



# 2025

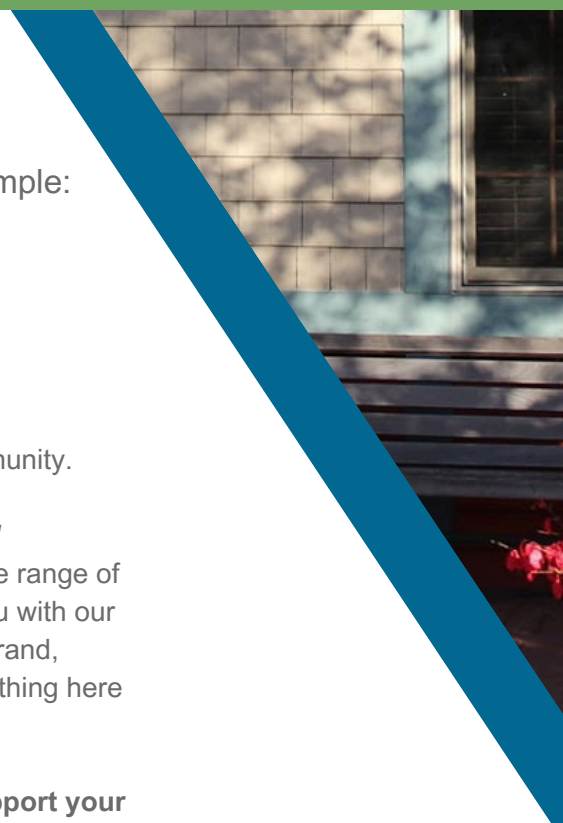
# MARKETING GUIDE

At the O'Fallon-Shiloh Chamber of Commerce, our mission is simple:  
**to strengthen and promote our local business community.**

With over 550 member businesses and professionals, we work together to create opportunities that support growth, foster connections, and drive success for each of our members. Guided by our elected Board of Directors and supported by our dedicated office team, we are committed to offering resources and programs that meet the evolving needs of our business community.

This guide highlights the many opportunities for **advertising, branding, and networking** available through your Chamber membership. With an extensive range of sponsorships and events, it's our pleasure to offer platforms that connect you with our vibrant local business community. Whether you're looking to promote your brand, market your products, or grow your professional network, there is truly something here for every member and business.

Use this guide to plan your marketing budget and discover ways we can **support your growth**. With some sponsorships limited, we encourage early selection to secure your place in popular events. Explore the benefits and services that membership in the O'Fallon-Shiloh Chamber offers—your gateway to strengthening connections, enhancing visibility, and building leadership in our thriving community.



# TABLE CONTENT

- Get Connected | 3
- Be an Active Chamber Member | 4
- Professional Development | 5
- Monthly/Quarterly Networking Events | 5
- Signature Events | 6-7
- Ribbon Cuttings and Groundbreakings | 8
- Media and Advertising | 9-10
- Chamber Resources | 11





# GET CONNECTED

Our Chamber offers a variety of opportunities to engage with fellow members, share your business, and expand your network. Here are some tips to make the most of your involvement:

- **Invite Guests:** Many of our events are open to potential members and your employees. Feel free to bring them along to experience the Chamber's community firsthand. Just remember to RSVP for your guests as you would for yourself.
- **Cancellation Policy:** If you've RSVP'd for an event with a meal but find you can't attend, please let us know as soon as possible. If the Chamber has to cover your meal cost, you'll receive an invoice for the expense.
- **Networking Essentials:** Bring plenty of business cards to each event. We also feature a member business card wall at the Chamber office, so be sure to leave a stack of cards with us for added visibility.
- **Name Tags:** Wearing a name tag with your company's logo helps others remember who you are and where you're from—an easy way to make a lasting impression!
- **Membership Plaque & Window Cling:** Promote your Chamber membership proudly! With 63% of consumers preferring to buy from a Chamber member, display your membership plaque and window cling to show your support and credibility.

Each event and connection is an opportunity to showcase your business and become part of our thriving community.



