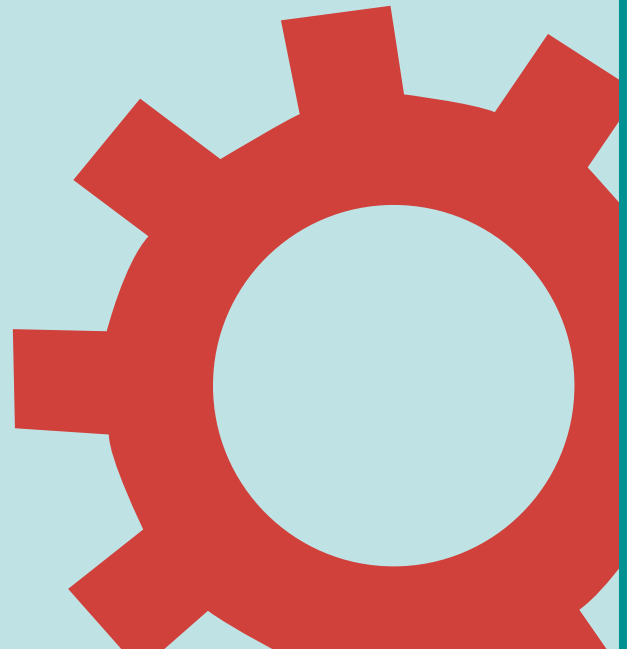




INVOLVEMENT WORKS • 2009 - 2010

[SPONSORSHIP AND MARKETING]



PROMOTE YOUR BUSINESS

Sponsorship and Marketing with the Chamber of Commerce

Promote your business in a powerful way while participating in the success of the Chamber and our business community! Sponsorship of programs and events is the primary source of funding for the Chamber and Foundation each year, enabling us to serve and support our members. Thank you for your sponsorship!

Sponsorship provides our members the opportunity for recognition and publicity as outlined below. For some events, sponsorship will also include tickets to the event, the opportunity to speak to attendees, to display promotional materials or to distribute promotional items.

All Executive and Community Events provide opportunities for Platinum, Gold, Silver, Bronze and Host sponsors. Networking events can involve co-sponsors. Expanded menus for some events and programs are listed on the following pages.



The Community Bocce Tournament, 2007.

GENERAL SPONSORSHIP OPPORTUNITIES

Exclusive Platinum Sponsorship - \$1,200*

The sponsoring organization is named as the Platinum sponsor of the event. The sponsor is recognized by name and logo in all communications and materials pertaining to the event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters and on the Chamber and/or Foundation Web site(s) during the month preceding the event or program. This sponsorship includes the opportunity to welcome attendees and speak briefly.

Presenting Sponsorship - Investment varies per event or program

The event, program or award is named for the Presenting sponsor and the sponsor's name appears with every mention. The Presenting sponsor is recognized in materials and at the event in the same manner as an Exclusive Platinum sponsor (see above).

Gold Sponsorship - \$850*

The sponsoring organization is recognized by name and logo in all communications and materials pertaining to the

event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters, and on the Chamber and/or Foundation Web site(s) during the month preceding the event or program.

Silver Sponsorship - \$650*

The sponsoring organization is recognized by name and logo in all communications and materials pertaining to the event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters and on the Chamber and/or Foundation Web site(s) during the month preceding the event or program.

Bronze Sponsorship - \$500*

The sponsoring organization is recognized by name in all communications and materials pertaining to the event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters and on the Chamber and/or Foundation Web site (s) during the month preceding the event or program.

Host Sponsorship - Networking Events - Rate varies plus venue and catering donation in-kind

A Networking Event Host is responsible for hosting the event in its business space or venue as well as supplying catering for the event. The Host may arrange for the donation of catering and/or a venue to be provided by a co-sponsor member organization. Staff will provide potential co-sponsor recommendations, contact information, and other assistance.

**These prices do not apply for the Chamber Annual Meeting.*

nized by name and logo in all communications and materials pertaining to the event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters, and on the Chamber and/or Foundation Web site(s). The Host will be recognized from the podium and given the opportunity to speak briefly to attendees. Co-sponsors receive equal recognition.

Display Table Sponsor - \$225

Display tables are available for Business After Hours, Breakfast Briefings and Women's Executive Series events. Display table sponsors are provided with a six-foot table and cloth for displaying promotional materials. The sponsoring organization is recognized by name in all communications and materials pertaining to the event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters and on the Chamber and/or Foundation Web site(s).

Printing Sponsorship - Donation in-kind or dollar amount varies by event

Provides all printed material for the event. Name and logo on all printed materials for the event. Sponsor is recognized through electronic communications, the Chamber Web site, and from the podium at the event.

Parking Sponsorship - \$500

Parking sponsorship allows our members to park without charge at a variety of Chamber and Foundation events. The sponsoring organization is recognized by name in all communications and materials pertaining to the event or program, event signage and verbally from the event podium. The organization's name is highlighted in Business Matters, Chamber Matters and on the Chamber and/or Foundation Web site (s) during the month preceding the event or program.



