



ADVERTISING & EVENT
SPONSORSHIP 2009

EXPOSURE OPPORTUNITIES TABLE OF CONTENTS

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INTERNET BANNER ADVERTISEMENTS

Anticipated Demographics:

Business to Business/ People Relocating to Fort Collins/ General Public
The Fort Collins Area Chamber of Commerce Web site serves local residents, business professionals and people looking to relocate to Northern Colorado.

Web Hits:

The Chamber Web site receives more than 15,000 hits each month.

Exposure Opportunity:

Purchase a large or small banner advertisement on the site. Banner advertisements may be purchased for time periods ranging from one month to one year.

Specs:

Small banner advertisements are sized 120 X 60 pixels
Large banner advertisements are sized 468 X 60 pixels

Investment:

Home page Large Banner Advertisements: Large banner advertisements on the Home page are available for \$4,200 annually, which can be paid in monthly installments of \$350. Month-to-month/open price is \$500.

Home page Small Banner Advertisements: Small banner advertisements on the Home page are available for \$2,400 annually, which can be paid in monthly installments of \$200. Month-to-month/open price is \$350.

Internal Page Large Banner Advertisement

1 month =	\$450
3 months =	\$850
6 months =	\$1,500
1 year =	\$2,500

Internal Page Small Banner Advertisement

1 month =	\$250
3 months =	\$500
6 months =	\$800
1 year =	\$1,200

THE CHAMBER WEEKLY E-MAIL NEWSLETTER

Anticipated Demographics:

Business to Business

The Chamber Weekly is the Fort Collins Area Chamber of Commerce's weekly electronic newsletter.

Distribution:

The Weekly is e-mailed to more than 3,100 business professionals every Tuesday.

Exposure Opportunity:

Use the Chamber Weekly to announce grand openings, awards, sales, community thank you notes and upcoming events. Advertisements can include a photo or logo, event and company information, event flyers, links to Web sites and e-mail addresses.

Investment:

Advertise in 1 issue = \$100

Special Advertise in four issues = \$300

Non-profit rate per issue = \$50

Special Non-profit four issue rate = \$150

Advertising details are subject to change. Contact Cari Merrill, communications coordinator, at 970.482.3751 ext. 108 or cmerrill@fchamber.org to confirm information.

COMPASS NEWSLETTER ADVERTISEMENTS

Anticipated Demographics:

Business to Business/ General Public

The Chamber Compass is the monthly printed newsletter publication of the Fort Collins Area Chamber of Commerce. The Compass has 500 magazine-quality print copies, which are mailed to members without email accessibility and are available at Chamber events. The Compass is emailed directly to nearly 5,000 people and is available online in PDF format. The electronic version contains more than 110 links, allowing readers to click and be taken directly to your Web site.

Investment:

	Member Price	Non-Member Price
Full Page	\$600	\$800
Half Page	\$350	\$450
Quarter Page	\$250	\$350
Eighth Page	\$150	\$250
Business Card	\$75	\$150

Advertisement Specs:

Full Page	7.5" x 10"
Half Page	5" x 7.5"
Quarter Page	3.75" x 5"
Eighth Page	2.5" x 3.75"
Business Card	2" x 3.5"

Other Information:

- Advertisements may be created in a vertical or horizontal format.
- A schedule of all Compass publications and content deadlines is included at the end of this booklet.
- All advertisements are in full color.
- All advertisements will also have a direct link built into the electronic version.

MEMBERSHIP DIRECTORY ENHANCEMENTS & ADS

Membership Directory Listing Upgrades

Anticipated Demographics:

Business to Business/ People Relocating to Fort Collins/ General Public
The Membership Directory contains contact information for all the Chamber member businesses. It is available online, as well as through the Chamber office for people and businesses looking for services in the Fort Collins area.

Distribution:

More than 4,000 directories are direct mailed to members, distributed at the Chamber office and included in relocation packets. In addition, all enhancements are featured online for one year.

Exposure Opportunity:

Business listings are by alphabetical order and industry category, but if you want your business to really stand out, the Chamber offers upgrades and advertising opportunities for the directory. Upgrades are also applied to the Chamber's online membership directory.

