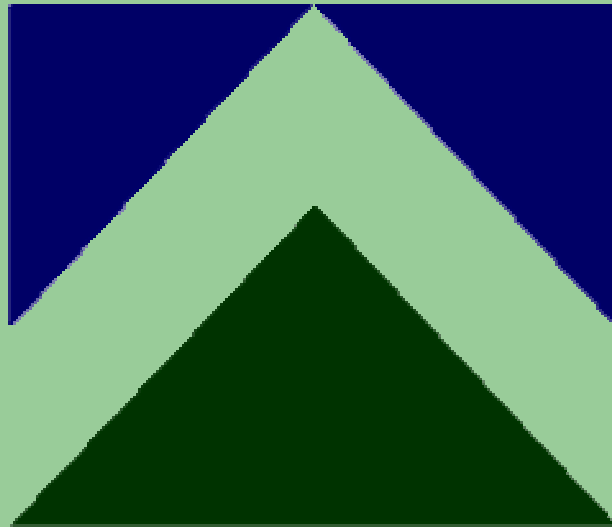


2010

Advertising and Sponsorships

Marketing Opportunities for Chamber Members



Broaden your market reach through:

- Event Sponsorships
- Website Advertising
- Newsletter Advertising
- Branding Opportunities

www.northlasvegaschamber.com

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Introduction

As you form your marketing plan for 2010, Chamber marketing offers your company many unique opportunities. With an audience of business and community leaders who are also consumers, you have the opportunity to:

- Increase your company's brand awareness
- Gain positive credible publicity
- Gain community exposure
- Target your advertising placements
- Build new business relationships

There are EVENT sponsorships to fit every budget and advertising opportunities in both print and web. If you would like assistance in customizing a sponsorship and/or advertising package to incorporate the Chamber into your marketing plan, please contact:

Patricia Bailey, (702) 642-9595 or pbailley@nlvchamber.org

The North Las Vegas Chamber has proudly served the business community for over 60 years. We are committed to:

- Creating a strong local economy
- Representing the interests of business with government
- Providing valuable member resources, connections and benefits
- Promoting the community

We continue to strive to be the premier business resource, connecting businesses north and beyond.



A graphic consisting of a light green trapezoidal shape on the left, a dark blue horizontal bar in the center containing the text "Event Sponsorship" in white, and a light green trapezoidal shape on the right that overlaps the blue bar.

Event Sponsorship

9th Annual Directions: Economic Outlook for North Las Vegas

Held each August, the key business and economic forecast event for North Las Vegas features expert speakers, luncheon, and exhibits.

MAIN SPONSORSHIP (1 available)

\$4,000

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts.
- Company logo on website event/RSVP page with link to sponsor website
- Company logo on monthly Chamber PowerPoint
- Company logo on table tent cards
- Sponsor acknowledgement in printed event program
- Sponsor acknowledgement on Chamber radio commercials
- Table of 10 luncheon/program admissions in premium location
- 5 minutes at podium to promote company
- Ability to place promotional items at individual seats
- Double tabletop exhibitor space
- Premium exhibitor location
- Mailing label list of all attendees and exhibitors
- Inclusion in sponsor acknowledgement listing published on website, and included in Dec/Jan Newsletter

EXHIBITOR TABLE (24 available)

\$500 each

- Company listed as exhibitor in printed event program
- (1) 6ft. skirted exhibitor table and 2 chairs
- (2) luncheon/program admissions
- Mailing label list of all attendees and exhibitors

Leadership Workshop Series

These workshops provide education, inspiration and networking with some of the most accomplished business leaders in the valley. The series includes 3 separate 2 hour events. Each event offers a networking buffet breakfast and workshop.

PLATINUM SPONSOR (1 available)

\$4,000

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts.
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- Collateral display table at event
- Ability to place promotional items at each place setting
- 3 minutes at podium during event welcome
- 4 admissions to each event
- Mailing label list of all attendees and exhibitors
- Inclusion in sponsor acknowledgement listing published on Chamber website, and in Dec/Jan Newsletter

GOLD SPONSOR (1 available)

\$2,000

- Includes company name on flyers and website calendar
- Opportunity to introduce the speaker
- Collateral display table at each event
- 2 admissions to each event
- Mailing label list of all attendees and exhibitors
- Inclusion in sponsor acknowledgement listing published on Chamber website, and in Dec/Jan Newsletter

A graphic consisting of a light green trapezoidal shape on the left and a dark blue rounded rectangular shape on the right. The text "Event Sponsorship" is written in white, italicized font inside the dark blue shape.

