for one (1) player
- One (1) mulligan and raffle ticket per person
- Dinner

Honor Roll Sponsor: \$100

- Signage at tee
- "Thank You" listing in players' golf cards

In-Kind Raffle and Game Prizes

We will accept merchandise and service donations to be given away as raffle prizes and/or game prizes (i.e. Closest to the Pin, etc) at the awards reception following the tournament.

LEADERSHIP BEDFORD

Class of 2011

Leadership Bedford provides a unique benefit of facilitating today's existing and emerging leaders. This six-month course enables students to work more effectively as a team, network with community and industry leaders, and fine tune their leadership skills. Successful completion of this course provides a certification from the Franklin Covey Institute.

Program Sponsor: \$1,000

- One participant to attend Leadership Bedford (\$425 value)
- Opportunity to address students during kick-off and graduation dinners
- Your company banner placed at kick-off and graduation events
- Opportunity to distribute promotional items imprinted with your company logo to students at kick-off (when they receive their textbook and materials)
- Your company name and/or logo on signage displayed at every session
- Your logo on all materials promoting the program, including printed flyers, brochures, invitations, press releases, and member emails
- Recognition as Program Sponsor on the Bedford Area Chamber of Commerce web site with a link to your site
- Recognition as Program Sponsor in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Corporate Sponsor: \$500

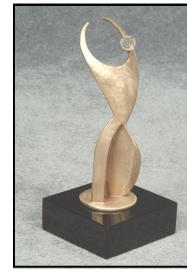
- Your company logo on banner/signage displayed at kick-off and graduation events
- Opportunity to distribute promotional items imprinted with your company logo to students at kick-off (when they receive their textbook and materials)
- Your company name and/or logo on signage displayed at every session
- Company name on select material promoting the program, including printed flyers, brochures, invitations, press releases, and member emails
- Recognition as Corporate Sponsor on the Bedford Area Chamber of Commerce web site
- Recognition as Corporate Sponsor in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Leadership Bedford Participant: \$425

Course fee includes textbook, binder of materials, seat at kick-off dinner, seats at graduation dinner for you and a guest, and an exceptional learning experience that will last a lifetime!

8th Annual
Women of Influence

LUNCHEON



This luncheon is quickly becoming one of the Chamber's premier events! Held annually in early December, it provides an opportunity for Bedford area professionals to celebrate women leaders in our community. Each year, the ATHENA award is presented to a deserving recipient who has displayed the award criteria of personal and professional leadership, community service, and empowerment of women leaders in the community.

Legacy Sponsor: \$1,000

- Opportunity to welcome/greet guests
- Complimentary table (10 person) at the luncheon
- Recognition as Legacy sponsor on all materials promoting the event including flyers, press releases, member emails, and invitations
- Your company name and logo on program and signage displayed at event
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Athena Award Sponsor: \$750

- Opportunity to speak to guest during award presentation
- Complimentary table (8 person) at the luncheon
- Recognition as Award sponsor on all materials promoting the event including flyers, press releases, member emails, and invitations
- Your company name and logo on program and signage displayed at event
- Mention in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Trust Sponsor: \$500

- Four (4) complimentary seats at the luncheon
- Recognition as Trust sponsor on all materials promoting the event including flyers, press releases, member emails, and invitations
- Your company name and logo on program and signage displayed at event
- Mention in the Bedford Area Chamber of Commerce Newsletter

Table Host- \$300 for table of 8 or \$380 for table of 10

- Recognition as table host on flyers, emails, and Chamber Newsletter
- Your company name displayed on the table you are hosting
- Special "thank you" listing in the event program.

MEMBER NETWORKING EVENTS

“Networking Before Nine” Host: cost varies

Monthly “Business Before Hours” breakfast that provides a morning networking opportunity before your busy workday begins! Hosts are responsible for securing the location of the event, providing light

breakfast including beverages, and covering postage costs for sending invitations. Net B/4 9 will occur in all months of 2010 except for January and December. Benefits Include:

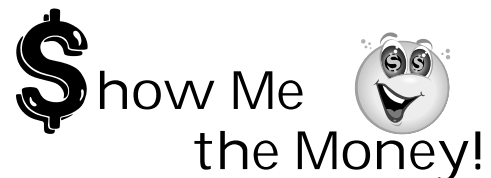
- Company logo on all material promoting BAH and your event including the “Bedford Is Your Business” virtual flyer, invitations, member emails and the BACC web site
- Right to make a presentation profiling your business to attendees
- Opportunity to provide promotional items imprinted with your company logo to attendees
- Article highlighting your company and the event in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance



“Show Me The Money”: \$500

This annual “mini expo” for new members is held in May of each year. The event allows new members to display their products and services free of charge to provide a unique networking opportunity with other members. Benefits include:

- Opportunity to address attendees utilizing the public address system at the event
- Company name and/or logo on all signage displayed on-site at event
- Opportunity to provide promotional items imprinted with your company logo, if desired, to “exhibiting” new members
- Company logo listed on all materials promoting the event including printed flyers, press releases, event calendars, new member mailings, and member emails
- Recognition in the Bedford Area Chamber of Commerce’s Newsletter appearing in the Bedford Bulletin and News & Advance



Business After Hours Host 2010: cost varies

Business After Hours (BAH) is an action-packed networking opportunity occurring monthly during the calendar year of

2010. Hosts are responsible for securing the location of the event, providing hors’ d’oeuvres and adult beverages, and covering postage costs for sending invitations. Current available BAH dates in 2010 are: *February 25, June 24, and October 23*. (Host agreements are also accepted for 2011, all months except January and December.) Benefits include:

- Company logo on all material promoting BAH and your event including the “Bedford Is Your Business” virtual flyer, invitations, member emails and the BACC web site
- Right to make a presentation profiling your business to attendees
- Opportunity to provide promotional items imprinted with your company logo to attendees
- Article highlighting your company and the event in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance

Business After Hours

2010

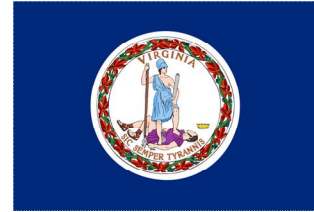
Government Affairs Opportunities

Legislative Wrap-up Breakfast: \$750

Held annually in the spring, the Legislative Breakfast is an opportunity for our Legislators to report to the business community following their return from their annual session in Richmond.

