

BIRMINGHAM BLOOMFIELD CHAMBER

2012 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 – 20,000 attendees
- 675+ 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

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 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 Kaczmarek at: (248) 644-1700 or andreak@bbcc.com to discuss the opportunity.

SELECT YOUR EVENT OR PROGRAM*:

2012 FORECAST SERIES

WHAT: The Birmingham Bloomfield Chamber hosts breakfast or lunch event to highlight an important business topic.

WHERE: Locations vary for 2012

WHEN: Government Forecast Breakfast with Governor Rick Snyder on Friday, February 17, 2012 from 7:30 – 9:30 a.m., Health & Wellness March 15, 2012 Breakfast: 7:30 – 9:30 a.m. at Henry Ford West Bloomfield, Economic Forecast Luncheon April 12, 2012

WHO: Attendance is approximately 100-150 with more than 300 different attendees to the entire series.

COST: Varies based on venue and time of event

2012 BIRMINGHAM VILLAGE FAIR

WHAT: 49th annual Birmingham Village Fair in downtown Birmingham. Four fun-filled days of family entertainment, including rides, midway games and food.

WHEN: Thursday, May 31 - Sunday, June 3, 2012

WHERE: Downtown Birmingham – Streets surrounding Shain Park

WHO: Expected attendance range; approximately 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.

2012 COMMUNITY LEADERSHIP LUNCHEON

WHAT: The Birmingham Bloomfield Chamber provides businesses with opportunities to partner with the Chamber nonprofit community, become engaged and make a difference where we work, live and play. First Citizen is awarded to a community volunteer. Speakers: Mark Hollis, Athletic Director at Michigan State University and Tony Michaels, President & CEO The Parade **WHEN:** Wednesday, October 10, 2012

WHERE: Radisson Hotel Detroit-Bloomfield Hills - 39475 Woodward Ave. Bloomfield Hills **COST:** TBD

WHO: A combination of 100 business and nonprofit representatives which features a nonprofit exhibit.

2012 VINE & DINE

WHAT: The Birmingham Bloomfield Chamber hosts its 9th annual *Vine & Dine* to benefit Gleaners Community Food Bank of Southeastern Michigan. A strolling buffet of more than 20 different foods and wines will be offered along with a chance auction, art demonstration and live entertainment.

WHERE: Birmingham Bloomfield Art Center - 1516 S. Cranbrook Rd., Birmingham

WHEN: Wednesday, September 5, 2012

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.

GOLF OUTING

WHAT: Enjoy a day of golf and networking.

WHERE: Plum Hollow Country Club - 21631 Lahser Rd., Southfield **WHEN:** Monday, July 16, 2012

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

COST: \$140 Individual, \$540 Foursome, \$640 Ultimate Golf Sponsor

2012 BACK TO SCHOOL

WHAT: Connect with community leaders and hear the latest developments from our local school district superintendents. Join Birmingham Bloomfield Chamber members, community officials and residents as we flip to the next chapter.

WHERE: Birmingham Conference Center **WHEN:** Wednesday, August 29, 2012

WHO: 70+ business representatives and residents of Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin and surrounding areas.

COST: TBD

76TH BIRMINGHAM HALLOWEEN PARADE

WHAT: The Birmingham Bloomfield Chamber hosts its 76th 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 surrounding Shain Park (Parade starts at Martin and Bates)

WHEN: October 21, 2012 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.

65th ANNUAL MEETING

WHAT: Breakfast and award ceremony to honor the Business Person of the Year. Selection process based on application. Business Person of the Year demonstrates leadership in the community.

WHERE: TBD

WHEN: December 2011

WHO: Board of Directors and Ambassadors attend along with 75+ business representatives and residents of Beverly Hills, Bingham Farms, Birmingham, Bloomfield Hills, Bloomfield Township, Franklin and surrounding areas.

COST: TBD

2012 HOLIDAY MIXER

WHAT: An evening of mingling and holiday cheer with local business leaders.

WHERE: Oakland Hills Country Club

WHEN: Wednesday, December 12, 2012

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

COST: TBD

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 675+ 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 2013 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

\$2,500

- 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. Note: Information Current as of 12/6/11

ADDITIONAL OPPORTUNITIES:

CHAMBER CHAT

Become part of a program archive which can be accessed through the Bloomfield Community Television Web site.

ON-LOCATION 14 MINUTE SEGMENT

\$500

- Includes live roaming camera capturing client's business, showroom, restaurant, etc., as client gives descriptive tour
- Includes a master disk of the program for client's business use
- The show will air a minimum of eight times during the designated month on Bloomfield Community Television
- A link to BCT's archive will be provided for client's Web page
- A link to client's program will be housed on Chamber Web page

ENTIRE PROGRAM 28 MINUTE SEGMENT

\$900

- Ideal for restaurant recipe preparation, art gallery tours, modeling new fashions, etc.
- Includes live roaming camera capturing client's business, showroom, restaurant, etc., as client gives descriptive tour
- Includes a master disk of the program for client's business use
- The show will air a minimum of eight times during the designated month on Bloomfield Community Television
- A link to BCT's archive will be provided for client's Web page
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CHAMBER CHAT!



DONATIONS

Auction items, gift certificates, tickets to performances and merchandise are welcome for our raffles at our Golf Outing, Vine & Dine, Business After Hours and Member Coffee events. Contact Andrea at (248) 644-1700 ext. 24

Submit ads to andreak@bbcc.com or call (248) 644-1700 ext. 24. Advertisements must be submitted as jpeg or gif file.

WEB SITE BANNER AD

The Chamber’s Web site receives thousands of unique visitors per month. Banner ad links to Web site of your choice. 124 x 124 pixels

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



BUSINESS CATEGORY SPONSOR – NEW FOR 2012

Business Category Sponsor Ad is placed at top of category. 500 pixels or less.

Placement	1 Year	6 Months
Member Directory	\$250	\$150

Business Category Sponsor Example

Hospitals
A Special Thank You To Our Business Category Sponsor



E-NEWS ADVERTISING

Our bi-monthly Electronic Newsletter is e-mailed to more than 1,600 Chamb 550 pixels wide by 140 pixels high.

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

E-News Banner Example





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