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Sponsorship Opportunities Guide

Your business can leverage the marketing power of the Staten Island Chamber of Commerce by sponsoring high-profile events and initiatives, and taking advantage of unique advertising opportunities.

The Chamber offers a wide variety of programs and events that help strengthen our community and overall economy. Investing in these Chamber initiatives helps enhance your image, and broadens your company's visibility. It allows you to align yourself with a trusted organization while positioning yourself front-and-center within the area's business community.

Because we are a not-for-profit organization, the Chamber does much of its work through the generosity of its members and business partners. We offer sponsorship opportunities for businesses and budgets of every size, whether you choose to sponsor a business networking gathering, or an event such as our popular Annual Gala.

The opportunities in this guide provide a wide array of options for advertising, branding and promoting your business – which in turn support the Chamber's work to connect, innovate and grow businesses in Staten Island.

CHAMBER EVENT SPONSORSHIPS

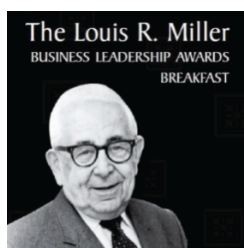


Small Business Outlook Breakfast & Board Installation – January - (Subject to Change)

The Small Business Outlook Breakfast gives Island business owners an inside perspective on the state of the economy. The Chamber usually invites a keynote speaker to address topics and gives an opportunity to ask questions. The Chamber's Board Installation is held to thank all the Chamber's key stakeholders and welcomes the new Chair-elect and incoming Board of Directors for the new year.

\$2,500 Sponsorships – limited to two (2):

- Your logo on the invitation and other promotional material
- Your banner/pop-up sign at the event
- A display table at the event
- Four (4) tickets to the breakfast
- Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.



Louis R. Miller Business Leadership Awards Breakfast – February

Louis R. Miller was a tireless community activist who viewed volunteering as a way of giving something back to his neighbors. Started in 1994, the Chamber annually recognizes those members of the community who help to make Staten Island a great place to live and work. Since 1994, the Chamber has honored over 200 business owners at its Louis R. Miller Business Leadership Awards. The purpose of the awards breakfast is to highlight the accomplishments of outstanding small business owners and not-for-profit organization executives on Staten Island. Nominations are reviewed by an award selection committee. Award recipients are also recognized with a feature article in the Staten Island Advance.

\$1,000 Event Sponsorship includes:

- Your logo on Partner Sponsor page in event journal
- Signage at event
- Logo in promotional e-blasts

\$5,000 Event Sponsorship includes:

- Your logo on the invitation, event journal cover and other promotional material
 - Full-page ad in event journal
 - Your banner/pop-up sign at the annual breakfast, typically 250 to 300 guests
 - A display table at the event
 - A table of 10 at the event
 - Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.
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FDNY Valor Awards Luncheon – March

The FDNY Valor Awards Luncheon recognizes the heroic actions of New York’s Bravest who protect Staten Island. The FDNY submits annual nominations for men and women who go above and beyond the call of duty. Members of the Chamber’s Safety and Security committee then review the nominations and select a Firefighter/s of the Year, which is announced at the awards luncheon.

\$2,500 Sponsorships – limited to two (2):

- Your logo on the invitation and other promotional material
 - Your banner/pop-up sign at the event
 - A display table at the event
 - Four (4) tickets to the luncheon
 - Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.
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Chamber Gala – April

The Annual Gala is the longest-running Chamber program and one of Staten Island's premier business and social events. It celebrates the Chamber's birthday/anniversary, and is the main fundraising event of the year. The guest list includes the Chamber's Board of Directors and other leaders, business owners, executives, community leaders and elected officials.

Various sponsorship opportunities; all are included in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.

- **\$2,500 Entertainment Sponsor:** Large signage at event; listing in invitation and program
 - **\$2,000 Cocktail Hour Sponsor:** Large signage at cocktail hour; listing in invitation and program
 - **\$1,750 Centerpiece Sponsor:** Tabletop signage at event; listing in the event program
 - **\$1,750 Favor Sponsor:** Name on favor labels/tags; listing in the event program.
 - **\$1,500 Gold:** Top positioning on the Event Sponsor Board; listing in the event program
 - **\$1,000 Silver:** Name on the Event Sponsor Board; listing in event program
 - **\$500 Bronze:** Listing in event program
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High School Golf Invitational – June

The annual High School Golf Invitational is the only tournament on Staten Island where parochial and public high school students compete and is open to all Staten Island High Schools.

