



FALLS CHAMBER OF COMMERCE

**SPONSORSHIP &
EVENT GUIDE**

A GUIDE TO THE 2023 FISCAL YEAR

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Chamber Welcome

Hello Falls Chamber Community,

Thank you so much for your continued support of the Falls Chamber of Commerce! For the first time ever, we are releasing a sponsorship guide for our members and community, to help them plan for the financial year ahead!

This new model allows our members to budget for their investment on an annual basis by choosing sponsorship and event participation opportunities prior to the beginning of our fiscal year, January 1 and beyond.

This sponsorship guide will serve as a road map for the Falls Fiscal Year ahead, but can always be added to. We are constantly evolving and changing and will add more events as the year goes on.

It has been an absolute blast this year working with the businesses that have been in our Chamber since the start and the new businesses that join every week. As we continue to grow, we need your help! Without you, we could not continue to put on our yearly events or continue to expand. We are so excited to see what new heights we can reach in 2023.

Together, let's help businesses start, thrive, and grow in the Falls community!

Sincerely and With Gratitude,

Emerson Doiron

Emerson Doiron
Executive Director
The Falls Chamber of Commerce



Emerson Doiron

Executive Director

Business After Hours

Business After Hours is the Fall's Chamber networking series. These events occur monthly at rotating host locations. During Business After Hours, attendees have the opportunity to mix and meet other Falls members and guests while enjoying complimentary food, beverages, and raffles. Event sponsors and hosts have the opportunity to address attendees and give tours or otherwise show off their space.



Projected attendance: 25-30 people per event
Occurrence: 1 Event per month (12 a year)
Time: 5:00pm-7:00pm

Presenting Sponsor - 1 @ \$2,500

- The Business After Hours Series will be named Business After Hours Presented by [Sponsor Name] each month Hosted by [Host Location Name]
- Sponsor logo incorporated into digital/printed marketing for event
- Opportunity to address attendees at event
- Opportunity to have a presentation table at each event as well as display company banner/logo
- Presenting Sponsor has the opportunity to host one event per year (fee of \$200 waived)

Business After Hours Host - 11 @ \$200 (plus food and beverage for attendees)

- The host location has the opportunity to showcase their business
- The event will be promoted as Business After Hours Presented by [Sponsor Name] hosted by [Host Location Name]
- The host's name and logo will be incorporated into the digital/printed marketing for event
- Opportunity to address the attendees

Logistics of Hosting a Business After Hours

- Business After Hours events can be hosted at established restaurants or a company's site
- Host will provide food and beverages. Non-alcoholic beverages must also be available
- Business After Hours events can only be hosted at member businesses
- Ideally on-site catering would be provided by a member business

Collaborative hosting is encouraged! For example neighboring businesses can team up or non-profits can partner with one of their sponsors.

Quarterly Luncheons

In 2023, for the first time, The Falls Chamber of Commerce will be hosting 4 luncheons where members can come and hear Chamber updates, share ideas, network, and learn. Each Luncheon will be hosted at a different location with lunch provided from one of the many restaurants in the Falls area.

Projected attendance: 25-30 people per event

Occurrence: Quarterly (March, June, September, and December)

Presenting Sponsor - 1 @ \$1,500

- This series to be branded as the Falls Quarterly Luncheon Presented by [Sponsor Name]
- Sponsor logo incorporated into digital/printed marketing for event
- Signage at each event - opportunity to display logo/banner
- Opportunity to address attendees at event

Luncheon Sponsor - 4 @ \$200

- Acknowledged at start of the event
- Sponsor logo incorporated into digital/printed marketing for event



Membership Drives

Our membership drives are a great way for business leaders to connect with new businesses in the area. We are fortunate to be a constantly growing Chamber with membership increasing each month.

We have spent the last year working to increase our Chamber membership. Over the course of 2022 the Falls Chamber gained over 30 new member businesses (and counting) with classic and new events every month.

Membership drives are hosted at a rotating business 4 times a year (Winter, Spring, Summer, and Fall). Host provides food and drinks.

Projected Attendance: 25-30 people per event
Occurrence: 4 times per year (Winter, Spring, Summer, and Fall)

Presenting Sponsor 1 @ \$2,500

- The Membership Drives will be named Membership Drive Presented by [Sponsor Name] each event Hosted by [Host Location Name]
- The Sponsor logo incorporated into digital/printed marketing for event
- Opportunity to address attendees at event
- Opportunity to have a presentation table at each event as well as display company banner/logo

Logistics of Hosting a Membership Drive

- Membership Drive events can be hosted at established restaurants or a company's site
- Host will provide food and beverages. Non-alcoholic beverages must also be available
- Membership drive events can only be hosted at member businesses



Business Resource Fair

The Falls Chamber of Commerce is proud to present the annual Maine & New Hampshire Business Resource Fair in the Fall. All businesses in Maine and New Hampshire are invited for an afternoon focused on helping businesses access the resources and opportunities they need to start, thrive, and grow!

