



O'Fallon - Shiloh
CHAMBER OF COMMERCE

"The Voice of Business"

2012 Marketing Guide

***Find ways to:
Market your Business
Gain Exposure at Events
Target Businesses***

The O'Fallon-Shiloh Chamber of Commerce mission is to foster economic growth by welcoming, uniting and promoting business in the community. Inside this brochure you will find many opportunities to help promote and market your business in and around the area.

We thank you for your membership and to serve you better, we are providing an outline of 2012 scheduled events. Please use this brochure in formulating your budget for next year and in determining how we can best help you market yourself through our Chamber.

Complete the enclosed return card with your desired level of marketing and mail it back to the chamber office.

As you know, new marketing opportunities will sometimes develop throughout the year. As these occur, all members will be notified of the opportunity to participate.

**Location: 116 E. First St. — Mailing Address: P.O. Box 371
O'Fallon, IL 62269 — (618) 632-3377 — Fax(618) 632-8162
Website: www.ofallonchamber.com E-mail: chamber@ofallonchamber.com**

SALUTE TO BUSINESS AWARDS

This annual event will be held on **Thursday, April 12th** and attendance is approximately 150-200. This event is a time for the O'Fallon-Shiloh Chamber to honor businesses and the Ambassador of the Year. It is also a time to recognize board members who will retire and introduce the new board members.

- **Event Sponsor** **\$500**
8 complimentary meals at the luncheon
Recognition in all advertisements/press releases
Recognition during the luncheon
Placement on banquet program
Placement on table tent at each table
Recognition at banquet entry/registration table
- **Table Sponsor** **\$250**
4 complimentary meals at the luncheon
Recognition in all advertisements/press releases
Recognition during the luncheon
Placement on banquet program
- **Awards Sponsor (2 available)** **\$200**
Placement on banquet program
Placement on table tent at each table
Recognition at banquet entry/registration table

SALUTE TO SCOTT AFB PICNIC

This annual picnic will be held on **Saturday, June 9th** and attendance is approximately 5000. It is sponsored by the O'Fallon-Shiloh Chamber Military Affairs, the City of O'Fallon, and the Village of Shiloh to thank Scott AFB and those associated with the base. The event is a family-type atmosphere held at the O'Fallon Community Park and free to military personnel.

- **Eagle Sponsor** **\$1,000 and above**
- **Patriot Sponsor** **\$500**
- **Warrior Sponsor** **\$250**
- **Wingman** **\$100**

You will receive recognition in all advertisements/press releases, as well as recognition at the event.

Sponsorship toward the picnic is used to pay for entertainment for the children such as the bouncing balloons and pony rides. It's used for food, soda, and water served at the picnic. Donations to this committee are also used for quarterly/yearly honor guard awards, support for the Happy Landings at Scott AFB, and JROTC program at the O'Fallon Township High School.

CHAMBER GOLF TOURNAMENT

This annual event will be held **Tuesday, September 11th**. Approximately 150 golfers and volunteers attend. This is our primary fundraiser for the year. Funds raised at this event are used to run and operate the O'Fallon-Shiloh Chamber of Commerce.

Sponsorship Levels Available

- **Platinum Hole Sponsor**
(5 Par 3 & 1 Putting Green available)
Elite Hole Sponsorship _____ **\$1000**
Will share hole with hole-in-one sponsor
Sponsor provides: Tent (size approx. 12 x 12)
Decorations and set up at hole
Chamber provides: Golf Cart banners with business logo
Covers fees for 4 golfers for event
Signage at Hole
Promotion on all pre-event publications
Program Recognition
- **Gold Hole Sponsor**
Hole Sponsor _____ **\$300**
Chamber provides: Golf Cart banners with logo
Signage at Hole
Promotions on all pre-event publications
Program Recognition
- **Silver Hole Sponsor**
Hole Sponsor _____ **\$150**
Chamber provides: Signage at Hole
Promotions on all pre-event publications
Program Recognition

Ball Cap Sponsor _____ **\$1200**

Cost of cap, logo & monogram included in cost of sponsorship.