The Public Service Fair, held on UNC Chapel Hill's campus each year.

Greening Sponsorship - \$500

Greening Sponsorships allow the Chamber and the Foundation to work toward our goal of providing zero-waste events and programs through the use of recyclable or compostable event materials and the purchase of carbon offsets.

ANNUAL SPONSORSHIP OPPORTUNITIES

Audio-Visual Sponsorship - Donation in-kind

Sponsor will provide audio-visual equipment, staffing and support for Chamber programs. A/V sponsor receives recognition for one full year on the Chamber Web site home page, the Buy Local Web site home page, a full year of recognition in the Chamber Matters print newsletter, and recognition on all print materials pertaining to each off-site event with A/V equipment needs and verbal recognition at each off-site event with A/V equipment needs.

Chamber Facility Sponsorship

Facility Sponsor's name and logo are displayed prominently outside and inside the room. Sponsor may add their marketing materials and various branded items and amenities to the room such as pens, notepads, water bottles, useful information, and room décor. Our conference facilities are utilized daily by a wide variety of member and non-member organizations. Sponsor receives recognition for one full year on the Chamber Web site home page, the Buy Local Web site home page, and a full year of recognition in the Chamber Matters print newsletter. Sponsor's name is included in every mention of the facility. Sponsorship opportunity begins July 1, 2009.

Conference Center - \$5000/year or \$8500/two years

Small Conference Room - \$2500/year or \$4000/two years

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Leadership Sponsorships - Page 8

Communications & Marketing - Pages 9 - 10

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DESCRIPTION OF EVENTS AND PROGRAMS

Annual Meeting [Chamber of Commerce] - January 2010

The Chamber's Annual Meeting is attended each year by about 400 Chamber members, elected officials and guests. The meeting includes lunch, a review of the Chamber's work over the past year, an overview of year ahead and the Business of the Year awards.

- Exclusive Platinum Sponsor (10 Tickets) \$3000
- Gold Sponsor (6 tickets) \$1600
- Silver Sponsor (4 Tickets) \$850
- Bronze Sponsor (2 Tickets) \$650
- Named B.O.Y Award - Small (2 Tickets) \$700
- Named B.O.Y Award - Mid-Size (2 Tickets) \$700
- Named B.O.Y Award - Large (2 Tickets) \$700
- Named B.O.Y Award - Newcomer (2 Tickets) \$700
- Named Ambassador of the Year Award (2 Tickets) \$700
- Greening Sponsor (1 Ticket) \$500
- Parking Sponsor (1 Ticket) \$500
- Printing Sponsor Donation in-kind
- Annual Report Sponsor Donation in-kind
- Sign Sponsor Donation in-kind

Annual Meeting [Foundation] - October 2009, 2010

The Foundation Annual Meeting is attended each year by more than 200 community leaders, elected officials, Chamber members and guests. The meeting includes breakfast, a review of the Foundation's work over the past year, and an overview of the year ahead. This event also includes the State of the Community Report and recognizes the Sustainable Business and Sustainable Non-Profit of the Year.

- Named Sustainable B.O.Y. Awards \$1500
- Exclusive Platinum Sponsor (10 Tickets) \$1200
- Gold Sponsor (6 tickets) \$850
- Silver Sponsor (4 Tickets) \$650
- Bronze Sponsor (2 Tickets) \$500
- Greening Sponsor (2 Tickets) \$500
- Parking Sponsor (2 Tickets) \$500
- Annual Report Sponsor Donation in-kind
- Printing Sponsor Donation in-kind

Breakfast Briefing [Executive and Networking Event]

Breakfast Briefings are held alternately with Business Before Hours four times each year - March 6, May 1, July 10, and September 4, 2009. The program includes networking, breakfast and a speaker or panel discussion.

- Presenting Sponsor \$575
- Table Display Sponsor \$225
- Host Sponsor Venue & catering donation
- Co-Sponsor Venue and/or catering donation

Business After Hours [Networking Event]

Business After Hours provides an opportunity to promote your organization by bringing members into your space and/or providing hospitality for the networking event. More than 125 members and guests typically attend Business After

Hours, which is held on the third Thursday of the month (exceptions for holidays), 5:30 – 7:30 p.m.

- Host Sponsor \$700 plus venue & catering donation
- Table Display \$225
- Co-Sponsor Venue and/or catering donation

Business Before Hours [Networking Event]

Business Before Hours provides an opportunity to promote your organization by bringing members into your space and/or providing hospitality for the networking event. Between 60 and 90 members typically attend Business Before Hours, which is held on the first Friday of the month (exceptions for holidays), 7:30 – 9 a.m. January, February, April, June, August, October and December.

