



O'FALLON • SHILOH
CHAMBER of COMMERCE

2018 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 54+.



Luncheon Meetings

This event is an educational networking event associated with a lunch. Lunch averages \$13. Usually held the second Wednesday of the month, 11:45 a.m. - 1 p.m., at a chamber-member business. If you would like to sponsor a speaker for the luncheon, please contact the chamber. Average attendance is 69+.



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 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 90+. Consider co-hosting with another chamber member.

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Phone (618) 632-3377 Fax (618) 632-8162
Website: OFallonChamber.com E-mail: chamber@ofallonchamber.com

SALUTE TO BUSINESS AWARDS WEDNESDAY, APRIL 11




Annual luncheon celebrating success in business, 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 WEDNESDAY, MAY 2

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 \$600 (2 available)**
- **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 18

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. Separate prizes and contests for the morning and afternoon sessions!!

- **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
Vegas & Red Solo Game available
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
- **Pin Flag Sponsor — \$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 1st
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, cool pops, lemonade, etc.)
Signage at event
No alcohol
- **Hole in One Sponsor**
Signage at hole/location
Logo on Event Banner
- **Breakfast Sponsor**
- **Lunch/Dinner Sponsors \$500 (or in kind)**
(Multiple Sponsors Available)

Other sponsorships may be available closer to event.

SALUTE TO SCOTT AFB TRIBUTE SATURDAY, NOVEMBER 10

Annual Tribute for those associated with Scott Air Force Base and their families, attracts 1,500+. Sponsored by the O'Fallon-Shiloh Chamber Military Affairs, City of O'Fallon, and Village of Shiloh as a thank you to our military; held this year at Gateway Classic Cars.

- **Falcon Sponsor** \$2500
- **Eagle Sponsor** \$1000
- **Patriot Sponsor** \$500
- **Warrior Sponsor** \$250
- **Wingman** \$100



Recognition in all pre-event advertising

Recognition during event

Patriot level sponsors and above receive a Business Expo table

Sponsorship pays for this event as well Scott AFB quarterly/annual awards program, dorm dinners and other military-related events.

SALUTE TO SCOTT BUSINESS EXPO SATURDAY, NOVEMBER 10

Annual business expo held in conjunction with the Scott AFB Tribute, attracts 1,500+ base family members. Table space available on a first come basis.

- **Table Space** — \$125
- Price includes a 6 ft table and 2 chairs
- **Electric (optional and limited availability)** — \$25
 - **Wi-Fi (optional and limited availability)** — \$25

Registration and payment is due by cut off date.

Business provides skirting, 200+ promotional items, decorations & etc.

Placement of expo tables will be in the large room in back of car showroom and assigned by the chamber.

Businesses are responsible for their own displays and equipment.

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 the fall**
- **ChamberNet (event attended by 10+ area chambers)**

DEVELOPMENT

Chamber YOUiversity

This Chamber is all about YOU! We are here to support, educate and help YOU grow YOUR business through education and networking. Held every other month as a minimum.

Spring Board to Success

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

Exposes participants to critical Community issues that enhance understanding of assets and resources within the community. Must be 40 and under during Nov-Dec application period.

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.

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

Current MapWrap 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 available to potential residents/visitors.

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 spouses new 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. Most listings shows up on first page on google search. 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 \$350, 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 600+ 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.

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 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 for this publication by 25th of prior 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. For \$100, be the video feature of the month.

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 1100+ email addresses!

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