*We welcome, unite and promote business. We serve as “The Voice of Business” for the O’Fallon-Shiloh communities.*

[ofallonchamber.com](https://ofallonchamber.com) [chamber@ofallonchamber.com](mailto:chamber@ofallonchamber.com)





# BE AN ACTIVE CHAMBER MEMBER

Joining the O'Fallon-Shiloh Chamber of Commerce and getting involved can be a powerful boost for your business. Here's how:

- **Business-to-Business Referrals:** People do business with those they trust. By attending Chamber events, you'll build valuable connections and become a trusted resource for others—leading to referrals within our community.
- **Learning Opportunities:** Our meetings often offer insights on business management, professional growth, and community updates—all for little to no cost.
- **Volunteer Opportunities:** Make a difference in our community by serving on committees or volunteering at events. Together, we create a thriving local economy. Get involved and see the benefits firsthand!

## COMMITTEES AND INVOLVEMENT

Our Chamber committees drive many of the events and benefits we provide. Serving on a committee allows you to shape the Chamber's efforts and gain visibility for your business. Each committee meets on a set schedule; call the Chamber office if you're interested in joining.

### AMBASSADORS

Our goodwill team of up to 20 members who welcome new members and assist at events.

### ECONOMIC DEVELOPMENT

Fosters a robust economic environment in the community.

### GOLF

Plans and hosts the annual Chamber golf outing for members and guests.

### EDUCATION

Bridges communication between schools & the business community. Key projects include the 8th Grade Career Fair and OTHS Job Fair.

### GOVERNMENT AFFAIRS

Advocates for the business community on key issues at local, state, and national levels.

### HEALTHCARE & WELLNESS

Focuses on promoting health and wellness through partnerships, education, and advocacy.

### MILITARY AFFAIRS

Builds ties with the military community through programs like Military Appreciation Days and charitable outreach.

### MILITARY AFFAIRS SPONSORSHIPS

Friends of Scott - \$500  
Scott Wingman - \$280

### EMERGING LEADERS

Connects young professionals under 40 through social, educational, and service events.

### DOWNTOWN DISTRICT

Supports businesses in the downtown area through specialized initiatives.



# PROFESSIONAL DEVELOPMENT

## Lead In: Chamber Leadership Institute

Our Lead In program is a unique opportunity for young professionals (ages 21-40) living or working in O'Fallon or Shiloh to grow as community leaders. This program connects you with new faces and provides insights into our community beyond the typical professional experience. Lead In meets monthly from February to October, with a tuition of \$399. Applications are accepted year-round, with selections made in January. Learn more and apply online: [ofallonchamber.com/leadin](http://ofallonchamber.com/leadin)

## LEADERSHIP INSTITUTE



O'FALLON • SHILOH

CHAMBER of COMMERCE

## MONTHLY/QUARTERLY NETWORKING



Join us for a relaxed morning of networking over a complimentary continental breakfast! BOB is typically held the last Friday of specific months from 8-9 a.m. at the Public Safety Building. Two speakers each get 12 minutes to present and share the cost of breakfast items. *Average attendance: 55+*



Enjoy a small-group lunch with fellow Chamber members, where location and lunch partners are selected at random the day before. This is a fun way to support local restaurants and make new connections. Typically held the second Thursday of specific months, 11:30 a.m.—12:30 p.m. You pay for your own lunch. *Average attendance: 6 per location*



A premier networking event hosted by a Chamber member, BAH provides exposure to potential clients on-site. Typically held on the third Tuesday of select months from 5-6:30 p.m., hosts provide food, drinks, and prizes, plus a \$125 fee for "Save the Date" cards. *Average attendance: 70+*



Perfect for new, current, and prospective members, this quarterly session helps you get the most out of your Chamber benefits. Typically held the last Tuesday of specific months, 8-9 a.m.



Coffee Connect is a networking event similar to our popular Restaurant Roulette but tailored for coffee lovers! This event is a fun way to support local coffee shops while connecting with other professionals in a relaxed, casual setting.

## SALUTE TO BUSINESS AWARDS | MAY 20

Annual Salute to Business Awards Luncheon—celebrating achievements in business with 200+ attendees.

### EVENT SPONSOR - \$750

- Table of 8
- Recognition in all pre-event advertising and during event
- Logo on table tents, program, and at entry/registration
- Recognition at entry/registration table

### TABLE SPONSOR - \$500

- Table of 4
- Recognition in all pre-event advertising and during event
- Placement on table tent at each table | Recognition in program
- Recognition at entry/registration table

### AWARDS SPONSOR - \$250

Recognition in all pre-event advertising, during event and in program

## 8TH GRADE CAREER EXPLORATION FAIR | APRIL 10

Join us for our Annual Career Exploration Fair, open to all O'Fallon-Shiloh public and private school 8th graders. Over 600 students attend, meeting with 65+ career role models. Students are bused in for 1.5 hours of hands-on exploration. No fee to participate as a role model.