Event Sponsorship

GMNLV Breakfast

MAIN SPONSORSHIP (1 per event)

\$500

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts.
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- 2 Breakfast admissions
- 3 minutes at podium to promote company
- Ability to place promotional items at individual seats
- Dedicated sponsor table for collateral materials
- Mailing label list of all member attendees
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter

Chairman's New Member Breakfast

MAIN SPONSORSHIP (1 per event)

\$350

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts.
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- 3 minutes at podium to promote company
- Ability to place promotional items at individual seats
- Mailing label list of all member attendees
- Opportunity to provide door prize for breakfast
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter

Event Sponsorship

Breakfast Expo

MAIN SPONSORSHIP (1 per event)

\$1,500

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- 4 Breakfast admissions
- 3 minutes at podium to promote company
- Sponsor acknowledgement in printed event program
- Ability to place promotional items at individual seats
- 8ft. skirted exhibitor table in premium location
- Exhibitor listed on Chamber website for 30 days post event linking to exhibitor website
- Mailing label list of all member attendees
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter

TABLETOP EXHIBITOR (# avail TBD) \$125 each

- Company listed as exhibitor in printed event program
- 6ft. skirted exhibitor table and 2 chairs
- 2 Breakfast admissions
- Exhibitor listed on Chamber website for 30 days post event linking to exhibitor website



A graphic consisting of a light green trapezoidal shape on the left, a dark blue rounded rectangle in the center containing the text "Event Sponsorship", and a light green trapezoidal shape on the right.

Event Sponsorship

Member Briefing & Orientation

MAIN SPONSORSHIP (1 per event)

\$350

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- 3 minutes at podium to promote company
- Ability to place promotional items at individual seats
- Mailing label list of all member attendees
- Opportunity to provide door prize
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter

Women's BizLunch

MAIN SPONSORSHIP (1 per event)

\$300

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- 3 minutes at podium to promote company
- Ability to place promotional items at individual seats
- Mailing label list of all member attendees
- Opportunity to provide door prize
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter

General Membership Luncheon

MAIN SPONSORSHIP (1 per event)

\$1,200

- Company logo on all promotional materials including but not limited to monthly calendar, program flyer, and email blasts
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- Company logo on table tents at each table
- 3 minutes at podium to promote company
- Ability to place promotional items at individual seats
- Mailing label list of all member attendees
- 2 luncheon admissions
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter

Board Installation Reception

PLATINUM SPONSORSHIP (1 available)

\$2,500

- Company logo on all promotional materials including but not limited to monthly calendar, event invitations, and email blasts
- Company logo on event sponsor board at event entrance
- Company logo on website event page linking to sponsor website
- Company logo on monthly Chamber PowerPoint
- Company logo on table tents at each table
- Introduction & acknowledgement during program
- Sponsor acknowledgement and logo on cover of event program
- 6 reception admissions
- Inclusion in sponsor acknowledgement listing published on Chamber website and in Dec/Jan Newsletter



Event Sponsorship Worksheet

Directions Luncheon (1 event)

Main Sponsor (1) \$4,000 _____
 Exhibitor table (20 available) \$500 _____

Leadership Series Workshops

(sponsor series of 3 events)

Main Sponsor (1) \$4,000 _____
 Gold Sponsor (1) \$2,000 _____

GMNLV Breakfast (4 events)

Main Sponsor (1) \$500 _____

Chairman's New Member Breakfast (5 events)

Main Sponsor (1) \$350 _____

Breakfast Expo (2 events)

Main Sponsor (1) \$1,500 _____
 Exhibitor table (#TBD) \$125 _____

Member Briefing & Orientation (65events)

Main Sponsor (1) \$350 _____

Women's BizLunch (3 events.)

Main Sponsor (1) \$300 _____

General Membership Luncheon (4 events)

Main Sponsor (1) \$1,200 _____

Board Installation Reception (1 event)


Platinum Sponsor (1) \$2,500 _____



The North Las Vegas Chamber Foundation is a separate non-profit organization managed by the Chamber to support the education and development of our future business leaders. The Foundation raises funds to support at risk schools. The Foundation is your opportunity to give back to your community.

Here's how you can participate:

- Sponsor, plan, promote, and/or participate in our spring or fall fundraising events. **Email vroque@nlvchamber.org** with your request to be included.
- Donate raffle prizes for our General Membership Luncheon raffle or our fundraising events. **Call 642-9595** to receive donation form.
- **Bring** school supplies, food or new children's items to the Chamber offices or any Chamber event.
- Register your business to join our ink cartridges, toner and cell phone recycling program, America's Schools from our website, or just bring them to us at the Chamber.. There's no cost or administrative time on your part and proceeds from the recycled items support the Foundation and Clark County Schools.
- Support the **Leadership North Las Vegas Program** through sponsorship.