Investment:

Bold Listing =	\$99
Red Listing =	\$149
Box Listing =	\$199
EXCLUSIVE First listing in your industry =	\$250
Logo and Description Listing =	\$299

Membership Directory Advertisements

Investment: The Fort Collins Area Chamber of Commerce works with Chamber-member CommunityLink to produce the Membership Directory. To purchase an advertisement in the 2010 Membership Directory, call Cari Merrill at (970) 482-3751 ext. 108 for contact information. Advertisements will be sold in July 2009.

FORT COLLINS MAGAZINE & MAP ADS

Fort Collins Magazine Advertisements

Anticipated Demographics:

General Public/People Looking to Relocate

The Fort Collins Community Profile and Resource Guide spotlights the area with photographs and stories about the lifestyle, entertainment and resources available to people in Fort Collins. This information is used by residents, people looking to relocate and visitors.

Distribution:

Local businesses and the Chamber distribute more than 15,000 Fort Collins Community Profile and Resource Guides to Chamber member businesses, area visitors and people looking to relocate, linking individuals directly to businesses providing the services they require.

Investment:

The Fort Collins Area Chamber of Commerce works with Chamber-member CommunityLink to produce the Fort Collins Community Profile and Resource Guide. To purchase an advertisement in the 2010 publication, call Cari Merrill, communications coordinator, for contact information. Advertisements will be sold in June 2009.

The Official Chamber Map

Anticipated Demographics:

Business to Business/ People Relocating to Fort Collins/ General Public

The Chamber's Official Map contains valuable information for businesses, members of the local public and also people visiting or relocating to the area. The map is available online, as well as through the Chamber office for distribution.

Distribution:

15,000 maps are distributed.

Investment:

The Fort Collins Area Chamber of Commerce works with Chamber-member Spring Hill Press to produce the Official Chamber Map. To purchase an advertisement in the 2009 Official Chamber Map, call Cari Merrill, communications coordinator, for contact information. Advertisements will be sold in September 2009.

THE CHAMBER'S 105TH ANNUAL DINNER EVENT

Anticipated Demographics:

Business to Business

The Annual Dinner provides an opportunity to recognize volunteers and celebrate the previous year's goals and accomplishments.

Expected Attendance:

This is one of the most popular Chamber events. 500-600 people are expected. A variety of Chamber members and their guests turn out for this event including but not limited to small business owners, presidents and CEO's of major corporations, young professionals and middle managers.

Exposure Opportunity:

Expose your business to the "who's who" of Fort Collins and the outlying communities.

Date of Event:

Thursday, February 25, 2010

Investment:

Platinum Sponsor at \$5,000

- The program will be referred to as "(Name of Sponsor Company) Presents the Fort Collins Area Chamber of Commerce 105th Annual Dinner"
- Top billing on all event signage, promotional announcements, event invitations, event program and printed materials including sponsor logo
- Promotion throughout the event as Platinum Sponsor
- Three minute vignette for the Platinum Sponsor to speak about company
- Platinum Sponsor marketing collateral at event
- Recognition as Platinum Sponsor in all media releases and communications
- VIP seating (two corporate tables for 10) at the event in premier location
- Listing on Chamber Events Web page as the Platinum Sponsor
- Company featured in promotional materials developed by the Chamber for the event, in the Chamber newsletter and on the Chamber Web site
- Hot link featuring company and link to company Web site on Chamber's Web site home page for a running period of two weeks before the event
- Company name and/or logo included in event logo creation

One Platinum Sponsorship is available.

Details of sponsorship are subject to change. Contact Haley Pfeiffer, events coordinator, at 970.482.3751 ext. 103 or hpfeiffer@fchamber.org to confirm information.

ANNUAL DINNER CONTINUED ...

Gold Sponsor at \$3,500

- Company recognition in the form of sponsor logo on all event signage, promotional announcements, event invitation, event program and printed materials
- Company recognition throughout the event as Gold Sponsor
- Recognition as Gold Sponsor in all media releases and communications
- VIP seating (One corporate table of 10) in premier location
- Company featured in promotional materials developed by the Chamber for the event, in the Chamber newsletter and on the Chamber Web site

One Gold Sponsorship is available.

