



2020 SPONSORSHIP & MARKETING GUIDE

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Chamber's 2020 Initiatives and Program of Work

New this year, we are asking Investors to consider dedicating a portion of your allocation toward our 2020 projects and overall program of work. The Chamber will advocate for public policy priorities at the local and state levels to support the Space Coast business environment. The Chamber will also use these funds to assist in our COVID recovery efforts and initiatives. These unrestricted funds will support the current and ongoing costs of our operation and advocacy efforts so that we can advance our mission and continue to be the driving force in creating an environment in which business thrives. Contributions are accepted in any amount.

Advocacy Champion \$1,000+

- Recognition on the Business Advocacy page on the Chamber's website
- Recognition at every Business Advocacy program
- Recognition on social media

Advocacy Supporter \$500-\$1,000

- Recognition on the Business Advocacy page on the Chamber's website
- Recognition at every Business Advocacy program

Melbourne Regional Chamber Board Meeting

(August - October - November available)

Presenting Sponsor - \$500 (exclusive opportunity)

- Time (2-3 minutes) during virtual program to promote your organization
- Opportunity to introduce board speaker
- Opportunity to obtain program participant list to send out marketing materials
- Recognition during program and on social media

COVID Hero Appreciation Week - October 2020

The Melbourne Regional Chamber will host a Hero Appreciation event this fall in lieu of our Valor Awards. This appreciation-based program will recognize, celebrate, and salute all our COVID heroes who have diligently served our Space Coast region this year. At the heart of COVID Hero Appreciation Week is the opportunity to invigorate COVID front line workers by offering them the thanks they richly deserve but seldom receive. During this week-long celebration, we will honor our COVID heroes, tell them their dedication and service are noticed and appreciated, as well as inspire connections and foster pride among our hometown heroes and local community that will continue beyond the week long celebration.

Projected Participation: 1000+ Projected Reach: 20,000

Title Sponsor - \$5,000 (exclusive)

- Prominent recognition on the Chamber website, save the date image, post event thanks you card, and video
- Opportunity to share a special Hero Appreciation sponsorship message -
- Prominent recognition on all event marketing materials including (but not limited to) celebration toolkits, Hero Appreciation graphics, "why I serve" images, children activity sheets, and much more.
- Recognition on event press release and signature events including Good Morning Space Coast
- Opportunity to provide lunch for a local agency, group, or hero team.
- Social media recognition with featured Facebook post

Presenting Sponsor - \$3,000 (limit 3 sponsors)

- Prominent recognition on the Chamber website, save the date image, post event thanks you card, and video (if applicable)
- Opportunity to share a special Hero Appreciation sponsorship message
- Prominent recognition on all event marketing materials including (but not limited to) celebration toolkits, Hero Appreciation graphics, "why I serve" images, children activity sheets, and much more.
- Recognition on event press release and signature events including Good Morning Space Coast
- Opportunity to provide lunch for a local agency, group, or hero team.
- Social media recognition with featured Facebook post

COVID hero Appreciation Week (continued from page 2)

Premier Sponsors - \$1,250 (limit 8 sponsors)

- Recognition on the Chamber website applicable and on event marketing materials including (but not limited to) celebration toolkits, Hero Graphics, and much more.
- Opportunity to provide lunch for a local agency, group, or hero team.
- Social media recognition

Support Sponsor - \$500 (unlimited sponsors)

- Social media recognition

Space Coast Pro-Am Golf Tournament – November 13, 2020

Space Coast golfers and businesses are cordially invited to participate in the annual Melbourne Chamber Pro-Am Golf Tournament! This official premier Pro-Am Golf Tournament is the only event of its' kind on the Space Coast. Players will enjoy a first-class experience and have an opportunity to play alongside top golf professionals at Duran Golf Club. Entry includes the green and cart fees, practice balls, raffle entry, beverages, breakfast, lunch and an awards ceremony following the tournament. Attendance: 150+

Title Sponsor - \$4,000 (exclusive opportunity)

- Promote your company (up to 2 minutes) and present one of the team awards
- Green fees, carts, beverage tickets, breakfast and lunch for six (6) of your golfers (two threesomes) at Pro-Am
- Company logo prominently displayed on all event marketing materials, including website
- Display up to (2) company banners on Duran property (banners provided by sponsor)
- Opportunity to place promotional item/material in Event Gift Bag
- Social Media Recognition with featured Facebook post
- (6) Green fees and cart fees on Duran Golf Club's Championship Course
- Company logo/decal placed on title sponsor's golf carts
- (2) Tee Sponsors, signs provided by Melbourne Chamber
- Special Thank You Gift

