

BIRMINGHAM BLOOMFIELD CHAMBER

2010 Marketing & Sponsorship Opportunities

If you are looking for creative and effective ways to market your products and services to businesses in and around Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township and Franklin, look no further. The Chamber is the perfect place to successfully target your marketing activities. The primary advantage of sponsorship is the promotion of your company. Your contribution also helps the Chamber extend its service capabilities and keeps Membership dues at a reasonable level.

What do you achieve?

- Increase visibility and exposure within the Birmingham Bloomfield Chamber membership and the business community
- Form new relationships through networking that will ideally develop into business opportunities and more customers and clients for you
- Stand out from your competition through exclusive event and program sponsorship
- Entertain valued clients at Member only events

Whom do you reach?

- Events that range from 30 attendees – 80,000 attendees
- 650+ Member companies representing businesses ranging in size
- Electronic communications sent to 1,600 qualified e-mail addresses
Chamber Web site which receives thousands of different visitors every month

Residential Demographics:

- Median home value: \$427,819
- Average Household Income: \$155,449

What opportunities exist?

We recognize that each Member business is unique and has different needs. In order to help support our businesses marketing efforts, we offer marketing opportunities that fit all marketing budgets. If you are interested in sponsorship of a particular Birmingham Bloomfield Chamber event or program, you may contact Andrea Foglietta at: (248) 644-1700 or andrea@bbcc.com to discuss the opportunity.

SELECT YOUR EVENT OR PROGRAM*:

2010 FORECAST SERIES

WHAT: The Birmingham Bloomfield Chamber hosts a four-part Forecast Series annually. Topics may include: Real Estate, Economy, Technology, Healthcare, Government and/or a Regional Forecast.

WHERE: The Townsend Hotel, downtown Birmingham

WHEN: February – May, 2010 Luncheons 11:30 a.m. – 1:30 p.m.

WHO: Attendance is approximately 100-150 at each luncheon, more than 400 different attendees to the entire series.

COST: \$50 Members; \$60 Others

2010 BIRMINGHAM VILLAGE FAIR

WHAT: The Birmingham Bloomfield Chamber hosts its 47th annual Birmingham Village Fair in downtown Birmingham. Four fun-filled days of family entertainment, including rides, midway games and food.

WHEN: Thursday, June 3- Sunday, June 6, 2010

WHERE: Downtown Birmingham

WHO: Expected attendance range; 17,000 – 20,000 total for the 4-day event

COST: Reduced price wristband vouchers for rides sold at the Chamber office prior to event. Bulk wristband packages available for groups.

2010 VINE & DINE

WHAT: The Birmingham Bloomfield Chamber hosts its 7th annual *Vine & Dine* to benefit the Gleaners Community Food Bank of Southeastern Michigan. A strolling buffet of more than 20 different foods and wines will be offered along with a fashion show, a chance auction and live entertainment.

WHERE: Cranbrook Institute of Science

WHEN: September 22, 2010

WHO: 400+ business representatives and residents of Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin and surrounding areas.

COST: \$65 per person. Corporate pricing available for ticket purchases of 12 or more, please contact the Chamber.

74TH BIRMINGHAM HALLOWEEN PARADE

WHAT: The Birmingham Bloomfield Chamber hosts its 74th annual Birmingham Halloween Parade in the streets of Birmingham, immediately following the Junior League of Birmingham and Community House's Pumpkin Patch.

WHERE: Streets of downtown Birmingham (starts at Martin and Bates)

WHEN: October 24, 2010 Parade starts at 4 p.m.

WHO: Families from all over Southeast Michigan attend the event, expected attendance range is 2,000 – 2,500; dependent on weather.

COST: Free and open to the public.

63RD ANNUAL MEETING

WHAT: The Birmingham Bloomfield Chamber is hosting its 63rd Annual Meeting breakfast and award ceremony. Awards presented include the First Citizens Award and the Business Person of the Year Award.

WHERE: The Community House

WHEN: December 1, 2010

WHO: 100+ business representatives and residents of Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin and surrounding areas.

COST: \$25 in advance, \$35 day of the event

2010 HOLIDAY MIXER

WHAT: The Birmingham Bloomfield Chamber hosts its 63rd Holiday Mixer, an evening of mingling and holiday cheer with local business leaders.

WHERE: Birmingham Athletic Club

WHEN: December 8, 2010

WHO: 100+ business representatives and residents of Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin and surrounding areas.

COST: \$40 in advance, \$50 day of the event

INVESTPRENEUR™ ROUNDTABLE

WHAT: The Birmingham Bloomfield Chamber hosts a quarterly roundtable bringing entrepreneurs and investors together to create win-win opportunities.

WHERE: The Townsend Hotel

WHEN: Quarterly 2010

WHO: 25-50 entrepreneurs and investors of Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin and surrounding areas.

