

2021 Marketing Opportunities

SPONSORSHIP

Please contact Michael Hardy with questions and suggestions of how the opportunities below can help meet your organization's goals and objectives at Michael@WatkinsGlenChamber.com OR (607) 535-4300.



CORN HOLE TOURNAMENT



Thursday, September 2, 3-8 pm at Toast Winery/Pompous Ass Wines

	<u>Presenting Sponsor</u>	<u>Gold Sponsor</u>	<u>Board Sponsor</u>	<u>Tournament Bag Sponsor</u>	<u>Yard Game Sponsor</u>
	SOLD	Availability: 1 Cost: \$750	Availability: 1 Cost: \$500	Availability: 1 Cost: \$350	Availability: 1 Cost: \$350
Sponsor Remarks	✓				
Logo placement	✓ <i>Logo placement on all marketing materials incl. boards.</i>	✓ <i>Logo placement on all marketing materials incl. one set of boards.</i>	✓ <i>Logo on all boards used at tournament.</i>	✓ <i>Provide logoed bags for all players.</i>	✓ <i>Exclusive logo placement on sign for yard games.</i>
Social Media	✓ <i>3 posts and Facebook Event</i>	✓ <i>2 posts, noted in Facebook Event</i>		✓ <i>Company listed on website and Facebook event</i>	✓ <i>Company listed on website and Facebook event</i>
Cornhole Boards (set of 2)	✓	✓	<i>Up this level to \$750 and take a board set with you!</i>		
Cornhole Teams (2 person teams)	✓ <i>3 teams</i>	✓ <i>2 teams</i>			
Hang banner at event	✓				
Tabling Space	✓	✓	✓	✓	✓
Event Koozies (two)	✓	✓	✓	✓	✓
Add promo items to goodie bags	✓	✓	✓	✓	✓

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GOLF TOURNAMENT

Friday, September 17, 9 to 5 pm Watkins Glen Golf Course

presented by



Sponsorship Level	Sponsor Remarks	Logo on all marketing materials	Social Media	Teams	Hang banner at event	Event Koozies (two)	Tabling Space	Add promo items to goodie bags
<u>Presenting Sponsor</u> SOLD	✓	✓	✓ 3 posts Facebook Event	✓ 1 four person team	✓	✓	✓	✓
<u>Beverage Cart Sponsor</u> Availability: 2 Cost: \$1,000	Sign on cart with business name and logo.							
<u>Flag Sponsor</u> Availability: 1 Cost: \$500	Logo on all pin flags.							
<u>Hole #5 or #9 Sponsor</u> SOLD	Set up sponsor table at a hole.							
<u>Hole Sign Sponsor</u> Availability: 18 Cost: \$125	Sign at hole with business name.							
<u>Photo Sponsor</u> SOLD	Company name and logo on sign that is in all team photos.							
<u>Scorecard Sponsor</u> Availability: 8 Cost: \$200	Logo on scorecards given to all players.							

CONTINUED ON PAGE 4

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<p><u>T-Shirt Sleeve Sponsor</u></p> <p>Availability: 1</p> <p>Cost: \$350</p>	<p><i>Logo on right sleeve or left sleeve of tournament t-shirt.</i></p>
<p><u>T-Shirt Yoke Sponsor</u></p> <p>Availability: 1</p> <p>Cost: \$350</p>	<p><i>Logo on Yoke of shirt (back, top, middle).</i></p>
<p><u>T-Shirt Listing Sponsor</u></p> <p>Availability: 11</p> <p>Cost: \$125</p>	<p><i>Business name or Logo on the back of event T-shirt.</i></p>

SPONSORSHIP



BUSINESS EXPO

Wednesday, October 6 from 4 to 7 pm at the Watkins Glen Community Center

presented by Cameron Manufacturing and Design



Sponsorship Level	Sponsor Remarks	Logo on all marketing materials	Social Media	Hang banner at event	Tabling Space	
<p><u>Presenting Sponsor</u></p> <p>Availability: SOLD</p>	<p>✓</p>	<p>✓</p>	<p>✓</p> <p><i>Facebook Event</i></p>	<p>✓</p>	<p>✓</p>	
<p><u>Exhibit Table</u></p> <p>Availability: 29</p> <p>Cost: Free for member, \$150 non-member</p>	<p>A great opportunity for exposure! Display your information at a table at the event. This event is free to attend and coincides with an After Hours Mixer.</p>					

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SMALL BUSINESS SATURDAY SHOP LOCAL DECEMBER



Sponsorship Level	Logo/mentions on all marketing materials	Social Media	information displayed at event	Add promo items to goodie bags
<u>Title Sponsor</u> Cost: 2,500 Availability: 1	✓ <i>Including press releases, newsletters, emails to members, event program, and invitations</i>	✓ <i>Facebook Event</i>	✓	✓



HOLIDAY HAPPENINGS & WINTER TRADITIONS



Sponsorship Level	Logo/mentions on all marketing materials	Social Media	information displayed at events	Hang Banner at events	Tabling Space at Chamber
<u>Title Sponsor</u> Cost: 10,000 Availability: 1	✓ <i>Including press releases, newsletters, emails to members, event program, and invitations</i>	✓ <i>Facebook Event, 3 sponsor posts</i>	✓	✓	✓

HOLIDAY LIGHTS SCHUYLER STYLE IN COLLABORATION WITH WATKINS GLEN PROMOTIONS



Sponsorship Level	Logo/mentions on all marketing materials	Social Media	information displayed at events	Hang Banner at events	Tabling Space at Chamber
<u>Title Sponsor</u> Cost: 5,000 Availability: 1	✓ <i>Including press releases, newsletters, emails to members, event program, and invitations</i>	✓ <i>Facebook Event, 3 sponsor posts</i>	✓	✓	✓

Please contact Michael Hardy with questions and suggestions of how these opportunities can help meet your organization's goals and objectives at Michael@WatkinsGlenChamber.com OR (607) 535-4300.

For more information about events, please reach out to Events & Membership Engagement Manager Abby Lane, (607)-535-4300 or Abby@watkinsglenchamber.com