



SPONSORSHIP & ADVERTISING OPPORTUNITIES

2020





*We make connections.
You create the impact.*

The Chamber's mission is to create a stronger South Shore region through economic growth. Our day-to-day work involves advocating for a prosperous business climate, supporting our members and their success, and helping our local communities thrive. Our B2B programming is designed with this in mind.

Sponsoring a Chamber group, program, or event will place your product or service in front of your professional peers - and potential customers. So whether you're trying to get out in front of business owners, young professionals, or CEO's; looking to speak to large crowds or have one-on-one conversations, we have the perfect opportunity for you.

Your support allows us to continue our mission for creating a stronger South Shore. Let's chat and see how we can connect you to the right audience.

We held over 120 events in 2019 with 107 sponsors & 6,000+ attendees.

Opportunities

SPEAKER EVENTS: 44s, PANELS, SUCCESS STORIES

SOUTH OF BOSTON SUMMIT

NETWORKING

HOGTOBERFEST 3: THE FINAL HOGDOWN

LEADERSHIP PROGRAMS

COMMITTEE UNDERWRITER OPPORTUNITIES

ADVERTISING

**New events to be added throughout the year*





:44s Speaker Series

THROUGHOUT THE YEAR

Estimated Attendance: 150-500

Number of events per year: Minimum of 6

- Annual Meeting
- Economic Forecast
- Panel Breakfasts
- South Shore Success Stories

Sponsor Benefits

BEFORE THE EVENT

	Presenting Sponsor \$5,000	Event Supporter \$1,000	Business Spotlight \$500
Number of sponsorships available	1	5	1
Featured on front page of website	●		
Featured on pre-event emails	Logo	Logo	Name
Featured on event page	Logo	Logo	Name
Press release & blog mention	●	●	●
Recognition on social media	●	●	●

DURING THE EVENT

Complimentary tickets to event	20	10	5
30-second commercial played at event	●		
Listed on event posters	●	●	
Special recognition from podium	●	●	
Logo signage on table	●	●	
Information table pre-and post-event	●		●
Featured in event program	●	●	●
Highlighted in social media posts & stories	●	●	●

THURSDAY, MARCH 5

THE LANTANA, RANDOLPH

Estimated Attendance: 250-300

South of Boston S U M M I T

Half-day program with partner, *New England Real Estate Journal* offering updates on current commercial real estate projects, economic development insight, networking, and vendor engagement.

Sponsor Benefits

	Platinum \$4,995	Gold \$2,495	Corporate \$1,495
BEFORE THE EVENT			
Number of sponsorships available	1 per industry	Unlimited	Unlimited
Listed as breakfast sponsor	●		
SSCC FYI email ad placement <i>(sent weekly - 2 week placement)</i>	●		
SSCC Spotlight on Company Leader	●		
Advertisement on SSCC website (30 days)	Leaderboard	Tile	
Featured article on SSCC blog	●	●	
Featured on pre-event emails	●	●	●
Featured on marketing materials	Logo	Logo	Name
Featured on event page	Logo	Logo	Link
Recognition on social media	●	●	●
DURING THE EVENT			
Video spotlight/ad at event <i>(video production not included)</i>	●		
Marketing materials on tables at event	●	●	●
Complimentary tickets to event	VIP Reserved Table	VIP Reserved Table	5
Company highlighted in social media posts & stories	●	●	●
Recognition on signage	Logo	Logo	Name
POST EVENT			
List of attendees	●	●	●
Recognition in post-event email to attendees	●	●	●

VENDOR SHOWCASE OPPORTUNITY \$995 (unlimited)

- 2 admissions for table attendants
- Company highlighted in social media posts & stories
- Table at event
- List of attendees
- Recognition in post event email to attendees

CONTACT
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NETWORKING EVENT SPONSORSHIPS

Be THE event sponsor for one of our networking events! We offer small and large; morning and evening opportunities to network with other Chamber members and guests.



