

St. Catharines - Thorold Chamber of Commerce

2010 Sponsorship Opportunities

Investing In Our Community



st. catharines - thorold chamber of commerce

Benefits of Investment

What does this mean for you?

We are presenting the 2010 Sponsorship Program with five commitment levels: Diamond, Platinum, Gold, Silver and Bronze. In each level we have placed core events and programs to provide high impact and visibility to your company. By making your selections at one time, for the whole year, you maximize your impact on the business community while saving time and effort required to make individual choices. You also benefit from value-added items designed to enhance your visibility as a Chamber supporter.

With one financial investment for the entire year, your company will assert a key role in building a stronger Chamber, demonstrating to the community your company's commitment to supporting business and increasing brand awareness for your organization.

Carefully consider the opportunity at hand, with over 1,100 members, your sponsorship is an investment in awareness and positioning for your company. The Chamber membership is a captive audience, and through our extensive communication network, your company will be a focused part of our communications which include:

Chamber Website The recently re-designed site now attracts 300,000 visitors monthly.

Chamber Talk Newsletter The business to business newsletter is distributed to all Chamber members four times a year via Canada Post, and sent via e-mail in PDF format to all members as well.

Corporate E-blast An e-marketing tool for our members. Marketing material is sent out weekly to all members of the St. Catharines-Thorold Chamber of Commerce.

Chamber Directory An annual print version of the on-line directory, includes a buyer's guide and membership roster. All member companies of the Chamber receive a directory.

Events Update The Chamber sends out regular notices to all members via e-mail and fax regarding upcoming events and programs.

In addition to our internal communications network, the Chamber works with local media in print and radio to promote events and programs. Sponsors of events are included in all marketing opportunities.



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Sponsorship Levels 2010

◆Diamond◆

\$5000 Investment

7th Annual Business Achievement Awards

This annual celebration of the accomplishments of our business community has become a hallmark event. Held in late fall, the gala evening features a prominent guest speaker or entertainment as well as honoring successful businesses in a number of categories.

President's Dinner

The President's Dinner takes time to thank our president and the board of directors for their service. This dinner will feature a keynote guest speaker. As title sponsor for this event, a representative from your company will have the opportunity to present or thank speakers, promotional rights at the event, logo or name recognition on all support materials and complimentary tickets to the event.

36th Annual Fall Classic Golf Tournament

Held on the second Monday of September, the annual tournament is one of the longest-running business-to-business events in Niagara. Proceeds from the event are allocated to local charities.

◆Platinum◆

\$2500 Investment

Business After 5 Series

The signature networking event of the Chamber. Sponsor will receive banner or sign placement at each event, logo and name recognition on all support materials.

7th Annual Business Achievement Awards

Award Sponsor (8 available)

High profile recognition includes business name on one award (i.e. ABC Company Young Entrepreneur of the Year Award), on-stage presentation of award, logo placement on all support materials including event program, tickets, pre and post event ads and media releases.

- Entrepreneur of the Year
- Young Professional of the Year
- Outstanding New Business
- Excellence in Business – 10 employees or less
- Excellence in Business – 11 to 50 employees
- Excellence in Business – 51 employees or more
- Technology & Innovation
- Eco-Action

Business Lecture Series (2 available)

This series will be held two times in 2010, featuring a notable guest speaker in the field of business, economic and community development or politics. Held in a theatre setting, the series sponsor will introduce or thank the guest speaker and company logo will be displayed on all marketing material.

Tale of Two Cities

Held annually, this is a key speaking engagement for the Mayors of St. Catharines and Thorold to address the business community.

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Sponsorship Levels 2010

◆Gold◆

\$1500 Investment

Business Breakfast Before 9 Networking Series

Held ten times a year, the Business Breakfast Before Nine brings together business people to network and learn about other businesses during breakfast. A popular event, the program is regularly sold out and attracts a wide range of businesses.

President's Dinner

Volunteer Award

Chamber volunteers are an important component to the success of the organization. At the annual President's Dinner, the Chamber will be awarding volunteer awards to our members including Volunteer of the Year. Sponsorship includes name recognition as part of the award, presentation of the award, logo recognition on promotional material related to the award and supporting event, and complimentary tickets to the President's Dinner.

State of the Region Luncheon

Held annually in May, this is a key speaking engagement for the Chair of the Niagara Regional Government to address the business community.

36th Fall Classic Golf Tournament

Cart Sponsor

The popular Fall Classic is a great event to market your company to a captive business audience. With 144 golfers, your company's logo will be placed on all the golf carts for the event. In addition, your logo will be in the program, and promotional advertising for the event.

Lunch/Leaderboard Sponsor

The popular Fall Classic is a great event to market your company to a captive business audience. With 144 golfers, your company will be the sponsor of the BBQ lunch with your logo in the prominent position at the tournament located on the scoreboard. The Leaderboard marks the beginning of the tournament with the BBQ and the end of the tournament with the scores, underlining your commitment to our charitable partners.

4th Annual Bonspiel

Held at the St. Catharines Golf & Country Club, the fourth annual Chamber Bonspiel promises to be an active, exciting day featuring curling teams from across the business community competing for the Chamber's W.H. Merritt Curling Trophy. The bonspiel will be a tournament format with a lunch, happy hour and awards presentation included. No curling experience necessary!

Table Top Business Shows (2 available)

Held in spring and fall, the Member Expos provide an opportunity for member companies to showcase their services and products. Designed as a trade show and networking event, they will be well-attended affairs.