COST: \$65 Members; \$85 Others

SELECT YOUR SPONSORSHIP LEVEL:

Diamond

\$5,000

- Ten complimentary tickets for event (if applicable to event)
- Company name included in event press releases
- Company name or logo on event program
- Company name or logo on event signage
- Premium Display table at the event
- Company name or logo on electronic event save the date
- Company name or logo on all electronic event communications with link to company Web site
- Company name or logo on printed invitations (if applicable to event)
- Company name or logo on event advertisements (if applicable to event)
- Verbal recognition throughout event
- Banner ad on www.bbcc.com for 6 months, 17,000 unique visitors per month
- Company-supplied giveaway at the event
- Electronic list of attendees with contact information
- Set of BBCC Membership mailing labels
- Opportunity to introduce keynote speaker (if applicable)
- Access to Speaker/VIP room or table throughout the day (if applicable)
- Company-supplied mailing distributed to more than 650+ Chamber Members
- Access to conference logos, marks and branding to use on your Web site or in printed materials
- Lunch meeting with Chamber President and Board Chair to discuss business concerns or needs
- First right of refusal as 2011 Diamond Level

Platinum

\$3,500

- Eight complimentary tickets for event (if applicable to event)
- Company name included in event press releases
- Company name or logo on event program
- Company name or logo on event signage
- Display table at the event
- Company name or logo on electronic event save the date
- Company name or logo on all electronic event communications with link to company Web site
- Company name or logo on printed invitations (if applicable to event)
- Company name or logo on event advertisements (if applicable to event)
- Verbal recognition throughout event
- Banner ad on www.bbcc.com for 3 months, 17,000 unique visitors per month
- Company-supplied giveaway at the event
- Electronic list of attendees with contact information
- Set of BBCC Membership mailing labels

Gold

\$2,000

- Six complimentary tickets for event (if applicable to event)
- Company name included in event press releases
- Company name or logo on event program
- Company name or logo on event signage
- Display table at the event
- Company name or logo on electronic event save the date
- Company name or logo on all electronic event communications with link to company Web site
- Company name or logo on printed invitations (if applicable to event)
- Company name or logo on event advertisements (if applicable to event)
- Verbal recognition throughout event

Silver

\$1,250

- Four complimentary tickets for event (if applicable to event)
- Company name included in event press releases
- Company name or logo on event program
- Company name or logo on event signage
- Shared-display table at the event
- Company name or logo on electronic event save the date
- Company name or logo on all electronic event communications with link to company Web site
- Company name on printed invitations (if applicable to event)

Bronze

\$500

- Two complimentary tickets for event (if applicable to event)
- Company name included in event press releases
- Company name or logo on event program
- Company name or logo on event signage
- Shared-display table at the event

Patron

\$250

- One complimentary ticket for event (if applicable to event)
- Company name included in event press releases
- Company name on event program

*Packages may be customized to the sponsor. Some events and programs may not offer all levels of sponsorship or the level may already be sold. Please contact your Chamber representative to ensure space is available.

ADDITIONAL OPPORTUNITIES:

BIRMINGHAM BLOOMFIELD LIFESTYLE ADVERTISING

WHAT: The Birmingham Bloomfield Chamber partners with Keaton Publications to produce the *Birmingham Bloomfield Lifestyle Magazine*. The Chamber's Member Directory will be inserted into the 2010 Fall Edition of the quarterly magazine.

WHERE: Disseminated via direct mail to homes and businesses in 48009, 48025, 48301, 48302 and 48304. Additional distribution via community organizations, participating organizations and street bins for a total distribution of more than 30,000. Also included in the online Lifestyle Web Guide at www.bblifestyle.com and on the Chamber Web site.

WHEN: In 2010 the *Birmingham Bloomfield Lifestyle Magazine* will be published quarterly.

WHO: Business owners and residents of the 5 B area and Franklin

COST: Determined by ad size; Chamber Members receive a 10% discount on standard ads placed (excluding premium placements). See media kit for pricing.

BANNER ADVERTISING

The Chamber's Web site receives thousands of unique visitors per month. Banner advertising is a great way for you to ensure that your company is getting the recognition it deserves.

Placement	1 Year	6 Months
Home Page	\$1,200	\$700
Calendar	\$750	\$425
Member Directory Section	\$500	\$300

E-NEWS ADVERTISING

Our bi-monthly Electronic Newsletter is e-mailed to more than 1,600 Chamber Members.

Placement	1 Year	Monthly
E-News (Sent every other week)	\$1,500	\$250

*Artwork/file specifications

Advertisements must be submitted as jpeg or gif file that is less than 50k, size is 550 pixels wide by 140 pixels high



Sponsorship/Advertising Agreement

This is to confirm the Sponsorship Agreement between the Birmingham Bloomfield Chamber and _____ for the _____ as _____ (event name) (sponsorship level)

By signing this agreement, I accept to be a Sponsor for the amount of _____ to be paid within 30 days of receipt of invoice or accordance with terms specifically agreed outside of this agreement.

Sponsor:

Agreed and Signed: _____

Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

E-mail address: _____

Date: _____

Advertising:

Name _____

Company _____

Phone _____ Email address _____

Type of Advertising & Placement _____

Frequency (check one) Monthly _____ 6 Months _____ 1 Year _____

FOR CHAMBER USE

Account Rep Name _____

Signature _____

Received Logo _____

Received Ad _____ Size of Ad _____

Invoiced _____

Please return this form by mail to Birmingham Bloomfield Chamber
725 S. Adams Rd. Suite 130, Birmingham, MI 48009
or fax to (248) 644-0286