- Host Sponsor \$575 plus venue & catering donation
- Co-Sponsor Venue and/or catering donation

CEO Summit [Executive Event] - Summer 2009, 2010

An invitation-only networking and discussion forum for Corporate CEOs. This luncheon event provides area CEOs the unique opportunity to meet, form peer relationships and discuss common business concerns. The event will be endorsed by Gary Park, CEO of UNC - Rex Healthcare, and others. The program includes a welcome and brief presentation by a community leader and fellow CEO.

- Platinum Sponsor \$1200
- Gold Sponsor \$850
- Silver Sponsor \$650
- Bronze Sponsor \$500
- Host Sponsor Venue & catering donation in-kind

Chamber Golf Classic [Foundation Underwriting] - May 11, 2009; May 10, 2010. See Pages 5-6 for this event's expanded listing.

Chatham and Orange County Development Briefings [Two Individual Executive Events] Spring and Fall

These seated breakfast events include an informational briefing covering numerous development projects underway and planned for the County. Presenters and panel members include local elected officials and senior staff, and developers. The economic impact of each development is reviewed. Traditionally attended by about 200 members and guests of the Chapel Hill-Carrboro and Chatham County Chambers. The Chatham County Briefing was on March 10, 2009, and the Orange County Briefing is September 22, 2009.

- Platinum Sponsor (8 Tickets) \$1200
- Gold Sponsor (6 Tickets) \$850
- Silver Sponsor (4 Tickets) \$650
- Bronze Sponsor (2 Tickets) \$500
- Printing Sponsor (1 Ticket) \$250

Community Bocce Tournament [Foundation Underwriting Opportunity] - Summer 2009, 2010. See Page 7 for this event's expanded listing.

Economic Outlook Briefing [Executive Event] - November 5, 2009; November 2010

An annual briefing featuring a presentation by a local expert addressing the economic outlook for the coming year and appropriate business strategies. This event includes a full, seated breakfast.

- Presenting Sponsor (8 Tickets) \$1200
- Gold Sponsor (6 Tickets) \$850
- Silver Sponsor (4 Tickets) \$650
- Bronze Sponsor (2 Tickets) \$500
- Table Display (1 Ticket) \$225
- Printing Sponsor (1 Ticket) \$250

Essay Contest [Foundation Underwriting Opportunity] - October 2009

The fall contest for ninth graders encourages local students to think critically about community sustainability. Monetary scholarship awards are presented to the top three essayist and the first prize winner's teacher. These awards are presented by the sponsor at the Awards Gala in December.

- Exclusive Presenting Sponsor \$2850

Federal Issues Briefing with U.S. Representative David Price [Executive Event] - November 9, 2009; November 2010

This meeting provides our members the opportunity to meet with our 4th District Congressman David Price, state and local representatives and members of the Chamber Board of Directors and Economic Development and Public Policy Committee. The program includes a presentation and a full, seated breakfast, as well as a question-and-answer session.

- Platinum Sponsor (8 Tickets) \$1200
- Gold Sponsor (6 Tickets) \$850
- Silver Sponsor (4 Tickets) \$650
- Bronze Sponsor (2 Tickets) \$500
- Parking Sponsor (2 Tickets) \$500

High School Job Fair [Foundation Underwriting Opportunity] - May 14, 2009; Spring 2010

This annual fair, in conjunction with Chapel Hill-Carrboro City Schools, promotes area jobs and careers to local high school students. Our first event, which took place in 2008, included 30 local businesses and about 300 students.

- Presenting Sponsor \$1200
- Gold Sponsor \$850
- Silver Sponsor \$650
- Bronze Sponsor \$500

Leadership Chapel Hill-Carrboro [Executive Event] - September - December 2009, 2010. See Page 8 for this event's expanded listing.

Local Government Reception [Networking Event] - May 28, 2009; May 2010

This appreciation reception offers an opportunity to meet informally with elected officials and senior staff from Carrboro, Chapel Hill, Hillsborough, Orange County and the Chapel Hill-Carrboro City Schools. Attendees include members of the Chamber Board of Directors, Economic Development

and Public Policy committee and staff. Sponsors are invited to attend.

- Platinum Sponsor \$1200
- Gold Sponsor \$850
- Silver Sponsor \$650
- Bronze Sponsor \$500

New Member Orientation [Networking Event]

This orientation for new Chamber members and new employees or managers of current member organizations traditionally draws an attendance of 40 – 60. Attendance is open. Attendees include new members, Chamber Board members, committee members and Ambassadors. Three orientations are held each year - March 19, July 16, and November 19, 2009.

- Presenting Sponsor \$600

Public Service Fair [Foundation Underwriting Opportunity] Fall 2010

This community-wide event brings awareness and visibility to more than 100 local non-profit organizations. Many of these organizations enlist the majority of their new volunteers at this event. The fair is held in late August or early September on the UNC campus, and hundreds of students, faculty, staff and community volunteers attend.

