

Creative
Sponsorship
Programs

Facilitate by:

Krisi Plunkett

&

Christine Gochenour

Council Bluffs Area Chamber of Commerce

- Send out every year “don’t forget to include us in your budget.”
 - Sponsorships are “opportunities.”
- Selling sponsors in a “Tiered Dues System”
 - Make it ala cart – changeable.
- Limit each level
 - 1 – Gold, 7 – Red, 10 – Bronze
- Idea – Partner with a bank for workshops.
 - Bring in a great speaker and their staff gets in free.
 - Sign up for year – not session.
- Small Business Showcase – find a local business to sponsor.
- Youth Leadership – Business sponsor food & name badges.
 - All can be paid up front or negotiate.
- Golf
 - Signature Sponsor – Submit a \$50 prize
 - Team Sponsor
 - Hole Sponsor – one per hole very exclusive.
- Anything can be sponsored.
- Tiers
 - Group all dollars into one pot and not go back. Go to the highest tiered member.
- Gift Certificate Programs – Chamber Bucks
 - Newspaper sponsors
 - Chamber collects the money, but bank runs.
- Closed Loop Gift Card – like a credit card
 - Only fees after 12 months
 - Master Card sponsors – no logo on it.
 - If card comes back unused Chamber will get \$25 back.
 - Sell the front of the card
- When you gain and lose members, you delete them from the system.
 - Ann from Atlantic will e-mail packet.
- Sell ads on window clings (window cling sponsors)
- Large light marquee to sell sponsorships in the entrance to the city.
 - Sell yearly sponsorship with promised rotations.
 - Sell quarterly – 8 spots sold during the 4th quarter.
 - Charge non-profits
 - Know the traffic counts where you want to put your sign.
- Muzak
 - On hold music for your members.
 - Christine from Council Bluffs will e-mail information.
- Plasma T.V’s
 - Put sponsorships and members of Chamber t.v. in entrance to Chamber.
- Small Business Virtual Center
 - Work with Small Business Development Center or local S.C.O.R.E. Chapter.
 - Business Media Center
- Rotary Chapters will write a grant to help with beneficial ideas and advertising tactics.

(Group 2)

- Send out opportunities flyer – don't forget!
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- Personally visit sponsors.
- Legislative Sponsor – Council Bluffs Day at the Legislature Sponsor
 - Kelli O'Brien sets up Day @ Capital
- Krisi Plunkett will e-mail Legislative Sponsorship Packet
- In your publications say “no hassle”.
- Say your dues are \$280, but it cost \$650 to serve you
 - Add up events divide by number of members.
- Try to find the businesses' “hot button”. Sell that.
- Promotional Group
 - \$225 a year bill quarterly, businesses felt like they were cont. and don't have to keep going back.
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- Small Business Management Center
 - Find sponsor based on polled info.
- One annual meeting
 - Open up to everyone
 - Sponsorship tables \$1600.00
- Give one opportunity to write one check.
- Move banks to employee, but make them a sponsor and give them the exposure they want.
- Throw a free table into sponsorships - increases attendance.
- Bring in a Trick Shot Artist – Joey O, Tim Tracy – bring in sponsors for that.
- Golf
 - Green Sponsors, t-sponsors, sand trap sponsors, etc.
 - Celebrity golf with cut outs – auction off the cut outs.