Silver Sponsor at \$2,500

- Company recognition in the form of sponsor logo on all event signage, promotional announcements, event invitation, event program and printed materials
- Company recognition throughout the event as Silver Sponsor
- VIP seating (One corporate table of 10) in premier location
- Listing on Chamber Events web page as Silver Sponsor
- Company featured in Chamber newsletter

Two Silver Sponsorships are available.

Bronze Sponsor at \$1,500

- Company recognition all event signage, promotional announcements, event invitation, event program and printed materials
- Company recognition throughout the event as Bronze Sponsor
- VIP seating (One corporate table of 10) in premier location

Four Bronze Sponsorships are available.

Table Sponsor at \$675

- Company recognition on all event signage, promotional announcements, event invitation, event program and printed materials.
- VIP seating (One corporate table of 10) in premier location

14TH ANNUAL SPRING SHOWCASE TRADESHOW

Anticipated Demographics:

Business to Business/Regional Community

The Spring Showcase is a business to business tradeshow event for small to large companies who want to brand themselves in a regional and local fashion through community outreach and education. The Spring Showcase serves to help keep companies in the “top of mind” of their consumers and clients.

Expected Attendance:

An estimated 75 booth vendors can expect to see 500-800 community members walk through the venue. This event is also coupled with one of the largest Fort Collins Area Chamber Business After Hours of the year bringing in an additional 300+ attendees. Both business people and community members at large make up the majority of event attendees.

Exposure Opportunity:

This event is for companies who want to keep their company name in a constant public spotlight.

Date of Event:

TBD

Investment Opportunity:

Gold Sponsor at \$1,850

- The program will be referred to as “(Name of Sponsor Company) Presents the Fort Collins Area Chamber of Commerce Spring Showcase”
- 1 large (8x10’) booth in prime location
- 10 free tickets to Business After Hours
- Top billing on all event signage, promotional announcements, event invitations, event program and printed materials including sponsor logo
- Promotion throughout the event as Gold Sponsor
- Gold Sponsor marketing collateral at event
- Recognition as Gold Sponsor in all media releases and communications
- Listing on Chamber Events web page as the Gold Sponsor
- Banner placement at event
- Company featured in promotional materials developed by the Chamber for the event, in the Chamber newsletter and on the Chamber Web site.
- Hot link featuring company and link to company Web site on Chamber’s Web site home page for a running period of two weeks before the event.

One Gold Sponsorship is available.

Details of sponsorship are subject to change. Contact Haley Pfeiffer, events coordinator, at 970.482.3751 ext. 103 or hpfeiffer@fchamber.org to confirm information.

SPRING SHOWCASE CONTINUED ...

Silver Sponsor at \$1,000

- 1 large (8x10') booth in prime location
- 8 free tickets to Business After Hours
- Top billing on all event signage, promotional announcements, event invitations, event program and printed materials including sponsor logo
- Recognition as Silver Sponsor in all media releases and communications
- Listing on Chamber Events web page as the Silver Sponsor
- Banner placement at event
- Company featured in promotional materials developed by the Chamber for the event, in the Chamber newsletter and on the Chamber Web site.

Two Silver Sponsorships are available.

Bronze Sponsor at \$750

- 1 large (8x10') booth in prime location
- 4 free tickets to Business After Hours
- Inclusion on all event signage, promotional announcements, event invitations, event program and printed materials including sponsor logo
- Listing on Chamber Events web page as the Bronze Sponsor
- Company featured in promotional materials developed by the Chamber for the event, in the Chamber newsletter and on the Chamber Web site.

Three Bronze Sponsorships are available.

ANNUAL CHAMBER GOLF TOURNAMENT

Anticipated Demographics:

Business to Business

This half-day golf tournament provides ample time for networking, great prizes and food and course exclusivity during the peak of the golf season.

Expected Attendance:

The Chamber expects 120 to 140 golfers to participate.