### LUNCH SPONSOR - \$600

- Name/logo in all printed materials (program books for 65+ role models and 600+ students)
- Name/logo in all pre-event advertising
- Full page ad in 600+ student program books
- Recognition at event entry

### RED APPLE SPONSOR - \$250

- Name/logo in all printed materials
- Name/logo in all pre-event advertising
- Quarter page ad in 600+ student program books
- Recognition at event entry

### GOLD APPLE SPONSOR - \$500

- Name/logo in all printed materials
- Name/logo in all pre-event advertising
- Half-page ad in 600+ student program books (limit of 4 sponsors)
- Recognition at event entry

### GREEN APPLE SPONSOR - \$100

- Name/logo in all printed materials
- Name/logo in all pre-event advertising
- Recognition at event entry

## ANNUAL HOLIDAY PARTY | DECEMBER 9

Become a sponsor for our Holiday Party and enjoy various levels of pre- and post-event advertising and signage. This is a fantastic opportunity to promote your business to over 200 attendees each year!

### Event Sponsor (Multiple available) - \$2,000:

- Special recognition at the event
- Option to display/give out promo items at registration table
- Option to greet guests at the door
- 6 complimentary tickets

### Signature Drink Sponsor (1 available) - \$750

- Help plan the drink and name for the signature drink
- Provide cups with your logo for the drink (*optional*)
- Drink available for purchase at a lower cost
- Name/logo displayed at each bar

### Centerpiece Sponsor (2 available) - \$400

- Name/logo at each table with a centerpiece (*approx. 10 tables*)

### Welcome Punch (2 available) - \$500

- Name/logo displayed at welcome punch station. Welcome punch is complimentary for all in attendance.

### Appetizer Sponsors - \$300

- Name/logo displayed at appetizer table

### Dessert Sponsors - \$300

- Name/logo displayed at dessert table

### Entertainment Sponsor (1 available) - \$300

- Name/logo displayed next to the music entertainment

### Every sponsorship level includes:

- Advertising in our weekly e-news & on our website
- Promotion on the holiday party event page
- Logo on event posters
- Slideshow featuring your logo at the event



## CHAMBER ANNUAL GOLF TOURNAMENT | SEPTEMBER 9

Join us for the Annual Golf Outing, a premier event for key business leaders in the region! Attracting over 250 golfers and volunteers, this tournament is known for its networking, camaraderie, and fun. As the Chamber's primary fundraiser, proceeds support our Programs & Activities, making it a fantastic opportunity to showcase your products, services, and team.

The tournament features a shotgun start with multiple prizes. There are two sessions:

- Morning: Limited to 20 teams
- Afternoon: Limited to 32 teams

Separate prizes and contests are held for each session!

### Tournament Gift Sponsor — \$3000

- Chamber purchases tournament gift
- Complimentary foursome/cart
- Sponsor logo/name on tournament gift
- Signage on hole with logo; logo on Event Banner

### Putting Challenge Sponsor — \$800

- 2 meal/drink tickets per session for helpers
- Sponsor provides tent at the hole
- Signage on hole with logo; logo on Event Banner
- **Add a four player team for \$450**

### Platinum Hole Sponsors — \$800

- Exclusive use of one golf cart all day (*add'l carts \$75*)
- 2 meal/drink tickets per session for helpers
- Vegas Game available to host
- Sponsor provides tent at hole
- Signage on hole with logo; logo on Event Banner
- Add a four player team for \$450

### Club-Level Sponsors — \$550

- Close to clubhouse from 10 am - 3 pm
- 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 — \$400

- Custom pin flag with corporate recognition
- Exclusive—only 18 available (first-come basis)
- Sponsor retains flags as keepsakes
- Must commit by August 1st
- Logo on Event Banner

### Awards Sponsor — \$250 or \$125

- Option 1—\$250: Sponsor pays for flight prizes. Business name in program
- Option 2—\$125: Sponsor provides 2 dozen high quality golf balls as part of golf prizes (may include company logo). Business name in golf program.