For more information, turn the page 



www.northlasvegaschamber.com



Sponsorship Opportunities

PROGRAM CORPORATE SPONSORS **\$5,000 each**

- Company logo on all Leadership session sponsor boards
- Company logo on all Leadership related materials for entire class year
- Company logo inclusion on Leadership page on Chamber's website
- Full-page ad in graduation yearbook
- Four (4) tickets to graduation celebration
- Podium recognition at graduation
- Placement of 1 participant in current year's class

SESSION DAY SPONSOR (8 available) **\$2,000 each**

- Company logo on session sponsor board
- Opportunity to address class at beginning of session
- Opportunity to provide company gift to class participants
- Logo inclusion on Leadership web page on Chamber's website
- Opportunity to lunch with class
- Half-page ad in graduation yearbook
- Two (2) tickets to graduation celebration

HALF DAY SESSION SPONSORS **\$1,000 each**

- Company logo on session sponsor board
- Opportunity to address class at beginning of session
- Opportunity to provide company gift to class participants
- Company name listed on Leadership page on Chamber's website
- Quarter-page ad in graduation yearbook

GRADUATION SPONSOR **\$3,500 each**

- Company logo on graduation invitation (if secured by print deadline)
- Company logo on sponsor board at cocktail reception and dinner
- 3 minutes at podium prior to the program
- Company logo on website event page linking to sponsor website
- Half-page ad in graduation yearbook

Website Advertising

Let us help drive business to you! Averaging over a quarter million hits per month, each rotating banner ad clicks through to your website. You may change your banner ad quarterly during the contract to match your marketing plan.

| | 6mo. | 12mo. |
|--------------------------------------------|--------|--------|
| Banner Ads: 468 x 60 @ 72 dpi | | |
| Home page only | \$550 | \$1000 |
| All secondary pages only | \$825 | \$1500 |
| All Business Directory pages only | \$275 | \$ 500 |
| <i>Save over 33% by choosing all pages</i> | \$1100 | \$2000 |

The online Business Directory receives over 10K hits per month. Enhance your company's listing then track the results! Access your referral report at the Members Only site to see # of hits, # of clicks through to your site, and # of times your location is mapped.

| | 6 mo. | 12 mo. |
|---------------------------------------------------------------------------------------------------|-------|--------|
| Enhanced Listing: | | |
| Business listing in online directory in bold font with entire listing in a highlighted box | \$85 | \$150 |
| Business Description: | | |
| Company description of 50 words or less | \$65 | \$120 |
| Company Logo: | | |
| Brand your listing with your company logo | \$165 | \$300 |

Our new Chamber Radio page stores the monthly radio shows for download. Add your static logo to this page and people will be reminded of your company each month for one year.

| | | |
|-------------------------|-----|-------|
| Radio page logo: | N/A | \$500 |
|-------------------------|-----|-------|

Website Advertising

Online Coupons

Located on the homepage, the general public will have easy access to view and print your coupon and then proceed to your place of business for coupon redemption. For those companies watching their marketing budget there are multiple advantages to cost effective web coupons.

- You don't have the hassle or expense of commercial printing.
- You don't have distribution time and money in labeling, postage, etc.
- You can change your coupon offer as often as you like from your Members Only page so you can try new promotions with no danger of leftover or expired print materials.
- Once clients see your coupon on the Chamber home page they are more likely to look you up in the directory, map your location and click through to your website.

Subscribe now!

3 mo. \$150

6 mo. \$240

12 mo. \$420

or

(save 20%)

or

(save 30%)

home events calendar business directory member login contact us search

>> JOIN THE CHAMBER ONLINE

NORTH LAS VEGAS
CHAMBER OF COMMERCE
connecting your business north and beyond

CHAMBER STORE **CHAMBER MEMBERS**
CHAMBER TV
CHAMBER EVENTS **CHAMBER RADIO**

CONNECTING YOUR BUSINESS
The North Las Vegas Chamber of Commerce has grown to meet the needs of businesses in the northern part of the Las Vegas Valley.
Join Now
About the Chamber
Staff Directory
Board of Directors
Executive Committee
Chamber Committees
Government Affairs
Jobs at the Chamber

CALENDARS
DIRECTORY
MEMBERS ONLY

Upcoming Events:
Friday, October 9
Member Briefing
Time: 8:00 AM to 9:00 AM
[View the complete Chamber Calendar](#)

Need business leads?
New Digital Data subscription [CLICK HERE](#) **In Business**

In today's business world you must take advantage of every resource available to grow your company.
Join the Chamber
Benefits of Membership
Business Services
Chamber Foundation
Chamber Information
Government Affairs
Programs & Events
Shop Online
Sponsorship & Advertising Opportunities