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Sponsorship Levels 2010

◆Silver◆

\$1000 Investment

Lunch & Learn Business Seminar Series

Hosted nine times a year, Lunch & Learn is an education program that provides businesses with seminars related to improving business. The Chamber invites professionals to address the diverse business groups on a wide range of topics.

Cabinet Minister's Reception/Luncheon (3 available)

These are key speaking engagements for a cabinet minister of the federal or provincial government to address and meet Chamber businesses.

Distinguished Speaker Series (2 available)

A series featuring guest CEOs and presidents from companies and organizations that will engage and enlighten members. With title sponsorship of this event, your company will have the opportunity to present or thank speakers, promotional rights at the event, logo or name recognition on all support materials and complimentary tickets to the event.

◆Bronze◆

\$500 Investment

Ladies Golf League

This popular league is entering its fourth year. Playing once per week after work is an ideal networking opportunity and a great way for businesswomen to improve their golf game in a fun, low-pressure atmosphere. (May to July)

Federal Budget Breakfast

With the annual release of the federal budget, the Chamber hosts an informative breakfast with a local member of parliament. With the Chamber's advocacy work, the budget breakfasts have become quite popular.

Speed Networking (2 available)

Held twice a year, this fast paced networking session gets you face-to-face with 10 contacts, where you learn something about the person behind the card. Sponsor will have exclusive signage at event and complimentary tickets to the event.

7th Annual Business Achievement Awards

Table Sponsor

High profile recognition includes business name and logo on all tables at the event.

VIP Reception

Includes exclusive signage in the VIP reception room at the event.

Vino-A-GoGo

Held during the Niagara Wine Festival and in celebration of Niagara's harvest, Vino-A-GoGo is a wine tour of Chamber wineries; great for staff appreciation, team building, client appreciation and building business relationships. With title sponsorship of this event, a representative from your company will have the opportunity to introduce and thank wineries, logo recognition on all support materials and complimentary tickets to the event.

\$300 Investment

Fall Classic Golf Tournament

Tee Sponsor

Exclusive signage and opportunity for on-site promotion at tee box where you will have the attention of 144 golfers. Your company's logo will also be included in marketing materials and event program.

\$250 Investment

4th Annual Chamber Bonspiel

End Sponsor

End Sponsors for the fourth Annual Bonspiel will have their signage displayed on the rinks for the duration of the tournament as well as having logo recognition in all promotional materials leading up to the event.

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Sponsor Benefits At a Glance

	Diamond \$5000	Platinum \$2500	Gold \$1500	Silver \$1000	Bronze \$500
EXCLUSIVITY					
No Competing Companies Within Sponsorship Level	✓	✓	✓		
SPEAKERS					
Introduction or Thank You at Event	✓	✓	✓		
Featured Program Mention	✓	✓	✓	✓	✓
LITERATURE					
Logo on all Event Correspondence	✓				
Logo on Brochure & Program (if applicable)	✓	✓	✓	✓	
Listing in Brochure				✓	✓
MEDIA					
Logo on all Print Ads	✓	✓			
Logo on Selective Print Ads			✓	✓	
Mention on all Press Releases	✓	✓			
Mention on Selective Press Releases			✓		
Photo Opportunities	✓	✓			
E-MARKETING					
Logo on Website	✓	✓	✓	✓	
Listing on Community Banner	✓				
Logo on Event Emails	✓				
SIGNAGE					
Present on Stage	✓				
Present in Registration Areas		✓	✓		
SEATING					
Eight Complimentary Seats	✓				
Four Complimentary Seats		✓			
Two Complimentary Seats			✓		
One Complimentary Seat				✓	

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Your Investment Matters

What does this mean for you?

Your investment in one of our highly visible events, provides an excellent business opportunity for both your organization and ours.

The success of the Chamber is its membership. A strong membership plays an important role in speaking with one voice, but advocacy is only one aspect of supporting the services offered by the Chamber. In order for the Chamber to continue to grow, and develop more effective services, benefits and events, the sponsorship of our objectives and programs is a vital component to our success.

Our mission is to speak with one voice – the voice of business in St. Catharines and Thorold and to be a catalyst for economic growth in Niagara. ***We need your support!***

Your sponsorship will benefit the Chamber by:

Building a strong advocacy program through the support of the Chamber's policy developments

Enhancing benefits and services to meet the growing needs of business

Promotion of business excellence and entrepreneurship amongst our members and in the community

Sponsorship of the Chamber will help to support our mission of fostering an environment where businesses in St. Catharines and Thorold can grow and prosper.



*To be the leading voice of business in
St. Catharines and Thorold serving the interests of
businesses, and building a strong, vibrant community.*

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Your Investment Matters

Who Are We?

The St. Catharines – Thorold Chamber of Commerce is the oldest business organization in Niagara. Founded in St. Catharines in 1867, and Thorold in 1889, the chambers of commerce have played a leading role in building and supporting commerce and trade in our communities.

In 2006, the chambers of St. Catharines and Thorold merged becoming the largest chamber in Niagara, and one of the biggest in Southern Ontario, with over 1,100 members. The St. Catharines – Thorold Chamber of Commerce is committed to building a stronger Niagara by supporting its membership, and by being the leading voice of business in its communities.

The Chamber has developed a reputation for:

Providing excellent networks within the business community

Influencing public policies to benefit St. Catharines and Thorold business

Being a relevant organization for our members, our cities, and Niagara

We are committed to advocating on behalf of business at all levels of government, and building a stronger economic foundation in both St. Catharines and Thorold, and indeed across Niagara.



With the addition of specialized personnel and expanding technology, the Chamber will be able to achieve new levels of effectiveness as a strong, influential voice for business.