Sponsor provides: a golf course ball cap for each player with sponsor's name and logo monogrammed on side of cap.

Chamber provides: Covers fees for 4 golfers for event,
Promotion for your business on all pre-event publications,
and Program Recognition.

Golf Ball Sponsor _____ **\$750**

Cost of balls and logo included in the sponsor fee.

Sponsor provides: one sleeve of golf balls per player with sponsor's name and logo on balls.

Chamber provides: Promotion for your business on all pre-event publications and Program Recognition.

Goodie Bag Sponsor _____ **\$250**

Sponsor provides: Goodie bags (bag only) with sponsor's name and logo and a sponsor fee. Bags will be given out to all players. Other businesses may donate items to go in the goodie bags.

Chamber provides: Promotion for your business on all pre-event publications and Program Recognition.

Beverage Cart Sponsor (2 available) _____ **\$250 each**

Chamber provides: Signage on beverage cart.

Promotions for your business on all pre-event publications and Program Recognition.

Lunch Sponsor _____ **cost of** **Dinner Sponsor** _____ **cost of**

CHAMBER BUSINESS EXPO

This annual expo will be held on **Saturday, June 9th** and attendance is approximately 5000. It is held in conjunction with the Salute to Scott AFB Picnic and held at the O'Fallon Community Park. It is open to all Chamber members and non-chamber members. Space is available on a first come basis.

- ***“Pitch your own Tent” adjacent to the Large Pavilion***

Members —\$75 and Non-Members —\$150

-Price includes a 6 ft table and 2 chairs

- ***Table inside Large Pavilion***

Members —\$50 and Non-Members —\$100

-Price includes a 6 ft table and 2 chairs

Your business will provide any skirting, decorations, electrical cords, etc. Businesses are responsible for their own displays and equipment. The O'Fallon-Shiloh Chamber will not be responsible for the security and safety to the equipment and displays. Businesses must insure against loss or damage.

CAREER EXPLORATION FAIR

The annual fair is open to all O'Fallon-Shiloh public and private 8th graders and will be held on **Wednesday, May 2**. Approximately 600 students are brought to the Regency Conference Center by bus and they are given about an hour and a half to visit 50 - 60 businesses (careers). If you are interested in serving as a role model for your career field and can obligate a half or whole day, contact the chamber office. There is no fee to serve as a role model.

- ***Golden Apple Sponsor*** \$500 
- ***Red Apple Sponsor*** \$250 
- ***Green Apple Sponsor*** \$100 

You will receive recognition in all advertisements/press releases, student and role model guides, as well as recognition at the event.

Sponsorship toward this event will be used to pay for the printing of the programs for the students, transportation for the students to and from school, the venue, and role models lunch.

OTHER ANNUAL NETWORKING EVENTS

There are a number of additional annual events. Call the chamber for marketing opportunities.

- ***Education and Political Forums held in March.***
- ***Shiloh Homecoming Business Expo held in September.***
- ***Health and Wellness Fair held in October.***
- ***Holiday Party held in December.***

MONTHLY NETWORKING EVENTS

These three events are held monthly at various locations except for December.

- ***Business Over Breakfast***

Usually held the last Friday of the month from 7:30 a.m. to 8:30 a.m. at the Public Safety Building at 285 N. Seven Hills Road in O'Fallon. You receive a free continental breakfast with coffee and juice. Call the chamber office to sign up to speak on one of the following topics: Kick-start, Business Intro and New Member Intro. The two intro speakers are asked to share the cost of the breakfast items.

- ***Luncheon Meetings***

Usually held the second Wednesday of the month from 11:45a.m. to 1 p.m. at various chamber-member locations. Each luncheon has a guest speaker who will discuss local or state issues.