We are dedicated to ensuring a viable and healthy business climate for all of Southern Nevada.
Chamber All Stars
Expo Highlights
Latest News
Leadership Update
Legislative Update
Look North newsletter
Member News
Member Recognition
President's Update
Ribbon Cuttings

Whether you are relocating or just visiting, you'll find plenty to see and do.
Amenities
Entertainment
Important Business & Community Links
Relocation Information
Services
Visitor Information

ONLY Vegas
View Member Coupons and Save!

www.northlasvegaschamber.com


Website Advertising

Chamber Web TV Advertising

Visitors to the Chamber website see a large box in the upper right portion of the homepage advertising Chamber TV. On the Chamber TV page there are (4) six minute programs visitors can view. Topics are Relocation, Recreation, Business Information, and Important Services.

Each program offers the following advertising opportunities:

| | <u>6 months</u> | <u>1 year</u> |
|------------------------------------------------------|-----------------|---------------|
| <u>Main Sponsor (1 available per program)</u> | \$5,000 | \$10,000 |

- On camera interview with company representative about program topic
- Company name, phone and website displayed at interview conclusion
- Click through banner displays below TV screen during program.

| | | |
|------------------------------------------------------|---------|---------|
| <u>15 second commercials (10 per program)</u> | \$2,000 | \$4,000 |
|------------------------------------------------------|---------|---------|

- Your *pre-produced 15 second spot to air in all 4 programs as production for each is completed

For more information or to reserve a sponsorship, please contact:

Mark Atkinson
Levy Production Group
(702) 597-0743

mark@levyproductiongroup.com

*If you do not have a pre-produced commercial, there are discounted rates available.



LOOK NORTH

CONNECTING YOUR BUSINESS NORTH AND BEYOND

Look North Newsletter (6 issues available)

Look North is distributed to all Chamber members, included in all sales packets to prospective members, and is available at the City of North Las Vegas Business License office. It is also posted on the website as a downloadable pdf, available to the public for up to 12 months.

Ad space is limited and is reserved upon receipt of signed contract. All ads are to be submitted camera ready in pdf in your choice of color or B/W

| | Rates are: | Ad size: |
|--------------------------------------------------------|------------|-----------------------|
| Business Card ad | \$150 | 3 5/8 x 2 1/4 |
| Quarter Page ad | \$200 | 3 5/8 x 4 7/8 |
| Half Page ad | \$300 | 7 1/2 x 4 7/8 |
| Full Page ad | \$550 | 7 1/2 x 10 |
| Full page insert (1500 inserts provided by advertiser) | | 8 1/2 x 11 \$500 |

Look North Calendar Sponsor (6 issues available)

Two sided bi-monthly Chamber Calendar of Events is inserted into each newsletter. Sponsor logo appears on both sides.

Limit ONE sponsor per issue. \$100

~ SPECIAL SAVINGS FOR FREQUENT ADVERTISERS~

MULTIPLE AD INSERTIONS RESERVED, INVOICED AND PAID IN A SINGLE TRANSACTION WILL RECEIVE A 20% DISCOUNT.

Branding Opportunities

Business Resource Sponsorship (1 available) \$15,000

This sponsor package significantly enhances your company's visibility and brand to those attending meetings within the conference room, receiving communications through the Business Advantage Network E-newsletter, attending Business Advantage Network events, or visiting any written or online calendar of events.

Sponsorship includes:

Chamber Conference Room

- Conference Room will have your company's signage on the door as well as in a prominent location on the wall inside the room
- Conference Room will be known as "The (your company) Conference Room at the Chamber"
- All event flyers and promotional references related to the Chamber conference room will contain your company's name.

Business Advantage Network (BAN)

- All materials relating to the Business Advantage Network will be co-branded.
- Your company will have exclusive sponsorship rights to all BAN designated events. Sponsorship includes logo on all event promotional materials, podium time and distribution of company materials
- E-newsletter masthead will be co-branded with your company logo
- Your company has the exclusive opportunity to submit educational information for inclusion in e-newsletter as space allows.



NORTH LAS VEGAS
CHAMBER OF COMMERCE

&

Your Company Here

Present

Business Advantage Network

www.northlasvegaschamber.com

Branding Opportunities

“Go where the Chamber goes” Banner

Your company logo is prominently displayed on our Chamber Banner at every Chamber event for 1 year.

Premier logo (1 available) \$1500

Includes your logo at the top of the banner, spanning it's full width

Banner logo (16 available) \$600

Chamber Update E-mail Logo Brand

Your company's logo on the weekly e-blast Chamber reminder.

Per update (1 e-blast) \$50

Per 3 month quarter (12 eblasts) \$480



www.northlasvegaschamber.com



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Email: contact@nlvchamber.org

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