



## **2021 SPONSORSHIP & MARKETING GUIDE**

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## Revised 2021 Sponsorship Guide

To simplify our sponsorship program, the Melbourne Regional Chamber (MRC) will offer four primary levels of mission-themed sponsorships:

- **Chamber Champion**
- **Chamber Leader**
- **Chamber Connector**
- **Chamber Supporter**

MRC Signature Events will feature additional, event-specific sponsorships related to special areas and/or pre-and post-events.

Other items to note:

- Any investor allocations that have already been made for 2021 or sponsorships purchased by investors will be renamed at the level closest to the original, and any amount leftover may be newly allocated by you or you may provide permission for the Melbourne Regional Chamber to reallocate those funds as needed. We apologize for any inconvenience this may cause; however, we are certain that moving forward, these changes will make it much simpler for partners and investors to make their selections.
- Please note, many sponsorships involve logo or name placement on the MRC website. A new site is launching in spring 2021, and all page text and images will be redesigned. The website currently receives approximately 2,000 unique visitors each month, with expectation of steady growth upon launch of the new site.
- Many opportunities also include posts on MRC social media platforms, which include: Facebook, Instagram, Twitter and LinkedIn, with more than 20,000 combined total followers.
- Sponsorship deadlines for each event are listed. While opportunities may remain open past these dates, we cannot guarantee delivery of all benefits past the deadline, due to printing deadlines and other time constraints.
- Customized sponsorship opportunities or pro-rated opportunities based on your fiscal year may be available upon request.
- If you have any questions about investor allocations, customized opportunities or other sponsorship questions, please contact: **Melody.Thomas@melbourneregionalchamber.com**.

## **Branding and Marketing Opportunities**

**Website: MelbourneRegionalChamber.com**

**Champion: \$2,500 per year (remainder of 2021; six available)**

- Logo placement on Event Calendar page of MRC website.
- 1,000-word company profile/article featured on MRC website, including one photo and logo. Can be submitted by your business or written by MRC VP of Communications & Marketing.
- Quarterly (four) social media posts, including logo, photo, short company description or news item, and quote, one of which will link to article.
- Inclusion of all company press releases on MRC news page.

**Leader: \$1,250 per year (remainder of 2021; nine available)**

- Logo placement on Join the Chamber page of MRC website
- 500-word company profile/article featured on MRC website, including one photo and logo. Can be submitted by you or written by MRC VP of Communications & Marketing.
- Semi-annual (two) social media posts, including logo, photo, short company description or news item, and quote, one of which will link to article.
- Inclusion of all company press releases on MRC news page.

**Connector: \$750 per year (remainder of 2021; three available per page)**

- Large ad (specs TBD) placed on your choice of pages: Moving to the Space Coast, Partner News, Chamber News, BBC (must be BBC partner in good standing), or others as negotiated.

**Supporter: \$500 per year (remainder of 2021; three available per page)**

- Small ad (specs TBD) placed on your choice of pages: Moving to the Space Coast, Partner News, Chamber News, BBC (must be BBC partner in good standing), or others as negotiated.

### **Chamber Social Media**

Post on MRC social media platforms including Facebook, Instagram, Twitter and LinkedIn with more than 20,000 combined total followers. Please provide notice of at least five business days. Discount available for multi-post package purchase.

**Champion: \$250**

- Post on all four platforms with four to five images/logo OR one video not to exceed three minutes and link to website (subject to constraints of each platform.)

**Leader: \$200**

- Post on three platforms of your choice, three images and/or logo and link to website.

**Connector: \$150**

- Post on two platforms of your choice, two images and/or logo and link to website.

**Supporter: \$100**

- Post on one platform only, one photo or logo.

### **Chamber Insider eNewsletter**

This digital twice-monthly newsletter keeps MRC partners in the know about events, news and initiatives with direct email distribution of nearly 2,000 local business leaders and link from social media. Please provide notice of at least five business days.

### **Champion: \$250 per issue (exclusive) or \$2,500 per year (remainder of 2021; exclusive)**

- Ad placement (specs TBD) at top of eNewsletter and link to website.

### **Supporter: \$100 per issue or \$1,000 year (remainder of 2021; two available)**

- Ad placement (specs TBD) at bottom of issue; and link to website.
- Placement on a first-come, first-served basis.

