CHAMBER PARTNERSHIPS

2016 OPPORTUNITIES

MAKE THE MOST OF YOUR CHAMBER MEMBERSHIP

BECOME A PART OF CHAIRMAN’S CIRCLE TODAY

SUPPORT COMMUNITY DEVELOPMENT IN INDEPENDENCE COUNTY

NOTE IMPORTANT DATES EARLY WITH OUR CALENDAR OF EVENTS
CHAIRMAN’S CIRCLE
Learn more about what it means to be a Chairman’s Circle member and how it can benefit your business while also supporting economic development and growth in the Batesville area.

PROMOTION
One of the most important ways you can promote your business is to become a Batesville Area Chamber of Commerce member. Discover the promotion opportunities we offer to increase consumer awareness beyond business referrals and standard listings.

MEMBERSHIP ENHANCEMENTS
Get the most from your BACC membership when you get involved in programs, network with leaders, and learn with Chamber University.

EVENTS
BACC events are well-publicized and attended each year. There are a variety of reasons that motivate members to get involved. Share your motivations with us and we will help steer your involvement in one of our successful events.
ANNUAL MEETING
Surprises are in store for this year’s annual meeting. Tickets sell out quickly. Get yours today!

WHITE RIVER WATER CARNIVAL
What is Wally, the White River Water Monster, up to this year?!

CHAMBER GOLF CLASSIC
Join BACC at The Course at Eagle Mountain for the 11th annual four-man scramble.

IN-KIND PARTNERSHIPS
Select from a list of opportunities to collaborate with BACC in 2016.
WHAT
Prominent recognition for your business’s continual support that has been instrumental in the growth and success of the Batesville Area Chamber.

HOW TO BECOME PART OF CC
Indicate your business’s level of contribution, and use the worksheet and form on pages 17 and 18 to select 2016 partnerships to highlight your business.

LEVELS OF SPONSORSHIP
Diamond - $20,000 and above
Gold - $15,000 - $19,999
Silver - $10,000 - $14,999
Bronze - $5,000 - $9,999

CHAIRMAN’S CIRCLE
This exclusive business group is acknowledged for its commitment to the economic vitality of our community.

Four levels of commitment allow Chairman’s Circle members the opportunity to tailor their investments to meet their business needs.

2016 Chairman’s Circle members have first right of refusal for all partnerships for 2017 and receive extra promotional exposure. Chairman’s Circle company logos are placed on BACC letterhead, envelopes, portable banner, and website.

Membership may be paid annually, quarterly, or per partnership.

Customization
Take full control of the look and feel of your advertisements and premium listing and when your e-mail blasts and social media posts are disseminated.

3,000 community profiles are distributed annually. The Chamber Weekly e-newsletter and e-mail blasts are disseminated to approximately 1,700 online subscribers. The BACC Facebook page reaches just over 2,700 friends.

Customization
Customize photos, videos and descriptions to represent your business, create promotional advertisements for events, discounts, and specials, and select when it is most appropriate to schedule your display.

USAGE
While the kiosk will remain at the Batesville Area Chamber of Commerce on a daily basis, the hardware is mobile and can be transported and requested for large community events in locations where wireless internet access is available.
Chairman’s Circle

This exclusive business group is acknowledged for its commitment to the economic vitality of our community. Four levels of commitment allow Chairman’s Circle members the opportunity to tailor their investments to meet their business needs.

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Membership may be paid annually, quarterly, or per partnership.

Virtual Concierge Partner

Our virtual concierge is the best way to customize ongoing promotion of your business at Batesville’s tourist information center and at community events.

Users can easily navigate the kiosk to experience Batesville amenities with a touch of a finger! More importantly, visitors can dive deep into what your business or organization can offer them.

Partnership includes an upgrade from a basic listing to premium listing with color photos, quick response code that provides directions immediately to either a user’s smart device or to a wireless printer, expanded space for your business’s information, a full advertisement with display customization, and a short video clip.

Promotion Package

Batesville Area Chamber of Commerce has an impressive business and consumer following. In addition, a 2012 Shapiro study discovered that two-thirds of consumers believe that Chamber of Commerce members are companies that use good business practices, are reputable, care about their customers, and are involved in the community. All of which are major factors considered in their purchasing decisions.

Partnership includes a quarter-page community profile advertisement, a business card size interior Batesville/Independence County map advertisement, 5 e-mail blasts to be used in 2016, a 2016 referral network membership, an online directory listing with accessible analytics, virtual concierge premium listing, a featured social media post promoting your business, a sale, or special of your choice in 2016, a ribbon cutting for expansion or relocation, unlimited announcements and 4 advertisements in The Chamber Weekly e-newsletter.