\$3,000 Sponsor includes:

- Your logo on the invitation, leaderboard and other promotional material
- Your banner/pop-up sign at the event
- The ability to present awards to about 30 to 40 students at the awards luncheon, in front of coaches, family, friends and Chamber members.
- An opportunity to say a few words at this community event
- Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.

\$1,000 Leaderboard – limited to three (3): Company name posted on the Tournament Leaderboard, both online and on display at tournament. Each sponsorship includes a clickable link to your website.

Twilight SI CHAMBER **9 HOLE** GOLF OUTING

Richard B. Irwin - Twilight 9-Hole Golf Outing – June - (Subject to Change)

In 2017, the Staten Island Chamber of Commerce refined the format of its traditional, all-day, 18-hole Annual Richard B. Irwin Memorial Golf Outing to a shorter Twilight 9-Hole Golf Outing. Our Twilight Golf Outing, held in the spring, is a casual event where you can relax, network and promote your business with fellow members on the green!

\$1,500 Eagle Sponsorships:

- Company's pop-up banner displayed at the golf outing
- Business name on the first tee sign
- Business name on a large billboard at the golf outing and dinner
- Business name in the Chamber's newsletter, blasts, and website as well as in all social media outlets

\$500 Par Sponsorships:

- Business name on a tee sign
- Business name on a large billboard at the golf outing and dinner
- Business name in the Chamber's website

\$500 Beverage Cart Sponsorship:

- Business name on a sign on the beverage cart that will supply refreshments to golfers throughout the outing

\$250 Tee Sponsorships:

- Business name on a tee sign

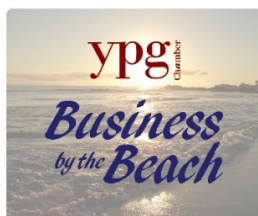


Police Officer of the Year Luncheon – July

This event gives the Chamber and the business community a chance to thank New York's Finest for their hard work and bravery in keeping Staten Island a safe place to live and work. The Chamber's Safety and Security Committee reviews monthly nominations submitted by NYPD officials, and selects an officer(s) to be Police Officer of the Year. The winner is announced at the luncheon and featured in the Staten Island Advance.

\$2,500 Sponsorships – limited to two (2):

- Your logo on the invitation and other promotional material
 - Your banner/pop-up sign at the event
 - A display table at the event
 - Four (4) tickets to the luncheon
 - Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.
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YPG's Business by the Beach – July/August

The YPG is comprised of young professionals who focus on enriching the community by uniting and developing Staten Island's young professionals. The YPG hosts an annual "Business by the Beach" networking event every summer and gives many opportunities for event sponsors to showcase their businesses.

\$500 Sponsorships:

- Two (2) Tickets
 - Business Showcase Table
 - Sponsor Listing Sign at Event
 - Complimentary Tickets
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Annual Meeting Breakfast & B2B Showcase – October

The annual membership meeting is held every year to update members on new initiatives and to offer business owners an opportunity to hear from various experts on business-related topics. The annual

membership meeting is open to all Chamber members at no cost. The Chamber also offers its members the opportunity to showcase their businesses to other members at the B2B Showcase.

\$5,000 Event Sponsorship includes:

- Your logo on the invitation and other promotional material
- Your banner/pop-up sign prominently displayed during the meeting
- A double-size Showcase table in a prime location
- An opportunity to say a few words at the event
- Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases

\$300 Showcase Tables includes:

- Six-foot table with tablecloth, two chairs, and space for one pop-up banner
- Limited number of tables will have access to electrical outlets



Building Awards Luncheon - December

The Annual Staten Island Chamber of Commerce Building Awards Program celebrates the best of Staten Island's prolific building, construction, and design industries. Every year, homeowners with new construction or renovations, contractors, engineers, architects, interior designers, landscapers, and craftsman are all encouraged to submit entries that show off quality and beautiful work.

