



ST. CHARLES
CHAMBER OF COMMERCE

Together We Create Connections

2021

MARKETING,
PROMOTION
& SPONSORSHIP
OPPORTUNITIES



Our role as the Chamber is to partner with you on your journey for personal growth and business opportunity.

Providing quality programs, environments and experiences, We Create Connections.

**Increasing your brand exposure with our membership
and the community at large.**



INVITING THE BUSINESS
COMMUNITY INTO
QUALITY PROGRAMS,
ENVIRONMENTS AND
EXPERIENCES IN ORDER
TO CREATE
CONNECTIONS.

ST. CHARLES CHAMBER OF
COMMERCE

For **99** years, the St. Charles Chamber of
Commerce has been the primary business resource
connection in the community.

**We believe together, we can strengthen our business
community and build valuable relationships. We connect
over 650 businesses, represented by an estimated
2,500 members at the St. Charles Chamber of
Commerce, to valuable resources such as Business
Support Services, Educational Programming,
Legislative Updates and Events, and Networking
opportunities.**

Are you seeking exposure and creative ways to market your business? Or looking to position your company as a community leader? The St. Charles Chamber of Commerce provides many ways to get your business in front of local businesses, professionals, and the St. Charles area community with an Annual and/or event specific sponsorship!



Annual Chamber Sponsorships

- Champion
- Diamond
- Ruby
- Sapphire
- Emerald

Event Specific Sponsorship Opportunities

- Charlemagne Awards Gala
- Leadership & Educational Symposium
- Health & Wellness Expo
- Annual Golf Outing
- NEW: Business Enrichment Program

Group/Committee Sponsorships

- Annual Sponsorship

Raffle Basket Sponsors

- Signature Event Baskets
- Other Events/Programs Baskets

St. Charles Chamber Website + Social Media Statistics

3,500+

Total Monthly Avg # of
Chamber Website Hits

4,500

Total # of Social Media
Followers

St. Charles Chamber Annual Event Statistics

2,700+

Total Annual Avg. # of
Attendees at
Chamber Events:

850+

Total Annual Avg. # of
Attendees at Chamber
Signature Events

135+

Total Annual Avg. #
of Chamber Events



ST. CHARLES CHAMBER OF COMMERCE

Together We Create Connections

Visit our website at

<https://stcharleschamber.com/tools-and-services/>

for more details and next steps! Or reach out and let us find the
right marketing and sponsorship opportunities for you:

Phone: 630-584-8384

Email: areaves@stcharleschamber.com



Together We Create Connections
2021 St. Charles Chamber Signature Events

- **Annual Charlemagne Awards Gala (February)**
 - Event Description: The Charlemagne Gala is an annual affair where an individual from the St. Charles community is honored with a lifetime achievement award for their distinguished history of service to the community. In addition to the Charlemagne Award, several types of awards are given to local businesses which are celebrating major milestone anniversaries, made improvements that have enhanced the local business community, or contributed to job creation, and/or improved economic development in our community. The Charlemagne Awards Dinner is a prestigious event that attracts over 300 individuals from area businesses. The Dinner serves as a major fundraiser for the year, in support of our business members. *Total Avg. Attendees: 500+*
- **Leadership & Educational Symposium (April)**
 - Event Description: Partnering with Elgin Community College, an educational program that includes a variety of breakout sessions including current and relevant personal development and business topics. *Total Avg. Attendees: 100+*
- **Health & Wellness Business Expo (June)**
 - Event Description: Health & Wellness Expo Family-friendly Health and Wellness Fair that is focused on an array of health and healthy lifestyles. Business and interactive activities and presentations being held within different categories to make it worthwhile for everyone in our community to attend. The event will be held in conjunction with the Heart of the Fox Run & Tug. *Total Avg. Attendees: 2,000-3,000*

