

2020 PARTNERSHIP PROPOSAL

The Verona Area Chamber of Commerce
Proposes a Planned Partnership for Your Business



VERONA AREA
CHAMBER of COMMERCE

INTRODUCTION

Partnership with the [Verona Area Chamber of Commerce](#) offers your business or organization a unique opportunity to get out in front of the community and show your support for Verona's well-being and economic development. Verona is booming, with new businesses opening up and current businesses growing and expanding. We want to be sure to give you every opportunity to take advantage. As a chamber member, you are riding the wave of growth, as well as helping its growth and fiscal health.

Instead of approaching you for sponsorships and donations every month, we have prepared the following informational packet that outlines our projected opportunities for the year. Hopefully this will make it easier for you to plan, and it will reduce the number of times you see me coming through your door with hat in hand.

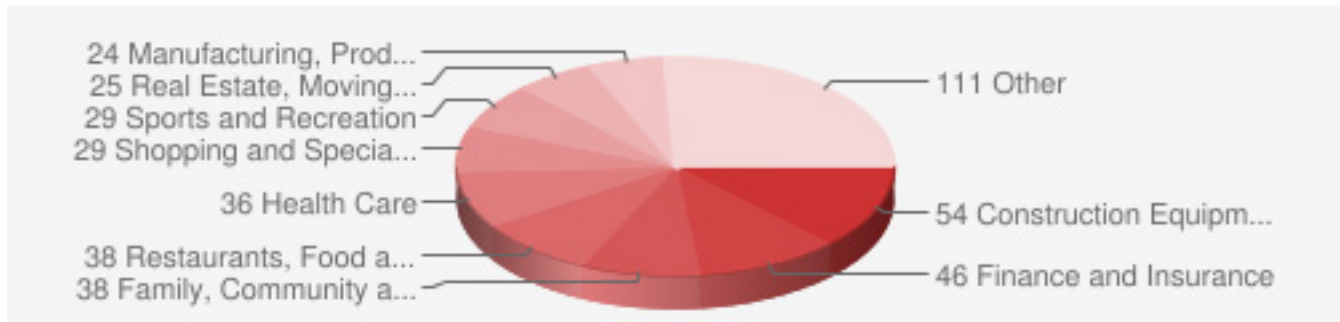
While we have labored to provide the most comprehensive outline of our sponsor benefits for 2020, please keep in mind that partnerships with the Chamber are not a "one-size fits all" and all partnership benefits are negotiable. If you're not finding the right fit for your company, you can reach out to us any time to discuss what would work best for you and your budget.

We thank you in advance for your consideration and support.

AUDIENCE

VERONA BUSINESSES

- 79% of our Membership are small businesses with five full-time employees or less
- 73% of all businesses in Verona are members of the Chamber
- Majority of business owners in Verona are also residents of Verona
- The largest single category in the Verona Area Chamber of Commerce is Construction and Contractors at 17%



