

BIRMINGHAM BLOOMFIELD CHAMBER 2008 Marketing & Sponsorship Opportunities

If you are looking for creative and effective ways to market your products and services to businesses in and around the 5 B's: Birmingham, Bloomfield Township, Bloomfield Hills, Beverly Hills and Bingham Farms, 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 5 B 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
- 780+ member companies representing businesses of all sizes
- Electronic communications sent to 2,000 qualified e-mail addresses
Chamber Web site which receives 15,000 different visitors every month

Residential Demographics (5 B's):

- Median housing price = \$569,930.
- Median income per household = \$113,986.

What opportunities exist?

We recognize that each member business is unique and has different needs. In order to help support all of 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 Carrie Zarotney at: (248) 644-1700 or carriez@bbcc.com to discuss the opportunity.

Forecast Series

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

WHERE: The Townsend Hotel, downtown Birmingham

WHEN: February – May, 2008 Luncheons 11:45 a.m. – 1:30 p.m. with the exception of the 2008 Regional Forecast which will be held from 11:45 a.m. – 6 p.m.)

WHO: Attendance is approximately 150 to each luncheon, over 400 different attendees to the entire series.

COST: Members: TBD

Non-members: TBD

Table of 8: TBD

Exclusive Forecast Sponsor **\$2,750**

- Corporate Table of 8 for each luncheon (4 total)
- Company logo and name on event signage
- Company name and logo on 1,500 printed invitations
- Company name in all event press releases
- Opportunity to introduce speaker
- Opportunity to conduct Q & A of speaker
- Display table at the event
- Company supplied giveaways at the event
- Attendee list supplied after the event

Silver Sponsor **\$850**

- One Corporate table of eight at one individual forecast event
- Company name and logo on 1,500 printed invitations
- Company name in all event press releases
- Company logo and name on event signage
- Company supplied giveaway at event

Bronze Sponsor **\$500**

- Two (2) tickets to one individual Luncheon
- Company name on 1,500 printed invitations
- Company name in all event press releases
- Company name on event signage

2008 Small Business Conference

WHAT: The Birmingham Bloomfield Chamber is hosting its first annual Small Business Conference.

WHERE: Birmingham Conference Center

WHEN: Wednesday, April 2, 2008 7:30 a.m. – 1: 30 p.m.

WHO: 200 business representatives of the 5 B's, and surrounding areas

COST: \$55 per person

Platinum Sponsor

\$5,000 (exclusive)

- Company name and logo on invitations as Platinum Sponsor
- Company name and logo on save the date
- Premium display table at the event
- Company supplied giveaway at the event
- Set of BBCC Membership mailing labels
- Company supplied mailing distributed to 780+ Chamber Members
- Company name and logo on all event advertisements as Platinum Sponsor
- Company name and logo on all electronic event communication (E-News and Event Update sent weekly to 2,000)
- Company name included in event press releases and public service announcements
- Banner ad on www.bbcc.com for 6 months, 15,000 unique visitors per month
- Company logo on all Conference promotional materials
- Company logo on conference program
- Prominent representation on sponsor signage
- Verbal recognition throughout event as Platinum Sponsor
- Opportunity to introduce keynote speaker
- Access to Speaker & VIP Room throughout the day
- Electronic list of attendees with contact information
- Ten complimentary tickets for event to distribute to employees, clients, peers, etc.
- Access to conference logos, marks and branding to use on your Web site or in printed materials
- First right of refusal as 2009 Small Business Conference Platinum Sponsor (or its equivalent)

Gold Sponsor

\$2,500 (four opportunities)

- Company name and logo on invitations as Gold Sponsor
- Company name and logo on save the date
- Display table at the event
- Company name and logo on event advertisements as Gold Sponsor
- Company name and logo on electronic event communication (E-News and Event Update sent weekly to 2,000)
- Company name included in event press releases and public service announcements
- Company logo on all Conference promotional materials

- Company logo on conference program
- Representation on sponsor signage
- Verbal recognition throughout event as Gold Sponsor
- Five complimentary tickets for event to distribute to employees, clients, peers, etc.