\$2,500 Sponsorships – limited to four (4):

- Your logo on the invitation, event journal cover, and other promotional material
- Full-page ad in event journal
- Four (4) tickets to the luncheon
- A display table at the annual luncheon, typically 250 to 300 guests
- Your logo as part of the award photo backdrop
- Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.

\$1,000 Special Award Sponsorship (*Discretionary Awards such as Best in Green, Hard Hat, Historical Renovation, Sandy Restoration, Economic Development, Neighborhood Improvement, Adaptive Reuse, Tiny Gem*)

- Special recognition in the Building Awards journal as a Special Award sponsor
- The ability to present the award to the honoree at the luncheon

- Your company name and/or logo in event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.
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Member *meetup*

Member Meet-Ups (four each year)

Business After Hours (BAH) provides an exceptional evening of fun, food, and fellowship between Chamber members and their guests. With the opportunity to network, make new friends, and meet potential customers, hosting a Business After Hours is an outstanding time to showcase your business.

How it works:

The sponsor pays for the cost of the venue, food, and drinks and will work directly with the Chamber's Special Events Coordinator on planning the BAH. The Sponsor provides:

- Hors d'oeuvres and finger foods for 100 to 150 people (possibly more)
- Beverages: Full bar OR beer, wine and soda
- Parking arrangements (lot, valet preferred)
- Coat check or rack with hangers.

The Chamber will promote the Business After Hours with your company name and/or logo through its various marketing channels to promote the networking event:

- e-blasts
- e-Weekly Newsletters
- Social media
- Website
- Direct mail
- Event calendar

The benefits of sponsoring a Business After Hours event:

- The ability to promote your business in a fun social setting that attracts many *guests (possibly provide memorable tours of the facility if available)*.
- As the sponsor, you will have an opportunity to speak about what you do, promote your products, services, and staff to the group.
- You and your guests have complementary admission.

*** Please note to businesses with small spaces:** Business After Hours venues need to be large enough to hold up to 200 guests. If you don't have a large venue, consider sponsoring a BAH at one of Staten Island's many

restaurants, catering facilities or non-profit cultural centers, which include historic and artistic sites. Our Chamber staff will work with you to arrange a pairing and help coordinate the details.

Spring – March, Summer - June, and Fall – September BAH from 5:30 to 7:30 pm

Holiday BAH in December: 6 to 9 pm

The Chamber seeks a special sponsor to host the annual Holiday Party, a three-hour December evening event in a festive atmosphere that attracts a larger number of guests. The sponsor must provide:

- A buffet meal and dessert
- Beverages: Full bar OR beer, wine and soda (signature drink is optional!)
- Parking arrangements (lot, valet preferred)
- Coat check or rack with hangers
- Entertainment Optional



Young Entrepreneurs Academy – October to May

YEA! is a groundbreaking 21 week after-school program that transforms local high school students into real, confident entrepreneurs. Through the academic year, students generate business ideas, conduct market research, write business plans, pitch to a panel of investors, and launch their own real companies. From exciting local business guest lecturers to dynamic field trips to local companies, students learn how to develop and run a real enterprise with a fun, projects-based approach. YEA! students gain self-esteem, confidence and practical experience in working through various business situations and challenges.

\$10,000 Presenting Partner:

Public recognition of your support as Exclusive Presenting Partner Sponsor at all YEA! signature events throughout the year, including:

- Invitation to YEA! Signature Events throughout the year: Investor Panel Event, CEO Roundtable Event, Media Meet & Greet, YEA! Trade Show, and Graduation
- Exposure and Logo on Staten Island YEA! materials and on the Staten Island Chamber of Commerce website
- Featured speaker opportunity and judging seat at the local Investor Panel event
- Media and social media impressions, and recognition in YEA! press releases
- Featured speaker opportunity in a YEA! class
- Enhanced reputation and significant recognition on Staten Island as a leader in innovation, entrepreneurship and civic engagement.

\$2,000 YEA Student Scholarship Sponsor

- Prestige of your name on scholarship awards at Investor Panel event and YEA graduation
- Opportunity to serve as a mentor to YEA! students
- Your company name and/or logo in YEA event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.