\$2,500

Estimated Attendance: 10-15/event

of events per year: 6



\$1,500

Estimated Attendance: 50-75/event

#of events per year: 4-6



\$1,500

Estimated Attendance: 15-30/event

of events per year: 6



\$1,500

Estimated Attendance: 50-75/event

of events per year: 2



\$750

Estimated Attendance: 10-15/event

of events per year: 6



\$500

Estimated Attendance: 50-75/event

of events per year: 2

Sponsor Benefits

BEFORE THE EVENT

Exclusive sponsorship for 1 year

Featured on pre-event emails

Featured on marketing materials

Featured on event page

Opportunity to mentioned on the blog

Recognition on social media

DURING THE EVENT

Logo displayed at event check-in

Verbal acknowledgement at event or brief speaking opportunity

Opportunity to display collateral at event

Mentioned on social media





THURSDAY, OCTOBER 1
 SOUTH SHORE COUNTRY CLUB, HINGHAM
 Estimated Attendance: 250-300



When chefs do battle, we all win! This outdoor event features local chefs cooking their way to the top, along with other seasonal dishes, and local craft brewers.

Sponsor Benefits

	Blue Ribbon \$2,500	Red Ribbon \$1,000	White Ribbon \$500
BEFORE THE EVENT			
Number of sponsorships available	2	6	10
Featured on front page of website event promo	●		
Featured on pre-event emails	Logo	Logo	Name
Featured on marketing materials	●		
Featured on event page	Logo	Logo	Name
Featured on Chamber blog about event	●	●	●
Recognition on social media	●	●	●
Full size one-color logo on back of event T-shirt	●		
DURING THE EVENT			
Highlighted in social media posts & stories	●	●	
Listed on event posters	●	●	●
Complimentary tickets to event	6	4	4

OTHER OPPORTUNITIES

EVENT T-SHIRT SPONSOR

12 Available \$500 (receives 2 tickets to attend event and name listed on event page)



FALL 2020

Entering it's 4th year with a cohort of 24 future South Shore leaders, this program provides people with an opportunity to learn about their community, grow and act upon the knowledge they obtain. Leadership South Shore is a collaboration between the Chamber and South Shore Bank to drive leadership development of tomorrow's leaders.

Sponsor Benefits

BEFORE THE EVENT	Powered By \$1,500	Program Day (6) \$500
Logo displayed on print and digital marketing	●	
Recognition on social media	●	
Opportunity to host an alumni networking event	●	
Invitation to welcome incoming class	●	
Invitation to attend LSS graduation	●	
Exclusive Sponsorship	●	●
Featured on LSS website page	Logo	Name
DURING THE EVENT		
Highlighted in social media posts & stories		●
Invitation for a representative to attend the day	●	●
Recognition on Program Agenda		●
Verbal recognition and/or signage at all events	●	●





WEDNESDAY, MAY 27
CURRY COLLEGE, MILTON

For 9 years, LiA's mission has been to support female leadership development by focusing on future generations. High school girls are introduced to career options and life skills through shared experiences from women in business and community leaders.

Sponsorship proceeds will go to the South Shore Chamber's Foundation to help fund future educational programs.

Sponsor Benefits

BEFORE THE EVENT	Honor Roll \$2,500	Yearbook \$1,000	Field Trip \$500
Number of sponsorships available	2	5	10
Recognition on SWAG Bag	Logo		
Opportunity to include branded material in bag	●	●	
Displayed on LiA page on Chamber website for 2020	Logo	Logo	Link
Recognition on social media platforms	●	●	●
Featured on event page on Chamber website	Logo	Logo	Link
Featured in press releases about event	●	●	●
DURING THE EVENT			
Highlighted in social media posts & stories	●	●	
Recognition at Keynote & Panel	●	●	
Opportunity to attend Keynote speaker and panel	●	●	●
Included in Event Program	Logo	Logo	Name

In-kind opportunities are also available.