The fair features 15-20 business support organizations from both Maine and New Hampshire. The fair is perfect for business owners to gain access to important tools and information that match their needs. In addition to resources, the event will include speakers from partnering organizations and the Chamber!

Projected Attendance: 30-50 people per event
Occurrence: Once a Year (Fall)

Falls Fair Sponsor 4 @ \$750

- Sponsor logo incorporated into digital/printed marketing for event
- Opportunity to address attendees at event
- Opportunity to have a presentation table at each event as well as display company banner/logo
- Sponsor logo featured in the event program
- A table at the front of the room where sponsors can display swag, information, etc.
- Announcement at the top of the event and the end thanking sponsors
- Opportunity to provide promotional items for swag bags



Annual Falls Golf Classic

The Falls Chamber of Commerce has hosted the 9 and Dine golf event for 7 years running. However, this year, we are switching things up! The Falls Golf Classic is our new annual golf tournament featuring 18 holes, lunch, and an awards dinner post tournament. The event will also feature raffle prizes and more!

The Falls Golf Classic is a great opportunity to have fun and network with other members and their guests. The classic will take place during the Summer of 2023.

Participation Cost: \$300 per foursome, (\$75 per individual) includes boxed lunch and awards ceremony dinner.

Projected Attendance: 144 players

Frequency: Annually (Summer)

Time: 11:30am-7:00pm

Presenting Sponsor - 1 @ \$2,500

- Includes two foursomes
- The event branded as The Falls Golf Classic presented by [Sponsor Name]
- Sponsor supplied banner onsite during tournament in the most prominent location
- Sponsor logo in day-of program
- Sponsor logo on any printed/digital marketing
- Sponsor logo in weekly digital newsletter
- Opportunity address golfers with Chamber representative(s) and course staff at the start of the event

Food Sponsor - 1 @ \$2,000

- Includes one foursome
- Sponsor supplied banners onsite in food service areas during meal service
- Sponsor display table during registration, lunch, and dinner
- Sponsor logo in day-of program
- Sponsor logo on any printed/digital marketing
- Sponsor logo in weekly digital newsletter
- Recognition at the awards ceremony

Grand Prize Sponsor- 1 @ \$1,500

- Includes one foursome
- Sponsor logo on any printed/digital marketing
- Grand Prize Trophy branded as Grand Prize presented by [Sponsor Name]
- Recognition at awards ceremony dinner
- Opportunity to address golfers with Chamber representatives at the award ceremony
- Sponsor logo in weekly digital newsletter

Annual Falls Golf Classic (Continued)

Silver Medal Sponsor 1 @ \$1,000

- Includes one foursome
- Sponsor logo on any printed/digital marketing
- Second Place Trophy branded as Silver Medal Trophy presented by [Sponsor Name]
- Recognition at awards ceremony dinner
- Opportunity to address golfers with Chamber representatives at the award ceremony
- Sponsor logo in weekly digital newsletter

Bronze Medal Sponsor 1 @ \$800

- Includes one foursome
- Sponsor logo on any printed/digital marketing
- Third Place Trophy branded as Bronze Medal Trophy presented by [Sponsor Name]
- Recognition at awards ceremony dinner
- Opportunity to address golfers with Chamber representatives at the award ceremony
- Sponsor logo in weekly digital newsletter

Mulligan Sponsor - 1 @ \$800

- Includes one foursome
- Sponsor logo on Mulligan tickets
- Sponsor representative(s) to greet players at registration where Mulligan tickets are sold and may present raffle prizes to winners
- Sponsor logo on any printed/digital marketing
- Sponsor mentioned in day-of program
- Sponsor logo in weekly digital newsletter
- Recognition at the awards ceremony

Beat the Pro Sponsor - 1 @ \$800

- Includes one foursome
- Sponsor logo on display at tee
- Sponsor representative(s) to greet players at tee
- Sponsor logo on any printed/digital marketing
- Sponsor mentioned in day-of program
- Sponsor logo in weekly digital newsletter
- Recognition at the awards ceremony



Annual Falls Golf Classic (Continued)

Player Cart Sponsor - 1 @ \$800

- Includes one foursome
- Sponsor logo and name on all player carts
- Sponsor supplied banner onsite during tournament
- Sponsor logo in day-of program
- Sponsor logo on any printed/digital marketing
- Sponsor logo in weekly digital newsletter
- Recognition at the awards ceremony