- **Annual Golf Outing (August)**
 - Event Description: This event is held late summer/early fall. This major fundraiser offers breakfast, prizes, golf, cocktails & reception, raffles and awards. This event provides a great opportunity to network and build relationships with Chamber business owners. *Total Avg. Attendees: 120-150*
- **Annual Membership Breakfast (November)**
 - Event Description: Our annual membership breakfast is hosted by the Membership Committee to celebrate all the members of the Chamber and to provide an annual update to our members on the St. Charles Chamber of Commerce and their membership. They also award both Member of the year and Rookie of the year and reveal the Membership Directory. *Total Avg. Attendees: 200+*
- **NEW: Business Enhancement Workshop + Expo (Fall 2021)**
 - Event Description: This event is a focused series of roundtable discussions that range in topic across all aspects of business, including but not limited to strategy, marketing, sales, operations, technology, finance, and the like; which are facilitated by local experts in the respective fields. There is also a business expo of B2B Businesses to be a one stop shop for your business's needs. *Total Avg. Attendees: TBD – NEW 2021 PROGRAM*

Together We Create Connections
2021 Annual Sponsorship Opportunities

Champion Partner ~~\$10,000~~ \$7,999 Level

Confirm participation by October 7, 2021 and be included in the November 2020 Annual Membership Directory

- Identified as a St. Charles Chamber 2021 Champion in the following places:
 - o St. Charles Chamber website
 - home page
 - dedicated sponsor / partner page
 - o E-newsletter (monthly)
 - o Monthly social media acknowledgement / post
 - o Partner / Sponsor signage at the Chamber office
 - o 2021 Annual Membership Directory (mailed in November 2021 to approximately 10,000+ households)
- Identified as a Champion & Presenting Sponsor for St. Charles Chamber Signature Events: Q1 – Annual Charlemagne Awards Gala, Q2 – Leadership & Educational Symposium, Q3 – Annual Golf Outing, Q4 – Annual Membership Breakfast
 - o 4 event tickets to each signature event
 - o Sponsor booth opportunity at event (where applicable) / opportunity to provide marketing collateral or promotional items for event attendees
 - o Speaking opportunity at event
 - o Verbal recognition at event
 - o Full page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Event invitation, where applicable
 - Promotional event flyers
 - Event signage
 - Chamber website event page
- Identified as a St. Charles Chamber 2021 Champion for St. Charles Chamber Hosted Events such as the Health & Wellness Business Expo and our Annual Holiday Party (excludes Committee/Group sponsored events)
 - o 4 event tickets to each event (where applicable)
 - o Sponsor booth opportunity at event (where applicable) / opportunity to provide marketing collateral or promotional items for event attendees
 - o Speaking opportunity at event, where applicable
 - o Verbal recognition at event, where applicable
 - o Full page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Event invitation, where applicable
 - Promotional event flyers
 - Event signage
 - Chamber website event page
- Opportunity to speak at selected St. Charles Chamber Committee's event/meeting throughout 2021
- Opportunity to have a Chamber hosted webinar with your business featured as the key speaker / topic

Diamond Sponsor \$5,000 Level

- Industry exclusivity at \$5,000 level
- Identified as a St. Charles Chamber 2021 Diamond Sponsor in the following places:
 - o St. Charles Chamber website
 - home page
 - dedicated sponsor / partner page
 - o E-newsletter (monthly)
 - o Partner / Sponsor signage at the Chamber office
 - o 2021 Annual Membership Directory (mailed in November 2021 to approximately 10,000+ households)
- Identified as a Diamond Sponsor for St. Charles Chamber Signature Events: Q1 – Annual Charlemagne Awards Gala, Q2 – Leadership & Educational Symposium, Q3 – Annual Golf Outing, Q4 – Annual Membership Breakfast
 - o 2 event tickets to each signature event
 - o Sponsor booth opportunity at event (where applicable) / opportunity to provide marketing collateral or promotional items for event attendees
 - o Verbal recognition at event
 - o Half page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Promotional event flyers
 - Event signage
 - Chamber website event page
- Identified as a St. Charles Chamber 2021 Diamond Sponsor for St. Charles Chamber Hosted Events, such as Health & Wellness Business Expo and the Annual Holiday Party (excludes Committee/Group sponsored events)
 - o 2 event tickets to each event (where applicable)
 - o Sponsor booth opportunity at event (where applicable) / opportunity to provide marketing collateral or promotional items for event attendees
 - o Half page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Promotional event flyers
 - Event signage
 - Chamber website event page

