

## Proposed Marketing Campaigns / Sponsorships

### Sponsorships:

#### \$2,000 Sponsorship:

Young Professionals Annual Sponsor	Value:	\$500
Secondary sponsor of the Chamber Annual Celebration	Value:	\$750
Awards of Excellence Sponsor	Value:	\$750
Three (3) Chamber Newsletter Inserts	Value:	\$375
Enhanced Business Directory Listing on the Chamber website	Value:	\$250
One (1) E-Blast	Value:	\$35
	Total Value:	\$2,660

Investment: \$2,000 (savings of 25%)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### \$3,000 Sponsorship:

Primary sponsor of the Chamber Annual Celebration	Value:	\$1,200
Young Professionals Annual Sponsor	Value:	\$500
Awards of Excellence Sponsor	Value:	\$750
Six (6) Chamber Newsletter Inserts	Value:	\$750
Advertisement (3.5 x 3.5) in the Chamber Annual Report	Value:	\$300
Enhanced Business Directory Listing on the Chamber website	Value:	\$250
Six (6) E-Blast	Value:	\$210
Banner Ad on the Chamber website Homepage	Value:	\$325
	Total Value:	\$4,285

Investment: \$3,000 (savings of 30%)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### \$4000 Sponsorship

Includes all items in the \$3000 level PLUS	Value	\$4285
Winter Festival Rink Sponsorship	Value:	\$1250
Grow Minnesota Sponsorship	Value:	\$500
	Total Value:	\$6035

Investment: \$4500 (savings of over 30%)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

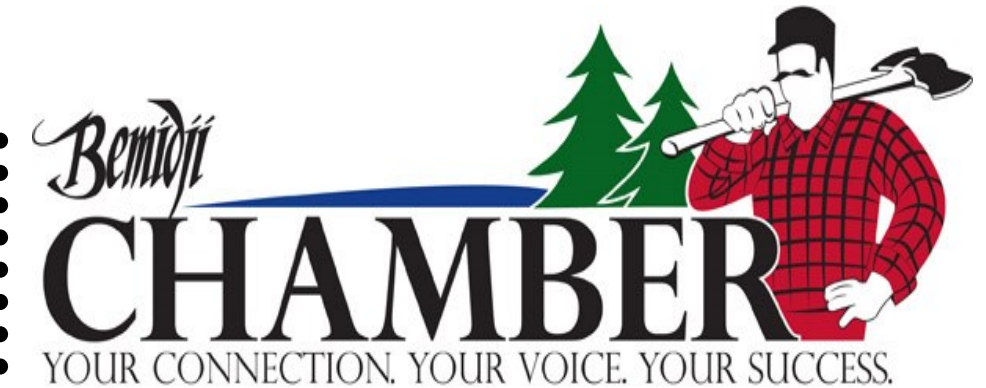
#### NOTE:

- Member provides 800 copies for the Chamber Newsletter Inserts by the 15th of the month for the next months insert
- Member will provide .jpg logo and E-Blast information
- Member will create a website banner ad at their own expense

**\*\* Or customize your own campaign and still SAVE !**

# Marketing / Sponsorship Guide

2014



### **Bemidji Area Chamber of Commerce**

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 218.444.3541  
 800.458.2223  
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[www.bemidji.org](http://www.bemidji.org)

Information Subject to Change

## Publications

### Bemidji Lakes Area Guide / Membership Directory

The Bemidji Lakes Area Guide, often the consumers first introduction to Bemidji and the region. The Membership Directory, which is included in the guide, is a great resource that features a complete list of Bemidji Area Chamber of Commerce members.

- Circulation of 42,000 copies available to incoming college freshman and used as a recruitment tool for Bemidji State University, Sanford Health and many other business. In fact, a primary piece in our relocation packets.
- Distribution: Tourist Information Center, Explore Minnesota, State Travel Centers, Realtors, Resorts and many of the lodging establishments in the region.
- With a long shelf life, it truly delivers the results you expect from your advertising dollar.

1/6 page	\$395	1/8 page	\$659
1/4 page	\$1,195	1/2 page	\$1,965
Full page	\$3,400	Back cover (3/4 pg)	\$3,990
Inside front cover	\$4,500	Inside back cover	\$4,500

Your company Logo is included in the Membership Directory with ad purchase. (\$50 Value)

### Shopping & Events Guide

Convenient brochure and coupons for visitors and newcomers to the area. Where to eat, shop and play while out and about. Very cost effective with 15,000 printed pieces.

Listings are just \$150



### Chamber Newsletter Inserts

A monthly newsletter sent to approximately 800 Chamber members that offers your business a chance to promote an upcoming event or sales event as a full page insert.

- Insert size is 8.5 X 11 ... with all inserts needing prior approval
- Oversize and brochure inserts are not allowed
- Insert information must pertain to your business (non-member logos/name reference not permitted)
- Deadline is noon on the 15th of each month ... reserve space by calling the Chamber in advance
  - One sided single sheet insert (20-24# matte or glossy) \$125
  - Additional side on insert \$75
  - Each additional sheet \$90
  - Additional for card stock \$45

*Non-profits: 25% discount on inserts unless they are promoting other community events.*

### Chamber Newsletter Ad

The Chamber sends out a monthly newsletter to approximately 800 recipients.