- Presenting Sponsor \$800

State Legislative Briefing [Executive Event] - August 11, 2009; August 2010

This seated breakfast meeting provides our members the opportunity to meet with the N.C. General Assembly delegation, members of the Chamber Board of Directors and the Economic Development and Public Policy Committee. The program includes presentations by elected officials and a panel discussion focusing on current legislation.

- Platinum Sponsor (8 Tickets) \$1200
- Gold Sponsor (6 Tickets) \$850
- Silver Sponsor (4 Tickets) \$650
- Bronze Sponsor (2 Tickets) \$500
- Parking Sponsor (2 Tickets) \$500

Volunteer Leadership & Planning Conference [Executive Event] - November 12, 2009

During the annual strategic planning conference of the Board of Directors, Board members and staff meet for a dinner session followed by a full day of work. Both incoming and retiring Board members are present for the conference. The Board is led through facilitated discussions of short and long-term objectives and the future of the Chamber. The Board of Directors is made up of 35 decision makers across various industries within the Chapel Hill-Carrboro community.

- Dinner Sponsor \$650
- Retreat Sponsor \$500
- Lunch Sponsor \$400
- Breakfast Sponsor \$300

Women's Executive Series [Executive Event] - April 27 and September 4, 2009; Spring and Fall 2010

These breakfast events provide educational and networking

opportunities for female executives, business owners, and managers. The program includes both informal and formal networking and a keynote speaker. Dr. Susanne Gaddis, Ph.D., CSP, the “Communications Doctor,” will speak at the April event. Gaddis will address unhealthy communication and will offer engaging tips and techniques that help foster a climate for positive, diplomatic and motivational communications. Dr. Etta Pisano, M.D., will speak at the September event. Pisano is board-certified in diagnostic radiology and will discuss her research on improved technology development for breast cancer diagnosis. These events are held each year in spring and fall, and about 100 Chamber members and guests attend.

Platinum Sponsor (8 Tickets) \$1200

Gold Sponsor (6 Tickets) \$850

Silver Sponsor (4 Tickets) \$650

Bronze Sponsor (2 Tickets) \$500

Parking Sponsor (2 Tickets) \$500

Printing Sponsor (1 Ticket) \$250

Table Display Sponsor (1 Ticket) \$225

Year-End Awards Gala [Networking and Executive Event] - December 10, 2009, December 2010

This festive December event celebrates the success of the business community in Chapel Hill-Carrboro and honors outstanding local businesses and volunteers. Awards include the Volunteers of the Year and Citizens of the Year from Chapel Hill and Carrboro, the Town/Gown Award, Lifetime Service award, recognition of outstanding service from local police and firefighters and our annual Sustainability Essay Contest student winners and teacher. Attendees include more than 200 Chamber members and guests, elected officials, award finalists and their friends, colleagues and families.

Platinum Sponsor \$1200

Gold Sponsor \$850

Citizen of the Year Award Presenting Sponsor \$750

Silver Sponsor \$650

Bronze Sponsor \$500

Young Professionals Network [Networking Event]

The Young Professionals Network serves members age thirty-five and under. Events include networking in addition to educational components and enjoyable group activities. The event is held quarterly - February, May, July and November. The goal of the Young Professionals Network is to nurture our youngest members to enhance their professional development and build an active Chamber membership well into the future.

2009 events (3) \$600 for the series

2010 events (4) \$800 for the series

Host Sponsor Venue & catering donation in-kind

CHAMBER CLASSIC GOLF TOURNAMENT MAY 11, 2009; MAY 10, 2010



Golf Classic 2007.

This day-long tournament traditionally draws 140 golfers. Golfers enjoy 18 holes in a “captain’s choice” format. Player packages include breakfast, lunch, post-tournament reception with awards presentation and raffle, refreshments throughout the day and a gift bag for all participants. All sponsors receive recognition in all event print mailings email event reminders, Chamber publications, and Chamber & Foundation Web sites.

Presenting Sponsor – \$6000

Name and logo on event promotional brochure and Save the Date. Banner recognition at tournament. Recognition in event program. Speaking opportunity at kickoff and Award Ceremony. Sponsor receives one hole-in-one opportunity and a complimentary foursome in Tournament. This Sponsor is also the named presenter of three \$750 college scholarships awarded through the Business in Education Partnership to one student at each area high school.

Eagle Sponsor – \$800

Name and logo on signage at reception and on event brochure. Recognition during awards program. Recognition in event program. Four complimentary playing spots.

Birdie Sponsor – \$550

Name and logo on signage at reception and in event brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Par Sponsor – \$400

Name in text on signage at reception and in event brochure. Recognition during awards program. Recognition in event

program. One complimentary playing spot.

Reception Sponsor - \$1600

Recognition at each table during the Award Ceremony and Reception. Speaking opportunity during the Reception. Name and logo on signage at reception and in event brochure and program. Table-top publicity option at Kick-off and Award Ceremony. Recognition during awards program. Two complimentary playing spots.