COMMITTEE UNDERWRITER OPPORTUNITIES

There are other opportunities to show your support of the South Shore Chamber and its mission outside of our events. Think about supporting a committee! These groups were formed to address specific industries and needs. Each committee meets on a regular schedule and many hold their own events that would guarantee you exposure and exclusivity.

OUR GROUPS WITH A MISSION:



GOVERNMENT AFFAIRS **\$5,000**
Contact: Peter Forman pforman@southshorechamber.org

The Government Affairs committee monitors and educates interested parties on federal, state, and local regulations, initiatives, and mandates that impact South Shore businesses. Programming includes: DC Fly-In, monthly meetings, forums, and focus groups.



NON-PROFIT GROUP **\$3,000**
Contact: Julie Williams jwilliams@southshorechamber.org

The NPO Group offers opportunities for professionals in the non-profit sector to address relevant and timely issues. Programming includes: Awards & Best Practices, Annual Meeting, Hot Topics, and Roundtable.

SOLD



HUMAN RESOURCES GROUP **\$2,500**
Contact: Heather McCall hmccall@southshorechamber.org

The Human Resources Group presents various programming for HR professionals and those that provide that function in their businesses. Programming includes: Employment Law Update, HR Roundtables, Panel Discussions HRG Open Meeting, and other timely & topical discussions.





EAT SOUTH SHORE

\$2,500

Contact: Heather McCall hmccall@southshorechamber.org

Dedicated to the South Shore's growing dining scene, EAT South Shore provides opportunities for regional restaurants to grow and be noticed with programming like Hogtoberfest, Summer Passport, Chef Collaboration Dinners and more!

More than 1 underwriter available. Must be industry category exclusive.



AMBASSADOR TEAM

\$1,000

Contact: Heather McCall hmccall@southshorechamber.org

Our Ambassadors help the Chamber engage both new and long-term members by reaching out via phone calls and email and attending events. They also volunteer quarterly at local non-profits and help the Chamber organize the In Our Backyard Summer Social.

Underwriter Benefits

- Exclusive sponsorship for 1 year
- Featured on pre-event emails
- Featured on marketing materials
- Featured on event(s) page for committee-led events
- Opportunity to mentioned on the blog
- Recognition on social media
- Logo displayed at event check-in
- Verbal acknowledgement at event
- Opportunity to display collateral at event

EMAIL ADVERTISING

Estimated Contacts: 4,000

Average Open Rate: 28 - 30%

Our weekly Chamber update where members, prospects, and others learn what the Chamber and its Affiliates are offering for upcoming events, recent news, and photos from events. Distributed on Tuesdays.

BILLBOARD AD

\$250 →

Number Available: 1 Per Week
Ad Size: 650 x 225

- Exclusive advertising on weekly email
- Prominent placement on SSCC fyi
- Hyperlinked graphic ad
- Suitable for all advertising

TILE AD

\$150 →

Number Available: 2 Per Week
Ad Size: 300 x 200

- Hyperlinked graphic ad
- Suitable for logo brand recognition

The screenshot shows the layout of the SSCC fyi email newsletter. At the top is the SSCC fyi logo and the text "Your Weekly Chamber Update 10.15.19". Below this is a promotional banner for ConvenientMD Urgent Care, featuring a photo of a doctor and two children, with the text "FREE Flu Shots" and "DON'T LET THE FLU GET YOU!". A small text line below the banner states: "ConvenientMD will donate \$1 to a local charity for each flu shot given September through November." Below the banner is a blue bar with the text "JUST WALK IN! 8am - 8pm, 7 Days a Week" and "FOLLOW US" with social media icons for Facebook, Twitter, and Instagram, and the handle @ConvenientMD.