Exposure Opportunity:

Traditionally those who participate in the golf tournament are acting as the presidents, owner, middle managers or CEOs of their businesses.

Date of Event:

Monday, August 31, 2009 at the Fort Collins Country Club, 1920 Country Club Road

Investment Opportunity:

Title Sponsor \$2,500

- Name and/or logo included in the title of the event with 'top of the bill' priority on all internal and external event marketing materials both pre-, post- and day-of the event
 - Two four-some golf teams
 - Two additional drink tickets per golfer
 - Two extra raffle tickets per golfer
 - Two corporate banners placed at event
 - Four V.I.P. parking passes
 - Opportunity to setup a table with company banner on the course for your company to staff with company materials
 - Verbal recognition at the event as the Title Sponsor
 - One tee box or green sign placement
 - Opportunity to place small promotional item or coupon in golfer goodie bag
- Sold to Retirement and Estate Advisors, Inc.

Eagle Sponsor \$1,500

- Name and/or logo included with 'top of the bill' priority on all internal and external event marketing materials both pre-, post- and day-of the event including the golf program.
- One four-some golf team
- One extra drink ticket per golfer
- Two extra raffle tickets per golfer
- One corporate banner placed at event

Details of sponsorship are subject to change. Contact Haley Pfeiffer, events coordinator, at 970.482.3751 ext. 103 or hpfeiffer@fcchamber.org to confirm information.

ANNUAL CHAMBER GOLF TOURNAMENT CONTINUED...

- Two V.I.P. parking passes
 - Opportunity to set up a table with company banner on the course for your company to staff with company materials
 - Verbal recognition at the event as the Eagle Sponsor
 - One tee box or green sign placement
 - Opportunity to place small promotional item or coupon in golfer goodie bag
- Sold to Adams Bank and Trust; BKD; Brown and Brown of Colorado, Inc.; EKS&H; the Fort Collins Coloradoan

Birdie Sponsor \$1,000

- Name and/or logo included on all internal and external event marketing materials both pre-, post- and day-of the event including golf program
 - One two-some golf team
 - One extra drink ticket per golfer
 - Two extra raffle tickets per golfer
 - One corporate banner placed at event
 - Opportunity to set up a table with company banner on the course for your company to staff with company materials.
 - Recognition as the Birdie Sponsor at the Awards Ceremony
 - One tee box or green sign placement
- Two Birdie Sponsorships are available.

Lunch Sponsor \$850

- Name and/or logo included on all internal and external event marketing materials both pre-, post- and day-of the event including the golf program
 - One two-some golf team
 - One extra drink ticket per golfer
 - One extra raffle ticket per golfer
 - One corporate banner placed at the entrance to the luncheon area as the official lunch sponsor
 - Opportunity to set up company display in the lunch area
 - Recognition as the Lunch Sponsor at the Awards Ceremony
 - Opportunity to include company materials with meal or on all tables
- One Lunch Sponsorship is available.

FOR MORE INFORMATION ON ADDITIONAL SPONSORSHIP LEVELS, CONTACT
HALEY PFEIFFER.

Details of sponsorship are subject to change. Contact Haley Pfeiffer, events coordinator, at 970.482.3751 ext. 103 or hpfeiffer@fcchamber.org to confirm information.

MAJOR BUSINESS SPEAKER EVENT

Anticipated Demographics:

Business to Business/ General Public/ Media

The Fort Collins Area Chamber has been solely responsible for bringing notable authors such as Jim Collins, author of *Good to Great*, Marcus Buckingham, author of many best-sellers including *Now, Discover Your Strengths*, Dr. John C. Maxwell, author of many books including, *Talent Is Never Enough* and *Failing Forward* and most recently Dan Heath, author of *Made to Stick* to the Fort Collins area.

Expected Attendance:

Approximately 700-850 event attendees and 30-50 sponsor representatives at the Sponsors Private Reception.

Exposure Opportunity:

Gain exposure in the community by supporting the presentations of nationally renowned best-selling business authors.

Date of Event:

Late Spring.