Breakfast Sponsor – \$650

Name in text on signage at breakfast buffet and at reception. Name in text in event brochure. Table-top publicity option at Kick-off and Award Ceremony. Recognition during awards program. Recognition in event program. One complimentary playing spot.

Lunch Sponsor – \$1500

Recognition in each boxed lunch (insertion of cards/fliers into each lunch). Name and logo on signage and in event brochure and program. Recognition during Award Ceremony. Two complimentary playing spots.

Golf Cart Sponsor – \$1100

Recognition and logo on card on front of each cart. Name and logo on signage at reception and in event brochure. Recognition during Award Ceremony. Recognition in event program. Two complimentary playing spots.

Golf Ball Sponsor – \$1000 + balls & logo imprint

Business/Organization logo on golf balls. Name and logo on signage at reception and in brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Score Card Sponsor – \$625

Logo sticker on all scorecards. Name and logo on signage at reception and in event brochure. Recognition during awards program. Recognition in event program.

Range Sponsor – \$750

Name and logo on special signage on driving range, prominent positioning. Name and logo on signage at reception and in event brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Putting Green Sponsor – \$750

Name and logo on special signage on putting green, prominent positioning. Name and logo on signage at reception and in event brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Course Sponsor, 9 Holes – \$750

Name and logo on special signage at start of one “side” of the course, either at Hole #1 or Hole #10. Name and logo on signage at reception and in event brochure and program. Recognition during awards program. Two complimentary

playing spots.

Hole Sponsor – \$300

Name and logo on special signage at assigned hole of the course, prominent positioning and listed in the program. Table provided for promotional giveaways.

Major Gift Sponsor – \$1000 + cost of gift

Name/logo on giveaway item (i.e., coolers, golf umbrellas, water bottles, etc.). Name/logo on signage at reception and in event brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Brochure/Mailer Sponsor – \$1200 or Donation in-kind

Special recognition on brochure (mailed to 1600 business and community leaders). Name and logo on signage at reception and in event brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Sign Sponsor – \$1200 or Donation in-kind

Provides all signage for event. Name and logo on all signage and in event brochure. Recognition during awards program. Recognition in event program. Two complimentary playing spots.

Greening Sponsor - \$500

Greening Sponsorships allow the Chamber and the Foundation to work toward our goal of providing zero-waste events and programs through the use of recyclable or compostable event materials and the purchase of carbon offsets.



Golf Classic 2006.

COMMUNITY BOCCE TOURNAMENT SUMMER 2009, 2010



Bocce Tournament 2007.

This fun-filled tournament benefitting programs of the Foundation for a Sustainable Community included an average of 125 participants and spectators in 2007 and 2008. Bocce players enjoy a round-robin format tournament, refreshments throughout the tournament, a post-tournament reception, awards for tournament winners and winners of various contests, and a gift for all players. All sponsors receive recognition in all event print mailings email event reminders, Chamber publications, and Chamber & Foundation Web sites.

Host Sponsor – Donation in-kind of venue and amenities

Sponsor Name and Logo printed on event materials. Sponsor receives special thanks at reception and awards ceremony. Includes one complimentary team of two.

Presenting Sponsor - \$2500

Sponsor name in text on invitations, mailings, program and signage. Exclusive sponsor display table. Opportunity to speak at tournament. Includes two complimentary teams of two.

Gold Sponsor - \$850

Sponsor name in text on invitations, mailings, program and signage. Shared sponsor display table. Includes one complimentary team of two.

Silver Sponsor - \$650

Sponsor name in text on invitations, mailings, program and signage. Shared sponsor display table. Includes one complimentary team of two.

Bronze Sponsor - \$500

Sponsor name in text on invitations, mailings, program and

signage. Shared sponsor display table.

Ball Sponsor - \$500

Sponsor Name and Logo are posted on all Bocce ball sets. Recognition at reception and the awards ceremony. Includes one complimentary team of two.

Scorecard Sponsor - \$750

Sponsor Name and Logo printed on all scorecards. Recognition at reception and awards ceremony. One complimentary team of two.

Court Sponsor - \$250/four courts; \$1000/20 courts

Sponsor name and logo on all sponsored courts. Recognition at reception and awards ceremony. Exclusive court sponsorship includes two complimentary teams of two.

Leaderboard Sponsor - \$500

Sponsor name and logo on event signage and Leaderboard. Recognition at welcome and awards ceremony. Complimentary team of two.

Target Contest Sponsor - \$250

Sponsor name and logo on event signage and target contest banner. Recognition at welcome and awards ceremony.

Water Sponsor - \$250 or Donation in-kind of 200 bottles

Name and logo on event signage and materials, Recognition at reception and awards ceremony.

Major Gift Sponsor - \$750 + cost of gift

Sponsor name and logo on promotional gift item of their choice (e.g. cooler, water bottle, hat shirt, etc.). Special thanks at award ceremony. Table for display of gift(s) and promotional materials. May include playing spots based on donated gift value.