WHAT

Comprehensive, mobile, and interactive 42” touch screen digital kiosk featuring news, weather, media content, and information about the Batesville area.

CUSTOMIZATION

Customize photos, videos and descriptions to represent your business, create promotional advertisements for events, discounts, and specials, and select when it is most appropriate to schedule your display.

USAGE

While the kiosk will remain at the Batesville Area Chamber of Commerce on a daily basis, the hardware is mobile and can be transported and requested for large community events in locations where wireless internet access is available.

WHAT

Opportunity to promote your business in print, social media, electronic communication, and face-to-face interactivity to BACC members, consumers, visitors, and friends.

CUSTOMIZATION

Take full control of the look and feel of your advertisements and premium listing and when your e-mail blasts and social media posts are disseminated.

REACH

3,000 community profiles are distributed annually. The Chamber Weekly e-newsletter and e-mail blasts are disseminated to approximately 1,700 online subscribers. The BACC Facebook page reaches just over 2,700 friends.
WHAT
Premier networking opportunity for Chamber members and their businesses.

ATTENDANCE
This event averages 75 attendees.

BUSINESS AFTER HOURS HOST
Partnership includes promotion of the event including invitations, e-mail blasts, and social media posts. Partners may host the event at a location of their choice. Partners are responsible for hosting the event from 5:00 - 6:30 pm, choosing a date that does not conflict with the community or Chamber calendar, and providing refreshments for guests.

CHAMBER UNIVERSITY PARTNER
Partnership includes the choice of sponsoring a Chamber University program or a credit towards registration fees to be used at the partner’s discretion in 2016.

Sponsorship includes company logo placement on all promotional materials, acknowledgements in all press releases, e-mail blasts, and social media posts, and an opportunity to provide coordinating promotional items for each attendee.

WHAT
Half or full-day workshops instructed by qualified and experienced business experts on various topics.

ATTENDANCE
Workshops average 30 attendees.

LEADERSHIP BATESVILLE PARTNER
Independence County is the hub of North Central Arkansas. The growing community brings forth new opportunities and challenges. It is crucial to our success as a county that we are led by educated and qualified leaders in business and government.

Partnership includes choice of sponsoring a Leadership Batesville session for all attendees or sponsoring an attendee for the program.

WHAT
Annual program designed to identify, educate, and prepare potential leaders for leadership roles in the community.

WHEN
Applications are available in November each year.
MEMBERSHIP ENHANCEMENTS

AMBASSADOR PROGRAM
Chamber Ambassadors serve as peer contacts and support for members. They provide information and assistance on how to best utilize the Chamber’s services and resources.

Interested persons can obtain an application from the membership director. Selections are made by the active Chamber Ambassadors.

GRANT WRITING
BACC will host a series of three regional grant writing seminars. The workshop series is designed to provide valuable insight into intermediate and advanced grant writing practices.

Partnership includes placement of company logo on all promotional materials and website, acknowledgements in all press releases, e-mail blasts, and social media posts, and full registration for one attendee.

WHAT
BACC’s Director of Grant Writing and Communications can consult, guide, and assist in the writing of grant applications with full cooperation and participation from your organization. Proofreading and editing of completed grant applications is also offered. Please contact BACC for a pricing quote.

WHEN
Thursday, March 10
Thursday, March 17
Thursday, March 24

ATTENDANCE
Workshops average 30 attendees.
BUSINESS EXPO

This exhibition is an opportunity for businesses to network, meet new customers, gain exposure, introduce new products, and build relationships that will lead to new growth and production.

Partnership includes placement of company logo on billboard advertisement, invitations, and banners. Your business will be verbally recognized during the event and acknowledged in all press releases, e-mail blasts, and social media posts promoting the event. Partnership also includes an 8 X 8 expo booth space.

WHAT

The Business Expo provides a platform for businesses to creatively display information about their products and services in an 8 X 8 booth space for visitors to interact with.

WHEN

Wednesday, January 27

ATTENDANCE

Expected attendance for this event is 2,000 visitors.
WHAT
The Annual Meeting & Awards will recognize businesses and outstanding volunteers in the Batesville area. The Imagine Tomorrow Gala will be held in conjunction with the event.

WHEN
Friday, January 22

ATTENDANCE
Each event has an expected attendance of 200.