Presenting Sponsors - \$2,500 (limit 3 sponsors)

- Promote your company (up to 1 minute) and present one of the team awards
- Company logo displayed on all event marketing materials, including website
- Display (1) company banners on Duran property (banners provided by sponsor)
- Opportunity to place promotional item/material in Event Gift Bag
- Green fees, carts, beverage tickets, breakfast and lunch for three (3) of your golfers (one threesome) at Pro-Am
- (3) Green fees and cart fees on Duran Golf Club's Championship Course
- (1) Tee Sponsor, sign provided by Melbourne Chamber
- Special Thank You Gift

Putting Green Sponsor - \$2,500 (exclusive sponsorship)

- Company logo displayed at Putting Green
- Opportunity to showcase product/services near putting green
- Opportunity to place promotional item/material in Event Gift Bag
- (1) Green fee and cart fee on Duran Golf Club's Championship Course
- Special Thank You Gift

Corporate Cup Sponsors - \$1,000 (unlimited sponsors)

- Company logo displayed on all event marketing materials, including website
- Opportunity to place promotional item/material in Event Gift Bag
- Green fees, carts, beverage tickets, breakfast and lunch for three (3) of your golfers (one threesome) at Pro-Am
- Opportunity to win the Corporate Cup
- (1) Tee Sponsor, sign provided by Melbourne Chamber
- Special Thank You Gift

Table Sponsors - \$275/each

- Exhibit space for your company at a tee area and (1) Tee Sponsor

Tee Sponsors - \$100/each

- (1) Tee Sponsor, sign provided by Melbourne Chamber

Good Morning Space Coast Breakfast - (September: Virtual)

Presenting Sponsor - \$400 (2 available)

- Time (2-3 minutes) during virtual program to promote your organization
- Opportunity to obtain program participant list to send out marketing materials
- Recognition during program, on social media and e-blasts

Good Morning Space Coast Ad Sponsorships - \$100/full slide \$50/half slide

- Ad displayed on slideshow in beginning and end of program
- Verbal recognition in beginning of program

Good Morning Space Coast Breakfast - (October & November: In Person)

The place to be in the Brevard County every month! Always with an interesting, relevant, and pertinent keynote speaker, the event also introduces new members and recognizes long-time Diamond members, devoted Ambassadors, Better Businesses, and top Brevard students. Attendees have the opportunity network with corporate and civic leaders, business owners, and other key community leaders. In Person Attendance: 200+, Virtual: 75+

Presenting Sponsor - \$2,200/month (exclusive sponsorship)

- Podium time (up to 3 minutes) during the event to promote your company
- Podium opportunity to present the keynote speaker
- Recognition on event marketing materials, website, printed event program, registration, and slide presentation.
- Your large company banner displayed at the event (stand up banner provided by sponsor)
- Opportunity to place promotional item/material at each attendee seat
- Reserved seating for three (3) of your attendees with (1) reserved seat at the head table
- Recognition on social media

Ambassador of the Month Award Sponsor - \$300/month (exclusive sponsorship)

- Podium time (1 minute) to introduce your company before announcing the Ambassador of the Month
- Recognition in the printed event program and slide presentation
- Seating for one (1) attendee at the head table

Diamond Award Sponsor - \$300/month (exclusive sponsorship)

- Podium time (1 minute) to introduce your company before announcing & presenting the Diamond Award(s)
- Recognition in the printed event program and slide presentation
- Seating for one (1) of your attendees

Better Business Council (BBC) Award Sponsor - \$300/month (exclusive sponsorship)

- Podium time (1 minute) to introduce your company before announcing & presenting the BBC Business of Month Award
- Recognition in the printed event program and slide presentation
- Seating for one (1) of your attendees with reserved seating at the BBC table with award recipient

Pop Up Happy Hours

Pop Up Happy Hours are events set up as a happy hour/social typically hosted by one of our council/committees. The event rotates to various member venues (or will take place virtually) throughout the region, designed to allow new and current members to connect in a relaxed, social setting. Pop Up Happy Hour Projected Attendance: 40 -75+

Spotlight Sponsorship - \$150/event (Exclusive Sponsorship)