## **Impact Awards & Board Installation**

**Event Date: July 16, 2021**

**Sponsorships Due: June 25, 2021**

This MRC Signature Event introduces the Chamber's Board of Directors and recognizes top businesses and organizations for their profound impact on the region. Attendance: capped at 180 for 2021 due to physical distancing. Limit six guests per table.

### **Champion: \$5,000 (exclusive)**

- Time on stage to promote your company, whether speaking, video or combination not to exceed three minutes (speech must be submitted in advance).
- Opportunity to present one Impact award.
- Logo recognition on MRC website, event marketing materials, printed program, slide presentation and other event collateral.
- Full page ad in program.
- Two stand up banners provided by you to be displayed at the event (placement at MRC discretion) and signage at podium (provided by MRC).
- Mention in social media posts concerning the event, as well as one dedicated sponsor post with logo and quote.
- Reserved priority location seating with signage and seating for up to 12 attendees (two physically distanced tables).
- Opportunity to place a promotional item or event favor at every seat (item must be approved by MRC in advance).
- Invitation for you and company representatives to VIP After Party.

### **Leader: \$2,500 (four available)**

- Time on stage to promote your company not to exceed one minute (speech must be submitted in advance).
- Opportunity to present one Impact award.
- Logo recognition on MRC website, event marketing materials, printed program, slide presentation and other event collateral.
- Half page ad in program.
- Mention in selected social media posts concerning the event, as well as one dedicated sponsor post.
- Reserved priority location seating with signage and seating for up to six attendees (one physically distanced table).
- Invitation for you and company representatives to VIP After Party.

### **Connector: \$1,500 (eight available)**

- Spoken recognition from the podium.
- Name recognition on MRC website, printed program, slide presentation and other event collateral.
- Half page ad in program.
- One dedicated sponsor post on social media.
- Reserved priority location seating with signage and seating for up to six attendees.
- Invitation for you and company representatives to VIP After Party.

**Supporter: \$500 (unlimited)**

- Spoken recognition from the podium.
- Name recognition on MRC website, printed program, slide presentation and other event collateral.
- Name recognition in selected social media posts thanking event sponsors.
- Reserved seating for two attendees.

**Event-Specific Sponsorship Opportunities for Impact****Advertising in Printed Event Program (unlimited)**

Please submit camera-ready art in PDF, JPG, TIFF, .ai or eps format. Design assistance available for additional \$100 fee (limited to one round of edits).

- Full page: \$125 (specs: 6.5" wide x 8" high, 300 dpi, cmyk)
- Half page: \$75 (specs: 6.5" wide x 4.25" high, 300 dpi, cmyk)
- Listing (name, no logo): \$50

**Cocktail Reception Sponsor: \$2,500 (exclusive)**

- Spoken recognition from the podium.
- Logo recognition on MRC website, printed program, slide presentation and other event collateral.
- Logo signage on centerpieces on the cocktail tables in reception area (provided by MRC).
- Logo signage at cash bars (provided by MRC).
- Reserved priority location seating with signage and seating for up to six attendees.
- Invitation for you and company representatives to VIP After Party.

**Photo Booth Sponsor: \$1,500 (exclusive)**

- Spoken recognition from the podium.
- Name recognition on MRC website, printed program, slide presentation and other event collateral.
- Logo prominently displayed on photo area (provided by MRC).
- Reserved priority location seating for two attendees.
- Invitation for you and company representatives to VIP After Party.

**VIP After Party Sponsor: \$1,500 (exclusive)**

- Spoken recognition from the podium.
- Name recognition on MRC website, VIP party email invitation, printed program, slide presentation and other event collateral.
- Logo prominently displayed throughout the VIP After Party area (provided by MRC).
- Reserved priority location seating for two attendees.
- Invitation for you and company representatives to VIP After Party.

**Corporate Table: \$1,000**

- Reserved seating with signage and seating for six attendees.