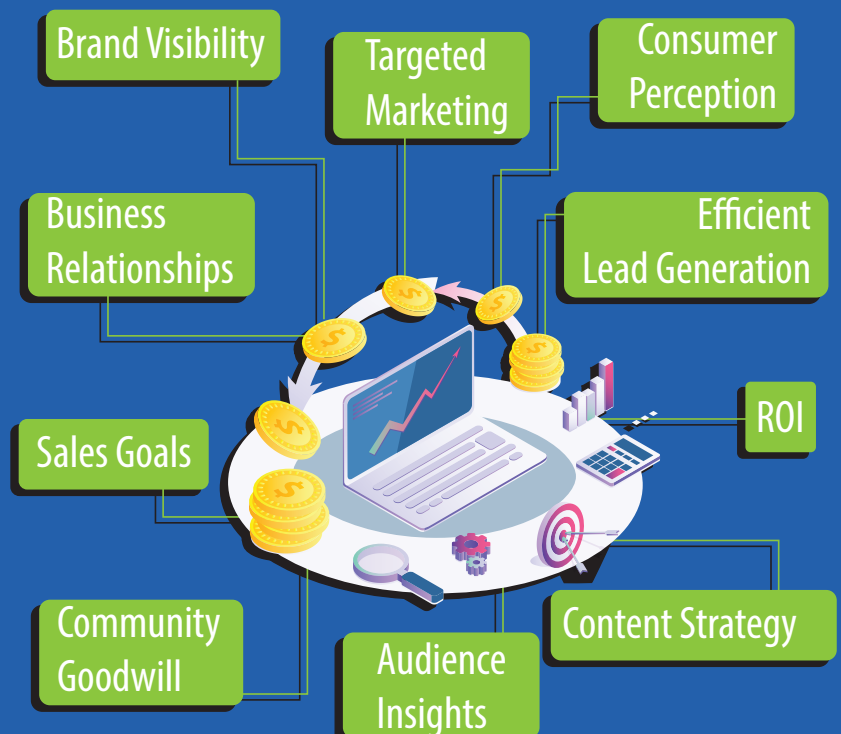
VERONA RESIDENTS

- Community-Minded
- Family Oriented
- Well-educated
- Healthy/athletic
- Employed with well-paying jobs
- Supportive of charitable efforts
- Loves to have fun
- Attend events that welcome and cater to their children
- tech saavy
- trendy

BENEFITS of PARTNERSHIP

There are all kinds of great reasons to become a partner for Chamber and Community Events!

Here in Verona, our residents support you when you support the community at large!



BY THE NUMBERS

Participation and support of Chambers of Commerce have proven results for your business. Here in Verona, we strive to keep our members at the forefront of our community's attention through family friendly community events.

- The Chamber is made up of over **300** local businesses and charitable organizations
- The Verona Area Chamber of Commerce organizes over **25** annual community events
- Our events draw between **100 - 10,000** visitors to Verona
- The Chamber organizes over **50** member events
- If a company shows that it's highly involved in its local chamber, consumers are **12** percent more likely to think that its products stack up better against its competition
- If a consumer knows a small business is a member of its local chamber, the business enjoys a **44** percent increase in its consumer favorability rating, a **51** percent increase in consumer awareness, a **57** percent increase in its local reputation and a **63** percent increase in the likelihood that consumers will patronize the business in the future. *(src: The TJB American Business Magazine)*



INVENTORY

Digital

VeronaWI.com

- President's Club - Home Page Logo and Side Column on Most web pages
- Medium Rectangle - Home Page
- Additional Advertising on business's directory page

VeronaHometownDays.com

- Home Page Placement w/ link
- Side Column Placement w/ link
- Sponsors Page Placement w/ link
- Sponsorship Options Page Year Round w/ Link

VisitVeronaWI.com

VeronasMarket.com

Weekly Update/E-Blasts

- Advertisement at the bottom
- Advertisement at the top under header
- Recognition in Event articles

Social Media

- Facebook
- Instagram
- Twitter
- LinkedIn



TARGETED ADVERTISING

Print

Quarter Page Flyers

Full Page Flyers

Tabloid Posters

Banners

Miscellaneous

Golf Dinner

Golf Lunch

Golf Drinks

Golf Carts

Picnic Tables at Hometown Days

10x10 Tent Placement

- Hometown Days
- Fall Fest
- Music on Main
- Concerts in the Park
- Spring Festival

Trailer Placement

- Hometown Days
- Fall Fest

Naming Rights

- Spin the Wheel Tent
- Beer Tent at Hometown Days
- Beer Tent at Fall Fest
- Chamber Building Features
- Event Parking

ADD'L Donation Opportunities

- Spin the Wheel
- Annual Dinner Raffle
- New Teacher Bags
- #ShopVerona Raffle Giveaway



FRIDAY, JUNE 5 - SUNDAY, JUNE 7

Verona Hometown Days is a three day festival that includes Wenzel Amazements Carnival, the Hometown Hustle Twilight 5K Race, Food Court, Beer Tent, popular bands like Cherry Pie and Wheelhouse, the prize-winning Spin the Wheel game, kids tent, petting zoo, pony rides and more!