Ad size 2x2 \$300 for a year \*\*as space allows

### Chamber Annual Report

November delivery with a list of programs and events carried out by the Chamber.

Ad size 3.5 x 3.5 \$300

### Business in the Spotlight / Facebook Album

Feature your business in the Chamber Newsletter and on the Chamber's Facebook page. The feature will be 1/4 page, with or without a logo, and will touch on key points like:

Products or services offered, what makes your business successful, business niche, etc.

\*\*\* The Facebook Feature can include up to 4 submitted photos \*\*\*

Investment: \$125

## Proposed Marketing Campaigns Annual Commitment

### **Objective:**

A campaign / strategy that will deliver the results you expect from your advertising dollar.

### **Babe Campaign:**

Three (3) Chamber Newsletter Inserts at \$125 each	Value:	\$375
Four (4) E-Blasts at \$35 each	Value:	\$140
Young Professionals Network Luncheon Sponsor	Value:	\$50
One (1) Business in the Spotlight / Facebook Album	Value:	\$125
	Total Value:	\$690

Babe Campaign Investment: \$550.00 (savings of 20%)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Paul Bunyan Campaign:**

Four (4) Chamber Newsletter Inserts at \$125 each	Value:	\$500
Five (5) E-Blasts at \$35 each	Value:	\$175
Young Professionals Network Luncheon Sponsor	Value:	\$50
Enhanced Business Directory Listing (1 year)	Value:	\$250
Banner ad with link on a secondary web page	Value:	\$175
	Total Value:	\$1,150

Paul Bunyan Campaign Investment: \$850 (savings of 26%)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **\$1,000 Sponsorship:**

Young Professionals Annual Sponsor	Value:	\$500
Secondary sponsor of the Chamber Annual Celebration	Value:	\$750
	Total Value:	\$1,250

Investment: \$1,000 (savings of 20%)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\* Or customize your own campaign and still SAVE !**

## Networking & Educational Sponsorships

### Chamber After Hours

Chamber After Hours takes place the 2nd Tuesday of the month from 5-7pm at a rotating member business location. Participants enjoy appetizers and beverages in a relaxed atmosphere with fellow business members. A great way to get acquainted with your peers.

Sponsors will receive:

- Content & Logo for ad on the cover of the Chamber Newsletter, an e-mail blast to membership. The sponsor will provide marketing information to the Chamber one month prior to the event
- Registration, name tags and box for the door prize from the Chamber, also, help in obtaining a one day permit to allow wine or beer at the event if desired

Sponsorship Investment: \$200 (choice of which month to host based on availability)

### YPN Annual & Luncheon Sponsor

- The Young Professionals Network is a Chamber program for members 21-40 years of age
- Personal and Professional Growth for Generation Now
- Engage and connect dedicated young professionals (within Chamber Membership), offering a sense of belonging within the business community

Monthly Luncheons

Topic driven presentations by area professionals and priceless networking

Annual Sponsor: Limit 5

- Business Logo on YPN promotional materials, website and social media
- Logo placement on banner displayed at meetings and events
- 2 Annual Memberships for a Young Professional (\$230 value)
- Investment \$500

Luncheon Sponsor:

- A 3-5 minute presentation in front of a captive audience
- Logo on YPN monthly agenda and email reminder
- Lunch included (limit 1)
- Investment: \$50

## Additional Chamber Opportunities

### Membership Mailing Labels

Chamber members who are interested in initiating their own mailing campaign, have a unique opportunity to share their business message directly with fellow members. The Chamber list is updated regularly and mailing labels will be prepared for a business upon request, with preference a two-day notice. The cost of the labels is **\$35 paid in advance, along with a sample copy of the mailing.**

### Digital Excel File Membership List

Chamber members may receive a digital file in an Excel spreadsheet of chamber member addresses. An agreement must be signed, and can only be used for a 60-day period. The fee is \$100 for the file.

### Tourist Information Center Display Case

Available monthly. Prices vary depending on which month is taken during the year. Contact Carol Olson, Tourist Information Center Manager, [chamber@bemidji.org](mailto:chamber@bemidji.org)

## Website Marketing

### Enhanced Business Directory Listing

All business members receive an accessible mini-webpage as a benefit of membership. As a marketing opportunity, members have a chance to spice up the look of their page by adding pictures, color logo, expanded description and keywords along with receiving priority category listing.

- Add up to 8 color photos and business logo
- Detailed business description—including 240 word description. 30 words on search page, plus 5 additional bullet points
- 20 “Key words”
- Priority on search listings
- Map link from Google or MapQuest
- Unlimited business categories  
\$250 investment per year (\$170 if purchased at time of application or included with renewal invoice annually)



### Banner Ads

Scrolling banner ads are available to those businesses wishing to drive more traffic to their business site from the Chamber site [www.bemidji.org](http://www.bemidji.org)

Home Page Box	200 x 250px	\$325 year
Business Directory Banner	480 x 60px	\$325 year
Events Page	480 x 60px	\$325 year
Secondary pages (community, visitor, education, etc.)		
Box:	200 x 250px	\$175 year
Oblong:	273 x 74	\$175 year

### Business Logo on Basic Directory Listing

Add your branded logo to the basic Business Directory on [www.bemidji.org](http://www.bemidji.org) to bring more validity to your business. Your brand represents you! Your customer will identify with your business much easier than those listings not using their logos.