- Your small company logo on pre-event marketing materials
- Your small company logo listed as a sponsor on the Chamber website with event marketing materials

Board of Directors Retreat – (December 10, 2020)

The Melbourne Regional Chamber hosts a Board of Directors & Community Leadership Retreat every September. Board members, chamber staff, and community leaders travel to an off-site location and participate in a session where they work on the Chamber's strategic plan, determine the Chamber's priorities, and discuss challenges and opportunities facing the region. The event also includes a reception where attendees can socialize and forge relationships with one another. Projected Attendance: 100+

Presenting Sponsor: \$4,250 (EXCLUSIVE) SPONSORED BY HEDRICK BROTHERS CONSTRUCTION

- Board Retreat Package (all inclusive) for sponsor and (1) guest
- Reserved VIP seating
- Opportunity (up to 1 minute) to promote your company and speak during Friday night's reception
- Prominent recognition on day of event materials including workbook and presentation
- Prominent recognition on website, event marketing materials, invitation, and retreat signage
- Your company banner displayed at the event prominent location (banner provided by sponsor)
- Recognition on social media with featured post and press release
- Logo on photo props
- Opportunity to place promotional item on each attendee's seat

Premier Sponsor: \$2,500 (limit 4 sponsors)

- Board Retreat package (all inclusive) for sponsor (\$450 value)
- Recognition on the day of event materials including workbook and presentation
- Recognition on website with event marketing materials, invitation, and retreat signage
- Recognition on social media
- Logo on photo props

Support Sponsor: \$1,000 (unlimited)

- Board Retreat package (all inclusive) for sponsor (\$450 value)
- Recognition on the day of event materials including workbook and presentation
- Recognition on website with event marketing materials, invitation, and retreat signage

Small Business Council (September – November Available)

Small businesses come together to support, mentor, guide, and network with one another as they grow their businesses and careers. This monthly, educational event focuses on the challenges, needs and rewards of small business. Attendance: 40 – 60+

Spotlight Sponsor - \$200/month (2 available)

- Podium time (1 minute) during event to promote your company
- Recognition on event materials and communications
- Opportunity to place your company marketing materials at each seat
- Recognition on social media

Women of Excellence

Women of Excellence are focused on celebrating and empowering women in their professional career growth. Through a series of gatherings, you will hear from some of the most powerful women in business; sharing their stories of success, discussing the unique challenges women face in the workplace, and how they have excelled in their careers. Join us each month to connect with other professional minded women and come away tangible outcomes and excitement about your own professional aspirations.

Attendance: 50+

Space Coast Tech (SCT)

SCT Members and Tech industry leaders and visionaries come together with the mutual goal of promoting manufacturing and technology growth on the Space Coast. Join us for these tech talk events to hear the latest on the industry from innovative and fascinating speakers as they share their observations and thoughts on where the Space Coast is and where we are going. Attendance: 40+

Non-Profit Council (NPC)

The Non-Profit Council comes together to support, mentor, guide and network with one another as they grow their organizations and careers. These educational events focus on the challenges, sustainability, needs and rewards of our local Non-Profits.

ENGAGE Young Professionals

ENGAGE Young Professionals at the Melbourne Regional Chamber is a group of young professionals, age 21-40, is focused on leadership development, mentoring, and networking and defining the future of the Space Coast. Their guiding principles include: Absolutely no pitches; Listen more than you speak; and Find ways to be helpful. Attendance: 75+ (Monthly Average)

Viera Regional Business Alliance (VRBA)

If you are in the Viera/Suntree/Rockledge area, or want to do business with those that are, you will want to be a part of these programs and events. Focused on doing business in the Viera-Suntree-Rockledge area, speakers and attendees discuss the area's exploding growth, challenges, and opportunities in the VRBA. Attendance: 50+

Business Advocacy

The Business Advocacy Committee lobbies for key issues that impact Melbourne and Brevard County's business community. Guided by our overarching mission statement as the Melbourne Regional Chamber, the Business Advocacy Committee's focus is protecting the business-friendly climate of Melbourne, as we work in conjunction with all the Chambers across Brevard County. Meetings take place bi-monthly. Attendance: 40+

Spotlight Sponsor - \$200 per event (limit 2 sponsors)

- Time (up to 1 minute) during event to promote your company
- Recognition on event materials and communications
- Opportunity for display table for your company at the event (if applicable)
- Opportunity to share your company SWAG/marketing materials with each attendee
- Recognition on social media

Better Business Certified (BBC) Council Dues

BBC membership provides members businesses with a clear identity for being reputable, trustworthy, and accountable. The BBC brand enhances a member business's own visibility through additional credibility and respect. Members receive priority referrals and additional recognition benefits.