- ***Business After Hours***

Usually held on the third Tuesday of the month from 5 - 7 p.m. at various chamber-member businesses. The host offers free food, beverages, and attendance prizes. To sign up to host an upcoming BAH, call the chamber office for availability. The host pays \$125 to cover the cost of printing the “Save the Date Card” and postage.

Other Opportunities to Market Your Business

Chamber Tracks

Our monthly newsletter is sent out the first week of each month. It is mailed, e-mailed and posted on the chamber's website. Pictures taken at ribbon cuttings, groundbreakings, and monthly events are included. Your picture may be taken and seen when you attend events which is good for your business! We can include information on your business too. Your info should be to us by the 25th of the previous month to include it.

- **Newsletter Ads**

For \$25, members can place a business card ad in our monthly newsletter. Ads must be submitted to the chamber office by the 25th of the month prior to publication.

- **Monthly Newsletter Inserts**

Our members can place a flier in the monthly newsletter. The cost is \$50 for a one-sided flier and \$65 for a double-sided flier. You provide the 400 copies and we stuff the newsletters and mail it! All inserts must be 8 1/2" x 11". Only three spots for businesses are available per month. Call the chamber office to sign up.

Restaurant Guide

Our restaurant guide is printed twice a year. Provide your logo and a business card size coupon in .jpg format. The cost is \$100 for 6 months: (Jan. - June) or (July - Dec.). Call the chamber office for details and space available.

Rotary Wheels Van

For \$60 per month, your business can advertise on the Rotary Wheels Van for one to twelve months. Rotary Wheels Van is jointly operated by the O'Fallon Township, O'Fallon Rotary, City of O'Fallon and the O'Fallon-Shiloh Chamber of Commerce. They supply low cost or free transportation for township and city residents that have a need.

O'Fallon-Shiloh Map/Lifestyle Magazine

Advertising space is available in each of the O'Fallon-Shiloh Chamber publications. No new publications are set for this year.

Website Advertising

For \$200, members can place banners on our website homepage. For \$300, members can place banners on our website homepage and have a rotating banner space in our weekly E-News. Call the chamber for details.

Website

Business listing & link to your website from our page. Job postings and hot deal advertising available. You must have a login and password to advertise your job postings and hot deals. If you need your login information, please call the chamber office.

Relocation Packets

For \$50 a year, you can put a flyer or brochure in the relocation packages we send out to potential O'Fallon residents. Relocation Packets are sent out as requested. Participants receive a monthly listing of who the packets were mailed to.

Member Directory

We offer a listing of Chamber members and their contact information. One listing per year per business and \$5 for each additional listing.

Join a Chamber Committee

All the chamber committees meet on a regular basis and work on at least one annual project. Our committees are working committees. Call the chamber office if you're wanting to serve.

Business Cards

Member business cards may be displayed in the chamber office. It is your responsibility to keep the cards updated and replenished. There is no charge for this service.

E-News Announcements

They are e-mailed out to all members every Wednesday. It is informative weekly news with announcements, meetings and monthly activity in the chamber. There is no cost for having your information in E-news. All fliers need to be in .pdf or .jpg format and must be in by the Monday prior.

Happy Landings

This is a monthly new spouse welcome at Scott Air Force Base. You can bring to the chamber office give-a ways, trinkets, coupons, brochures, etc. You may want to sponsor the lunch for that day. Call the chamber office for more details.

Member to Member Discounts

Members may offer discounts to other chamber members. A listing of offers will be posted on the chamber website and a window cling identifying your business as a Chamber Member Discount participant will be provided to you. There is no cost for participating in this program.

Ribbon Cuttings and/or Groundbreaking

If you have just opened, changed ownership, are under new management, or have remodeled/expanded your business, please call the chamber to schedule a ribbon cutting at no cost to you. The chamber will send the information of your event to the media a week prior for announcement in the paper. It will also be advertised on our chamber website and e-news.