SPONSOR BENEFITS

	BRONZE \$250	SILVER \$1500	GOLD \$2500	PLATINUM \$5000
Listed on VeronaHometownDays Sponsor Page	⊗	⊗	⊗	⊗
Listed on Signage	⊗	⊗	⊗	⊗
Link to your website on VeronaHometownDays.com	⊗	⊗	⊗	⊗
Promoted on Social Media	⊗	⊗	⊗	⊗
Logo linked to website on VeronaHometownDays.com		⊗	⊗	⊗
Logo included on most promotional materla		⊗	⊗	⊗
10x 10 tent on the grounds		⊗	⊗	⊗
Prominent Recognition on Signage and Website			⊗	⊗
Naming Rights for Hometown Days Stage (1)				⊗
Naming Rights for Fireworks (1)				⊗
Naming Rights for Beer Tent/ Stage (1)				⊗
Inclusion on Hometown Days City Banners				⊗

SPIN THE WHEEL

Platinum \$1000

Includes one day naming rights to the Spin the Wheel Tent

Gold \$500

Logo included on signage & advertising

Silver \$250

Listed on Signage and advertising

Donor

Donate a prize to Spin the Wheel (cash for prizes accepted). Donors listed on signage and advertising and credited for their donation in the tent.



FRIDAY, JUNE 5, 2020

Hometown Hustle 5K Twilight Run attracts between 100 and 200 runners with potential to grow. A portion of the proceeds from the race will be donated to the Verona Area High School Boys Cross Country Booster Club.

	FRIENDS \$100 - \$250	MILE MARKER OR WATER STATION \$350	RACE BIB \$500	START/ FINISH LINE \$750	GOLD \$1000	PHOTOS \$1500	PRESENTING \$2000
PRE-EVENT RECOGNITION							
SOCIAL MEDIA (FACEBOOK, TWITTER)		1 Dedicated Social Media Post	1 Dedicated Social Media Post	2 Dedicated Social Media Post	3 Dedicated Social Media Post	4 Dedicated Social Media Post	Custom Social Media Plan
EMAIL BLAST INCLUSION				Medium Logo	Large Logo	Large Logo	Premier Placement
WEBSITE PRESENCE	Listing Only	Small Logo	Medium Logo	Medium Logo	Large Logo	Large Logo	X-Large Logo
PROMO MATERIAL (POSTERS/FLYERS)							
REGISTRATION SITE BANNER	Listing Only						
RACE DIRECTOR'S EMAIL							
EVENT WEEKEND BENEFITS							
10 X 10 SPACE ON EVENT DAY							
BRANDED EVENT SIGNAGE							
ANNOUNCEMENTS							
INCLUSION IN THANK YOU EMAIL							
CORPORATE ITEM FOR PACKET PICK-UP							
DEDICATED BENEFITS							
SPECIAL BENEFITS		Branded Race Signage for Miles or h2O Station	Custom Race Bib Ad on Pull Tab	Custom Banner on Race Arch	Logo on All Race Photos Supplied Free to Racers		Customized Benefits

All Sponsorships are open to New Ideas and Negotiations.

In-Kind Opportunities Also Available.

CHAMBER GOLF OUTING

FRIDAY, JULY 17

Our members love this golf outing! With the help of our sponsors, we offer each player lunch, dinner, beverage tickets, goodie bags, special games on each hole, raffles --all while playing a friendly round of golf.

SPONSOR BENEFITS

	HOLE \$75	TENT \$250	GOODY BAGS \$500	BEVERAGES \$1400	GOLF CARTS \$1400	LUNCH \$1500	19TH HOLE \$2000
Listed on Posters	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Listed on Event Page at VeronaWI.com	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Link to your website on Event Page	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Promoted on Social Media	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Listed on Promotional Piece in Goody Bags	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Verbally Recognized at Event	⊗	⊗	⊗	⊗	⊗	⊗	⊗
24" Sign on a hole	⊗						
10'x10' Tent on a hole		⊗					
Prominent Recognition on Social Media, Posters & Website			⊗	⊗	⊗	⊗	⊗
Naming Rights for Goody Bags			⊗				
Naming Rights for Beverage Tickets				⊗			
Naming Rights for Golf Carts					⊗		
Naming Rights for Lunch						⊗	
Naming Rights for 19th Hole Dinner							⊗

Raffle Prize Donations and/or Goody Bag Donations

You will be listed on the Golf Outing Signage (Name), listed on the promotional piece in the goody bag, on the website, social media, e-blasts, weekly update and any other promotional pieces relating to the Golf Outing. Donations include but are not limited to sleeves of golf balls, golf towels, tees, water bottles, koozies, sunscreen, bottles of water/gatorade, cooling towels, granola bars, sunglasses, sunscreen, bug repellent, coupons for free items.