**Tickets: \$75 Early Bird Partners; \$100 Non-Partners; \$100 Partners Late Registration**

## **Community Leadership Retreat**

**Event Date: September 17-18, 2021**

**Sponsorships Due: August 30, 2021**

At this MRC Signature Event, board members, staff and community leaders travel to the beautiful Wyndham Grand Hotel in Jupiter, Fla., and participate in a multi-day session during which they work on the MRC strategic plan, determine MRC priorities, and discuss challenges and opportunities facing the region. Guest speakers and panelists include high-level officials and corporate executives from various major employers and/or community or governmental organizations. The event also includes a reception and dinner where attendees can socialize and forge relationships with one another. Retreat package includes: hotel, self-parking, Friday lunch, snacks, evening reception and dinner, and Saturday breakfast. Attendance: 100+

### **Champion: \$5,000 (exclusive)**

- Retreat package for sponsor and one guest.
- Complimentary accommodation upgrade (if available).
- Reserved VIP seating.
- Time on stage to promote your company, whether speaking, video or combination not to exceed three minutes (speech must be submitted in advance).
- Two stand up banners provided by you to be displayed at the event (placement at MRC discretion) and signage at podium (provided by MRC).
- Logo recognition on MRC website; event marketing materials and signage, including registration area; event binder and presentation, as well as mention in event press release.
- Mention in social media posts concerning the event, as well as one dedicated sponsor post with logo and quote.
- Opportunity to place a promotional item or event favor at every seat (item must be approved by MRC in advance).

### **Leader: \$2,500 (four available)**

- Retreat package for sponsor.
- Complimentary accommodation upgrade (if available).
- Reserved VIP seating.
- Time on stage to promote your company not to exceed one minute (speech to be submitted in advance).
- Logo recognition on MRC website, event marketing materials, event binder and presentation.
- Mention in selected social media posts concerning the event, as well as one dedicated sponsor post.

### **Connector: \$1,500 (eight available)**

- Retreat package (all inclusive) for sponsor.
- Spoken recognition of your company from the podium.
- Name recognition on MRC website, event marketing materials, event binder and presentation.
- Mention in selected social media posts concerning the event.

**Supporter: \$1,000 (unlimited)**

- Retreat package (all inclusive) for sponsor.
- Spoken recognition from the podium.
- Name recognition on MRC website, slide presentation.
- Mention in selected social media posts concerning the event.

**Event-Specific Sponsorship Opportunities for Community Leadership Retreat**

**Afternoon Break Sponsor: \$2,500 (exclusive)**

- Retreat package for sponsor.
- Spoken recognition from the podium.
- Logo prominently displayed on signage around the break area (provided by MRC).
- Logo recognition on MRC website, event marketing materials, event binder and presentation.
- Mention in selected social media posts concerning the event, as well as one dedicated sponsor post.

**Evening Reception/Dinner Sponsor: \$2,500 (exclusive)**

- Retreat package for sponsor.
- Spoken recognition from the podium.
- Logo prominently displayed on signage around cocktail area and at cash bar (provided by MRC).
- Logo recognition on MRC website, event marketing materials, event binder and presentation.
- Mention in selected social media posts concerning the event, as well as one dedicated sponsor post.

**Saturday Breakfast Sponsor: \$2,500 (exclusive)**

- Retreat package for sponsor.
- Spoken recognition from the podium.
- Logo prominently displayed on signage around breakfast area (provided by MRC).
- Logo recognition on MRC website, event marketing materials, event binder and presentation.
- Mention in selected social media posts concerning the event, as well as one dedicated sponsor post.



## **Pro-Am Golf Tournament**

**Event Date: November 12, 2021**

**Sponsorship Due Date: Oct. 30, 2021**

This MRC Signature Event invites golfers from all area businesses to participate in a tournament like no other offered on the Space Coast. Players will enjoy a first-class experience, which includes playing alongside the area's top golf professionals at the beautiful and challenging championship course at Duran Golf Club. Entry includes green and cart fees, practice balls, beverages, breakfast, lunch and an awards ceremony following the tournament. Attendance: 150+

### **Champion: \$5,000 (exclusive) / [SOLD for 2021 - 321Cabinets.com](https://www.321Cabinets.com)**

- Time during awards ceremony to promote your company, whether speaking, video or combination not to exceed three minutes (speech must be submitted in advance) OR table sponsorship (award ceremony pending due to COVID restrictions).
- Presentation of one team award (ceremony pending due to COVID restrictions).
- Logo on event banner to be displayed at Duran Golf Club month prior to event.
- Eight entries (two foursomes) including all items listed above for the event.
- Logo recognition on MRC website; event marketing materials and signage.
- Display two company banners on Duran property to be provided by you as sponsor.
- Mention in social media posts concerning the event, as well as one dedicated sponsor post with logo and quote.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Gift certificate for eight including greens fees and cart fees at Duran Golf Club.
- Two tee sponsor signs (provided by MRC).