### Gold Hole Sponsor — \$250

- Signage on hole with logo
- Company Name on Event Banner

### Silver Hole Sponsor — \$125

- Signage at hole with name of business

### H2O Sponsor — \$350 (4 available: 2 each session)

- Each sponsor provided a golf cart, cooler and water
- One sponsor covers the Front 9, one covers the Back 9
- Signage at event and on cart
- Each sponsor provides 8 cases of water

### Bunker Beers Sponsor—\$500 (4 available: 2 each session)

- Each sponsor provides a tent at the hole
- No beer tickets accepted
- Signage at hole with logo
- Morning session 10 am to 12 pm; Afternoon session 2-5 pm
- Each sponsor provides 5 cases of domestic beer can

### Snack Attack Sponsor \$250 (2 available)

- Each sponsor provides 120 bags of snacks (pretzels, granola bars etc.); logo may be on the bags
- Chamber staff will place bags in carts at send off
- Company name in the program

### Hole in One Sponsor

- Signage at hole/location
- Logo on Event Banner

### Meal Sponsors (call or email for details)

- Multiple sponsorships available

**Note:** Other sponsorships may become available closer to event.

# WING WALK PROMOTION

---

## **Wings Event: Get Creative!**

Wings can be any type—Butterfly, Angel, or even Chicken wings!

**Event Details:** The community is encouraged to take selfies with participating wings and upload them to Facebook. Each uploaded selfie enters the individual for a chance to win cash prizes: \$250, \$200, and \$100. Participating businesses will also compete for a prize.

**Boost Foot Traffic:** This holiday season, we're aiming to attract more customers and visitors to the O'Fallon and Shiloh communities. An increased flow of foot traffic means more potential customers for your business and fellow businesses!

**Business Entry Fee:** \$40

**Business Prize: Most selfies:** One 618 Now Podcast Sponsor Spot (\$100 value)

---



## THE 618 NOW PODCAST

---

### **Tune in to The 618 Now!**

Join us every Friday morning for a snapshot of what's happening in the O'Fallon and Shiloh (Illinois) area. We'll highlight new developments, upcoming events, and share good news from our community!

**Stay Informed:** Listen to The 618 Now, a podcast by the O'Fallon-Shiloh Chamber of Commerce and O'Fallon Weekly. Subscribe wherever you listen to podcasts.

**Become a Podcast Sponsor:** \$200 for one episode.

**MEDIA KIT**



---

# RIBBON CUTTINGS | GROUNDBREAKINGS

---

Celebrate your new business with a ribbon cutting ceremony! Membership in our Chamber is required to receive this service. Whether you've just opened, changed ownership, under new management, remodeled, or are celebrating a milestone anniversary, contact us to schedule your event.

### **Key Details:**

- **When:** Typically held Tuesday to Thursday, with lunchtime being ideal.
- **What to Prepare:**
  - Tour of your business
  - Light refreshments
  - Short speech
  - Press release for the Chamber

We'll create a promotional video, send your press release and photos to the media, and advertise on our website. The Chamber provides oversized scissors, ribbon, and Ambassadors. Attend to connect with the community and support a new business!



# ADVERTISING

## BILLBOARD ADVERTISING

*Runs April to March*

- **Location:** East St. Louis Interstate 55/64 at Collinsville Ave & Martin Luther King Dr. (Eastbound, Into IL )
- **Type:** Digital
- **Size of Billboard:** 14' by 49'
- **Traffic Count:** 133,110 Vehicles Daily
- **Ad Count:** 40 spots per day
- **Ad Duration:** 10 Seconds
- **Ad Specifications** 416 PX by 1504 PX, 72 DPI, RGB Color in JPEG



### Prices

- 52 weeks: \$1,400
- 32 weeks: \$1,000
- 20 weeks: \$700

Ads can be updated and changed once per quarter. The Chamber can design your ad for a fee of \$100.

**If interested, please contact the Chamber by February 15.**

**Note:** All Ads must be approved by the O'Fallon-Shiloh Chamber of Commerce, which reserves the right to refuse/reject any ad.

## ADVERTISE ON THE ROTARY VAN WHEELS VAN!

**GET MOBILE WITH YOUR ADVERTISING**

AS LOW AS \$60/MONTH

CALL THE CHAMBER OFFICE FOR MORE INFORMATION

618-632-3517

\*Purchase one month or up to 12 months. Larger window ads available for additional cost. Design fee is additional.

For **\$60 per month**, your business can advertise on the Rotary Wheels Van for one to twelve months. Larger ads displayed on the vehicle or windows are billed quarterly at **\$1,200 a year**.

