



2024 Marketing Guide

The O'Fallon-Shiloh Chamber of Commerce is a voluntary partnership of business and professional people working together to further their collective interests while advancing our local business community.

Our Chamber is run by our members. We annually elect a Board of Directors who determine policies and set goals. The office staff handles the day-to-day operations. Our Chamber is currently over **550+** members strong.

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. There are many ways to be involved and find value as a member of our chamber. Please use this guide to explore the benefits and services offered by the O'Fallon-Shiloh Chamber of Commerce.

Get Connected

- Please feel free to bring a potential member or your employees to most of our events. Please RSVP for your guests as you would for yourself. Please note that if you RSVP for an event and are unable to attend, if the Chamber has to pay for your meal, you will receive an invoice for your meal.
- You should always bring plenty of business cards to any event. We have a member business card wall in the chamber office. Bring us your cards!
- Wearing a company name tag to events helps members know your name and your company.
- Membership Plaque & window cling —63% of consumers are more likely to buy from a Chamber member. Proudly promote your Chamber Membership with our wall plaque and window cling.

Mailing Address: P.O. Box 371, O'Fallon, IL 62269 **Location:** 116 E. First St., O'Fallon, IL 62269
Office Hours are Monday-Friday, 9 a.m. – 12 p.m. and 1 p.m. — 4 p.m.

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

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

We welcome, unite and promote business.



We serve as “The Voice of Business” for the O'Fallon-Shiloh communities.

Be an Active Chamber Member

Becoming a member and getting involved in the O'Fallon-Shiloh Chamber of Commerce may be one of the best moves you can make for your business! Does that sound like an overstatement? Your involvement in your Chamber may be vital to your success as a business. Joining the chamber and getting involved offers many benefits, many of which you may not be aware of:

Business-to-Business Referrals – People like to do business with people they know and can trust. When you attend Chamber events, you will get to know a variety of people. When you need a service, use one of your chamber colleague's services and chances are, they won't forget you! If they don't personally need your services, they may refer you to their business associates, friends, family and acquaintances. Every month the Chamber hosts many opportunities to network with other members. The Chamber serves the function of offering business referrals to people in the community.

Learning Opportunities – At many of our meetings, there is a wealth of information that can be learned about business, managing people, professional development and happenings in our community. The charge for these meetings is nominal and is often free.

Volunteer Opportunities – The Chamber works to make our community a better place to live and to do business so that economic growth and stability takes place, which positively affects the entire community for the better. There are many opportunities within the Chamber to serve on various committees or volunteer at events.

We have various committees who are responsible for the vast majority of events and benefits we provide. Not everyone can serve on a committee, but membership on a committee does give the opportunity to provide input on the issues impacting the business community and the Chamber as well as visibility for your business. Our committees meet on a set schedule. Call the Chamber office if you're interested in serving on a committee.

- **Ambassadors** serve as "goodwill messengers" for the Chamber, welcoming new members and assisting with most Chamber events. We are limited to 20 Ambassadors.
- **Golf** plans and conducts the annual golf outing for Chamber members and their guests.
- **Education** facilitates communication between the private and public school systems and encourages discussion between the school systems and the O'Fallon business community. This committee is composed of superintendents representing the local public and private schools. Projects include the annual 8th Grade Career Fair and OTHS Job Fair.
- **Military Affairs** works to build close ties with active duty, retired military and civilian residents of our communities. This Committee supports our military through SAFB Spouse Club, airmen dorms, AFJROTC and other entities. Sponsorship supports Vine Street Market Military Appreciation Days, Holiday Charitable Outreach and Welcome packets etc.
Friends of Scott Sponsor \$500 Scott Wingman Sponsor \$280
- **Economic Development** works towards a healthy economic climate for the community.
- **Government Affairs** represents the business community's interest before local, state, and national government on important business issues.
- **Healthcare & Wellness** promotes health and wellness in the O'Fallon-Shiloh communities through healthcare leadership, partnerships, education and advocacy. Members in the healthcare industry make up this committee.
- **Emerging Leaders** are a young professionals' group for members under age 40 to connect with each other. This group generally meets for social, educational and service events.
- **Downtown District** is composed of chamber business members in the downtown district..

PROFESSIONAL DEVELOPMENT

LEADERSHIP INSTITUTE



O'FALLON • SHILOH
CHAMBER of COMMERCE

Did you know the Chamber offers a Leadership Institute program for young professionals?

The class is open to Emerging leaders between ages 21-40 who live or work in O'Fallon or Shiloh with demonstrated community involvement or aspirations to become more involved.

Lead In is designed to introduce you to people you might not otherwise meet and provide you education you might not otherwise receive about our community.