Benefits include:

- Company banner displayed prominently at the event
- Two complimentary tickets to attend breakfast
- Verbal recognition at the event
- Company logo on all material promoting the event including printed flyers, press releases, member e-mails, and radio and/or television promotion
- Recognition as event sponsor on BACC website
- Recognition in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance



Chamber Day at the Capitol: \$500

Held annually in January, a delegation of Chamber members visit Virginia's Capitol in Richmond to discuss issues facing businesses with our area delegates. The event, hosted by Virginia Chamber of Commerce, also includes a briefing by Governor Tim Kaine and other members of the Virginia General Assembly. Benefits include:

- Opportunity to attend the event with traveling Chamber members
- Opportunity to provide literature/brochures about your company to attendees
- Company logo on all materials promoting the event including printed flyers, press releases, member emails, and advertisements
- Recognition as event sponsor on the Bedford Area Chamber of Commerce web site
- Recognition in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance



City/County Town Hall Meeting: \$300

Held annually, the City/County Town Hall Meeting is a luncheon where citizens have an opportunity to hear from their elected officials about important issues facing our community, including plans for growth and development. This event is open to the public at no charge. Benefits include:

- Company banner displayed prominently at the event
- Podium recognition during luncheon
- Company logo on all materials promoting the event including printed flyers, press releases, member emails, and radio advertisements
- Recognition as event sponsor on the Bedford Area Chamber of Commerce web site
- Recognition in the Bedford Area Chamber of Commerce Newsletter appearing in the Bedford Bulletin and News & Advance



Sponsorship Reservation Form

Individual Events

<u>Event</u>	<u>Sponsor/Participation Level</u>	<u>Amount</u>
BACC Annual Dinner	_____	_____
2009 Beach Bash	_____	_____
Bedford Area Business Expo	_____	_____
BACC Educational Classic	_____	_____
Leadership Bedford	_____	_____
Women of Influence Luncheon	_____	_____
Member Networking Events	“Networking Before Nine” Host	_____
	“Show Me The Money”	_____
	Business After Hours Host	_____
	Legislative Wrap-up	_____
Government Affairs	Chamber Day at the Capitol	_____
	City/County Town Hall Meeting	_____

Total Sponsorship: \$ _____

Added features or notes:

Note: This is an estimate only. You will be contacted by a staff person of the Bedford Area Chamber of Commerce to confirm your commitment.





Chamber Passport Sponsorship Packages

Partner: \$2,000

Package value: \$3,350

Includes Passport Value Benefits: logo on three “Passport Banners” which are displayed in each chamber office and events, logo on home page of BACC web site, one (1) complimentary virtual flyer, two (2) complimentary Annual Dinner tickets, and one (1) complimentary golf tee sign at BACC Educational Classic (*value: \$1450*)

- One (1) event sponsorship at \$1,000 level.
- One (1) event participation or sponsorship at \$500 level
- Complimentary participation in one (1) event (*value: up to \$400*)

Supporter: \$1,000

Package value: \$1,420

Includes Passport Value Benefits: logo on three “Passport Banners” which are displayed in each chamber office and events, one (1) complimentary virtual flyer, and one (1) complimentary golf tee sign at BACC Educational Classic (*value: \$520*)

- One (1) event sponsorship at \$500 level.
- Complimentary participation in one (1) event (*value: \$400*)

Community: \$500

Package value: \$920

Includes Passport Value Benefits: logo on three “Passport Banners” which are displayed in each chamber office and events and one (1) complimentary virtual flyer (*value: \$420*).

- One (1) event participation or sponsorship at maximum of \$500.

EVENT OPTIONS

\$1,000 Sponsorship:

BACC Annual Dinner
2010 Beach Bash
Bedford Area Bus. Expo
BACC Education Classic
Women of Influence
Leadership Bedford

\$500 Sponsorship:

BACC Annual Dinner
2010 Beach Bash
BACC Education Classic
Women of Influence
Leadership Bedford

Event Participation:

Table of 8, BACC Annual Dinner
Standard Booth, Expo
Team, BACC Education Classic
Table Host, Women of Influence
Student, Leadership Bedford

To develop a customized package, please contact the Bedford Area Chamber of Commerce at 540-586-9401 (Bedford) or 434-525-7860 (Forest).



Chamber Passport Sponsorship Reservation Form

Your Support Matters! The Chamber Passport program has been designed to allow you to support the Chamber events that you are interested in, without any guesswork! Select the level of participation that best suits your needs using a menu driven approach and maximize your sponsorship investment while getting the most value from your member benefits.

I would like to participate at the _____ level.

My event selections are (please note sponsorship amount as needed):

Event # 1: _____
(all levels)

Event #2: _____
(Partner and Supporter levels only)

Event #3: _____
(Partner level only)

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____

Please invoice me _____ Check enclosed _____ Please charge my credit card _____
(Call to provide card information)

Do we have your logo on file?* YES NO

*Please submit logos in jpeg or pdf format, in both color and black & white, high-res for print and web application.

