



26673 Sussex Highway / PO Box 26
Seaford, Delaware 19973
www.westernsussexcoc.com
(302)629-9690 fax (302) 536-1916

2018 VIP Partnership Program

The Western Sussex Chamber is offering the VIP Partnerships to its members. The idea is to provide more effective exposure to organizations that wish to support Western Sussex County to a greater degree. There are a variety of excellent marketing tools incorporated into the program including recognition in promotional & collateral materials; recognition at Chamber events and in the Chamber newsletter, and prominently on the Chamber website.

WHY a VIP Program?

1. It provides sponsoring organizations with maximum benefit for an additional investment.
2. It allows the Chamber to better plan for and design Chamber events based on funding availability.
3. It prevents the Chamber from having to constantly nickel and dime organizations causing them more work.
4. It allows Chamber event planners to focus their limited resources on the event, not on seeking funding sources.
5. It is presented to organizations in a way that allows them to incorporate it into their annual marketing and budget processes.

Partner organizations may need to provide certain items, such as logo graphics, to receive the maximum benefit from the program. The Chamber welcomes feedback and suggestions on how to improve the program for VIP Partners. VIP Partners must remain members of the Chamber of Commerce during the term of their partnership. Components within a partnership level are nontransferable unless otherwise stipulated. For more information, contact Lynn Harman at lynn@westernsussexcoc.com or 302-629-9690.

2018 VIP PARTNERSHIP PROGRAM

Full Partner Level - \$3,000

Company Name & Logo displayed and Company Partnership Recognized at ALL Chamber events

Company Name Prominently featured on the Chamber Website with Logo & web links

Company Name Prominently featured on special VIP Partner Page of the Chamber website with Logo & web links

Two (2) ½ page Full Color Ads in Seaford Star

Company Name in monthly *Take Five* E-newsletter (550+ contacts monthly) with ad linked to Website or Facebook page

12 Free Eblasts sent Monthly to over 550+ contacts (\$300 value)

Chamber Event Sponsorship

(Valued at \$1,500; Event TBD – discuss options with Exec. Director; Sponsor Recognition Banner onsite at events)

Company Name in event brochures/flyers/collateral publications (if applicable)

Options:

Company booth at events

Marketing materials in event bags

Onsite distribution of marketing materials at events

Complimentary admission for eight (8) at Annual Dinner (\$320 value)

Annual Membership Dues (\$150 value)

Preferred Partner Level - \$2,000

Company Name & Logo displayed and Company Partnership Recognized at ALL Chamber events

Company Name Prominently featured on the Chamber Website with Logo & web links

Company Name Prominently featured on special VIP Partner Page of the Chamber website with Logo & web links

Two (2) ¼ page Full Color Ads in Seaford Star

Company Name in monthly *Take Five* E-newsletter (550+ contacts monthly) with ad linked to Website or Facebook page

8 Free Eblasts sent alternating months to over 550 contacts (\$200 value)

Chamber Event Sponsorship

(Valued at \$750; Event TBD – discuss options with Exec. Director; Sponsor Recognition Banner onsite at events)

Company Name in event brochures/flyers/collateral publications (if applicable)

Options:

Company booth at events

Marketing materials in event bags

Onsite distribution of marketing materials at events

Complimentary tickets for four (4) at Annual Dinner (\$160 value)

Annual Membership Dues (\$150 value)

Executive Partner Level - \$1,000

Company Name & Logo displayed and Company Partnership Recognized at ALL Chamber events

Company Name Prominently featured on the Chamber Website with Logo & web links

Company Name Prominently featured on special VIP Partner Page of the Chamber website with Logo & web links

One (1) ¼ page Full Color Ad in Seaford Star

Company Name in monthly *Take Five* E-newsletter (550+ contacts monthly) with ad linked to Website or Facebook page

4 Free Eblasts Annually to over 550 contacts (\$100 value)

Chamber Event Sponsorship

(Valued at \$500; Event TBD – discuss options with Exec. Director; Sponsor Recognition Banner onsite at events)

Company Name in event brochures/flyers/collateral publications (if applicable)

Complimentary tickets for two (2) at Annual Dinner (\$80 value)

Annual Membership Dues (\$150 value)

Participating Partner Level - \$750

Company Name & Logo displayed and Company Partnership Recognized at ALL Chamber events

Company Name Prominently featured on the Chamber Website with Logo & web links

Company Name Prominently featured on special VIP Partner Page of the Chamber website with Logo & web links

Special pricing for Print & Online advertising with the Seaford Star

Company Name in monthly *Take Five* E-newsletter (550+ contacts monthly) with ad linked to Website or Facebook page

VIP Pick 3-eMail Blast (\$75 value)

Chamber Event Sponsorship

(Valued at \$250; Event TBD – discuss options with Exec. Director; Sponsor Recognition Banner onsite at events)

Company Name in event brochures/flyers/collateral publications (if applicable)

Complimentary tickets for one (1) at Annual Dinner (\$40 value)

Annual Membership Dues (\$150 value)