We've had a wide range of students complete the program and we encourage you to think "outside the box" when considering colleagues and employees you might refer to apply!

Participants must be willing to commit the necessary time to fully participate in the program. The class tuition is \$349, payable prior to the first meeting. Lead In meets one afternoon each month from February to October. Applications are accepted year round with selections being made in early January. You can learn more about the program and apply online on the Chamber Website: ofallonchamber.com/leadin/.

MONTHLY/QUARTERLY 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 specific months 8:00-9:00 a.m., at the Public Safety Building. Two 12-minute speaking opportunities are available. Speakers share the cost of the breakfast food items. Average attendance is 45+.



Restaurant Roulette

This event is a small group luncheon, held on specific months. Location and lunch partners are determined by a virtual roulette wheel. You're randomly assigned a restaurant (we'll let you know the day before where you're eating).

You'll find out who your lunch partners are (4-6 other chamber members) when you show up to eat!

This is a fun way to support local restaurants and get a chance to network! You pay for your own lunch. Average attendance is 6 per location.



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 certain months, 5 - 6:30 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 in advance. Average attendance is 60+. Consider co-hosting with another chamber member.



Maximize Your Membership (MAX)

Open to new, existing, and potential members. Find out how to make the most of your chamber benefits. Held quarterly.

SALUTE TO BUSINESS AWARDS—May 10

The Annual Salute to Business Awards luncheon celebrating success in business; 200+ attendees.

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 entry/registration table

Awards Sponsor — \$250

- Recognition in all pre-event advertising | Recognition during event | Recognition in program

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 entry/registration table

8TH GRADE CAREER FAIR—Apr 25

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 Sponsor \$600 (2 available)

- Name/logo in all printed publications (including 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



Golden Apple Sponsor \$500

- Name/logo in all printed publications (including program books for 65+ role models / 600+ students)
- Name/logo in all pre-event advertising
- Half-page ad in 600+ student program books (limit to 4 sponsors)



- Recognition at event entry

Red Apple Sponsor \$250

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



Green Apple Sponsor \$100

- Name/logo in all printed publications (including program books for 65+ role models and 600+ students)

ANNUAL HOLIDAY PARTY—Dec 10

Holiday party sponsors receive varied levels of pre and post-event advertising and signage at the events. This is a great event to advertise your business. We have 200+ attend each year!

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

- 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 to the event

\$750 Signature Drink Sponsor (1 available)

- Help plan the drink and name for the signature drink.
- Option to provide cups with your name/logo on them for Signature Drink to be served in.
- Only the signature drink is available in your cup.
- Drink is available for purchase at bar for a lower cost than other drinks.
- Name/logo displayed at each bar

\$400 Centerpiece Sponsor (2 available)

- Name/logo at each table with a centerpiece (approx. 10 tables). 4

\$500 Welcome Punch (2 available)

- Your name/logo displayed at welcome punch station. Welcome punch is complimentary for all in attendance and is located just inside the lobby doors.

\$300 Appetizer sponsors

- Name/logo displayed at appetizer table.

\$300 Dessert sponsors

- Name/logo displayed at dessert tables.

\$300 Entertainment Sponsor (1 available)

- Name/logo displayed next to our music entertainment

Every sponsorship level receives:

Advertising in our weekly e-news and on our website homepage in the weeks leading up to the event
Advertising on our holiday party event page
Logo on event posters at event

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 20 teams; afternoon limited to 32 teams. Separate prizes and contests for the morning and afternoon sessions!! 2023 Golf date is September 12th.

Tournament Gift Sponsor — \$3000

- 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 — \$800

- 2 meal/drink tickets per session for helpers
- Sponsor provides tent at 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 a.m. - 3 p.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 — \$400

- 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—\$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 will be provided a golf cart, cooler and water
- One sponsor each session will cover the Front 9 and one sponsor will cover the back 9.
- Signage at event and on cart

Each sponsor provides 8 cases water

Bunker Beers Sponsor—\$500

- 4 available: 2 for each session
- Each sponsor will be provided a tent at hole
- No beer tickets accepted
- Signage at hole with logo
- Morning session 10 am to 12:00, Afternoon session 2-5 pm
- **Each sponsor provides 5 cases of domestic beer cans**

Snack Attack Sponsor \$250

- 2 available
- Each sponsor will provide 120 clear baggies of snacks, (pretzels, granola bars etc. The sponsor 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)**

Other sponsorships may be available closer to event.

WING WALK PROMOTION

Wings can be of any type! Butterfly, Angel, or even Chicken wings. Get creative!

Event Details: The community is encouraged to take selfies with participating wings and upload them to Facebook. Every uploaded selfie enters the individual for a chance to win cash prizes (\$250, \$200, \$100). Business participants will also win prizes (see categories below).