Silver Sponsor

\$1,250 (six opportunities)

- Company name on invitations as Silver Sponsor
- Company name on save the date
- Display table at the event
- Company name and logo on electronic event communication (E-News and Event Update sent weekly to 2,000)
- Company name included in event press releases and public service announcements
- Company name on conference program
- Two complimentary tickets for event to distribute to employees, clients, peers, etc.

Display Table

\$400 (19 available)

- Display table at the event
- One complimentary ticket for event
- Company name on conference program

Item in Event Bag

\$250 (9 available)

- One complimentary ticket for event
- Company-supplied giveaway for 200 event bags (Chamber must receive by March 25).

Birmingham Village Fair

WHAT: The Birmingham Bloomfield Chamber, a member organization with over 780 members, is hosting its 45th annual Birmingham Village Fair in downtown Birmingham. Four fun-filled days of family entertainment, including rides, midway games and food.

WHEN: May 29- June 1, 2008 Thursday – Sunday

WHERE: Shain Park, downtown Birmingham

WHO: Expected attendance range; 15,000 – 20,000 total for the 4 day event

Gold Sponsor

\$2,500

- Display area / Vehicle at event for 4 days
- Company name on all event posters & marketing material
- Company name and logo in all printed advertisements
- Company name in event press releases
- Ten (10) tickets to the event

19th Annual Golf Open

WHAT: The Birmingham Bloomfield Chamber is hosting its 19th annual Golf Open.

WHERE: Birmingham Country Club

WHEN: Monday, June 16, 2008

WHO: 150+ business representatives from the 5 B's and surrounding areas

Exclusive Corporate Sponsor

\$3,500

- Four (4) golfers
- Company name and logo on all marketing materials
- Company name and logo on Golf Open signage
- Full page ad in the E-Golf Open program (circ. 2,000)
- Special recognition as corporate sponsor in Program Book
- Hole Sponsorship
- Opportunity to emcee award ceremony
- Company name and logo on Registration Sponsor sign
- Company name and logo on all golf cart signage
- After Golf Networking for four (4) (in addition to golf foursome)
- Reserved sponsor table (for 8) at After Golf Networking
- Promotional table/display at Club House
- Electronic list of attendees with contact info provided after event
- First right to Exclusive Corporate Sponsorship annually

Golf Ball Package (2 available)

\$3,000

- Your company logo on 75 dozen golf balls
- Two (2) golfers
- Hole Sponsorship
- Full page ad in E-Golf Open Program (circ. 2,000)
- Company name and logo on Golf Open signage
- Recognition in the E-Golf Open program
- Recognition at award ceremony
- Company name and logo on all golf cart signage
- Electronic list of attendees with contact info provided after event

Patio Lunch

\$1,500

- Two (2) golfers
- Opportunity to place giveaway at all luncheon tables
- Display area at luncheon
- Company name and logo on Golf Open signage
- Half-page ad in E-Golf Open program (circ. 2,000)
- Company name and logo on all luncheon table signage
- Electronic list of attendees with contact info provided after event

After Golf Networking	\$1,500
<ul style="list-style-type: none"> • Two (2) golfers • Opportunity to place giveaway at all after golf networking tables • Display area at After Golf Networking • Company name and logo on Golf Open signage • Half-page ad in E-Golf Open program (circ. 2,000) • Company name and logo on all after golf networking table signage • Electronic list of attendees with contact info provided after event 	
Beverage Cart	\$1,500
<ul style="list-style-type: none"> • Exclusive company signage on beverage carts • Company has option to provide staff to drive the beverage carts on course • Company name and logo on Golf Open signage • Half - page ad in E-Golf Open program (circ. 2,000) • Electronic list of attendees with contact info provided after event 	
Putting Contest	\$500
<ul style="list-style-type: none"> • Exclusive company signage at Putting Contest area • Display area for company giveaway and materials • Half- page ad in E-Golf Open Program (circ. 2,000) • Electronic list of attendees with contact info provided after event 	
Activity/Game Sponsor	\$400
<ul style="list-style-type: none"> • Half-page ad in E-Golf Open program (circ. 2,000) • Exclusive sponsor signage at game hole • Listing on sponsor sign • Opportunity to have personnel run game • Electronic list of attendees with contact info provided after event 	
Hole-In-One (Car)	\$200
<ul style="list-style-type: none"> • Sponsor sign(s) at contest hole • Car(s) displayed at contest hole • Half-page ad in E-Golf Open program (circ. 2,000) • Display area for company giveaway and materials 	
Driving Range	\$500
<ul style="list-style-type: none"> • Company name and logo on exclusive Golf Open signage • Recognition in E-Golf Open program (circ. 2,000) • Half-page ad in E-Golf Open program (circ. 2,000) • Hole sponsorship • Display area for company giveaway and materials 	
Hole Sponsorship (36 available)	\$200
<ul style="list-style-type: none"> • Logo signs on both tee and green • Listing on sponsor sign 	