ANNUAL MEETING & IMAGINE TOMORROW

The meeting and awards reception serve as an opportunity for Chamber members and other stakeholders to learn about BACC’s program of work for the new year. This is one meeting you will not want to miss, as BACC unveils the IMPACT Independence County strategic plan.

This year’s Annual Meeting will be followed by the inaugural Imagine Tomorrow Gala. Enjoy a four course meal, delight in our premiere entertainment, and dance the night away! Proceeds from the event will benefit BACC and IMPACT Independence County.

Partnership includes company logo placement on billboard advertisement, invitations, website, and event program. Partnership also includes verbal recognition at event, corporate table service, and transportation to and from the event for 4.
QUARTERLY MEMBERSHIP LUNCHEON HOST

Hosting a quarterly membership luncheon is a great way to introduce a topic or issue to a broad professional audience.

Partnership includes general topic selection for luncheon, placement of company logo on invitations, and verbal recognition at luncheon.

In-kind partnerships may be made with partners who wish to provide lunch. (See page 15 for details.)
WHAT
Women’s Leadership Conference designed to help attendees learn practical tips to thrive in business.

WHEN
Friday, October 14

ATTENDANCE
Projected attendance for this event is 150 women and 100 volunteers and vendor representatives.

Partnership includes company logo placement on billboard advertisement, invitations, website, event program, and on audiovisual presentation. Partnership also includes the opportunity to place promotional items in attendee bags, acknowledgement in all press releases, e-mail blasts, and social media posts promoting the event, 3 tickets to the event, and $100 discount towards the purchase of a vendor booth for the event.
LEADERSCAST

The Leadercast 2016’s theme is "Architects of Tomorrow" and focuses on what it means to be a visionary leader.

Last year’s speakers included Peyton Manning, Superbowl winning quarterback and 5-time NFL MVP; Malala Yousafzai, “bravest girl in the world”; Ed Catmull, president of Pixar and Disney Animation Studios; Rudy Giuliani, 107th mayor of New York City; CMDR Rorke Denver, Navy SEAL commander and author; and more. Speakers for the 2016 event will be released in early October.

Partnership includes placement of company logo on BACC website and all event materials, acknowledgement in all press releases and social media posts, verbal recognition at event, the opportunity to introduce a speaker and make brief industry connection to message, and 2 event tickets.

WHAT
Simulcast event connected to the Leadercast Live event held in Atlanta, GA that showcases keynotes from leaders worth following. Lunch will be provided. Ask about CEU opportunities in conjunction with this event.

WHEN
Friday, May 6

ATTENDANCE
Minimum attendance will be 100.
The Leadercast 2016’s theme is “Architects of Tomorrow” and focuses on what it means to be a visionary leader. Last year’s speakers included Peyton Manning, Superbowl winning quarterback and 5-time NFL MVP; Malala Yousafzai, “bravest girl in the world”; Ed Catmull, president of Pixar and Disney Animation Studios; Rudy Giuliani, 107th mayor of New York City; CMDR Rorke Denver, Navy SEAL commander and author; and more. Speakers for the 2016 event will be released in early October.

Partnership includes placement of company logo on BACC website and all event materials, acknowledgement in all press releases and social media posts, verbal recognition at event, the opportunity to introduce a speaker and make brief industry connection to message, and 2 event tickets.

In it’s 11th year, this annual four-man scramble is full of networking, camaraderie, and fun! The flighted event begins with a shotgun start and ends with 1st, 2nd, and 3rd place prizes in each flight. There are a variety of games along the course to provide a chance for each golfer to win throughout the day.

Partnership includes placement of company logo on BACC website, all promotional banners, a company tee sign on a designated hole on the course, opportunity to place promotional items in player bags, verbal recognition during opening and closing ceremonies, acknowledgement in post-tournament announcements and press releases, and a team registration fee.

Golf tournament is played in a four-man scramble format. Breakfast, lunch, course fees, and players’ bags are included in team registration. Prizes are awarded in all flights.

**WHAT**

**WHEN**

Friday, June 10

**ATTENDANCE**

Expected attendance is 200.
The Afterglow 5K starts and finishes at Riverside Park in Batesville. This 3.1-mile course is somewhat hilly and contains black light zones, loud music, and glowing surprises along the way. It is a moderate hike but there's no rush. So even if you're not in the best of shape, don't let that keep you from having a good time. We'll be there all night, so enjoy a jog or stroll. The most important part is to have fun!

