



2022 Sponsorship Opportunity Guide



Your Voice for Business Success

460
members strong

Fostering economic growth and prosperity in our Community by promoting business through education, networking, and advocacy

540-459-2542
ShenandoahCountyChamber.com



Event Structure

The Chamber's programs will work in unison to create better benefits for you, our members, and Shenandoah County. While we classify events in one category, each event is connected by providing growth and economic success for our community and members.

4 DEVELOPMENT AREAS

BUSINESS

- Annual Awards Party
- Business After Hours
- Networking Luncheons
- Salute to Small Business and workshops
- New Member Orientation
- Business & Education Roundtables
- Young Professionals Network

LEADERSHIP

- Leadership Shenandoah County
- State of the County Address
- Economic Development Council Breakfast
- State of Education
- Student Leadership Shenandoah County
- Women's Business Council and Leadership Symposium

PERSONAL

- Personal & Professional Seminars & Workshops
- Starting a Small Business in Shenandoah County
- RevUp Shenandoah County
- Ambassadors
- Aging In Place Council
- Non-profit Council
- Strasburg Business Alliance

COMMUNITY

- Shenandoah AutumnFest
- Job Fairs (Regional)
- Route 11 Yard Crawl
- Valor Awards
- Legislative Breakfast
- 50+ Senior Resource Expo
- Christmas Parades in Woodstock and Strasburg

Annual Sponsorships

Limited sponsorships will be offered at each level, thereby highlighting your business.

The Shenandoah County Chamber of Commerce is a non-profit, voluntary organization of the business community. It unites business, industry, and professional individuals to improve the economy and build a more vibrant and prosperous community.

The Chamber's strength lies in its membership, enabling us to accomplish collectively what no one could do individually. We connect over 460 members, representing over 9,500 employees and consisting of businesses large and small. These connections include valuable resources such as economic development, business educations, marketing, networking opportunities and much more.

Are you seeking exposure for your business? Creative ways to reach new customers or market your business? Looking to position your company as a community leader? The Shenandoah County Chamber provides many unique ways to partner with your business.

We would love to help you find the right marketing sponsorship avenues for your business to achieve the goals that you have set.

Sharon Baroncelli, President/CEO

Branding Benefits at All Levels

CHAMBER WEBSITE

- Over 3,000 page views monthly
- Logo banner on every page
- Dedicated Sponsor Page

FB - CHAMBER/YARD CRAWL/ AUTUMNFEST

- 3,3K /16K/2,3K unique users

WEEKLY EBLASTS

- Over 2,100 recipients

CHAMBER DIRECTORY

- Top Sponsor Business Description
- 10K Distributed with the NVD



Premium Level Benefits

\$10,000

- Annual Membership (Unlimited representatives)
- Logo on Sponsor Banner stand displayed at Events
- Logo on Sponsor Banner stand displayed in Chamber window
- Sponsor box on high traffic website pages
- Listed on all Chamber event marketing materials
- Top Sponsor Business Description in NV Daily Chamber Business and Community online and printed Directory in 2022
- Weekly eNews Listing in Sponsor Area
- 10 pairs of tickets and sponsorship of the Annual Awards Party
- Recognition at the Economic Development Council Breakfast
- Complimentary Networking Luncheon attendance
- Complimentary attendance at all educational seminars and forums
- Includes one of the Top Sponsors of AutumnFest and tasting tickets
- Includes one of the Top Sponsors of the Valor Awards
- Includes one of the Top Sponsors of the 50+ Senior Resource Expo
- Includes a sponsorship of the Rt 11 Yard Crawl
- 2 Participants in the Leadership Shenandoah Class
- Sponsor and present to the Student Leadership Shenandoah County Class
- Social media recognition and posts (12X/year)
- Free participation in Regional Job Fairs (Spring and Fall)
- Ad placement in eNews and eBlasts
- Access to Proud Sponsor Chamber logo for marketing purposes



