



## **2022 SPONSORSHIP & MARKETING GUIDE**

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## Revised 2022 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:

- 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.

## **Branding and Marketing Opportunities**

Promote your brand on the MRC website: MelbourneRegionalChamber.com, which receives approximately 8,000 page views per month, with 6,000 unique page views per month and growing!

### **Champion: \$3,000 per year (exclusive)**

- Large ad (729x180 pixels) on home page of MRC website.
- 400- to 500-word company profile/article on Featured Partners page of MRC website, including one photo and logo. Can be submitted by you or written by MRC.
- Four social media posts.

### **Leader: \$1,500 per year (two available)**

- Small ad (729x90 pixels) on home page of MRC website. (Placement first-come, first-served.)
- 250-word company profile/article featured on MRC website, including one photo and logo. Can be submitted by you or written by MRC.
- Two social media posts.

### **Connector: \$1,000 per year (two available per page)**

- Large ad (729x180 pixels) placed on your choice of pages: Discover Space Coast, Partner News, Chamber News, BBC (must be BBC partner in good standing), or others as negotiated. (Placement first-come, first-served.)

### **Supporter: \$500 per year (three available per page)**

- Small ad (729x90 pixels) placed on your choice of pages: Discover Space Coast, Partner News, Chamber News, BBC (must be BBC partner in good standing), or others as negotiated. (Placement first-come, first-served.)

## **Chamber Social Media**

Post on MRC social media platforms including Facebook, Instagram, Twitter and LinkedIn with more than 22,000 combined total followers. Please provide notice of at least five business days.

### **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, up to three images and/or logo and link to website.

### **Connector: \$150**

- Post on two platforms of your choice, up to 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 approximately 2,500 MRC partners in the know about events, news and initiatives. Newsletters are also linked from the website. Please provide notice of at least five business days.

#### **Champion: \$250 per issue or \$2,500 per year (one available)**

- Large ad (729x180) near top-to-middle of eNewsletter and link to website. Placement on first-come, first-served basis.

#### **Supporter: \$100 per issue or \$1,000 year (four available)**

- Small ad (729x90) at bottom of issue; and link to website. Placement on first-come, first-served basis.

### **Chamber Podcast**

This weekly video/podcast news show features one partner per episode in a 15-18 minute exclusive interview. Interviews are boosted on social media for additional viewership of approximately 1,000 views per show and growing. Current format is one guest per company.

**Guests may be selected by MRC staff or partners/investors may purchase an spot.**

**Podcast Guest: \$300 per episode; additional targeted social media boost provided at cost**

## **Impact Awards & Board Installation**

**Event Date: February 4, 2022**

**Sponsorships Due: January 14, 2022**

This MRC Signature Event introduces the Chamber's Board of Directors and recognizes top businesses and organizations for their profound impact on the region. New this year, an after party with a deejay, open to all attendees. Attendance is capped at 250 for 2022. Limit six guests per table for sponsor tables.

### **Champion: \$6,000 (exclusive) SOLD FOR 2022 - UNION HOME MORTGAGE**

- Time on stage to promote your company, whether speaking, video or combination, not to exceed four minutes (speech or video 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).
- Reserved priority location seating with signage and seating for up to 12 attendees (two tables).
- Opportunity to place a promotional item or event favor at every seat (item must be approved by MRC in advance).
- Mention in social media posts concerning the event, as well as one dedicated sponsor post with logo and quote.
- Invitation for you and company representatives to After Party.

### **Leader: \$3,000 (four available)**

- Time on stage to promote your company not to exceed two minutes (speech or video 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.
- Reserved priority location seating with signage and seating for up to six attendees (one table).
- Mention in selected social media posts concerning the event.
- Invitation for you and company representatives to After Party.

### **Connector: \$2,000 (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.
- Reserved priority location seating with signage and seating for up to six attendees.
- Mention in selected social media posts concerning the event.
- Invitation for you and company representatives to After Party.

**Supporter: \$750 (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: \$250 (specs: 6.5" wide x 8" high, 300 dpi, cmyk)
- Half page: \$150 (specs: 6.5" wide x 4.25" high, 300 dpi, cmyk)
- Listing (name, no logo): \$100

**Cocktail Reception Sponsor: \$3,000 (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 After Party.

**After Party Sponsor: \$3,000 (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 After Party area (provided by MRC).
- Reserved priority location seating for two attendees.
- Invitation for you and company representatives to After Party.

**Photo Booth Sponsor: \$2,000 (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 After Party.

**Corporate Table: \$1,500**

- Reserved seating with signage and seating for six attendees.
- Recognition from podium.
- Invitation for you and company representatives to After Party.

**Tickets: \$100 Early Bird Partners; \$150 Non-Partners; \$150 Partners Late Registration (after January 26, 2022)**

## **Community Leadership Retreat**

**Event Date: September 9-10, 2022**

**Sponsorships Due: August 31, 2022**

At this MRC Signature Event, board members, staff and community leaders travel out of town (location TBD) and participate in a two-day conference 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 and lunch. Attendance: 150+

### **Champion: \$6,000 (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 four minutes (speech or video 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 folder 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: \$3,000 (four available)**

- Retreat package for sponsor.
- Complimentary accommodation upgrade (if available).
- Reserved VIP seating.
- Time on stage to promote your company, whether speaking, video or combination, not to exceed two minutes (speech or video must be submitted in advance).
- Logo recognition on MRC website, event marketing materials, event folder and presentation.
- Mention in selected social media posts concerning the event.