- Recognition in E-Golf Open program (circ. 2,000)

Ice Cream Sponsor

\$500

- Exclusive company signage at Ice Cream Station
- Company name and logo on Golf Open signage
- Half-page ad in E-Golf Open program (circ. 2,000)

Ultimate Golf Package

\$1250

- Four (4) Golfers
- Half-page ad in E-Golf Open program (circ. 2,000)

2008 Vine & Dine

WHAT: The Birmingham Bloomfield Chamber, a member organization with over 780 members, is hosting its 5th annual *Vine & Dine* to benefit the Gleaners Community Food bank of Southeastern Michigan. More than 20 different foods and wines will be offered for a strolling buffet, along with a raffle and tour of the Institute.

WHERE: Cranbrook Institute of Science

WHEN: Wednesday, Sept. 24th 6-9 p.m.

WHO: 500+ business representatives and residents of the 5 B's, and surrounding areas

COST: TBD. Corporate pricing available for ticket purchases of 12 or more, please contact the Chamber.

Exclusive Corporate Sponsor

\$7,500

- Auto and Fashion Show sponsor will have the opportunity to present up to 6 automobiles in a professionally choreographed and produced auto and fashion show. The automobiles will share the runway with professional models displaying the latest styles from area retailers
- The tented Auto and Fashion Show offers attendees the opportunity to have a “hands on” experience and direct contact with the automobiles
- Mention in 30-second produced public service announcement on Comcast
- Set of BBCC Membership labels (for mailing)
- Company supplied mailing distributed to 780+ Chamber Members
- Banner ad on www.bbcc.com for 6 months, 8,500 unique visitors per month
- Increased number of tickets (from 10 to 15)
- Company Logo on Gleaners “truck skin” placed on delivery truck 1 month prior to event, travels 1,200 miles in Southeast Michigan
- Company name and logo on 5,000 invitations
- Company name and logo on 5,000 save the date
- Company name and logo on all event advertisement
- Company name and logo on all electronic event communication
- Company name included in event press releases and public service announcements
- Company name and logo on brochure distributed at event
- Logo on www.vinendine.com with link to company Web site
- Display table at the event
- Company-supplied giveaway at the event
- Electronic list of attendees with contact info provided after event

Exclusive Donation Sponsor

\$2,500

- Special “Donation Card” given to each attendee indicating you have purchased meals for Gleaners Community Food Bank in their name
- Six (6) tickets to the event
- Company name and logo on signage at the event

- Company name and logo on 5,000 invitations
- Company name and logo on 5,000 save the date
- Company name and logo on brochure distributed at event
- Company name and logo on all electronic event communication
- Company Logo on Gleaners “truck skin” placed on delivery truck 1 month prior to event, travels 1,200 miles in Southeast Michigan
- Logo on www.vinendine.com with link to company Web site
- Company name in event press releases
- Display area at the event
- Electronic list of attendees with contact info provided after event

Exclusive Valet Sponsor

\$2500

- Opportunity to place a company-supplied giveaway in each car at end of event
- Six (6) tickets to the event
- Company name and logo on signage at the event and valet area
- Company name and logo on 5,000 invitations
- Company name and logo on 5,000 save the date
- Company name and logo on brochure distributed at event
- Company name and logo on all electronic event communication
- Company Logo on Gleaners “truck skin” placed on delivery truck 1 month prior to event, travels 1,200 miles in Southeast Michigan
- Logo on www.vinendine.com with link to company Web site
- Company name in event press releases
- Display area at the event
- Electronic list of attendees with contact info provided after event

