



**O'FALLON • SHILOH**  
CHAMBER of COMMERCE

# 2017 MARKETING GUIDE

The O'Fallon-Shiloh Chamber of Commerce has a number of programs and initiatives that support our mission of promoting business in the community. The opportunities in this guide provide a variety of platforms for advertising, branding, and networking for your company and help position you as a leader in the local business community. As one of the largest Chambers in the area, we are delighted to offer so many different and well-attended opportunities to promote your business, staff, and market your products—truly something for every type of business and member.

**Please use this guide to formulate your budget and determine how we can best help you market your business through your Chamber. Some sponsorships are limited. Sponsorships should be selected and confirmed early, as certain event sponsorships will sell out. We will notify all members as new opportunities become available.**

*Some details on individual events may be adjusted/announced closer to the event date.*

Monthly

## MONTHLY NETWORKING EVENTS



### **Business Over Breakfast (BOB)**

This informal networking event, is for building relationships and features a complimentary continental breakfast. Usually held the last Friday of each month, 7:30—8:40 a.m., at the Public Safety Building. Three 10-minute speaking opportunities available each month.

Speakers share the cost of the breakfast food items. Average attendance is 55+.



### **Luncheon Meetings**

This event is an educational networking event associated with a lunch. Lunch averages \$12. Usually held the second Wednesday of the month, 11:45 a.m. - 1 p.m., at a chamber-member businesses. If you would like to sponsor a speaker for the luncheon, please contact the chamber. Average attendance is 65+.



### **Business After Hours (BAH)**

BAH is a premier networking event for Chamber members and their businesses. A BAH offers the host the chance to bring potential customers and vendors on site for a first-hand look at the company. Usually held on the third Tuesday of each month, 5 - 7 p.m., at the host sponsor's location. Host Sponsor provides complimentary food, beverages, and attendance prizes. Host pays \$125 to cover printing of "Save the Date Card" and postage. BAHs are scheduled six months in advance. Average attendance is 75+. Consider co-hosting with another chamber member.

**Mailing Address: P.O. Box 371, O'Fallon, IL 62269    Location: 116 E. First St., O'Fallon, IL 62269**

**Phone (618) 632-3377 Fax (618) 632-8162**

**Website: OFallonChamber.com    E-mail: chamber@ofallonchamber.com**

## SALUTE TO BUSINESS AWARDS WEDNESDAY, APRIL 19

Annual luncheon celebrating business and individual success, attracts 200+ attendees.

*Co-sponsored with the O'Fallon Progress.*

- **Event Sponsor — \$750**  
Table of 8 at luncheon  
Recognition in all pre-event advertising  
Recognition during event  
Placement on table tent at each table  
Recognition in program  
Recognition at luncheon entry/registration table
- **Table Sponsor — \$500**  
Table of 4 at luncheon  
Recognition in all pre-event advertising  
Recognition during event  
Placement on table tent at each table  
Recognition in program  
Recognition at luncheon entry/registration table
- **Awards Sponsor — \$250**  
Recognition in all pre-event advertising  
Recognition during event  
Recognition in program

## 8TH GRADE CAREER FAIR THURSDAY, MAY 4

Annual career exploration fair open to all O'Fallon-Shiloh public and private school 8th graders, attended by 600+ students. Students are bused to the fair and given 1.5 hours to meet with 65+ careers (role models). Role models can volunteer for a half or full day. No fee to serve as a role model.

- **Lunch for role models \$1200**
- **Golden Apple Sponsor \$500**
- **Red Apple Sponsor \$250**
- **Green Apple Sponsor \$100**

Recognition in all pre-event advertising  
Recognition during event  
Recognition in student and role model guides  
Recognition at event entry

Sponsorship pays for the programs, transportation, venue, and lunch for the role models.

## CHAMBER GOLF TOURNAMENT TUESDAY, SEPTEMBER 19

Annual golf outing aimed at key business leaders in the region; one of the area's most effective and credible golf tournaments, attracting 250+ golfers and volunteers. The tournament is full of networking, camaraderie and fun! This tournament is the Chamber's primary fundraiser; proceeds benefit Chamber's Programs & Activities. It's a great way to showcase your products, services, and people. The tournament is a shot-gun start with several prizes offered for players. There are two sessions, morning and afternoon: Morning limited to 32 teams; afternoon limited to 32 teams.

