

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.

DISC GOLF TOURNAMENT

Thursday, August 19, 3 to 8 pm at Castel Grisch Winery

presented by



	<u>Presenting Sponsor</u> SOLD	<u>Basket Sponsor</u> Availability: 1 Cost: \$500	<u>Basket #5 or #9 Sponsor</u> Availability: 2 Cost: \$300	<u>Photo Sponsor</u> Availability: 1 Cost: \$250	<u>Scorecard Sponsor</u> Availability: 9 Cost: \$200	<u>Basket Sign Sponsor</u> Availability: 9 Cost: \$125	<u>T-Shirt Sleeves</u> Availability: 2 Cost: \$350	<u>T-Shirt Listing</u> Availability: 11 Cost: \$125
LOGO PLACEMENT	✓ <i>Logo placement on all marketing materials.</i>	✓ <i>Logo on all baskets.</i>		✓ <i>Company name and logo on sign that is in all team photos.</i>	✓ <i>Logo on scorecards given to all players.</i>	✓ <i>Sign at basket with business name.</i>	✓ <i>Logo on right sleeve or left sleeve.</i>	✓ <i>Business Name or Logo on back of T-shirt.</i>
SOCIAL MEDIA	✓ <i>3 posts and Facebook event.</i>							
DISC GOLF TEAM	✓							
HANG BANNER AT EVENT	✓							
TABLING SPACE	✓		✓ <i>Set up a sponsor table at the basket.</i>					

We are open to customizing or fine tuning these opportunities and others.

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

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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	✓	✓	✓	✓	✓

2021 Marketing Opportunities

SPONSORSHIP

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> Availability: SOLD	✓	✓	✓ 3 posts Facebook Event	✓ 1 four person team	✓	✓	✓	✓
<u>Beverage Cart Sponsor</u> Availability: 2 Cost: \$1,000	<i>Sign on cart with business name and logo.</i>							
<u>Flag Sponsor</u> Availability: 1 Cost: \$500	<i>Logo on all pin flags.</i>							
<u>Hole #5 or #9 Sponsor</u> Availability: 2 Cost: \$300	<i>Set up sponsor table at a hole.</i>							
<u>Hole Sign Sponsor</u> Availability: 18 Cost: \$125	<i>Sign at hole with business name.</i>							
<u>Photo Sponsor</u> SOLD	<i>Company name and logo on sign that is in all team photos.</i>							
<u>Scorecard Sponsor</u> Availability: 8 Cost: \$200	<i>Logo on scorecards given to all players.</i>							

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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>	✓	✓	✓	✓
<u>Cost:</u> 2,500 <u>Availability:</u> 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>	✓	✓	✓	✓	✓
<u>Cost:</u> 10,000 <u>Availability:</u> 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>	✓	✓	✓	✓	✓
<u>Cost:</u> 5,000 <u>Availability:</u> 1	<i>Including press releases, newsletters, emails to members, event program, and invitations</i>	<i>Facebook Event, 3 sponsor posts</i>			

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