Greening Sponsor - \$500

Greening Sponsorships allow the Chamber and the Foundation to work toward our goal of providing zero-waste events and programs through the use of recyclable or compostable event materials and the purchase of carbon offsets.

Printing Sponsor - \$500

Name and logo on all printed materials and signage for the event. Sponsor is recognized through electronic communications, the web site, and from the podium at the event.



Bocce Tournament 2007.

LEADERSHIP CHAPEL HILL-CARRBORO SEPTEMBER - DECEMBER 2009, 2010

Now in its 25th year! This 10-week intensive program is designed to ensure a continual pool of leadership talent for our community. About 25 participants learn about social, cultural, political, and economic facets of our community from today's leaders. Team building and leadership skills curriculum is included, taught by local experts.

Presenting Sponsor - \$3000

Naming of program and one scholarship. Sponsor name and logo on all promotional and educational materials. Inclusion in all press releases. Opportunity to address the leadership class at the opening reception and graduation ceremony. Recognition in all print materials, mailings, and program-related publicity. Logo printed on Leadership T-Shirt or other apparel or imprinted gifts and the certificate of completion.

Named Leadership Scholarship - \$750

Recognition as the provider of one full scholarship to the Leadership program, enabling a local non-profit or small business leader to participate.

Opening Reception Sponsor – \$800 or Venue & Catering Donation in-kind

Recognized as the host of this two-hour evening event to

kick off the Leadership series. Recognition in all printed materials, mailings, and program-related publicity. Opportunity to address attendees, including program participants, instructors, and guests.

Graduation Sponsor – \$1200 or Venue & Catering Donation in-kind

Recognized as the host of this two-hour luncheon event concluding the annual Leadership series. Recognition in all printed materials, mailings, and program-related publicity. Opportunity to address attendees, including program participants, and invited guests.

Ropes Course Sponsor - \$400

Recognized as the sponsor of the challenge course. Recognition in all printed materials, mailings, and program-related publicity. Opportunity to address participants at breakfast or lunch.

Bus Tour Sponsor - \$400

Recognized as the sponsor of the bus tour. Recognition in all printed materials, mailings, and program-related publicity. Opportunity to address participants at lunch.

Printing Sponsor - \$500

Name and logo on all printed materials and signage for the event. Sponsor is recognized through electronic communications, the web site, and from the podium at the event.



Climbing wall at the 2008 Leadership ropes course.



Challenge Course at the 2008 Leadership ropes course.



Leadership participants belay each other at the 2008 ropes course.

COMMUNICATIONS AND MARKETING

WEB SITES

Chamber of Commerce Web Site

www.carolinachamber.org

Carolinachamber.org is an online portal to the Chapel Hill-Carrboro Chamber of Commerce. On the site, users can register for events, view a calendar of events, find information on relocating to the Chapel Hill-Carrboro area, explore Chamber and town news, or search our online business directory.

Banner \$1400 per year; Banner ads are prominently displayed on all interior pages of the site. Rotating, 12 maximum. Maximum of 6 ads per industry.

Buy Local Web Site

www.webuylocal.org

WeBuyLocal.org is a new Web site with an easily searchable directory of local providers of goods and services. The We-BuyLocal.org Web site allows consumers to search for local businesses by category (attorneys, realtors, restaurants, etc.) or by a keyword or phrase (shoes, Indian food, garden supplies, etc.). Search results for each business listing include a description, map and directions, Web site address and contact information.

Banner \$1200 per year*; Banner ads are prominently displayed on all pages of the site. Rotating, 6 maximum.

Squares \$700 per year*; Squares appear in four randomly rotating positions, 12 maximum.

Featured Business \$300 per month*; Featured Business appears in a large rectangle on the right-hand center portion of the home page screen and appears at the very top of all relevant search results. The featured business map pin appears with a gold star. The featured business is a monthly exclusive sponsorship which does not rotate.



This screen grab of the Buy Local Web Site shows the banner ad that runs across the top of the page, as well as the listings as they appear on and below the map.

The featured business may reserve an unlimited number of months with a maximum of two consecutive months. Additional Artwork is not needed for the Featured Business Space.

Featured Listings \$250 per year; Featured Listings appear at the top of all relevant search results in alphabetical order, before the alphabetical list of basic listings. All Featured Listing map pins appear with a Gold Star.

**Includes Featured Listing*

CUSTOM COMMUNICATIONS

Lobby Display - \$850 per year

Lobby sponsors receive a framed, 8 ½" x 11" display with an affixed business card holder - the most visible materials in our office. Other materials are placed near the display.

Relocation Packet Inserts - \$250 per quarter

Sponsor marketing materials are included in all relocation materials distributed from the Chamber office for one quarter of the year or a total of 400 pieces. Sponsor provides inserts.