Investment Opportunity:

Platinum Sponsor at \$15,000

- 100 tickets to the event in prime, front section location
- Company name included in title of event on all marketing pieces.
- Top billing including name and logo in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event
- Opportunity to give mini-commercial, up to 3 minutes, about sponsor business
- Company marketing collateral at event (to be provided by company)

One Platinum Sponsorship is available.

Details of sponsorship are subject to change. Contact Haley Pfeiffer, events coordinator, at 970.482.3751 ext. 103 or hpfeiffer@fchamber.org to confirm information.

MAJOR SPEAKER EVENT CONTINUED ...

Gold Sponsor at \$7,500

- 50 tickets to the event in prime, front section location
- Inclusion in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event

Five Gold Sponsorships are available.

Silver Sponsor at \$3,750

- 25 tickets to the event in reserved section
- Inclusion in all pre-event marketing including: print ads and articles, radio spots and interviews, newsletter, e-mail, banner ad, flyer, etc.
- Inclusion in programs and event materials
- Sponsor banner/signage displayed at the event
- Verbal recognition at the event

Five Silver Sponsorships are available.

Bronze Sponsor at \$1,500

- 11 tickets to the event in reserved section
- Inclusion in event programs as event sponsor

20 Bronze Sponsorships are available.

Supporting Sponsor at \$900

- 8 tickets to the event in reserved section
- Inclusion in event programs as event supporter

20 Supporting Sponsorships are available.

ENVISION: YOUNG PROFESSIONALS

Anticipated Demographics:

Business to Business/ Young Professionals

Envision: Young Professionals is a program of the Fort Collins Area Chamber meant to cultivate and maintain young talent of those ages 21-40 to the Northern Colorado region through issues education, community volunteering and social networking opportunities.

Expected Attendance:

Approximately 80-125 young professionals attend each bimonthly event.

Exposure Opportunity:

Put your company in the middle of the young professional's fast lane to attract, retain or pull young talent into your company.

Date of Events:

Bimonthly events on the first Wednesday of the occurring month beginning in February. Four volunteer opportunity events and two social networking events are held annually.

Investment Opportunity:

Presenting Sponsor \$2,000

- The program will be referred to as "(Name of Sponsor Company) Presents the Fort Collins Area Chamber Envision: Young Professionals program
- Top billing on all printed materials including sponsor logo
- Company provided banner hung at each event
- Opportunity to distribute company information at all events
- CEO/company representative brief remarks from speakers site at all events.
- Six tickets to all events
- Listing on Chamber Events Web page as the Title Sponsor and hot link to corporate site from Envision: Young Professionals Web site
- Company featured in promotional materials developed by the Chamber for the event, in the Chamber newsletter and on the Chamber Web site

One Presenting Sponsorship is available.

Event Sponsor at \$350/event

- Opportunity to hang your banner at our event
- Table signage in recognition of sponsorship
- Verbal recognition at the event
- Opportunity to present collateral company literature to event guests
- Spotlight on Envision: Young Professionals Web site
- Host name and logo on bar signage
- Opportunity to speak at event
- Two tickets to sponsored event

Three Event Sponsorships per event available.

Details of sponsorship are subject to change. Contact Haley Pfeiffer, events coordinator, at 970.482.3751 ext. 103 or hpfeiffer@fchamber.org to confirm information.

CSU FALL & WINTER KICK-OFF LUNCHEONS

Anticipated Demographics:

Business to Business/ General Public

The Fort Collins Area Chamber and Colorado State University provide you direct access to the CSU sports teams and coaches with exclusive pre-season analysis from the coaches and other CSU Athletics staff.

Expected Attendance:

Approximately 125 to 200 at the Fall Luncheon and 70-125 at the Winter Luncheon.

Exposure Opportunity:

Show your support for CSU and get your business involved in the community through a table sponsorship. All table sponsors will host a VIP guest at their table.

Date of Events:

The Fall Luncheon will occur in August and the Winter Luncheon will occur in November.

Investment Opportunity:

Table sponsorships at the Fall Luncheon are \$250 and at the Winter Luncheon table sponsorships are \$250. Table sponsors are recognized in the program and at the event. VIP guests are seated with table sponsors.