\$1,500 YEA Investor Panel Sponsor:

- Exclusive judging seat at the Investor Panel event
- Your company name and/or logo in YEA event marketing: e-blasts, e-weekly newsletters, social media, website, fliers, direct marketing, programs, signage and press releases.

OTHER CONTRIBUTIONS

\$410 Sponsor a Not-For Profit Member!

Involved in a favorite non-profit or charity? Sponsor their membership in the Staten Island Chamber of Commerce! Non-profit members pay a deeply discounted rate for membership, but receive the same great benefits! Pay their dues for a year, or for as long as you'd like!

ADVERTISING/ SPONSORSHIPS OPPORTUNITIES

e-Weekly Newsletter

The e-Weekly newsletter is sent out once a week to over 2,300 contacts and grows daily. This newsletter contains real-time, helpful information for your business, a recap of the week gone by, Member in the Spotlight section, educational opportunities, Chamber event reminders, legislative updates, a Business Tip of the Week, and much more! Why not promote your business in this fast-growing publication?

e-Weekly Newsletter Sponsorship Business Logo with Link

- \$100 - 1 Month Run
- \$1,000 - 1 Year Run

e-Weekly Newsletter Promotional Ad (sent once per week)

- \$100 - 1 Week Run
- \$300 - 1 Month Run
- \$3,060 - 1 Year Run

Website Sponsorship Business Logo & Link (sent once per week)

SIChamber.com is a top resource center for Chamber members, residents, and businesses alike. With a wealth of resources, news updates, and exclusive benefits for members, traffic to our site continues to grow. Last year, sichamber.com generated over 139,000 page views, and our online membership directory produced over 150,000 separate business referrals. Our website has a built-in audience of business owners, consumers, and visitors looking for Staten Island specific information. What better place to have your business name prominently featured? Advertising on the Chamber website is an effective vehicle that connects your business to the community.

- \$300 - 1 Month
- \$750 - 3 Months
- \$2,500 - 1 Year

Annual SICC Consumer Guide

The annual Consumer Guide of Chamber members promotes local buying and is also the most trusted Guide on the Island. Our Guide is distributed to 35,000 homes and businesses and is also available online in a flip format. Your membership guarantees that your business receives one (1) business listing in the annual Consumer Guide. In addition to your listing, you can also purchase advertising in the guide for increased visibility.

- Outside Back Cover\$5,000
- Inside Front or Back Cover\$3,000
- Full 2 Pages (spread)\$2,500
- Full Page\$2,200
- Half Page (landscape orientation).....\$1,300
- Basic (3 column-short)\$600
- Additional Business Category Listing.....\$50

Event Program Ads

Every year the Chamber offers two opportunities to advertise in event programs. You can advertise your business and/or services, or give a shout-out to the Award winners for the Louis R. Miller Business Leadership Awards and/or the Building Awards. The Programs are printed and handed out during the events.

Louis R. Miller Business Leadership Awards

The Journal is a 5½" w X 8½"h, Black & White Publication

CHAMBER MEMBER PRICING:

- Outside Back Cover (5"w X 8"h) \$500
- Inside Front Cover (5"w X 8"h) \$400
- Inside Back Cover (5"w X 8"h)..... \$400
- Full Page (5"w X 8"h) \$300
- Business Listing (4.75"w X 2.5"h)..... \$150
- Ad Design Fee (Optional) TBD

Building Awards

The Journal is a 8½" w X 11"h, Color Publication

CHAMBER MEMBER PRICING:

- Outside Back Cover (8½" w X 11"h) \$800
- Inside Front Cover (8½" w X 11"h)..... \$650
- Inside Back Cover (8½" w X 11"h) \$650
- Full Page (8"w X 10"h) \$400
- Half Page (8"w X 5"h) \$300
- Business Card Size (3½"w X 2"h) \$150

Purchasing Mailing List - \$300

To facilitate your direct mail promotions, the Chamber's mailing list will greatly supplement your business's contacts. Call the Chamber at 718.727.1900 for information about purchasing the Chamber's mailing list for a one-time use.