Boost Foot Traffic: During the holiday season, we aim to attract more customers and visitors to O'Fallon and Shiloh communities. An increased flow of foot traffic means more potential

customers walking through your doors and the doors of your fellow businesses.

Event Details: Business Entry Fee: \$40

Business Prizes: Peoples Choice Award (One Month Chamber Newsletter Sponsor, \$100 Value)

Most selfies :(Two 618Now Podcast Sponsor Spots, \$200 Value)

The 618 Now Podcast



Join us every Friday morning for a snapshot of what's happening in the O'Fallon and Shiloh (Illinois) area right now.

We'll give highlights of new developments and projects, details of upcoming events and report on good news happening in our community!

Listen to The 618 Now to be in-the-know. This podcast is a production of the O'Fallon-Shiloh Chamber of Commerce and the O'Fallon Weekly.

You can subscribe wherever you listen to Podcasts.

Become a Podcast Sponsor - \$200 for two 30 second spots

<https://ofallonchamber.com/assets/618NowMediaKit.pdf>

Ribbon Cuttings and/or Groundbreakings

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We are happy to celebrate the opening of a new business with a ribbon cutting ceremony. You do have to be a member of our Chamber for us to help you with a ribbon cutting. If you've just opened, changed ownership, under new management, anniversary, or have moved or remodeled or expanded your business, please give us a call to schedule a ribbon cutting. You should keep the following in mind: Ribbon cuttings are usually held Tues - Thurs | Lunch is the best time | Give a tour of your business | Light refreshments are always nice | Give a short speech | Provide a press release to the chamber. We prepare a promotional video highlighting your business.

The Chamber will send your press release and photo to the media. It will also be advertised on our website. The Chamber will bring the oversized scissors, ribbon, and Chamber Ambassadors. Attending a ribbon cutting for a new business gives you the chance to be the first to make contact with that new business.



BILLBOARD ADVERTISING-Runs April to March

Your Business Ad on a billboard!!

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 to run: 10 Seconds

Ad Specifications 416 PX by 1504 PX, 72 DPI, RGB Color in JPEG

Prices

52 weeks-\$1,375

32 weeks- \$925

20 weeks- \$625

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

If you are interested in advertising on the billboard, let the chamber know as soon as possible or before February 15th.

****All Ads must be approved by the O'Fallon-Shiloh Chamber of**

Commerce. The chamber reserves the right to refuse/reject any ad.



O'Fallon Weekly Advertising-Runs Oct to Sep

GET AN AD IN THE O'FALLON WEEKLY

The Chamber has a monthly 2-page spread in the O'Fallon Weekly. We use this platform to promote community events and information.

As a Chamber Member, YOU can have a business card sized ad on these pages for only \$350 a year!

Email: Chamber@OFallonChamber.com to get yours!

IT'S TIME TO RENEW YOUR O'FALLON WEEKLY AD!

AS A CURRENT ADVERTISER, YOU GET FIRST OPPORTUNITY TO RENEW YOUR AD BEFORE WE OFFER THEM TO THE GENERAL MEMBERSHIP.

Secure your 3.5x8 ad for only \$350 a year!

AD SPOTS ARE \$350/YEAR

Don't miss your chance! Ad spots will be opened to the Chamber membership on September 1, 2022.

Deadline to renew your ad is September 1, 2022

Email today to renew your ad!
Chamber@OFallonChamber.com

*12 month commitment and payment in full for the year is required.

Rotary Van Wheels Advertising

GET MOBILE WITH YOUR ADVERTISING



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.

AS LOW AS \$60/MONTH*



For \$60 per month, your business can advertise on the Rotary Wheels Van for one to twelve months.

Larger advertising on the Rotary Wheels Van displayed on vehicle or windows is billed quarterly or \$1200 a year.

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.

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

OTHER ADVERTISING THROUGH THE CHAMBER

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

Submit ads pdf or jpg format to communications@ofallonchamber.com Deadline to submit ad is the 25th of the month prior to publication.

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.

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

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 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.

Meeting Spaces, Receptions & Events Guide A guide for holding your meetings, luncheons and events. Located on the chamber website or can be picked up at the chamber office.

Checklist

- Are you receiving e-mails from the Chamber office on events?
- Are you receiving the Monday Morning Inside Track e-mail?
- Are you receiving the E-news E-mail on Wednesdays?
- Have you received your member plaque and window cling?
- Have you received your login/password for the Chamber website?
- Have you updated the information on your business on our website?
- Have you offered a Member to Member Discount on our website?
- Have you posted a job opening on our website?
- Would you like a member directory?
- Would you like to purchase mailing labels?

****This guide covers ****

the majority of opportunities available to you as a member.

All pricing is subject to change.

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