\*New this year: Separate prizes and contests for the morning and afternoon sessions!! Make sure you save the date!

- **Tournament Gift Sponsor — \$2500**  
*Chamber will purchase tournament gift  
Complimentary foursome/cart  
Sponsor logo/name on tournament gift  
Signage on hole with logo  
Logo on Event Banner*
  - **Putting Challenge Sponsor — \$1000**  
*2 meal/drink tickets per session for helpers  
Complimentary foursome/cart  
Sponsor provides \$250 prize  
Sponsor provides tent at hole  
Signage on hole with logo  
Logo on Event Banner*
  - **Platinum Hole Sponsors — \$1000**  
*Complimentary foursome/cart  
Exclusive use of one golf cart all day / additional carts \$45  
2 meal/drink tickets per session for helpers  
Sponsor provides tent at hole  
Signage on hole with logo  
Logo on Event Banner*
  - **Club-Level Sponsors — \$500**  
*Close to clubhouse from 10—3p.m.  
Sponsor provides tent at location  
2 meal/drink tickets per session for helpers  
Signage on hole with logo  
Logo on Event Banner*
  - **Gold Hole Sponsor \$300**  
*Signage on hole with logo  
Logo on Event Banner*
  - **Silver Hole Sponsor \$150**  
*Signage at hole with name of business*
  - **H2O Sponsor \$300**  
*Morning Sponsor: hand out water at send off and have 2 hours in golf cart providing water  
Signage at event  
Afternoon Sponsor: hand out water at send off and have 2 hours in golf cart providing water  
Signage at event  
\*Each sponsor provides 8 cases water*
  - **Hydration Station \$250**  
*Sponsor provides "cool" items (e.g. frozen towels, coop pops, lemonade, etc.)  
Signage at event*
  - **Cool Pop Sponsor \$250**  
*Sponsor provides cool pops  
Signage at event*
  - **Hole in One Sponsor**  
*Signage at hole/location*
- \*\*\*New this Year\*\*\* Pin Flag Sponsor (18 available) \$500**  
*Custom pin flag with corporate recognition  
Exclusive—only 18 available  
Selection is based on a first-come basis  
Sponsor retains flags as keepsake  
Must commit by August 7th*

## SALUTE TO SCOTT AFB PICNIC

November 10

Salute to Scott 2017 We previously decided to skip Salute to Scott Picnic and Business Expo 2017 due to a date conflict with the Air Show in June. We will, after all, host a Salute to Scott AFB Business Expo 2017 on Friday, Nov 10<sup>th</sup>, during the day, at Gateway Classic Cars! This is the Friday before Veteran's Day (the base will be closed that day) so it will be a great day to get those families out to our event! We are still working on the details of the event and will share them when they are ready to be announced (probably in May/June time-frame). For now, save the date!

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## ANNUAL HOLIDAY PARTY EARLY DECEMBER

Annual holiday thank-you reception for our members, 5-8 p.m., attracts 300+ members. There is a nominal fee to attend, cash bar, and we request a food donation for the local food pantry.

- **Holiday Sponsor** (multiple sponsorships available)

Recognition in all pre-event advertising  
Recognition on invitation  
Recognition during event  
Recognition at event entry/registration table

## OTHER ANNUAL NETWORKING EVENTS

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

- **Education & Political Forums held in March of election years**
- **Shiloh Homecoming Business Expo held in September**
- **City/Village Health and Wellness Fair held in October**
- **ChamberNet (event attended by 10+ area chambers)**

# FOCUS GROUPS

### **Chamber YOUiversity**

This Chamber is all about YOU! We are here to support, educate and help YOU grow YOUR business through education and networking. Classes are taught by members of the chamber. Usually held once a quarter.

### **A Women's Forum — coming in the fall 2017**

Annual networking event for women. Half day seminar created to help empower women on their paths to success. Sponsor and expo opportunities will be made available closer to event. Joint event with the Greater Belleville Chamber of Commerce.

### **Leadership Institute**

It exposes participants to critical Community issues that enhance their understanding of assets and resources within the community. You must be 40 and under and employed by a member of the O'Fallon-Shiloh Chamber of Commerce.