### **Connector: \$2,000 (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 folder and presentation.
- Mention in selected social media posts concerning the event.

**Supporter: \$1,500 (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**

**Friday Afternoon Break Sponsor: \$2,000 (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.

**Friday Lunch Sponsor: \$3,000 (exclusive)**

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

**Friday Evening Reception/Dinner Sponsor: \$3,000 (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.

**Saturday Breakfast Sponsor: \$3,000 (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/

**Saturday Lunch Sponsor: \$3,000 (exclusive)**

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



## **Pro-Am Golf Tournament**

**Event Date: November 18, 2022**

**Sponsorship Due Date: October 21, 2022**

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: \$6,000 (exclusive)**

- Time during awards ceremony to promote your company, whether speaking, video or combination not to exceed four minutes (speech must be submitted in advance).
- Presentation of one team award.
- 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 in advance by you.
- Mention in social media posts concerning the event.
- Opportunity to place a promotional item or 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: \$3,000 (five available)**

- Time during awards ceremony to promote your company, whether speaking, video or combination not to exceed two minutes (speech must be submitted in advance).
- 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.
- Opportunity to place a promotional item or favor in event gift bag (item must be approved by MRC in advance).
- Display one company banner on Duran property to be provided in advance by you.
- Gift certificate for four including greens fees and cart fees at Duran Golf Club.
- One tee sponsor sign (provided by MRC).

### **Lunch Sponsor: \$2,500 (exclusive)**

- Company logo displayed at lunch 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.

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

### **Music Sponsor: \$2,500 (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: \$2,500 (exclusive)**

- Company logo displayed on signage 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: \$2,500 (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 favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

### **Breakfast Sponsor: \$2,500 (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: \$2,500 (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 favor in event gift bag (item must be approved by MRC in advance).
- Tee sponsor sign.

**Bag Sponsor: \$1,500 (exclusive)**

- Company logo displayed on reusable shopping bag given to all participants in tournament (designed by MRC).
- Opportunity to place a promotional item or event favor in event gift bag (item must be approved by MRC in advance).
- Spoken recognition.
- Company logo displayed on all event marketing materials, including website.
- Tee sponsor sign.

**Corporate Cup: \$1,250 (25 available)**

- Company logo displayed on all event marketing materials, including website.
- Opportunity to place a promotional item or 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: \$300 (12 available)**

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

**Tee Sponsors: \$150 (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 four 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 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, whether speaking, video or combination not to exceed two minutes (speech must be submitted in advance).
- Inclusion of logo on event flyer and mention in social media posts concerning the event.
- Logo recognition on slide presentation.
- Two complimentary tickets.

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

- 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)**

- Opportunity to promote your company, whether speaking, video or combination not to exceed two minutes (speech must be submitted in advance).
- Logo recognition on slide presentation.
- Two complimentary tickets.

### **New Partner Sponsor: \$500 (exclusive; one per month)**

- Opportunity to promote your company, whether speaking, video or combination not to exceed two minutes (speech must be submitted in advance).
- 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, whether speaking, video or combination not to exceed four minutes (speech must be submitted in advance).
- 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, needs and rewards of small business. Attendance: 60+.

**Champion: \$500 per event/\$2,500 per year (exclusive) [SOLD FOR 2022 - SKY PEAK FINANCIAL](#)**

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

**Supporter: \$250 per event/\$1,000 per year (unlimited)**

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

## **Viera Regional Business Alliance (VRBA) (Four 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: \$750 per event/\$2,000 per year (exclusive)**

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

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

**Supporter: \$500 per event/\$1,250 per year (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: 75+

**Champion: \$750 per event/\$2,000 per year (exclusive) **SOLD FOR 2022 - LEONARDO DRS****

- Logo recognition on pre-event marketing materials including event registration flyer on website and social media.
- Opportunity to distribute promotional item or marketing piece to participants and/or door prize.
- Email list of event registrants.
- Opportunity to speak briefly at event, not to exceed four minutes.
- Registration for one attendee.

**Supporter: \$500 per event / \$1,250 per year (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 two minutes.
- 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: \$750 per event/\$2,000 per year (exclusive)**

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

**Supporter: \$500 per event/\$1,250 per year (unlimited)**

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

**Space Coast Young Professionals (Four 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. Attendance: 75+.

**Champion: \$750 per event/\$2,000 per year (exclusive) SOLD FOR 2022 - COLLINS AEROSPACE**

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

**Supporter: \$500 per event/\$1,250 per year (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 two minutes. (Note, no microphone or A/V provided).

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- Priority head table seating for up to four company representatives at DEI GMSC
- Recognition at monthly Good Morning Space Coast Breakfasts
- Logo Recognition at the Fall Women of Excellence Event (October 2022)
- Opportunity to distribute item or marketing piece to attendees at DEI GMSC event
- Opportunity to promote your company's DEI efforts, whether speaking or video (not to exceed 2 minutes) at future GMSC or Board of Directors Meeting

**Connector: \$2,500**

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**Supporter: \$1,000**

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