Gold Level Benefits

\$5,000

Only 6 available

- Annual Membership (Unlimited representatives)
- Logo on Sponsor Banner stand displayed at Events
- Logo on Sponsor Banner stand displayed in Chamber window
- Sponsor box on high traffic website pages
- Sponsor Business Description in NV Daily Chamber Business and Community online and printed Directory in 2022, Half Page ad
- Weekly eNews Listing in Sponsor Area
- 5 pairs of tickets and sponsorship of the Annual Awards Party
- Recognition at the Economic Development Council Breakfast
- Complimentary Networking Luncheon attendance
- Social media recognition and posts (6X/year)
- Includes a Gold Sponsorship of AutumnFest and tasting tickets
- Includes a Silver Sponsorship of the Valor Awards
- Includes a Silver Sponsorship of the 50+ Senior Resource Expo
- Includes a sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah County Class
- Sponsor of Student Leadership Shenandoah County Class
- Access to Proud Sponsor Chamber logo for marketing purposes

|



Silver Level Benefits

\$2,500

Only 6 available

- Annual Membership (Up to 5 representatives)
- Logo on Sponsor Banner stand
- Sponsor box on high traffic website pages
- Weekly eNews Listing in Sponsor Area
- 2 pairs of tickets and sponsorship of the Annual Awards Party
- Includes a Silver Sponsorship of AutumnFest and tasting tickets
- Includes sponsorship and four tickets to the Valor Awards
- Includes a sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah Class
- Legislative Breakfast tickets
- Access to Proud Sponsor Chamber logo for marketing purposes

|

Bronze Level Benefits

\$1,500

Only 10 available

- Annual Membership
- Logo on Sponsor Banner stand
- Sponsor box on high traffic website pages
- 2 Tickets and sponsorship of the Annual Awards Party
- Includes a Bronze Sponsorship of AutumnFest and tasting tickets
- Includes a sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah Class
- Legislative Breakfast tickets
- Access to Proud Sponsor Chamber logo for marketing purposes

2022 CHAMBER OF COMMERCE EVENTS

**Select which events you would like to be involved in for the 2022 calendar year. Once you have chosen where you want to be involved and the level at which you would like to contribute, the Chamber Team will build out a sponsorship package specific to your marketing goals and contribution.*

CELEBRATE SHENANDOAH COUNTY AWARDS OF EXCELLENCE PARTY 2023

The presentation of the Annual Awards is an event we look forward to each year with hundreds of business leaders in attendance. In addition to the awards the Chamber holds a brief Annual Meeting and installs the incoming Board of Directors. During the Awards Party the Chamber recognizes and honors outstanding organizations and presents an Award of Excellence to the Large Business, Small Business, Young Professional, Tourism Business, Citizen of the Year, and Non-Profit of the Year. There are multiple opportunities at this event to promote your business and achieve your marketing goals.



PRESENTING SPONSOR

\$2,000

- Top logo placement recognition on all advertising and weekly eNews
- Primary logo placement on event website
- Signage at event
- Press release listing
- Complementary eBlast
- Primary logo placement on event program
- 12 Tickets

SPONSOR

\$750

- Logo placement on all advertising and weekly eNews
- Logo placement on event website
- Logo placement on event program
- Four pairs of tickets

AUTUMNFEST – OCTOBER 1, 2022 - SHENANDOAH COUNTY FAIRGROUNDS

Over 5,000 attendees enjoying Brews, Bands and BBQ



Event Sponsor/Media Sponsor

\$5,000

Gold Sponsor Package Plus ...

- Two Company banners displayed at entrance to event and BBQ tasting area
- Mention on all advertisements
- 10 complimentary Autumnfest Tasting tickets
- 20 complimentary Autumnfest Entrance tickets (\$10/ea value)
- Free monthly ad in the Chamber's eNews (6X) or 2 stand alone member eBlasts
- Company logo on Map Signage/flyers

Gold Sponsor

\$2,500

Silver level package plus....

- Company name listed in press release
- Company name/logo on print advertising (posters, rack cards, banners and newspapers)
- Verbal recognition during announcements at the event
- 6 complimentary Autumnfest Tasting tickets
- 10 complimentary Autumnfest Entrance tickets (\$10/ea value)

Silver Sponsors

\$1,000

Bronze level package plus...

