

# LOST SIERRA CHAMBER OF COMMERCE

## Sponsorship Program

Sponsorship supports Chamber programs and provides our members with opportunities for recognition and exposure for their business and employees.

By partnering with the Chamber, you access three branding strategies; community affairs, public relations, and advertising, (print, radio, television, web, email, chamber texting, social media, on-site events). We help your company create awareness in the community and give back at the same time.

**Become a Chamber sponsor and extend your marketing reach.**

### Ranger \$5,000

- ◆ Chamber Broadcast Messaging service.
  - Sponsor's name & link to sponsor's web page is embedded in every chamber broadcast message.
  - Effective communicating with the local business community through a most trusted source of information.
- ◆ Chamber Home Page Advertising.
  - Web link with advertising on the Chamber's home page & logo/brand content placed in web rotator window.
  - Less expensive than traditional advertising; wider geographic reach; more targeted audience.
- ◆ Chamber Texting with promotions - Full Legal Compliance Provided.
  - Link to your company with every text sent out by the chamber with embedded company promotion (minimum of three per month).
  - Unlimited Campaigns & Keywords - Boost Your Social Following, Mobile Surveys. A fully automated Traffic Catcher web page linked to your main website. Monthly statistics and analytic reports highlight traffic counts and regional information.
  - Using our mobile marketing platform, you can send an occasional text message to your prospect reminding them how you can help them grow their business! 95% of Text Messages get read within minutes of being sent where only 15% of emails get opened and read. It's like having a full mobile marketing system!
- ◆ Company Banner - Displayed at all Chamber promotional events.
  - Your brand name is one of your most important assets. By building trust with your customers and partnering with the Chamber, they are more likely to purchase from you - not just once, but repeatedly and recommend your company.
- ◆ Chamber Rotating Banner Ad – Lost Sierra REC and Tech (prominently featured).
  - Embed sponsor advertising on the Chamber and Lost Sierra REC and Tech home page.
  - As above with the inclusion of new prospects to our area.
- ◆ Physical Referrals from the Chamber & Lost Sierra REC and Tech.
  - Direct referral of prospect obtained via, Walk In, websites, Emails and Events.
  - Company literature predominately placed in chamber office and linked on the website. All inquiries passed to Sponsor.
- ◆ Sponsor Recognition on Lost Sierra REC and Tech web site – Level 4.
  - Company information and SP button with large logo link to sponsor's web site.
  - Less expensive than traditional advertising.
  - Wider geographic reach; more targeted audience; superior visual presence.
  - Supporting our area to sustain the business community and encourage new growth and customers for your company.



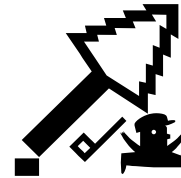
## Train Engineer \$2,500

- ◆ All features of Lumberjack sponsorship
- ◆ Chamber Texting
  - Link to your company with every text sent out by the chamber (minimum of three per month)
  - Using our mobile marketing platform, you can send an occasional text message to your prospect reminding them how you can help them grow their business! 95% of Text Messages get read within minutes of being sent where only 15% of emails get opened and read. It's having a full mobile marketing system!
  - Full Legal Compliance Provided
- ◆ Sponsor Recognition on Lost Sierra REC and Tech web site – Level 3
  - SP button with large logo link to sponsor's website
  - As above



## Lumberjack \$1,500

- ◆ All features of Prospector sponsorship
- ◆ Chamber Broadcast Messaging service
  - Sponsor's name & link to sponsor's web page is embedded in every chamber broadcast message
  - Effective communicating with the local business community through a most trusted source of information
- ◆ Sponsor Recognition on Lost Sierra REC and Tech web site – Level 2
  - SP Button with small logo link to sponsor's web site
  - As above and supporting our area to sustain the business community and encourage new growth and customers for your company



## Prospector \$500

- ◆ Chamber membership
- ◆ Chamber Home Page Advertising
  - Web link with advertising on the Chamber home page & logo/brand content placed in web rotator window
  - Less expensive than traditional advertising.
  - Wider geographic reach.
  - More targeted audience
- ◆ Sponsor Recognition on Lost Sierra REC and TECH web site - Level 1
  - SP Button link to sponsor's web site
  - Less expensive than traditional advertising.
  - Wider geographic reach.
  - More targeted audience