### **Member Benefits Orientation (MBO)**

Open to new, existing, and potential members. Find out how to make the most of your chamber benefits. Held quarterly. Attendees receive a complimentary business card ad in a chamber newsletter.

**Sign up now to avoid the rush! Email your sponsorship(s) requests to [chamber@ofallonchamber.com](mailto:chamber@ofallonchamber.com).**

**You can make your payments this year for next year's marketing.**

**This guide covers the majority of opportunities available to you as a member.**

**All members will be notified as new marketing/sponsor opportunities come about throughout the year.**

# MORE OPPORTUNITIES TO MARKET YOUR BUSINESS

## Market Yourself to the Public & Chamber Members

### Referrals

We refer **chamber members** to the public every day!

### Business Cards

Have your information readily available for those referrals and display your business cards in the chamber office. It is your responsibility to keep the cards updated and replenished. No charge and for members only.

### O'Fallon-Shiloh Map

New Map Wrap published in 2014. Available in the Chamber office.

### Promotional Items

Put your business name in front of a crowd! We are always looking for attendance prizes, door prizes and give-a-ways for our monthly and annual events. Call us to find current opportunities.

### Relocation Packets

O'Fallon-Shiloh information is given to potential residents/visitors who request it.

### Restaurant Guide

Printed quarterly listing all restaurants in O'Fallon-Shiloh with special emphasis on chamber members. It's also located on our website.

### Ribbon Cuttings and/or Groundbreaking

If you have a new business, changed ownership, are under new management, or have remodeled/expanded your business, please call us to schedule a ribbon cutting at no cost to you. It will be advertised on our chamber website, newsletter, and E-news.

### 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. The van provides low cost or free transportation for township and city residents who have a need within O'Fallon city limits.

### Scott AFB Events

Get your business name out at Scott AFB! We regularly provide information to new spouses to the area and attend the Scott AFB Spouse Club Coffee each September. We meet 170+ at the annual event. Chamber staff represents our membership at these events. We will accept goodie bag items for the spouse coffee starting in August.

### Social Media

Join us on Facebook, Twitter, Pinterest, and LinkedIn! We'll follow you!

### Website

Our Member Directory includes specific information about your business as well as a link to your website. Job postings and discount advertising available; it's free and a benefit of your membership. Call us for your login and password for access.

- **Member to Member Discounts**
- **Hot Deals**
- **Job Postings**

### Website Advertising

For \$300, place your ad on our home page and have a rotating ad space in our weekly E-News for a year. For \$300, be the sole banner ad on every website page for a quarter.

## MARKET YOURSELF TO OUR 590+ CHAMBER MEMBERS

### Member Directory/Mailing Labels

We offer a listing of Chamber members and their contact information. One Member Directory per year per business. Accompanying mailing labels available for \$25.

### Join a Chamber Committee/Focus Group

All committees/focus groups meet on a regular basis and work on at least one annual project.

## FIND OUT WHAT'S GOING ON IN YOUR CHAMBER!

### Chamber Tracks

*Chamber Tracks* is our monthly newsletter that is distributed the first week of each month via e-mail, social media, and the chamber's public accessible website. Ribbon cutting and groundbreaking pictures, monthly events, and new Chamber member listings are included. The deadline for submitting your information (Member News, Maybe You'd Like To) for this publication by the 25th of each month.

- **Newsletter Ads**  
Quarter Page Ad (\$25) and Half Page Ad (\$35).
- **Monthly Newsletter Inserts**  
Include your single full page flier (\$50).
- **Newsletter Sponsor**  
Be the first flier seen when the newsletter is opened.  
Be the sole newsletter sponsor (\$100).

### E-News Announcements

Weekly E-News comes to you each Wednesday via e-mail, social media, and the chamber's public accessible website. E-News includes member information, meeting schedules, announcements, and upcoming chamber activities. Deadline for submission is the preceding Tuesday. Submission is free and for members only. All fliers need to be in .pdf or .jpg format.

### Monday Marker

This is your Monday morning reminder of events happening that week and a snapshot of what to expect the following week. This is a good reminder to RSVP.

**Let us know if you would like to add additional employees to receive these informative email updates. We currently email to 1200+ email addresses!**

**We offer affordable and easy ways to market your business through the chamber. Sign up now –what are you waiting for?**