The Rotary Wheels Van, operated by O'Fallon Township, O'Fallon Rotary, City of O'Fallon, and the O'Fallon-Shiloh Chamber of Commerce, provides low-cost or free transportation for residents in need within O'Fallon city limits.

For more advertising information, call the O'Fallon Township office at **618-632-3517**.



# OTHER ADVERTISING

## WEEKLY E-NEWS

Weekly E-News comes to you each Wednesday via e-mail. E-News includes member information, meeting schedules, announcements, and upcoming chamber activities. Complimentary for members, submit your flyers/ads for inclusion in our weekly E-News. Deadline for submission is the preceding Monday, end of day. All flyers must be submitted in jpg or pdf format. Flyers will run until date of event or 3 times if no date specified. It is sent to over 1200 emails.

## MONTHLY NEWSLETTER

Chamber Tracks is our monthly newsletter distributed the first week of each month via e-mail and the Chamber's website. Content includes event photos and recap, new Chamber member listings, relevant business and health/wellness articles and more!

- **Sponsor Ad(\$100) or Full Page (\$50) Insert:**  
Full page, 8.5 x 11 (1275x1650 pixels ) at 150 dpi / vertical orientation
- **Half Page Ad (\$35) Insert:**  
8 x 5 (1200x 750 pixels) at 150 dpi / horizontal **orientation**
- **Quarter Page (\$25) Insert:**  
4 x 5 (600x750 pixels) at 150 dpi / vertical or horizontal orientation

### 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 \$40

Submit ads pdf or jpg format to [communications@ofallonchamber.com](mailto:communications@ofallonchamber.com) Deadline to submit ad is the 25th of the month prior to publication.

## CHAMBER WEBSITE

Advertise on the chamber's website and be seen by 3000+ unique visitors per month. Place your ad on our home page and have a rotating ad space in our weekly E-News for a year, or be the sole banner ad on every page of our website for a quarter. Both ads are clickable and can link to your website or landing page. Submit your ads in pdf. or jpg format to: [communications@ofallonchamber.com](mailto:communications@ofallonchamber.com)

Additionally, as a member you have access to your own business profile on our website. With your account login you can update company information, add photos, search keywords and post job listings, hot deals and member-to-member discounts/offers. Our Member Directory includes specific information about your business as well as a link to your website. Most listings show up on first page on Google search. Your login/password also allows you to RSVP for all Chamber events and sign up to sponsor or be a vendor. Need help with your login/password? Call us at the chamber.

### **Banner Ad (\$250/Quarter)**

- Static Banner, appears on all pages of our website 3000+ visits per month
- Ad links to your website 582x100 pixels (8x1 inches) at 72 dpi
- Rotates with one other ad

### **Square Ad (\$350/Year)**

- Rotating ad, appears on first page of our website
- Rotates as E-news Sponsor every 4-5 weeks
- 3000+ website visits per month
- E-news sent to 1400+ emails per week
- Ad links to your website 400 x 400 pixels (6x6 inches) at 72 dpi



# CHAMBER RESOURCES



## **O'Fallon-Shiloh Community Guide/Map**

Available in the Chamber office and on our website.

## **Relocation Packets**

Resources on O'Fallon-Shiloh for prospective residents and visitors.

## **Restaurant Guide**

Quarterly guide listing all restaurants in O'Fallon-Shiloh, with emphasis on Chamber members. Printed and available on our website.

## **Meeting Spaces, Receptions & Events Guide**

A complete resource for venues to host meetings, luncheons and events. Access online or pick up at Chamber office.

## **Checklist**

- Are you receiving Chamber e-mails on upcoming events?
- Are you getting the Monday morning Inside Track?
- Receiving the E-News each Wednesday?
- Have you received your member plaque and window cling?
- Do you have your Chamber website login/password?
- Have you updated your business info on our website?
- Posted a job opening on our website?
- Need a member directory?
- Want to purchase mailing labels?

[ACCESS ALL RESOURCES](#)



# LET'S PARTNER **TOGETHER**


---



 Office (618) 632-3377

 Office Address  
116 East First Street | O'Fallon, Illinois 62269

 Mailing Address  
P.O. Box 371 | O'Fallon, Illinois 62269

 Monday to Friday | 8:00am – 4:00pm  
Saturday & Sunday Closed