



Advertising and Sponsorship Opportunities

June through December
2010

Niagara River Region Chamber of Commerce

Niagara River Region Chamber of Commerce
100 North Third Street
Lewiston, NY 14092
(716) 754-9500

www.NiagaraRiverRegion.com



Niagara River Region Chamber of Commerce Business to Business Networking Blenders

The Chamber hosts several Business to Business networking events, held after business hours at different locations around the Niagara River Region. The host location serves hor d'oeuvres and a cash bar is always available. The cost to attendees (members, prospective members and invited guests) is just \$5.00 at the door. Enjoy a great night of networking, making new contacts and creating business, brand and name recognition. Business cards are collected for special door prize giveaways to make the night fun! Sponsors are able to take advantage of business exposure before, during and after the Networking Blender.

Co-Sponsor of One Mixer	\$150
Co-Sponsor of Two Mixers	\$275
Co-Sponsor of Three Mixers	\$400
Co-Sponsor of Four Mixers	\$500

Sponsorship of the Chamber Business to Business Networking Blenders receives the following recognition:

- Company name and logo on direct mail publication and email blast sent to business leaders and membership.
- 10 (ten) complimentary tickets to the Blender to offer to business associates, employees and friends (Value of \$50).
- Recognition on signage at the Blender
- Photo with the Board Chair and President of the Chamber in our online newsletter and website.
- Photo and press release acknowledging your sponsorship will be sent to members of the media.
- Business logo and business spotlight included in the Lewiston Sentinel
- Opportunity for an introduction and message about your business during the Blender.
- Opportunity for a display table at the Blender
- Your company will be acknowledged on the Blender event web page and a link to your site can also be included.
- Distribution of Company material / collateral at Blender
- Business Card / Member list of every attendee will be provided to you for follow up and networking and business development.

For additional information on sponsoring a Business to Business Networking Blender or to host the next one, please contact Jennifer at the Chamber office at 716-754-9500 ext 12 or Jennifer@NiagaraRiverRegion.com

*Host locations and dates vary throughout the year. For an updated list of scheduled locations/dates, please contact the Chamber office.

Niagara River Region Chamber of Commerce Customized Email Blast



Send out a custom designed email blast to over 800 email contacts for a small fee. Your customized advertisement will reach business owners, chamber members, leaders in the community and government, media and more. Each email blast comes complete with a finished analytic report. Announce an important achievement, sale and promotion or coupon to a new demographic.

Each email blast is custom designed and sent to our online database for only **\$25.00**.

***Contract with us for 5 e-blasts, receive one free!**

***Contract for 10 e-blasts, receive two free!**

2010 EVENT and FESTIVAL SPONSORSHIP

Chamber Golf Outing July 26, 2010 Niagara Frontier Country Club

Join the Chamber for a fun day on the green, socializing with fellow members and leaders of the community. This soon to be annual event is a fun filled day not to be missed!

Cost: **\$145 per person** **\$500 Foursome**

Includes:

- 11 am registration and hot dog cart (11:30 am shot-gun start)
- Greens fees (18 holes) & cart
- Beer, soda and water during play
- Raffle Prizes, including a "goody bag" for each participant
- One hour open bar and hors d'oeuvres, steak dinner & desserts
- Tournament Prizes/team contests



Tee Hole Sponsorship **\$125**

This sponsorship level entitles its supporter to recognition as follows:

- Your Business Name / Logo and information on the green
- A Press Release acknowledging your sponsorship will be sent to members of the media
- Inclusion in a photo and feature story in the Lewiston Sentinel
- Recognition in our weekly online newsletter as a sponsor of the event
- Formal acknowledgment by the Master of Ceremonies during the event
- Your Business Name / Logo will be acknowledged on the event web page and a link to your site included
- Available space for you to distribute your company's information at the event.

Harvest Festival and Scarecrow Display Sponsorship

The annual Harvest Festival draws visitors and residents to the Village of Lewiston for two full days of Country Faire type shopping and entertainment. Find handmade artwork, crafts, wineries, farm fresh produce and entertainment along both sides of Center Street. This festival is marketed throughout Western New York and has become a much anticipated fall event for tourists and residents. The Harvest Festival is scheduled for September 25th & 26th.



The Scarecrow Display and Contest fills the streets with creative displays along the main streets of Lewiston, Sanborn, Ransomville and Youngstown. The kick off to this display happens just after the Harvest Festival weekend and the scarecrows are on display through the beginning of November. The Scarecrow display and contest was designed to create a four community tour to stimulate traffic and trade in the Niagara River Region and strengthen partnerships within those areas.