Partnerships are available for the race, each mile of the race, the finish line, the half-way point of the course, the first aid station, the timing tent, and the glow tent. Additional partnerships are available for the race afterparty. (See page 17 for full listing of partnerships.)
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WHAT

The White River Water Carnival is a community event that attracts local and regional visitors. The WRWC is one of the oldest festivals in the state of Arkansas.

When

Saturday, August 27

Expected attendance at the WRWC is 10,000 local residents and regional visitors.
IMPACT Independence County is a collaborative effort of Lyon College, University of Arkansas Community College at Batesville, and the Batesville Area Chamber of Commerce to identify and promote implementation of a comprehensive community initiative that will improve quality of life, quality of place, and all areas of economic development for all residents of Independence County.

Each opportunity to IMPACT Independence County will be further explored as committees, of community volunteers develop goals and objectives for each priority.

General donations can be made at this time to contribute to the overall success of the initiative. Donations can be made to a specific focus area following the unveiling of the official strategic plan. There will most likely be a number of large projects that can be funded entirely for the purpose of branding the project or in memory or honor of an individual. Each donation will be recognized appropriately.

Partnership includes a vital role in developing the economy and community in Independence County. BACC will promote the IMPACT your partnership makes annually.

**COMMUNITY DEVELOPMENT**

**IN-KIND PARTNERSHIPS**

**FOOD**
- Chamber University Breakfast
- Chamber University Lunch
- Grant Writing Breakfast
- Grant Writing Lunch
- Quarterly Membership Luncheon
- Women in Business Catered Breakfast
- Women in Business Catered Lunch
- Chamber Golf Classic Breakfast
- Chamber Golf Classic Lunch
- Afterglow 5K Glow Tent Refreshments

**OTHER**
- Business Expo Prizes
- Annual Meeting & Imagine Tomorrow Gala Prizes, Items, Decor, etc.
- Annual Meeting & Imagine Tomorrow Gala Entertainment
- Women in Business Retail Gift Card
- Chamber Golf Classic Prizes
- Chamber Golf Classic Raffle Package
- White River Water Carnival Port-A-Potty
- White River Water Carnival Trophies
- White River Water Carnival Sound, Lighting
- White River Water Carnival Inflatables
- White River Water Carnival Promotional Items

**PRINTING**
- Community Profile Printing
- Batesville/Ind Co Map Printing
- Business After Hours Invitations
- Leadercast Posters, Flyers, Banners
- Chamber Golf Classic Yard Signs, Banners
- White River Water Carnival Graphic Design
- White River Water Carnival Posters, Flyers, Banners
- White River Water Carnival T-Shirts
- Afterglow 5K Graphic Design
- Afterglow 5K Postcards, Posters, Flyers
- Women in Business Tickets, Programs, Signage
- Annual Meeting & Imagine Tomorrow Gala Invitations, Tickets, Programs, Signage

**ADVERTISING**
- Print Per Event
- Radio Per Event
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PARTNERSHIP SELECTION WORKSHEET

CHAIRMAN’S CIRCLE PARTNERS - INDICATE YOUR LEVEL OF SPONSORSHIP

- DIAMOND - $20,000 AND ABOVE
- GOLD - $15,000 - $19,999
- SILVER - $10,000 - $14,999
- BRONZE - $5,000 - $9,999

VIRTUAL CONCIERGE

- PARTNER - $1,000
- PREMIUM LISTING - $250
- QR CODE LISTING - $250
- DISPLAY ADVERTISEMENT - $300
- VIDEO LISTING - $500

PROMOTION

- PACKAGE - $1,000 - $4,200 (SIZE DETERMINES COST)
- COMMUNITY PROFILE BACK COVER AD - $4,000
- COMMUNITY PROFILE INSIDE BACK COVER AD - $2,000
- COMMUNITY PROFILE INSIDE FRONT COVER AD - $1,500
- COMMUNITY PROFILE FULL PAGE AD - $1,000
- COMMUNITY PROFILE HALF PAGE AD - $800
- COMMUNITY PROFILE QUARTER PAGE AD - $500
- COMMUNITY PROFILE EIGHTH PAGE AD - $250
- BATESVILLE/IND CO OUTSIDE FULL PANEL AD - $1,200
- BATESVILLE/IND CO INSIDE FULL PANEL AD - $750
- BATESVILLE/IND CO INSIDE HALF PANEL AD - $400
- BATESVILLE/IND CO INSIDE BUSINESS CARD SIZE AD - $250
- ONE YEAR REFERRAL NETWORK MEMBERSHIP - $250
- ONE YEAR SPEED NETWORKING MEMBERSHIP - $50
- E-MAIL BLAST PACKAGE (5 TO BE USED IN 2016) - $225
- SINGLE E-MAIL BLAST - $50
- POLITICAL E-MAIL BLAST - $150
- WEEKLY POLITICAL E-MAIL BLAST - $250
- CHAMBER WEEKLY PACKAGE (4 MONTHS TO BE USED IN 2016) - $300