### **Leader: \$2,500 (five available)**

- Time during awards ceremony to promote your company not to exceed one minute (speech to be submitted in advance) OR table sponsorship (award ceremony pending due to COVID restrictions).
- Presentation of one team award (award ceremony pending due to COVID restrictions).
- Four entries (one foursome) including all items listed above for the event.
- Logo recognition on MRC website; event marketing materials and signage.
- Mention in selected social media posts concerning the event, as well as one dedicated sponsor post.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Display one company banner on Duran property to be provided by you as sponsor.
- Gift certificate for four including greens fees and cart fees at Duran Golf Club.
- One tee sponsor sign (provided by MRC).

## **Event-Specific Sponsorship Opportunities for Pro-Am Golf Tournament**

### **Music Sponsor: \$2,000 (exclusive)**

- Company logo displayed on signage next to live band (to play after tournament and during lunch).
- Spoken recognition.
- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

### **Golf Cart Sponsor: \$2,000 (exclusive)**

- Company logo displayed on magnet to be placed on all golf carts used in tournament.
- Spoken recognition.
- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

### **Cigar Sponsor: \$2,000 (exclusive)**

- Company logo displayed on cigar tent (cigars selected by MRC unless other arrangements are made).
- Spoken recognition.
- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

### **Breakfast Sponsor: \$2,000 (exclusive)**

- Company logo displayed at continental breakfast area (catered by Duran Golf Club).
- Spoken recognition.
- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

### **Beverage Sponsor: \$2,000 (three available)**

- Sponsorship of one of three beverage tents throughout course, with opportunity to offer signature craft cocktail or beverage with \$1,000 alcohol credit provided by Duran Golf Club.
- Spoken recognition.
- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

**Corporate Cup: \$1,250 (unlimited)**

- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Four entries (one foursome) including all items listed above for the event.
- Opportunity to win the Corporate Cup.

**Table Sponsor: \$250 (12 available)**

- Exhibit space for your company at a tee area and one tee sponsor.

**Tee Sponsors: \$100 (unlimited)**

- One tee sponsor sign (provided by MRC).

## **Good Morning Space Coast Breakfast (Nine Events; One Per Month)**

### **Sponsorship Due Date: At least two weeks prior**

The place to be in Brevard County each month, featuring relevant and timely keynote speakers sharing information you won't hear anywhere else. The event recognizes new investors, new partners and top Brevard County students, as well as acknowledging an Ambassador of the Quarter. Attendees have the opportunity to network with corporate and civic leaders and a host of business owners and representatives spanning a variety of industries. Attendance: 100+

### **Champion: \$2,000 (exclusive, one per month)**

- Opportunity to promote your company, whether speaking, video or combination not to exceed three minutes (speech must be submitted in advance).
- Opportunity to present keynote speaker.
- One stand-up banner, provided by you, to be displayed at event (placement at MRC discretion).
- Logo recognition on slide presentation.
- Inclusion of logo on event marketing flyer and mention in social media posts concerning the event.
- Opportunity to place a promotional item at each attendee seat.
- Four complimentary tickets with reserved priority seating.

### **Connector: \$500 (exclusive, one per month)**

- Opportunity to promote your company (speech or video) before announcing winner, not to exceed one minute.
- Logo recognition on slide presentation.
- Two complimentary tickets.

### **Supporter: \$250 (unlimited)**

- Name recognition on slide presentation.
- Name recognition from podium.
- One complimentary ticket.

## **Event-Specific Sponsorship Opportunities for Good Morning Space Coast**

### **Ambassador of the Quarter Award Sponsor: \$500 (exclusive; one per quarter) /**

#### **SOLD for 2021 - Residence Inn by Marriott & Courtyard by Marriott**

- Opportunity to promote your company (speech or video) before announcing winner, not to exceed one minute.
- Logo recognition on slide presentation.
- Two complimentary tickets.

### **New Member Sponsor: \$500 (exclusive, one per month) /**

#### **SOLD for 2021 - Orlando Melbourne International Airport**

- Opportunity to promote your company before announcing new members, not to exceed one minute.
- Logo recognition on slide presentation.
- Two complimentary tickets.