The main content area is titled "South Shore Chamber Calendar" and lists events for October:

- 10/16 Diversity & Inclusion Workshop Part 2 @ South Shore Chamber, Rockland
- 10/17 Ribbon Cutting and Open House at the ARC of the South Shore, Hingham
- 10/24 Ribbon Cutting: South Shore Dentistry's New Location, Weymouth

A "SAVE THE DATE!" section lists:

- 10/30 NPO Group Education Session on Storytelling @ TBA

Below the calendar is a section titled "Have you been to Navigating the Chamber yet?" featuring a graphic for "Navigating THE CHAMBER" with the tagline "It is our business to help your business succeed." and a "Register Today!" button. The text next to the graphic says: "Join us on November 14th for an informative and interactive workshop designed to help members - new and old - 'navigate' the numerous benefits and programs we offer."

The next section is "Affiliate Calendar" with events for October:

- 10/22 Rockland Chamber PizzaPalooza @ Rockland Middle School
- 10/23 Marshfield Chamber Business After Hours @ Work Local, Marshfield
- 10/24 SSYP at Northeast Party Rentals @ Alden Park Restaurant, Plymouth
- 10/29 Meet the Next Mayor of Braintree @ The Viking Club, Braintree

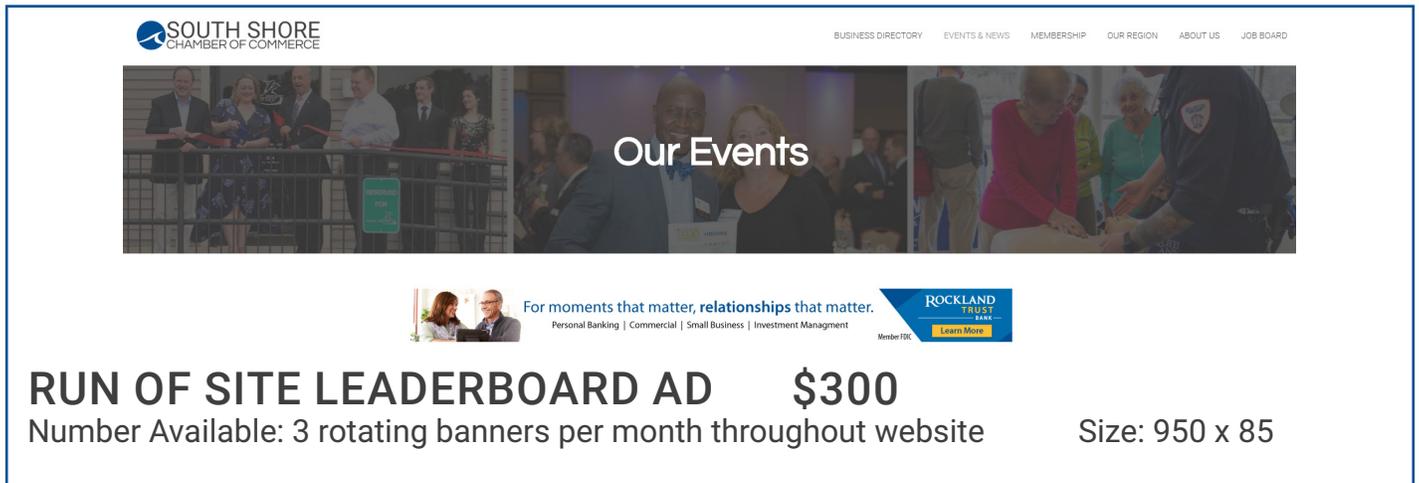
At the bottom are two logo tiles: "STELLWAGEN BEER COMPANY" and "GT REILLY & COMPANY CPAs and Advisors".

The footer contains navigation links: WEBSITE, CALENDAR, DIRECTORY, PARTNERS, and a "GET SOCIAL WITH US" section with social media icons for Facebook, Twitter, and Instagram.