MEMBERSHIP ENHANCEMENTS

BUSINESS AFTER HOURS

- HOST - $500
- CO-HOST - $250

CHAMBER UNIVERSITY

- PARTNER - $500
- HALF DAY PROGRAM REGISTRATION - $99
- FULL DAY PROGRAM REGISTRATION - $150

LEADERSHIP BATESVILLE

- PARTNER - $500
- PRESENTING SPONSOR - $1,500

AMBASSADOR PROGRAM

- NEW AMBASSADOR FEE - $150
- AMBASSADOR RENEWAL FEE - $50

GRANT WRITING

- PARTNER - $500
- PRESENTING SPONSOR - $1,500
- GRANT WRITING SEMINAR REGISTRATION - $99
- GRANT WRITING SEMINAR PACKAGE (ALL 3 SEMINARS) - $150

EVENTS

BUSINESS EXPO

- PARTNER - $1,500

- PRESENTING SPONSOR - $2,500
- REGULAR BOOTH SPACE (8X8) - $150
- NON-PROFIT BOOTH SPACE (8X8) - $130

ANNUAL MEETING & IMAGINE TOMORROW GALA

- ANNUAL MEETING PARTNER - $3,000
- ANNUAL MEETING PRESENTING SPONSOR - $4,000
- CORPORATE TABLE (FOR 4) - $1,000
- CORPORATE TABLE (FOR 6) - $3,000
- CORPORATE TABLE (FOR 8) - $5,000
- INDIVIDUAL TICKET - $100

QUARTERLY MEMBERSHIP LUNCHEON

- PARTNER - $500

WOMEN IN BUSINESS LEADERSHIP CONFERENCE

- PARTNER - $1,000
- PRESENTING SPONSOR - $3,000
- EARLY REGISTRATION (BEFORE SEPT. 15) - $79
- LATE REGISTRATION (AFTER SEPT. 15) - $99
- KEYNOTE SPEAKER TICKET ONLY - $55
- VENDOR PACKAGE - $250

LEADERSHIP CHAMBER GOLF CLASSIC

- PARTNER - $1,000
- PRESENTING SPONSOR - $2,500

WHITE RIVER WATER CARNIVAL

- HEADLINE ENTERTAINMENT CO-SPONSOR - $3,500
- PARADE SPONSOR - $3,500
- CAR SHOW SPONSOR - $2,000
- FIREWORKS SPONSOR - $2,000
- BONE COLLECTOR SPONSOR - $1,500
- INDIVIDUAL GURGITATOR SPONSOR - $50
- KID'S ZONE CO-SPONSOR - $1,500
- TOKEN SPONSOR - $1,500
- FESTIVAL PARTNER - $500
- CORPORATE FRIENDS OF THE WRWC - $300
- INDIVIDUAL FRIENDS OF THE WRWC - $150
- FOOD VENDOR - $300
- OTHER VENDOR - $100
- NON-PROFIT VENDOR - $75

AFTERGLOW 5K

- AFTERPARTY PRESENTING SPONSOR - $2,500
- RACE TIMING SPONSOR - $1,500
- GLOW TENT SPONSOR - $500
- SAFETY SPONSOR - $500
- HALF WAY SPONSOR - $250
- MILE SPONSOR - $150
PARTNERSHIP SUBMISSION FORM

DETERMINE YOUR PARTNERSHIPS

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<th>Membership Dues</th>
<th>AMOUNT</th>
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CHOOSE YOUR BILLING PREFERENCE

☐ ONE TIME PAYMENT (MONTH ________)   ☐ QUARTERLY

ORGANIZATION NAME ________________________________

CONTACT PERSON ________________________________

PHONE NUMBER ________________________________

E-MAIL ADDRESS ________________________________

SIGNATURE ________________________________

PLEASE RETURN THE SPONSORSHIP SELECTION WORKSHEET AND SUBMISSION FORM TO BACC.
E-MAIL: JAMIE.BECK@MYBATESVILLE.ORG
MAIL: 409 VINE STREET BATESVILLE, AR 72501
FAX: (855) 611-8719