Beverage Cart Sponsor - 1 @ \$800

- Includes one foursome
- Sponsor logo and name on all player carts
- Sponsor supplied banner onsite during tournament
- Sponsor logo in day-of program
- Sponsor logo on any printed/digital marketing
- Sponsor logo in weekly digital newsletter
- Recognition at the awards ceremony

Registration Sponsor - 1 @ \$500

- Sponsor supplied banner on display at the registration table and opportunity for sponsor representative to greet players at registration
- Sponsor mentioned in day-of program
- Opportunity for sponsor to provide promotional items at registration
- Opportunity for sponsor to provide promotional items for swag bags
- Recognition at the awards ceremony

Hole Sponsor - 18 @ \$150

- Sponsor logo on a sign at a hole on the golf course
- Opportunity to set up a booth at sponsored hole and provide promotional items to golfers
- Recognition at the awards ceremony



Falls Annual Winter Gala

The Falls Chamber of Commerce is proud to present the second annual Winter Gala Business Awards Celebration! This event is a great opportunity to celebrate the business community with friends and colleagues while enjoying food, drinks, and entertainment.

Award categories include Business of the Year, Non-Profit of the Year, Citizen of the Year, and Educator of the Year.

Participation cost: \$75 for members, \$100 for future members

Projected Attendance: 75-100 people
Frequency: Annually (Winter)

Presenting Sponsor - 1 @ \$4,500

- 10 Winter Gala Tickets
- Banner/signage exclusively displayed in the most prominent location available
- Recognition with logo on all printed/digital material including the event invitation and program
- Recognition on all press releases including the Chamber e-newsletter
- Verbal recognition at the event and opportunity to address attendees with Chamber representative(s).

Food Sponsor - 1 @ \$2,500

- Four Winter Gala Tickets
- Banner/signage exclusively displayed by food stations
- Recognition with logo on all printed/digital material including the event invitation and program
- Recognition on all press releases including the Chamber e-newsletter
- Verbal recognition at event

Award Sponsor - 1 @ \$2,500

- Four Winter Gala Tickets
- Recognition with logo on all printed/digital material including the event invitation and program
- Recognition on all press releases including the Chamber e-newsletter
- Verbal recognition at event and opportunity to address audience at the beginning of the awards ceremony

Falls Annual Winter Gala (Continued)

Twinkling Lights Sponsor - 1 @ \$2,000

- Four Winter Gala Tickets
- Banner/Signage displayed on enclosed, heated patio
- Recognition with logo on all printed material including invitation and event program
- Verbal recognition at the event

Entertainment Sponsor - 1 @ \$1,200

- Four Winter Gala Tickets
- Recognition with logo on all printed/digital material including the event invitation and program
- Opportunity to introduce the featured performer from the stage

Floral Sponsor - 1 @ \$1,000

- Four Winter Gala Tickets
- Recognition with logo on all printed/digital material including the event invitation and program
- Logo exclusively incorporated into centerpiece arrangement
- Verbal recognition at the event

Champagne Toast Sponsor - 1 @ \$750

- Four Winter Gala Tickets
- Recognition with logo on all printed/digital material including the event invitation and program
- Logo exclusively displayed on each table with champagne bottle

Beverage Sponsor - 1 @ \$750

- Four Winter Gala Tickets
- Recognition with logo on all printed/digital material including the event invitation and program
- Logo exclusively displayed at drink stations