\$50 annually

### E-Blasts

Member-to-Member ADvantage

Email marketing

- Sent out the 2nd and 4th Wednesday of each month
- Maximum of six (6) businesses in each message
- Deadline Monday prior to send date
- Event/copy advertisement must be applicable to business mission  
\$35 per promotion



## Events

### Lake Bemidji Dragon Boat Festival

The Lake Bemidji Dragon Boat Festival, three days of fun for the entire family. Festival activities will include great food, music, kid's activities, parade of teams and more along the shores of Lake Bemidji.

- Logo or name in all brochures and sponsorship banners ... inclusion in 25% of all Radio, TV, and Newspaper ads ... PA mentions during the event
- Complimentary registration for one team (\$750 value)
- First right of refusal for the following year  
Major Sponsor: \$2,500

### Lake Bemidji Winter Festival

Shake those winter blues during the Lake Bemidji Winter Festival. Celebrate the up-north culture of winter fun. Activities like Pond Hockey, Curling, Snow Sculptures, Brrrrmidji Plunge in Lake Bemidji and more.

- Presenting Sponsor: \$5000 (Limit 1–3 year commitment)
- Major Event Sponsor: \$2500 (Limit 2)
- Rink Sponsor: \$1,250 (12 Rinks available)

Benefits vary by sponsorship level. For specific details contact us at 218-444-3541.

## Advocacy

### Bemidji Day at the Capitol

#### **Event Sponsor \$1000**

- Logo recognition on Bemidji Day Gift (400)
- Logo recognition on Reception Invitation Cards to Legislators
- Logo recognition on table tents at reception
- Two (2) – Registrations to participate in the Bemidji Day

#### **Reception Sponsor \$275 (non-exclusive)**

- Day long trip to St. Paul to lobby for a community, regional and state wide agenda.
- Sponsor credit on all literature for event 400 impressions
- Business sponsorship in Chamber Newsletter
- Credit & Logo on table tents at reception

### Grow Minnesota Sponsorship

Grow Minnesota! Is Minnesota's first purely private sector, statewide business retention and expansion program. Its primary goal is to strengthen and grow Minnesota's economy.

- Business sponsorship logo on Bemidji Chamber website Grow MN page
- Business sponsorship in Grow MN articles in Chamber Report 3 annually
- Business sponsorship logo on all correspondence
- Be the exclusive business as Grow MN sponsor
- 2 Tickets to annual Grow Regional Update Luncheon  
Annual Investment: \$500

## Membership

### Awards of Excellence

The Awards of Excellence Luncheon, held in May. The Bemidji Area Chamber of Commerce will recognize area businesses and individuals for their contributions to Bemidji and the region. It's a great way to highlight your company to various business leaders in the community.

#### **Event sponsorship \$750**

- Eight (8) tickets to Awards recognition program
- Logo on Invitations, Chamber Newsletter & Website, Programs and Banner at the event.
- Recognition during speeches at the luncheon

#### **Presenting Award Sponsorship \$500**

- Two (2) tickets to the lunch event
- Logo on Award Nomination form
- Logo on insert in Chamber Newsletter
- Logo in website marketing event
- Recognition during Award presentation

#### **Awards to be Presented:**

New Business of the Year  
Business of the Year  
Entrepreneur of the Year  
Wellness in the Workplace  
Ambassador of the Year

### Chamber Annual Celebration

Held in September, the Chamber celebrates the end of the fiscal year and inducts the new Chair and incoming board members. Activities include a slideshow of events and programs from the year, silent auction, raffles and door prizes.

#### **Primary Sponsor \$1000**

- Eight (8) event tickets
- Larger logo displayed on the invitation
- Logo on the Chamber website
- Recognition in the Chamber Newsletter, speeches & program
- Inclusion on the program banner
- Logo during the slideshow at the event
- Chamber Newsletter Insert

#### **Secondary Sponsor \$750**

- Four (4) event tickets
- Logo on the invitation
- Logo on the Chamber website
- Recognition in the Chamber Newsletter, speeches & program
- Inclusion on the program banner

#### **Participating Sponsor \$400**

- Two (2) event tickets
- Logo on the Chamber website
- Recognition in the Chamber Newsletter, speeches & program
- Inclusion on the program banner

### Lunch n' Learn

The Chamber Lunch n' Learn program is held the 4th Tuesday of every month except December. Topics covered are based on what our members have told us they need and want to learn more about.

#### **Exclusive Sponsor \$100**

- Logo on Chamber Newsletter cover each month
- Logo on all promotional materials, E-Blast, Inserts, Facebook Posts
- Lunch Included (Limit 2)