Ruby Sponsor \$2,500 Level

- Identified as a Ruby Sponsor in the following places:
 - o St. Charles Chamber website
 - dedicated sponsor / partner page
 - o E-newsletter (4x per year)
 - o Partner / Sponsor signage at the Chamber office
 - o 2021 Annual Membership Directory (mailed in November 2021 to 10,000+ households)
- Identified as a Ruby Sponsor for St. Charles Chamber Signature Events: Q1 – Annual Charlemagne Awards Gala, Q2 – Leadership & Educational Symposium, Q3 – Annual Golf Outing, Q4 – Annual Membership Breakfast
 - o 1 event ticket to each signature event
 - o Sponsor booth opportunity at event (where applicable) / opportunity to provide marketing collateral or promotional items for event attendees
 - o Quarter page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Event signage
 - Chamber website event page
- Identified as a 2021 Ruby Sponsor for St. Charles Chamber Hosted Events, such as Health & Wellness Business Expo and the Annual Holiday Party (excludes Committee/Group sponsored events)
 - o 1 event ticket to each event (where applicable)
 - o Sponsor booth opportunity at event (where applicable) / opportunity to provide marketing collateral or promotional items for event attendees
 - o Quarter page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Event signage
 - Chamber website event page

Sapphire Sponsor \$1,000 Level

- Identified as a Sapphire Sponsor in the following places:
 - o St. Charles Chamber website
 - dedicated sponsor / partner page
 - o E-newsletter (2x per year)
 - o Partner / Sponsor signage at the Chamber office
- Identified as a Sapphire Sponsor for TWO St. Charles Chamber Signature Events: Q1 – Annual Charlemagne Awards Gala, Q2 – Leadership & Educational Symposium, Q3 – Annual Golf Outing, Q4 – Annual Membership Breakfast (pick two events to sponsor)
 - o Quarter page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Chamber website event page
- Identified as a 2021 Sapphire Sponsors for St. Charles Chamber Hosted Events, such as Health & Wellness Business Expo and the Annual Holiday Party (excludes Committee/Group sponsored events)
 - o Quarter page ad in event program / brochure
 - o Logo / sponsorship acknowledgement as sponsor on the following
 - Chamber website event page

Emerald Sponsor \$500 Level

- Identified as a Emerald Sponsor in the following places:
 - o St. Charles Chamber website
 - dedicated sponsor / partner page
 - o E-newsletter (1x per year)
- Identified as an Emerald Sponsor for ONE St. Charles Chamber Signature Events: Q1 – Annual Charlemagne Awards Gala, Q2 – Leadership & Educational Symposium, Q3 – Annual Golf Outing, Q4 – Annual Membership Breakfast (pick one event to sponsor)
 - o Quarter page ad in event program / brochure
- Identified as an Emerald Sponsor for St. Charles Hosted Events, such as Health & Wellness Business Expo and Annual Holiday Party, Chamber Mixers (this does not include committee hosted events)
 - o Quarter page ad in event program / brochure

Committee Sponsor \$250 Level

- Identified as a Committee Sponsor in the following places:
 - o St. Charles Chamber website
 - Committee page
 - Promotional event flyers hosted by the committee
 - Social media acknowledgement / post
 - Signage at committee events
 - Verbal recognition at event
 - o Opportunity to provide marketing collateral or promotional items to events hosted by the committee
 - o Opportunity to welcome attendees / briefly speak at one committee event throughout the year
 - o If the Group / Committee hosts events
 - Includes (1) ticket for two events hosted by that Group / Committee

Together We Create Connections
Event Specific Sponsorship Opportunities

Annual Charlemagne Awards Gala (February 2021)

