



# Advertising and Sponsorship Opportunities 2011

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](http://www.NiagaraRiverRegion.com)



## Niagara River Region Chamber of Commerce Business to Business Networking Blenders

The Chamber hosts five Business to Business networking events throughout the year, held after business hours at different locations around the Niagara River Region. The host location serves hors d'oeuvres and a cash bar is always available. The cost to attendees (members, prospective members and invited guests) is only \$5.00 at the door.

Welcome to the  
**BUSINESS  
BLENDER**

Enjoy a great night of networking, developing new contacts and creating business, brand and name recognition. Business cards are collected for special door prize giveaways. Prize donation opportunities are also available. Sponsors are able to take advantage of business exposure before, during and after the Networking Blender.

<b>Co-Sponsor of One Mixer</b>	<b>\$150</b>
<b>Co-Sponsor of Two Mixers</b>	<b>\$275</b>
<b>Co-Sponsor of Three Mixers</b>	<b>\$400</b>
<b>Co-Sponsor of Four Mixers</b>	<b>\$500</b>
<b>Co-Sponsor of Five Mixers</b>	<b>\$600</b>

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

- Company name and logo on direct mail postcard 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 table signage at the Blender
- Opportunity for a 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 included in the Lewiston Sentinel Blender Advertisement
- 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](mailto: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, starting at \$50.00

**\*Contract with us for 5 e-blasts, receive one free! Contract for 10 e-blasts, receive two free!**



## Niagara River Region Chamber of Commerce 2011 Membership Directory and Gala Awards Book

The Niagara River Region Chamber of Commerce prepares a useful membership directory that serves as a networking tool for business to business marketing amongst our members. All members are listed by category as well as alphabetically with all contact information included. Additional editorial content includes pertinent community and government information, the board of directors' roster, Chamber of Commerce award winners, event and festival schedule and a list of frequently used community telephone numbers and web/email addresses. The black and white magazine-size directory has a shelf life of over a year. It is distributed to our current membership, advertisers, potential members, community newcomers and to community and elected leaders.

Advertising opportunities in the 2011 Niagara River Region Chamber of Commerce Membership Directory are as follows:

<b><u>Rates &amp; Sizes – All ads are Black and White</u></b>		<b>*Artwork is to be supplied camera ready. Design of ad is available for a \$50.00 charge.</b>
1/8 Page	\$75	3 3/4" by 2 1/2"
1/4 Page	\$100	3 3/4" by 5"
1/2 Page	\$150	7 1/2" by 5"
Full Page	\$275	7 1/2" by 10"
<b>Premium Placement (2010 Advertisers have first right of refusal)</b>		
Inside Front Cover	\$365	7 1/2" by 10"
Outside Back Cover	\$385	7 1/2" by 10"
Inside Back Cover	\$355	7 1/2" by 10"



**DEADLINE: April 15, 2011**

## Come and Play in Our Backyard 2011 Calendar of Festivals and Events Pocket Size Hand Out

The Niagara River Region Chamber of Commerce produces a 2011, pocket size, convenient calendar of festivals and events around the region entitled "Come and Play". We invite you to secure your space by placing your advertisement in this important marketing tool now. This pocket size publication highlights the dates of all the upcoming events and also spotlights select advertisers from Sanborn, Youngstown, Porter, Ransomville and Sanborn. We will print 25,000 for distribution in 2011.

The "Come and Play" advertising space is limited and in high demand! This is an affordable way for your business to offer a promotion or coupon to those who make a special trip into the region specifically for events and festivals.



### **Rates and Sizes**

1/4 Page	\$175	1 3/4" w x 1 3/4" h
1/2 Page	\$300	3 3/4" w x 1 3/4" h
Full Page	\$600	3 3/4" w x 3 3/4" h

Deadline March 15, 2011



## 2011 EVENT and FESTIVAL SPONSORSHIP

### Chamber Golf Outing 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** **\$75**

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 24<sup>th</sup> & 25<sup>th</sup>, 2011.



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 3-4, 2011

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

Christmas Walk Key Sponsor                      \$500

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- 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

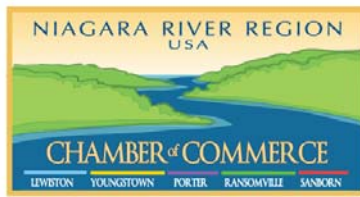
- Your Name / Logo will be acknowledged on signage on and around the North Pole Mailbox
- Your sponsorship will be acknowledged on full color promotional posters distributed throughout the region
- Sponsorship will be highlighted on the Chamber website and a web link will be placed to your company site
- 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>
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
<b>TOTAL DUE</b>		\$ _____

**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](mailto: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 \_\_\_\_\_