PRINT AND ELECTRONIC NEWSLETTERS

Business Matters E-Newsletter, \$350/mo. or \$900/quar.

Business Matters reaches over 1,000 email addresses twice each month. Sponsor appears at the top of the newsletter, with a link to the sponsor's Web site.

Chamber Matters Newsletter, \$250/month

The Chamber Matters print newsletter reaches approximately 900 contacts in member organizations and local and state government offices each month. Sponsor provides 1,000 8 ½" x 11" insert to be folded and mailed with the newsletter.

Government Matters E-Newsletter, \$200/mo. or \$500/quar.

Government Matters is an e-newsletter that reaches over 1,000 email addresses each month. Sponsor appears at the top of the newsletter.

CHAMBER PUBLICATIONS

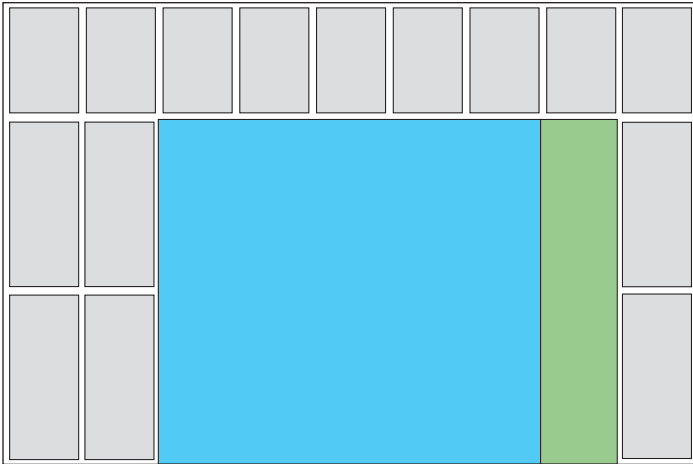
Community Map

The Chamber produces and distributes 10,000 copies of the Community Map each year to Chamber members, local residents, visitors, relocators, and businesses inquiring about membership or relocation. The map is full-color

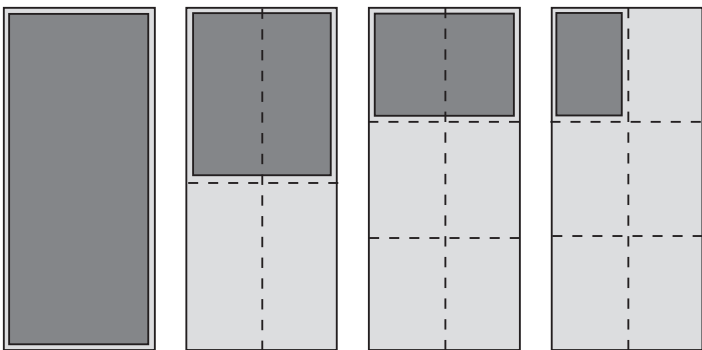
and includes a large, well appointed map of Chapel Hill and Carrboro, a map of Orange and northern Chatham counties, inset maps of The University of North Carolina and downtown Hillsborough.

- Full Outside Back Panel - \$2995
- Full Inside Front Panel - \$1995
- Full Inside Back Panel - \$1895
- One-half Inside Panel - \$995
- One-third Inside Panel - \$445
- One-sixth Inside Panel - \$295

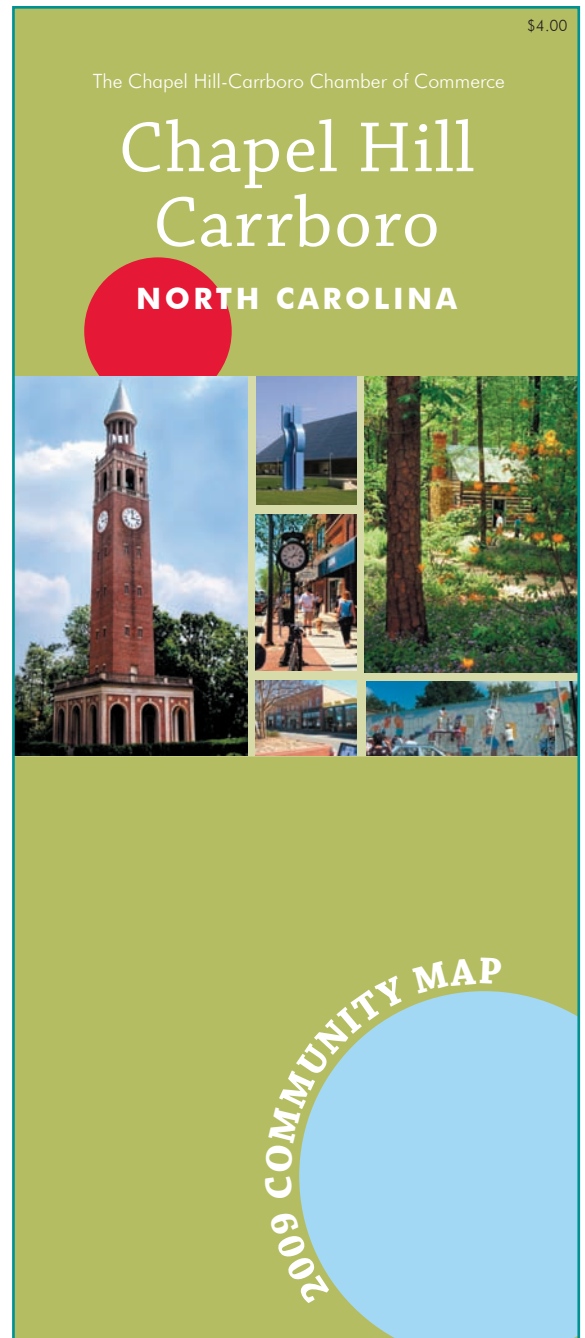
Map Layout - 39 1/2" x 26"