APRIL 11, 2020

A Family event that celebrates spring with an egg hunt (over 800 children participated in 2019), a pancake breakfast fundraiser, bouncy house, petting zo, face painting, flower planting, field day games, crafts & more!

	Games & Crafts \$0 - \$100	General Activity Sponsor \$250	Featured Activity Sponsor \$500	Event Sponsor \$750
Listed on Veronawi.com	☼	☼	☼	☼
Presence at event to meet community (restrictions apply)	☼			
Activity Sign at Event		☼	☼	
Logo linked to event page on veronawi.com		☼	☼	☼
Logo included on signage		☼	☼	☼
Recognition on social media			☼	☼
Prominant recognition on social media, signage & Website				☼
10x10 tent on the grounds				☼



SEPTEMBER 18, 2020

Fall Fest is all about celebrating autumn with several outdoor themes and activities to include: a hay ride, train ride, games and crafts in the kid's tent, food trucks, magicians, face painting, balloon twisting, bonfires, an outdoor movie & more!

	Games & Crafts \$0 - \$100	General Activity Sponsor \$250	Featured Activity Sponsor \$500	Event Sponsor \$750
Listed on Veronawi.com	☼	☼	☼	☼
Presence at event to meet community (restrictions apply)	☼			
Activity Sign at Event		☼	☼	
Logo linked to event page on veronawi.com		☼	☼	☼
Logo included on signage		☼	☼	☼
Recognition on social media			☼	☼
Prominant recognition on social media, signage & Website				☼
10x10 tent on the grounds				☼



Reindeer Live!

DECEMBER 12, 2020

The live reindeer are extremely popular! Families line up to take their picture with the reindeer or head straight up to pens to see them up close. There's live music, crafts, and a bake sale!

	Games & Crafts \$0 - \$100	General Activity Sponsor \$250	Featured Activity Sponsor \$500	Event Sponsor \$750
Presence at event to meet community (restrictions apply)	⊗	⊗	⊗	⊗
Listed on veronawi.com	⊗	⊗	⊗	⊗
Logo linked to event page on veronawi.com		⊗	⊗	⊗
Promoted on Social Media		⊗	⊗	⊗
Recognition on promotional pieces		⊗	⊗	⊗
Listed on Event Signage			⊗	⊗
Prominent Recognition				⊗

MORE SPONSORSHIP OPTIONS

Chamber Mega Mixer (May) \$500 Lead Sponsor or \$250 Shared

The Chamber Mega Mixer invites Chamber members from all over Dane County to attend a special networking event at Fisher King Winery. Recognition at the event and on all printed material, eblasts and website.

Summer Concert Series - \$250 - \$500

Concert series at Hometown Junction Park and Harriet Park. Recognition at the event and on all printed materials, eblasts and website. \$500 level includes logo on banner.

Chamberfest (Fall) - \$50 - \$100

A free backyard cook-out for members and their families as a "thank you" for their support. Sponsors sponsor or donate an item such as cutlery, soda, buns, etc.

Non-Event Based Sponsorships

Website (year-round) Placing an ad on the home page of either of our two websites (veronawi.com and visitveronawi.com) is

- \$900 - join 'The President's Club'. We will place your business logo and link to your website in that category on the home page and right hand column of most web pages at veronawi.com for the full year.
- \$1500 - Full Year for rectangle ad: 350px by 250px
- \$750 - Half Year for rectangle ad: 350px by 250px
- \$375 - Quarter Year (seasonal) for rectangle ad: 350px by 250px

Advertising may also be placed on the chamber's membership directory page for \$750/yr.

E-News Members may sponsor the Weekly Update

- \$750 per year (estimated 46 issues annually)
- \$400 for 6 months (estimated 23 issues)

Sponsorship for Weekly Update includes a logo and web link.

LE JORDAN
EXECUTIVE DIRECTOR

ljordan@veronawi.com

608-845-5777

