



2023

MARKETING
OPPORTUNITIES



2023 OPPORTUNITIES

Calendar of Events

*Agricultural Appreciation Breakfast	Feb
*Annual Membership Dinner	March
Concert @ Carrico	May-Aug
*Small Business Week	May
*Men In Business Luncheon	June
*Women in Business Luncheon	July
*Tobacco & Heritage Festival	Sept. - Oct.
Annual Membership Breakfast	Nov
Downtown Russellville Christmas Open House	Nov
Logan Chamber Open House	Dec

*Indicates Chamber Annual Events

Event Stats

Event	Attendance	Advertisements	Social Media Reach
Ag Breakfast	150+	Local	423
Annual Dinner	300+	Local & Regional	7,522
Concert @ Carrico	1000+	Local & Regional	15,537
Men In Business	75+	Local	532
Women in Business	100+	Local	3,660
Tobacco & Heritage Festival	30,000	Local, Regional, & State	31,077

MARKETING OPTIONS

Do you prefer planning your entire calendar year of advertising at once?
Or do you enjoy seizing opportunities as they come along?
Either way, we have options for you.

The Logan County Chamber believes in a comprehensive marketing approach. The options include both annual packages and a la carte choices. Packaging is customizable, and to ensure you're getting the biggest bang for your buck, we will sit down with you to discuss your goals.

ANNUAL PARTNERSHIPS

The Annual Partnership Program provides the most consistent marketing over the course of the year. If you prefer to line up your involvement for the entire year in advance, take a look at the attachment below. All Annual Partners are featured at each event throughout the year.

Prices range from \$2,000 - \$7,000, and full inclusions vary.

A LA CARTE SPONSORSHIP

The options available from this list are items that may be selected separately from all other marketing. If you want to purchase a few opportunities and create a small marketing package, we can certainly discuss that. You will also find that many of these opportunities are included in the Annual Partnership Program as well.

ANNUAL PARTNERSHIP

Platinum

Limit 4 Platinum Partners Per Year

- Sponsor recognition to all 6 Annual Events throughout the year listed in promotion, advertisements, and press releases related to events
- Title Sponsor for 1 Concert @ Carrico during 2023. Partner selects date.
- Business Logo listed on all newsletters
- Business Logo on Chamber Website entire year
- Logo and Signage Recognition in the Chamber Office
- Complimentary Table (8 Tickets) for Annual Dinner
- Complimentary Tickets (2) for Women In Business Luncheon
- Complimentary Tickets (2) for Men In Business Luncheon
- Stage Sponsorship for the Tobacco & Heritage Festival
- Speaking Opportunity at all 6 annual events throughout the year

Value: \$8,250

Investment: \$7,000

Gold

Limit 6 Gold Partners Per Year

- Sponsor recognition to all 6 Annual Events throughout the year listed in promotion, advertisements, and press releases related to events
- Business Logo listed on all newsletters
- Business Logo on Chamber Website entire year
- Logo and Signage Recognition in the Chamber Office
- Complimentary Tickets (4) for Annual Dinner
- Complimentary Tickets(2) for Women In Business
- Complimentary Tickets(2) for Men in Business Luncheon
- Speaking Opportunity at all 6 annual events throughout the year

Value: \$4,650

Investment: \$4,000



ANNUAL PARTNERSHIP

Silver

- Sponsor recognition to 5 Annual Events throughout the year listed in promotion, advertisements, and press releases related to events
- Business Logo listed on 6 newsletters of year
- Business Logo on Chamber Website 6 months of year
- Logo and Signage Recognition in the Chamber Office
- Tobacco & Heritage Festival Sponsor
- Complimentary Tickets (2) to Annual Dinner
- Complimentary Tickets(2) for Women In Business or Men in Business
- Speaking Opportunity at 5 Annual Events

Value: \$3,625

Investment: \$3,000

Bronze

- Sponsor recognition to 4 Events throughout the year listed in promotion, advertisements, and press releases related to events
- Business Logo listed on 3 newsletters of year
- Business Logo on new Chamber Website 3 months of year
- Logo and Signage Recognition in the Chamber Office
- Festival Sponsor for the Tobacco & Heritage Festival
- Complimentary Tickets (2) to Women In Business or Men in Business

Value: \$2,300

Investment: \$2,000

ANNUAL PARTNERSHIP

Benefits Valuation

Sponsor recognition to all 6 Events throughout the year.....	\$ 3,000.00
Concert @ Carrico Title Sponsorship.....	\$ 2,500
Business Logo listed on all newsletters.....	\$ 250.00
Business Logo on new Chamber Website entire year.....	\$ 300.00
Logo and Signage Recognition in the Chamber Office.....	\$ 100.00
Complimentary Table (8 Tickets) for Annual Dinner.....	\$ 300.00
Complimentary Table at the Business Expo.....	\$ 100.00
Complimentary Tickets for Women In Business Luncheon (4)....	\$ 80.00
Complimentary Tickets for Men In Business Luncheon(4).....	\$ 80.00
Stage Sponsorship for the Tobacco & Heritage Festival.....	\$ 1,000.00
Tobacco & Heritage Festival Sponsorship.....	\$ 100.00
Speaking Opportunity at all 7 events throughout the year.....	\$ 700.00

Platinum	Value: \$8,250	Investment: \$7,000
Gold	Value: \$4,650	Investment: \$4,000
Silver	Value: \$3,625	Investment: \$3,000
Bronze	Value: \$2,300	Investment: \$2,000

A LA CARTE SPONSORSHIP

The options available from this list are items that may be selected separately from all other marketing. If you want to purchase a few opportunities and create a small marketing package, we can certainly discuss that. You will also find that many of these opportunities are included in the Annual Sponsorship Program as well.

Event Sponsorship

\$100-\$500

Interested in an Event? Not sure what you are getting out of your sponsorship? Let's Connect! We want to help you reach your target audience and achieve your marketing goals!

7 Annual events include: Ag Breakfast, Annual Dinner, Business Expo, Men In Business, Women In Business, Tobacco Festival, Annual Breakfast

Concert @ Carrico

\$2,500

Concert @ Carrico is the Summer Concert Series that takes place in downtown Russellville monthly from May until August. Each month, we accept 2 title Sponsors for the event! This is one of our largest events and Sponsors receive recognition with a reach of 15K on Facebook, 300+ in attendance, TV Commercials, and local media outlets.

Chamber Chat

\$25 mo./\$250 yr.

Chamber Chat is the Logan County Chamber of Commerce's monthly newsletter that is distributed to over 1,000 Chamber Members, media outlets, and members of the community. Your Business name or Logo will be listed as presenting sponsors for the month or yearly. Limit 5 per issue, including annual sponsors.

Quarterly Events

\$100-\$500

Quarterly, the Chamber will host Events, such as Virtual Workshops, Lunch N Learns, and Business After Hours Networking. Your Business can choose to host these events, supply the meal, or speak to the attendees. These events are completely customizable to meet your sponsorship needs.