Gold Sponsor

\$2,500

- Six (6) tickets to the event
- Company name and logo on signage at the event
- Company name and logo on 5,000 invitations
- Company name and logo on 5,000 save the date
- Company name and logo on all electronic event communication
- Company Logo on Gleaners “truck skin” placed on delivery truck 1 month prior to event, travels 1,200 miles in Southeast Michigan
- Logo on www.vinendine.com with link to company Web site
- Company name in event press releases
- Company name and logo on brochure distributed at event
- Display area at the event
- Electronic list of attendees with contact info provided after event

Silver Sponsor

\$1,500

- Four (4) tickets to the event
- Company name on 5,000 invitations
- Company name on signage at the event

- Company name and logo on brochure distributed at event
- Logo on www.vinendine.com with link to company Web site
- Company name in event press releases
- Shared display area at event

Exclusive Entertainment Sponsor

\$750

- Four (4) Tickets to Event
- Company name and logo on Entertainment Event Signage
- Company name and logo on event brochure
- Company name in event press releases
- Logo on www.vinendine.com with link to your company's web site
- Shared display area at event

Event Sponsor

\$500

- Two (2) Tickets to event
- Company logo on event signage
- Company name and logo on brochure distributed at event
- Company name in event press releases
- Logo on www.vinendine.com with link to company Web site

72nd Annual Birmingham Halloween Parade

WHAT: The Birmingham Bloomfield Chamber is hosting the 72nd 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 26, 2008 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. Free and open to the public.

Event Sponsor

\$750

- Company name and logo on event marketing materials (includes 150 posters displayed in downtown Birmingham merchant windows)
- Display table / area at event
- Company supplied giveaway
- Recognition in E-Newsletter twice (circ. 2,000)
- Company name in all event press releases
- Opportunity to march in parade

61st Annual Meeting & Holiday Mixer

WHAT: The Birmingham Bloomfield Chamber is hosting its 61st annual Meeting & Holiday Mixer.

WHERE: TBD

WHEN: December 2008

WHO: 200+ business representatives and residents of the 5 B's and surrounding areas.

COST: TBD

Gold Sponsor (6 available)

\$500

- Four (4) tickets to the Annual Meeting & Holiday Mixer
- Display area at event
- Company name and logo in event brochure
- Company name and logo on signage
- Company name included in event press releases and public service announcements
- Recognition during the program
- Electronic list of attendees with contact info provided after event

Silver Sponsor (6 available)

\$250

- Two (2) tickets to the Annual Meeting & Holiday Mixer
- Shared display area at the event
- Company name on display signage
- Company name in event brochure

Chamber Membership Directory Advertising

WHAT: The Birmingham Bloomfield Chamber Member Directory will be inserted into the 2008 annual *Birmingham Bloomfield Lifestyle* magazine.

WHERE: Disseminated via direct mail to every residence and business within Birmingham, Bloomfield Hills, Bloomfield Township, Beverly Hills, Bingham Farms and Franklin. Additional distribution via community organizations, participating organizations and street bins for a total distribution of 50,000+. Also included in the online Lifestyle Web Guide at www.bblifestyle.com.

WHEN: Spring 2008

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.



**Place
Your
Ad
Here**



Chamber Advertising Opportunities - Banner Advertising – The Chamber’s Web site receives 15,000 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
Home Page	\$1200.00
Member Directory Section	\$500.00
Calendar	\$750.00

E-News Advertising – our Monthly Electronic Newsletter emailed to over 2,000 Chamber Members.

Placement	Monthly	1 Year
E-News (Sent every other week)	\$250.00	\$1500.00

*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

Name _____

Company _____

Phone _____ Email _____

Type of Advertising & Placement _____

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

Please fax to (248) 644-0286 or call the Chamber at (248) 644-1700

Sponsorship Agreement

This is to confirm the sponsorship agreement between the Birmingham Bloomfield Chamber and _____ for the (event name) (sponsorship title).

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: _____

Account Rep:

Name _____

Signature _____

Received Logo _____

Received Ad _____ Size of Ad _____

Invoiced _____

Please return this form by mail to Birmingham Bloomfield Chamber
124 West Maple Road, Birmingham, MI 48009
or fax to (248) 644-0286