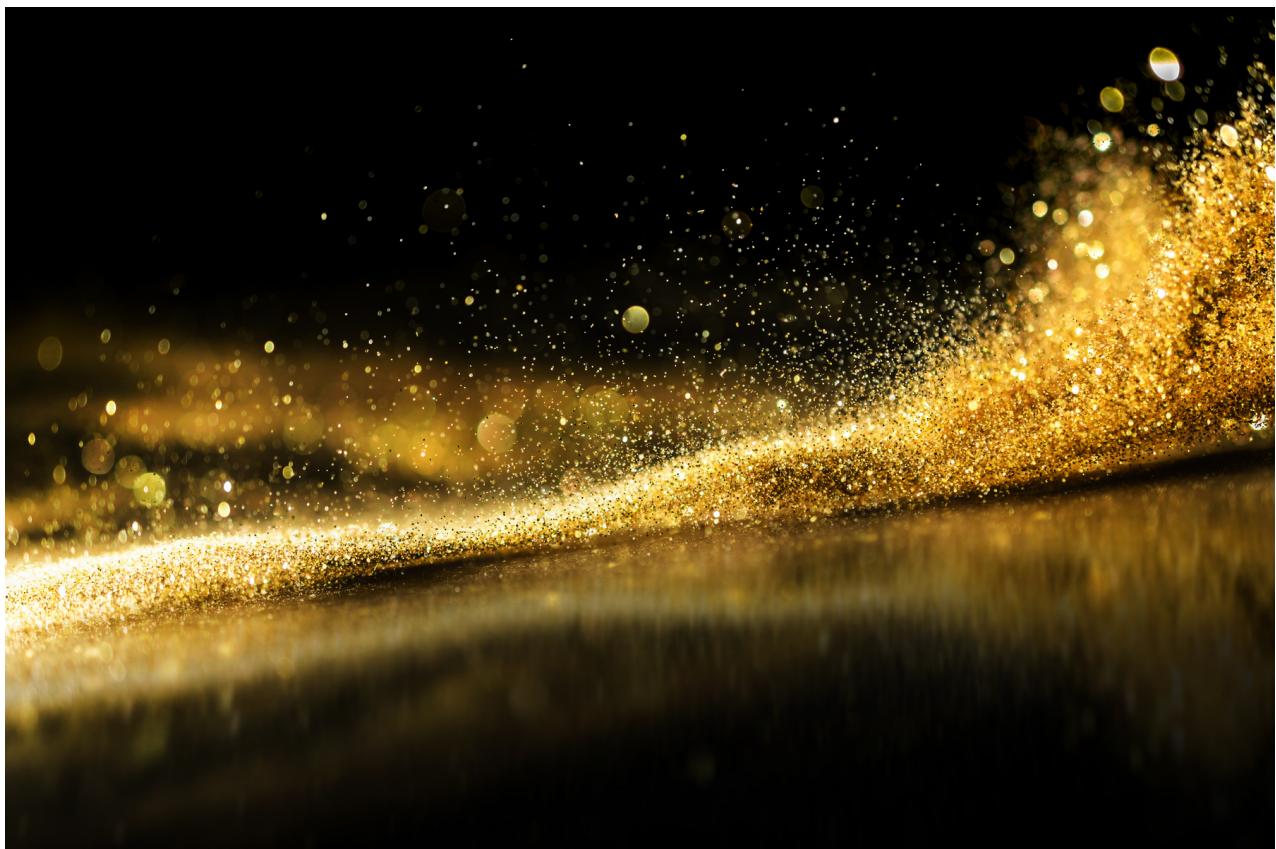
Falls Annual Winter Gala (Continued)

Freshen Up Sponsor - 1 @ \$350

- Two Winter Gala Tickets
- Sponsor logos placed in washrooms next to sponsor provided personal care items
- Recognition with logo on all printed/digital material including the event invitation and program

Supporting Sponsor - 5 @ \$250

- Two Winter Gala Tickets
- Recognition with logo on all printed/digital material including the event invitation and program



Other Sponsorship Opportunities

2023 is going to be a BIG year for the Falls with exciting new initiatives, events, and much more! We could not continue to grow at the rate at which we have been without our sponsors and members. Thank you for such a wonderful 2022!

There will be more opportunities to sponsor events through the year as they pop up. In fact, when there are remaining sponsorships before an event OR an event happens that we did not anticipate, we will let you know!

We have other opportunities for sponsorship of the Chamber including website sponsorships, e-blast opportunities, and in-kind donations for events!

Web Sponsorship - 3 @ \$1,000

Frequency: One sponsorship lasts for 12 months from date of purchase

- Sponsor logo featured on the Falls website under the website sponsor banner with a clickable link to your website
- Sponsor Logo featured in Chamber weekly e-newsletter in website sponsor section
- One targeted email blast a month with sponsor provided featured content

E-Blast Opportunities - unlimited

Cost dependent upon frequency

Send out your promotional items to the Falls Chamber membership and the community at large. Reach over 900 persons with the click of the send button.

1 Time E-Blast- \$200

1 Per Month E-Blast (12 times)- \$500

1 Per Quarter E-Blast (4 times a year)- \$350

In-Kind Donations

Several of our events include raffles and silent auctions! Please email emerson@thefallschamber.com if you would like to provide raffle or silent auction items for the following events:

- Falls Annual Golf Classic
- Falls Annual Winter Gala

Board of Directors



Michael Muise

Chair



Kiri Stroh

Treasurer



Riley Bacon

Keller Williams Realty



Paul Edgar

Tri-City Christian Academy



Sherry Norton

Profile Bank



Billy Rothney

Bangor Savings Bank

Contact Information



Interested in sponsoring or hosting an event? Get in touch!

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