- Company logo listed on Event banner(s)
- Company logo listed on Shenandoah Autumnfest web page
- 4 complimentary Autumnfest Tasting tickets
- Logo, link and description in the Chamber's eNews

Bronze Sponsors

\$500

- Company name listed on Event banner
- Company name listed on Shenandoah Autumnfest web page
- Free 10' X 10' booth space
- 2 complimentary Autumnfest Tasting tickets
- Listing in the Chamber's eNews about Autumnfest
- Use of the Shenandoah Autumnfest logo on cross-promotions for your business

ECONOMIC DEVELOPMENT COUNCIL BREAKFAST-SEPTEMBER 2022

Join hundreds of business and government leaders as we come together to celebrate our area and discuss future development of our region.



Presenting Sponsor

\$1,500

- Logo on Invitation
- Logo on Event Calendar page and eNews promoting event
- Recognition in all social media posts promoting the breakfast
- Recognition at the breakfast and an opportunity to speak for 2-3 minutes.
- Company info at each seat and/or table tents at each table
- Logo on signage at event

LEADERSHIP SHENANDOAH COUNTY

Leadership Shenandoah County (LSC) is a nine-month interactive, informative program designed to strengthen individuals for personal, organizational, and community leadership. A full-day opening retreat launches the program in January followed by a volunteer service opportunity and 8 monthly sessions. A graduation celebration is held in September. LSC offers existing and emerging leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community-oriented group projects. LSC seeks to develop the ability of individuals to influence, motivate, and enable others to contribute toward their own effectiveness and the strength of the larger community.



LEGISLATIVE BREAKFAST OR LUNCHEON – MARCH 2022

The Legislative Breakfast is held to give our State legislators an opportunity to report on the issues that were addressed during the General Assembly. Our Federal representatives are also invited to update members on national issues. This event enables access to our representatives.



Presenting Sponsor

\$750

- Logo on Invitation
- Logo on Event Calendar page and eNews promoting event
- Recognition in all social media posts promoting the event
- Recognition at the event and an opportunity to speak for 2-3 minutes.
- Company info at each seat and/or table tents at each table
- Display signage at event

QUARTERLY NETWORKING LUNCHEONS - 4TH TUESDAY



Sponsor

\$250/Luncheon

The SCCC Networking Luncheons are great ways to market your products and services and meet a variety of people in a large group, in a convenient and short time frame. Sponsorship of this event gives you the opportunity to present for 5 minutes about your business before the rounds of networking begin, place flyers on tables, have a display table and receive meal tickets for your attendees.

NON-PROFIT COUNCIL 2ND THURSDAY OF EACH MONTH

Sponsor

\$250/Meeting

Attend a Council meeting and share your product or service with over 40 non-profit members. Your sponsorship will cover the lunch for attendees. Sponsors may also participate in the Community Volunteer Fair with a display table. The Volunteer Fair takes place during National Volunteer Week.

ROUTE 11 YARD CRAWL – AUGUST 13, 2022

Sponsors receive logo on event tshirt and social media posts reaching over 18,000 strong followers with some posts reached 89K in 2021



Sponsor

\$500

- Receive logo on back of event tshirt
 - Logo and mentions in five (5) social media posts reaching over 18,000 strong followers
 - Logo on event website
-

SALUTE TO SMALL BUSINESS WEEK – APRIL 2022

Come together and celebrate our County's small businesses during National Small Business Week. Educational sessions are held each day and a Salute to Small Business reception will kick-off the week.

Educational Session Sponsor

\$250/program

One program offered Tues, Wed, Thur and Fri during Small Business Week. May be morning or after work

- Logo on Event Calendar page and eNews promoting session
- Recognition in all social media posts promoting the session
- Recognition at the session and an opportunity to speak for 2-3 minutes.

Reception Presenting Sponsor

\$1,500

- Logo on Invitation to all members
- Logo on Event Calendar page and eNews promoting reception
- Recognition in all social media posts promoting the reception
- Recognition at the reception and an opportunity to speak for 2-3 minutes.
- Company info at reception with a display table
- Display signage or banner at event

50+ SENIOR RESOURCE EXPO



Gold Sponsorship Investment

- Full page ad and listing in Senior Directory and Guide (distributed at Resource Expo)
- Two Vendor Spaces- Priority selection (8' tables and chairs provided, 20 X 20)
- Name (logo) in all printed promotional materials
- Name (logo) on event web page
- Name (logo) on Facebook event page
- Radio advertisements will include you as an event sponsor
- Social media posts and ads will include you as an event sponsor
- Promotional item, provided by you, included in attendee bag
- Opportunity to address attendees in designated area and/or present a break out session (20 minutes)