## **Melbourne Regional Chamber Board Meetings (10 Events)**

### **Sponsorship Due Date: At least two weeks prior**

The MRC board is comprised of more than 100 community and business leaders. Through leadership and support, Board Members play a key role in establishing MRC priorities and shaping its strategic plan, while ensuring organizational progress. This opportunity is open to non-board members. Meeting attendance: 60+

#### **Champion: \$500 (one per meeting)**

- Opportunity to promote your company (speech or video), not to exceed three minutes.
- Opportunity to introduce speaker.
- Opportunity to distribute promotional item or marketing piece to participants

## **Small Business Council/SBC (10 Events)**

### **Sponsorship Due Date: At least two weeks prior**

Small business owners come together to support, mentor, guide and network with one another as they grow their businesses and careers. This monthly educational event focuses on the challenges, rewards needs and rewards of small business. Attendance: 60+.

#### **Champion: \$500 per event/\$2,500 per year (exclusive) / **SOLD for 2021 - Morsecom****

- Logo recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to distribute promotional item or marketing piece to all participants.
- Opportunity to speak briefly at event, not to exceed one minute.

#### **Supporter: \$250 per event (unlimited)**

- Name recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to speak briefly at event, not to exceed one minute.

## **Viera Regional Business Alliance (VRBA) (Three Events)**

### **Sponsorship Due Date: At least one month prior**

If you're located in the Viera/Suntree/Rockledge area, or want to do business with those who are, you'll want to be a part of these programs and events. Speakers and attendees address the area's exploding growth, challenges and opportunities. Attendance: 50+.

#### **Champion: \$500 per event (exclusive)**

- Logo recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to distribute promotional item or marketing piece to participants OR door prize
- Email list of event registrants.

- Opportunity to speak briefly at event, not to exceed one minute. (Note, microphone or A/V may not be available).
- Registration for two attendees.

**Supporter: \$250 per event (unlimited)**

- Name recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to speak briefly at event, not to exceed one minute. (Note, microphone or A/V may not be available).
- Registration for one attendee.

**Women of Excellence Gathering (Four Events)**

**Sponsorship Due Date: At least one month prior**

Focused on celebrating and empowering women in their professional career growth, this series features some of the most powerful women in business, sharing their stories of success and discussing the unique challenges women face in the workplace. Connect with other professional-minded women and come away uplifted, inspired and motivated. Attendance: 100+

**Champion: \$500 per event or \$1,500 per year (exclusive) / **SOLD for 2021 - Leonardo DRS****

- Logo recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to distribute promotional item or marketing piece to participants OR door prize.
- Email list of event registrants.
- Opportunity to speak briefly at event, not to exceed one minute. (Note, no microphone or A/V provided).
- Registration for one attendee.

**Supporter: \$250 per event (unlimited)**

- Name recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to speak briefly at event, not to exceed one minute.
- Registration for one attendee.

**Nonprofit Council (Four Events)**

**Sponsorship Due Date: At least one month prior**

Nonprofit Council comes together to support, mentor, guide and network with one another as they grow their organizations and careers. These educational events focus on the challenges, sustainability, needs, and rewards of managing a nonprofit organization.

**Champion: \$500 per event (exclusive)**

- Logo recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to distribute promotional item or marketing piece to participants OR door prize.
- Opportunity to speak briefly at event, not to exceed one minute.

**Supporter: \$250 per event (unlimited)**

- Name recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to speak briefly at event, not to exceed one minute.

**ENGAGE Young Professionals (Three Events)**

**Sponsorship Due Date: At least one month prior**

A group of young professionals, ages 21-40, focused on leadership development, mentoring and networking, and defining the future of the Space Coast. Guiding principles include: Absolutely no sales pitches; listen more than you speak; and find ways to be helpful. Attendance: 75+.

**Champion: \$500 per event (exclusive) / **SOLD for 2021 - Leonardo DRS****

- Logo recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to distribute promotional item or marketing piece to participants OR door prize.
- Opportunity to speak briefly at event, not to exceed one minute. (Note, no microphone or A/V provided).

**Supporter: \$250 per event (unlimited)**

- Name recognition on pre-event marketing materials including event registration flyer on event website and social media.
- Opportunity to speak briefly at event, not to exceed one minute. (Note, no microphone or A/V provided).