



2011
Event
MENU



TABLE OF CONTENTS

Introduction/ Contact Information	Page 2
Individual Events	
BACC Annual Dinner	3
2011 Beach Bash	4
Bedford Area Business Expo	6
BACC Educational Classic	7
Leadership Bedford	9
Member Networking Events	10
Government Affairs Events	11
Sponsorship Reservation Form	12
Chamber Passport	
Diamond Partner Package	13
Gold Partner Package	13
Partner Package	13
Associate Package	13
Supporter Package	13
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 2011.

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

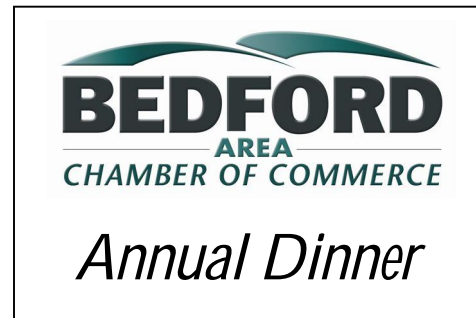
FOREST SATELLITE OFFICE
14805 Forest Rd. Ste 107
Forest, VA 24551

PH: 540-586-9401 or 434-525-7860
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.



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.



5th Annual Beach Bash



The 2010 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 2011 Beach Bash is scheduled for August 20th!

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
- 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
- 30 free tickets to the event (give to employees, clients, or customers)

5th Annual Beach Bash (cont'd)



Wine Glass Sponsor: \$1,500

- Your company logo etched on one side of all wine glasses distributed at the event (1,000+)
- Your company name and logo on all printed materials including postcards and posters
- 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
- 10 free tickets to the event (give to employees, clients, or customers)

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
- 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
- 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
- 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)

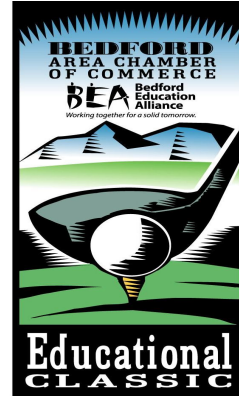
- 10’ x 20’ booth space
- Standard pipe and drape
- Table and 2 chairs
- Electrical hookup if desired
- ID sign

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!

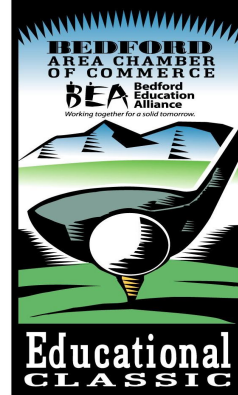
Title Sponsor: \$2,500 (limit one)

- 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

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

BACC Educational Classic Golf Tournament (cont'd)



Dean's List 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

Honor Roll 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

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

Teacher's Pet 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 2012

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

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

Leadership Bedford Participant: \$499

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

MEMBER NETWORKING EVENTS

“Networking Before Nine” Host

Monthly “Business Before Hours” breakfast that provides a morning networking opportunity before your busy workday begins! Networking Before Nine hosts are responsible for securing the location of the event and providing light breakfast including beverages. Net B/4 9 will occur in all months of 2011 except for January and December. Benefits Include:



- Company logo on all material promoting Net B/4 9 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

Business After Hours Host 2012: \$400

Business After Hours (BAH) is an action-packed networking opportunity occurring monthly during the calendar year of 2012. In addition to the host fee, Business After Hours Hosts are responsible for securing the location of the event and providing hors’ d’oeuvres to include adult beverages. Current available BAH months in 2012 are: *February, April, June, July, August, October, and November*. 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

New Member Showcase: \$1,000

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

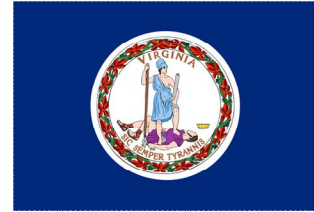
Government Affairs Opportunities

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 BACC Newsletter appearing in the Bedford Bulletin



Chamber Day at the Capitol: \$650

Held annually in January, a delegation of Chamber members visits 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 Bob McDonnell 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 BACC Newsletter appearing in the Bedford Bulletin



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 BACC Newsletter appearing in the Bedford Bulletin



Sponsorship Reservation Form

Individual Events

<u>Event</u>	<u>Sponsor/Participation Level</u>	<u>Amount</u>
BACC Annual Dinner	_____	_____
2011 Beach Bash	_____	_____
Bedford Area Business Expo	_____	_____
BACC Educational Classic	_____	_____
Leadership Bedford	_____	_____
Member Networking Events	“Networking Before Nine” Host	_____
	Business After Hours Host	_____
	New Member Showcase	_____
	Government Affairs	_____
Government Affairs	Legislative Wrap-up	_____
	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.





The Chamber Passport program offers the ability to market, advertise and promote your company on a regular, consistent basis through an annual package of benefits. By strategically planning your activities in these areas, you can virtually develop an individual campaign that will deliver bottom line benefits. Select the level of participation that best suits your needs and enjoy the convenience of a one-time, all-inclusive transaction to represent your company for the entire year.

Diamond Partner: \$10,000

Package value: +\$10,000

Includes Passport Value Benefits: logo on two “Passport Banners” which are displayed in each chamber office and events, premier signage outside both Chamber offices, wall posters displayed in both Chamber offices, premier recognition on home page of BACC web site, logo recognition on twenty-four (24) e-mail Newsletters, twelve (12) complimentary virtual flyers, feature in Chamber Community Guide/Membership Directory, and the following:

Special Event Participation

Booth at Bedford Area Business Expo

Table of 8 at Annual Dinner

Golf team, Beverage Station & Tee Sign at BACC Educational Classic

Signature Event Recognition at the following events:

Beach Bash

New Member Showcase

Supporting Event Recognition at the following event:

Bedford Area Business Expo

Gold Partner: \$5,000

Package value: +\$5,000

Includes Passport Value Benefits: logo on two “Passport Banners” which are displayed in each chamber office and events, one (1) wall poster displayed in the Chamber office of your choice, logo on home page of BACC web site, six (6) complimentary virtual flyers, Passport Sponsor recognition in Chamber Community Guide/Membership Directory, and the following:

Special Event Participation:

Booth at Business Expo,

Four (4) complimentary seats at Annual Dinner

Beverage Station & Tee Sign at BACC Educational Classic

Supporting Event Recognition at the following events:

Beach Bash

Bedford Area Business Expo



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
 Leadership Bedford

\$500 Sponsorship:

BACC Annual Dinner
 5th Annual Beach Bash
 BACC Education Classic
 Leadership Bedford

Event Participation:

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

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



Sponsorship Reservation Form

I would like to participate at the _____ level.

My event selections are (refer to package details for the appropriate number of events):

Event # 1: _____

Event #2: _____

Event #3: _____

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.