Silver Sponsorship Investment

\$500

- Half page ad and listing in Senior Directory and Guide (distributed at Resource Expo)
- One vendor space – priority selection (8' table and chairs provided, 10 X 10)
- Name/logo mentioned on event web page and promotional flyer

Bronze Sponsorship Investment

\$250

- Quarter page ad and listing in Senior Directory and Guide (distributed at Resource Expo)
- One vendor space – priority selection (8' table and chairs provided, 10 X 10)



STUDENT LEADERSHIP SHENANDOAH COUNTY

Student Leadership Shenandoah County (SLSC) is a one-week interactive, informative program designed to strengthen and prepare high school sophomores and juniors for personal, organizational, and community leadership. A half-day opening retreat launches the program, followed by a volunteer service opportunity and 4 daily sessions. A graduation celebration is held. SLSC offers emerging young leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community and school projects.



Gold Sponsor

\$2,500

- Company name/logo on SLSC website and program print materials
- Recognition of sponsorship in local media and social media
- Recognition and invitation to SLSC class days and an opportunity to address the participants
- Recognition and attendance at graduation event, assist in presenting graduation certificates

Silver Sponsor

\$1,000

- Company name on SLSC website and program print materials
- Recognition of sponsorship in social media posts
- Recognition and invitation to SLSC class days with an opportunity to address the participants

Program Day Sponsor

\$500 (4 days available)

- Highlight company/logo on program day print materials
- Opportunity to join and present to the class on designated program day

Student Sponsor

\$500

- Sponsor a student in the SLSC program

VALOR AWARDS, 2022

This special reception honors those in public safety by presenting awards to the men and women who have given the most to protect and serve the citizens of Shenandoah County. The reception is a partnership with the County Fire & Rescue Association, Virginia State Police, Town Police and County Sheriff's Department.

Presenting Sponsor

\$5,000

- The program will be referred to as the "2022 Valor Awards, presented by (name of Sponsor Company)"
- Two-minute promotional announcement at reception
- Opportunity for display table
- Presenting Sponsor recognition in calendar of events, emails and on website
- Presenting Sponsor recognition in press releases and event signage
- Presenting Sponsor recognition on signage for event
- Logo and Presenting Sponsor recognition in event program
- Tickets for 10 company attendees and 10 public safety personnel

Heroism Sponsor

\$3,000

- Opportunity for company CEO or representative to present award at ceremony
- Opportunity for display table
- Logo recognition in broadcast emails and on website
- Recognition in press releases and event signage
- Recognition on signage for event
- Logo recognition in event program
- Tickets for 6 company attendees and 6 public safety personnel

Bravery Sponsor

\$2,000

- Opportunity for display table
- Logo recognition in broadcast emails and on website
- Recognition on signage for event
- Logo recognition in event program
- Tickets for 5 company attendees and 10 public safety personnel

Public Safety Sponsor

\$500

- Company name/logo displayed at event
- Recognition on signage for event
- Two (2) tickets to event with additional four (4) tickets donated back to public safety

Corporate Sponsor

\$250

- Recognition on signage for event
- Two (2) tickets to event

WOMEN'S BUSINESS COUNCIL – 1 PER QUARTER



BUSINESS AFTER HOURS (BAH)

Monthly Networking, 5:30 - 7:00 pm

STRASBURG BUSINESS ALLIANCE

Third Thursday of each month at Box Office



REGIONAL JOB FAIR

Participants will be recognized in print ads and in social media posts. Jobs are listed on the Job Board. Cost is \$100/job fair

YOUNG PROFESSIONALS NETWORK

Opportunity to promote your business in front of our young professionals who are in their 20's & 30's. YPN's meet bi-monthly to network and for community and leadership development.





2022 ANNUAL SPONSORSHIP COMMITMENT FORM

Company: _____

Contact: _____

Phone: _____

Email: _____

LEVEL OF SPONSORSHIP:

____ Premium (\$10,000)

____ Gold (\$5,000)

____ Silver (\$2,500)

____ Bronze (\$1,500)

Signature: _____

___ Please invoice me. Send invoice to: _____

___ I will submit a check to SCCC, PO Box 605, Woodstock, VA 22664