Annual Dues: \$150

- Receive BBC Member plaque, distinctive certificate, window decal cling to promote your company as dedicated to the highest ethical standards
- Opportunity to receive BBC Award at the Chamber's monthly Good Morning Space Coast
- Permission to use BBC logo and receive rack card space in the Chamber's Visitors/Welcome Center

Website Featured Sponsors

The Melbourne Regional Chamber is launching a brand-new website in January 2021. The website keeps members informed, serves as a portal of information for the community and visitors, and shares economic development and tourism information.

General Placement Featured Member Annual: \$1,000 Six Months: \$500

Chamber's Visitors Bureau (CVB) Council Dues

CVB membership supports the Melbourne Chamber's Visitors/Welcome Center and provides member businesses enhanced promotional opportunities to visitors, tourists, and new families moving to the Melbourne Coast. Members receive priority referrals and additional destination marketing benefits.

Annual Dues \$200-\$350

- Receive enhanced listing on the newly branded CVB website at www.MelbourneCoast.com
- Recognition on social media
- Receive rack card space in the Chamber's Visitors/Welcome Center
- Opportunity to promote tourism and the Melbourne Coast brand

E-Newsletter

The Melbourne Chamber's digital e-newsletters keeps Chamber Members connected with Chamber happenings, member events and other activities throughout the Space Coast. Each edition contains information and links to current member events, community interest stories, press releases, ribbon cuttings, and other Chamber news. Open rate: ~24% - Projected circulation: 2,500

Presenting Sponsor: \$500/quarter

Spotlight Ad: \$250/month

Moving to Melbourne - Relocation Sponsors

The Chamber's Relocation Package is available to individuals and businesses from around the country who are interested in moving to the Melbourne region. Projected Circulation: 150/year

Presenting Sponsor: \$1,000

Let your business be the first to greet our potential new residents by making the first impression with your company logo on the outside of the relocation package. Sponsors also can include marketing material inside the package.

Space Coast Staycation Campaign

The goal of this revitalization campaign is to drive the local economy utilizing local influencers and an interactive staycation-planner. It is designed to help residents in and around the Space Coast to plan the perfect staycation and support our local tourism-based businesses. The Chamber is investing over \$6,000 in marketing and advertising (Social Media ads, newspaper ads, etc) to Brevard County residents and surrounding drive markets.

Projected Reach: 50,000+

Title Sponsor - \$2,500 (exclusive opportunity) SPONSORED BY FPL

- Placement of logo (with link) on SpaceCoastStaycation.com
- Recognition (logo) at the end of the MRC's Recovery Message (video)
- Recognition on Staycation Relaunch Talk Show (video) to the community
- Recognition on Social Media
- Featured Post on Facebook
- Recognition (with logo) at Good Morning Space Coast events and Melbourne Regional Chamber Board Meetings

Presenting Sponsor - \$1,000 (2 available)

- Placement of logo (with link) on SpaceCoastStaycation.com
- Recognition on Social Media
- Featured Post on Social Media
- Recognition (with logo) at Good Morning Space Coast events

Support Sponsor - \$500 (unlimited opportunities)

- Recognition on Social Media

Melbourne Mayors Forum – August 25th, 2020

Who will be the City of Melbourne's next Mayor? Join us for a lively virtual discussion with the candidates, hosted by the Chamber's Business Advocacy Committee.

Presenting Sponsor - \$1,000 (4 available)

- Time (2-3 minute) during virtual program to promote your organization
- Recognition during program, e-blasts, and on social media

Spotlight Sponsor - \$250

- Time (1 minute) during virtual program to promote your organization
- Recognition during program and on social media

Mix Mingle & Jingle – December 1st, 2020

Every year, the Viera Regional Business Alliance (VRBA) hosts a holiday party at Wesche Jewelers. Attendees will enjoy connecting with other members, celebrating the holiday season, and enjoying some great tastes from local restaurants. Attendance: 150+

Spotlight Sponsor \$250

- Recognition at the podium during the program
- Recognition on event marketing materials and website
- Opportunity to host display table (if applicable/available) at the event OR display your company banner (provided by the sponsor) in prominent event location.
- Recognition on social media



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