Map Ad Sizes



FULL PANEL HALF PANEL ONE-THIRD PANEL ONE-SIXTH PANEL



NEED MORE INFORMATION ON SPONSORSHIP?

Please contact Karen Bonardi, Director of Development, at 919.967.7076 or kbonardi@carolinachamber.org.

NEED MORE INFORMATION ON MEMBERSHIP?

Please contact Meg Branson, Director of Membership Services, at 919.357.9977 or mbranson@carolinachamber.org.

NEED MORE INFORMATION ON PROGRAMS?

Please contact Whitney Woodyard, Program Coordinator, at 919.357.9980 or wwoodyard@carolinachamber.org.



SPONSORSHIP CALENDAR 2009

NETWORKING EVENTS

JANUARY 2009

9 • Business Before Hours
15 • Business After Hours

FEBRUARY 2009

6 • Business Before Hours
12 • Young Professionals Network
19 • Business After Hours

MARCH 2009

6 • Breakfast Briefing
19 • New Member Orientation
19 • Business After Hours

APRIL 2009

3 • Business Before Hours
16 • Business After Hours

MAY 2009

1 • Breakfast Briefing
5 • Young Professionals Network
21 • Business After Hours

JUNE 2009

5 • Business Before Hours
18 • Business After Hours

JULY 2009

10 • Breakfast Briefing
16 • New Member Orientation
16 • Business After Hours
TBA • Young Professional's Network

AUGUST 2009

7 • Business Before Hours
20 • Business After Hours

SEPTEMBER 2009

4 • Breakfast Briefing
17 • Business After Hours

OCTOBER 2009

2 • Business Before Hours
15 • Business After Hours

NOVEMBER 2009

5 • Breakfast Briefing: Economic Outlook
19 • New Member Orientation
19 • Business After Hours
TBA • Young Professionals Network

DECEMBER 2009

4 • Business Before Hours

EXEC & COMMUNITY EVENTS

JANUARY 2009

27 • Chamber Annual Meeting

MARCH 2009

10 • Chatham County Development Briefing

APRIL 2009

27 • Women's Executive Series

MAY 2009

28 • Local Government Reception

SUMMER 2009

TBA • CEO Summit

AUGUST 2009

11 • State Legislative Briefing

SEPTEMBER 2009

9 • Women's Executive Series
14 • Leadership Opening Reception
22 • Orange County Development Briefing

NOVEMBER 2009

9 • Federal Issues Briefing: David Price
12 • Volunteer Leadership Conference

DECEMBER 2009

2 • Leadership Graduation
10 • Year-End Gala & Awards

FOUNDATION EVENTS

MAY 2009

11 • 15th Annual Chamber Golf Classic
14 • High School Job Fair

SUMMER 2009

TBA • Community Bocce Tournament

SEPTEMBER 2009

11 • Public Service Fair

OCTOBER 2009

TBA • High School Essay Contest



FOUNDATION
for a sustainable community

PLANNING AHEAD: 2010

JANUARY 2010

8 • Business Before Hours
21 • Business After Hours
TBA • Chamber Annual Meeting

FEBRUARY 2010

5 • Business Before Hours
18 • Business After Hours
TBA • Young Professionals Network

MARCH 2010

5 • Breakfast Briefing
9 • Chatham County Development Briefing
18 • New Member Orientation
18 • Business After Hours

APRIL 2010

2 • Business Before Hours
15 • Business After Hours
TBA • Women's Executive Series

MAY 2010

7 • Breakfast Briefing
5 • Young Professionals Network
10 • 16th Annual Chamber Golf Classic
20 • Business After Hours
27 • Local Government Reception

JUNE 2010

4 • Business Before Hours
17 • Business After Hours
TBA • Community Bocce Tournament

JULY 2010

2 • Breakfast Briefing
15 • New Member Orientation
15 • Business After Hours
TBA • Young Professionals Network



**CHAPEL HILL
CARRBORO**
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