Fall Festival Sponsorship **\$325**

- Listed as a sponsor on promotional flyers that are distributed throughout the Niagara River Region.
- Business Name and Logo on all promotional material.
- Business Name and Logo will be acknowledged on the event web page and a link to your site can be included.
- A press release acknowledging your sponsorship will be sent to the members of the media
- Inclusion in a photo and feature story in the Lewiston Sentinel and other media partners

Christmas Walk December 4 – 5, 2010

The Christmas Walk has grown into an event that the community and retailers look forward to each year, and your sponsorship helps to make it a success. The Christmas Walk features a host of activities and events including open houses at our businesses, Breakfast with Santa, Horse and Carriage Rides, a community coloring contest for kids, a holiday procession and other family oriented fun. The event is promoted in conjunction with the Historic Society's Tour of Homes which helps increase visitor participation.



Sponsorship Levels Include:

Horse Drawn Carriage Sponsor \$1200 (Already committed for 2010)

Christmas Walk Key Sponsor \$500

- Your Business Name / Logo will be acknowledged on the full color promotional posters distributed throughout the region as well as daily schedules during the event.
- Your Business sponsorship will be included in a sponsor photo that will appear in the special edition Christmas Walk insert, distributed by the Niagara Gazette and Niagara Frontier Publications.
- Your Business Name / Logo will be highlighted on the event web page and a link will also be provided.

Santa and His Friends Sponsor \$350

- Your Name / Logo will be acknowledged on signage located along Center Street promoting Santa and his friends
- Your sponsorship will be acknowledged on full color promotional posters distributed throughout the region
- Sponsorship will be highlighted on the Chamber website and a web link will be placed to your company site
- Acknowledgement in the special edition of the Christmas Walk Insert distributed by the Niagara Gazette and Niagara Frontier Publications
- An additional 4,000 copies of the special Christmas Walk insert will be printed and available in businesses in the River Region prior to the Christmas Walk. It will include a calendar of events for patrons

~~Letters to the North Pole Sponsor \$250~~ *Sponsored by First Niagara Bank -Lewiston*

- Your Name / Logo will be acknowledged on signage on and around the North Pole Mailbox
- Your sponsorship will be acknowledged on full color promotional posters distributed throughout the region
- Sponsorship will be highlighted on the Chamber website and a web link will be placed to your company site
- Acknowledgement in the special edition of the Christmas Walk Insert distributed by the Niagara Gazette and Niagara Frontier Publications
- An additional 4,000 copies of the special Christmas Walk insert will be printed and available in businesses in the River Region prior to the Christmas Walk. It will include a calendar of events for patrons

Mistletoe Sponsor \$100

- Your sponsorship will be acknowledged on full color promotional posters distributed throughout the region
- Sponsorship will be highlighted on the Chamber website and a web link will be placed to your company site
- Acknowledgement in the special edition of the Christmas Walk Insert distributed by the Niagara Gazette and Niagara Frontier Publications
- An additional 4,000 copies of the special Christmas Walk insert will be printed and available in businesses in the River Region prior to the Christmas Walk. It will include a calendar of events for patrons

Silver Bell Sponsor \$50

- Sponsorship will be highlighted on the Chamber website and a web link will be placed to your company site
- Acknowledgement in the special edition of the Christmas Walk Insert distributed by the Niagara Gazette and Niagara Frontier Publications
- An additional 4,000 copies of the special Christmas Walk insert will be printed and available in businesses in the River Region prior to the Christmas Walk. It will include a calendar of events for patrons



Advertising and Sponsorship Reservation Form

<u>Ad Size / Sponsor Level</u>	<u>Publication / Event or Festival</u>	<u>Rate / Cost</u>
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
TOTAL DUE		\$ _____

TOTAL AMOUNT DUE \$ _____ **Method of Payment:** Check Credit Card Invoice
 PO# _____

Please make checks payable to: The Niagara River Region Chamber of Commerce
 100 North Third Street
 Lewiston, New York 14092

Credit Card Payment (Circle One): **Visa** **MasterCard** **American Express** **Discover**

Number: _____ Name on Card _____ Exp Date _____ CVV# _____

Camera ready ads should be emailed to Jennifer Pauly at Jennifer@NiagaraRiverRegion.com or supplied on a disk and mailed or brought into the chamber office. Please check the office for deadline information on ads.

_____ Please use the same Artwork as last year

_____ I will submit new camera ready artwork or logo by deadline. Will send by (circle one): Email Disk

_____ I will require my advertisement designed for an additional cost of \$50.00 per ad. Your advertisement will be made available to you for future use.

Business Name _____ Contact Name _____

Address _____ City _____ State _____ Zip Code _____

Website _____ Email _____ Phone # _____

OFFICE USE ONLY
 Date Received _____ Artwork Received _____ Complete _____