- In-Kind Sponsorship Opportunities (or purchase of these services) – these in-kind sponsors will be recognized as sponsors during event through signage, social media acknowledgement, and the event program book
 - Transportation Services
 - Media for Event
 - Signage for Event
 - Florals / Greenery for Event
 - Program Book printing for Event
 - Professional Event Photography
 - Desserts / Sweet Treats
 - Entertainment / Music
 - Raffle Baskets (value of at least \$250)

Leadership & Educational Symposium (April 2021)

- Workshop / Room Sponsor (\$500)
 - Be a featured sponsor for ONE of the Leadership Symposium Workshops / Seminar Rooms
 - Includes the opportunity to welcome attendees during in their Workshop
 - Receive special recognition as a Featured Workshop / Room Sponsor at event
 - Opportunity to provide marketing collateral or promotional items to guests
 - Logos represented throughout Symposium
 - Event program book
 - Flyers for event
 - Social media acknowledgement
 - Signage at event

Health & Wellness Business Expo (June 2021)

- Presenting Sponsor (\$2,500)
 - Exclusivity at Presenting Sponsor level
 - Industry Exclusivity at all levels
 - Booth with a 10x10 Pop Up Tent, table, 2 chairs
 - Full Page Ad in Program Book (black and white)
 - Logo/name represented on the following
 - Flyers for event
 - Signage at event
 - Chamber website event page
 - Individual Dedicated Social media acknowledgment
- Booth Sponsor PLUS (\$500)
 - Industry Exclusivity at Booth Sponsor PLUS level
 - Booth with a 10x10 Pop Up Tent, table, 2 chairs
 - ½ Page Ad in Program Book (black and white)
 - Logo/name represented on the following
 - Flyers for event
 - Signage at event
 - Chamber website event page
- Booth Sponsor (\$250)
 - Reserved location with a table, 2 chairs
 - ¼ Page Ad in Program Book (black and white)
 - Logo/name represented on the following
 - Flyers for event
 - Signage at event

St. Charles Chamber Annual Golf Outing (August 2021)

- Hole Sponsor (\$350)
 - Opportunity to have a physical presence at one of the golf course holes (only 2 people per sponsor permitted per hole to comply with social distancing guidelines)
 - Includes a table and 2 chairs
 - Logos represented on the following
 - Social media acknowledgment
 - Flyers for event
 - Signage at event
 - Event program book
- In-Kind Sponsorship Opportunities (or purchase of these services) – these in-kind sponsors will be recognized as sponsors during event through signage, social media acknowledgement, and the event program book
 - Signage for Event
 - Professional Event Photography
 - Trophy / Awards for Winners

NEW: Business Enhancement Workshop + Expo (Fall 2021)

- Presenting Sponsor (\$1,000)
 - Exclusivity at Presenting Sponsor level
 - Industry Exclusivity at all levels
 - Sponsor Booth Opportunity
 - Table, 2 chairs w/ opportunity to provide marketing collateral / promotional items and to engage with attendees
 - Speaking Opportunity
 - Full Page Ad in Program Book (black and white)
 - Logo/name represented on the following
 - Flyers for event
 - Signage at event
 - Chamber website event page
 - Individual Dedicated Social media acknowledgment
- Presenter + Booth Sponsor (\$500)
 - Be a featured sponsor and table host for event
 - Sponsor Booth Opportunity
 - Table, 2 chairs w/ opportunity to provide marketing collateral / promotional items and to engage with attendees
 - Logos represented throughout Symposium
 - Event program book
 - Flyers for event
 - Social media acknowledgement
 - Signage at event
 - Booth Sponsor (\$250)
 - Sponsor Booth
 - Table, 2 chairs w/ opportunity to provide marketing collateral / promotional items and to engage with attendees
 - ¼ Page Ad in Program Book (black and white)
 - Logo/name represented on the following
 - Flyers for event
 - Signage at event

Raffle Basket Sponsor - Donate raffle baskets to be raffled off at 2021 Chamber events

- (1) basket valued at \$250 or above to be used at signature events
- (1) basket valued at \$50 or above to be used at smaller events