WEBSITE ADVERTISING

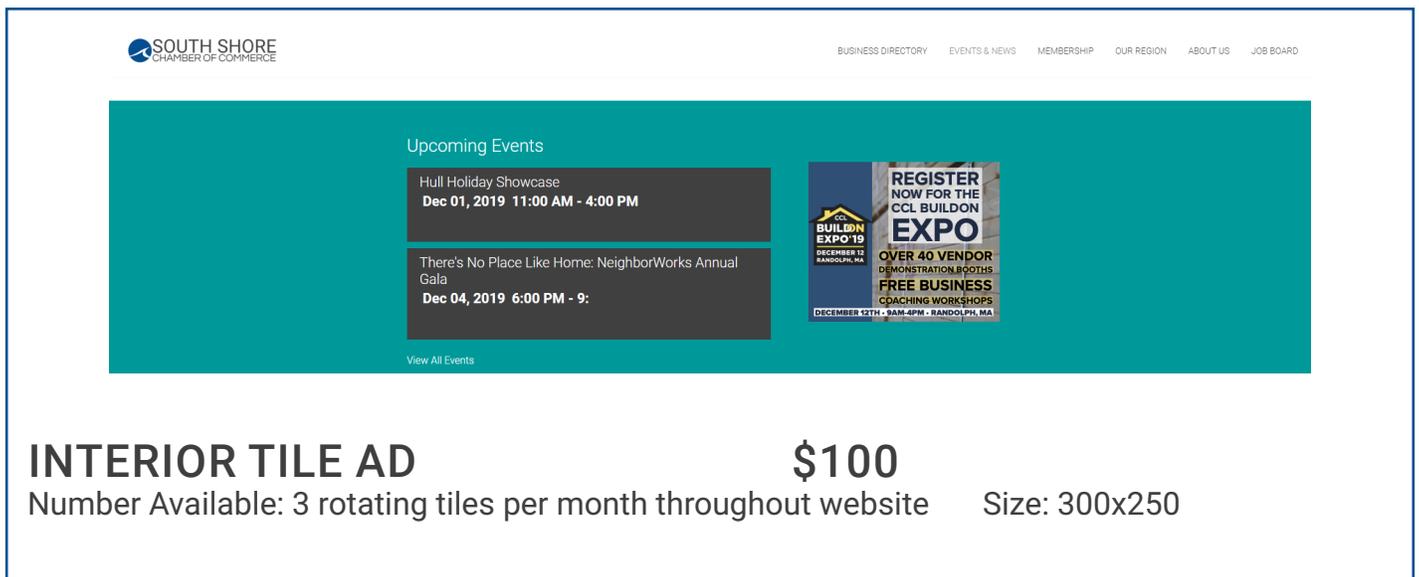
Average views per month: 10,000+

The Chamber's website received over 130,000 visitors in 2019, exploring all aspects of our site from the member directory to events to news! All opportunities are based on inventory availability.



The screenshot shows the top navigation bar of the South Shore Chamber of Commerce website with links for BUSINESS DIRECTORY, EVENTS & NEWS, MEMBERSHIP, OUR REGION, ABOUT US, and JOB BOARD. Below the navigation is a large banner titled "Our Events" featuring a collage of photos from various events. Underneath the banner is a Rockland Trust advertisement with the tagline "For moments that matter, relationships that matter." and a "Learn More" button.

RUN OF SITE LEADERBOARD AD \$300
Number Available: 3 rotating banners per month throughout website Size: 950 x 85



The screenshot shows the "Upcoming Events" section of the website. It features two event tiles: "Hull Holiday Showcase" on Dec 01, 2019 (11:00 AM - 4:00 PM) and "There's No Place Like Home: NeighborWorks Annual Gala" on Dec 04, 2019 (6:00 PM - 9:00 PM). To the right of the event tiles is a "BUILDON EXPO" advertisement for December 12th in Randolph, MA, highlighting over 40 vendor demonstration booths, free business coaching workshops, and a registration deadline of December 4th.

INTERIOR TILE AD \$100
Number Available: 3 rotating tiles per month throughout website Size: 300x250

SITE TAKEOVER \$1,600
Own the site...be the sole advertiser for one week throughout the website. Includes both leaderboard and tile ads.

JULIE WILLIAMS
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