

Throughout the Year

Business After Hours

This is a great way to get other Chamber members in your business! An informal get-together, BAH is held the week of the fourth Thursday of each month. Businesses that would like to sponsor a BAH will be featured in *The Scots' Piper* newsletter, Chamber Happenings e-mails, the Chamber's website and in press releases. Only one BAH may be scheduled per month.

Small Business Seminars

These sessions are aimed at providing relevant business topics to members on a variety of subjects including financial, administration and management. Seminars last approximately one hour.

Advertising Opportunities

Your Chamber offers a variety of advertising options. Advertising is easy and customizable to suit your needs.

Printed Advertisements

The Scots' Piper, our monthly newsletter, features business-and-member-focused articles, as well as the latest updates on your Chamber and community. The newsletter goes out to over 400 members, and is given out to visitors and prospective members. In addition, *The Scots' Piper* is available in electronic format on the Chamber's website.

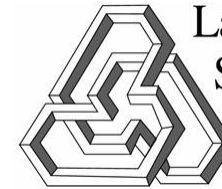
Ads range in size from business card to full page. Prices are based on advertisement frequency: either one month, six months or one year. Inserts are available, as well, for \$125. Call, e-mail or visit www.laurinburgchamber.com for rates and discounts.

Online Advertisements

Last year, the Chamber's website received thousands of hits. We offer several options to best capitalize on web traffic:

- ◆ **Bold Listing** - Members can have their business or organization's name displayed in bold lettering to catch the eyes of web visitors in both alphabetical and categorical member listings. Bold listings are **\$180** per year.
- ◆ **Expanded Listing** - Members receive the benefits of the bold listing, have their business listed above others in both categorical and alphabetical listings, may provide up to 750 words to describe their business or organization, may provide up to 5 pictures and may list special discounts or rates. Expanded listings are **\$50** per month or **\$500** per year.
- ◆ **Featured Business** - The featured business will have their ad listed on the home page for the month. This ad is restricted to one member per month, and comes with all the benefits of the Expanded Listing. Featured business listings are **\$200** per month.
- ◆ **Chamber Happenings Sponsor** - Chamber Happenings is our weekly mass e-mail of Chamber and community events, and goes out to over 350 people. The Chamber Happenings sponsor will have their business or organization's logo prominently featured, and have 100 words for a description. Only one sponsor will be featured per e-mail. Chamber Happenings sponsorship is **\$60** per 4 weeks.

For more information about sponsorship or advertising opportunities, or new opportunities not listed in this brochure, call the Chamber at (910) 276-7420, visit our website at www.laurinburgchamber.com or e-mail mkendall@laurinburgchamber.com.



Laurinburg/
Scotland County Area
Chamber of Commerce
A Link To The Future

2010 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Laurinburg/Scotland County Area Chamber of Commerce
606 South Atkinson Street
Laurinburg, NC 28352
Phone: (910) 276-7420 Fax: (910) 277-8785
www.laurinburgchamber.com

Sponsorship Opportunities

Each year, your Chamber holds many events geared toward promoting our members and community. The benefits of sponsorship include:

- ◆ Advertising opportunities at events
- ◆ Recognition in *The Scots' Piper* monthly newsletter, Chamber Happenings weekly e-mails, Chamber website and other promotional materials
- ◆ Discounted or complementary event passes or tickets
- ◆ Bringing Chamber members to your business to highlight your products and services

January

Annual Awards Dinner and Membership Meeting

The 2010 Awards Dinner and Membership Meeting is your chance to hear about the state and direction of your Chamber. This is where Drew Williamson, 2010 chairman is officially installed, and we recognize winners of the Dormegan/McLean Community Youth Service Award, Dunbar/McCoy Quality of Life Award, Ambassador of the Year Award and Volunteer of the Year Award. The meeting features a catered dinner and dessert, reception and special guest speaker David Cutcliffe, head football coach for Duke University. Seats are \$30 per person.

All sponsors receive recognition in press releases, weekly "Chamber Happenings" e-mails and in the January newsletter. dinner tickets, event, newsletter, press release and e-mail recognition and an invitation to the sponsors' reception. Sponsorship levels are:

- ◆ **\$150** – 2 seats
- ◆ **\$400** – 4 seats, logo in Powerpoint slideshow and mailing list of attendees
- ◆ **\$750** – 8 seats (one table), Gold Sponsor benefits and company representative on Annual Meeting Committee.

April

Preparing Academically Successful Students (PASS) Scholarship

The \$1,000 PASS Scholarship goes to Scotland High School seniors that plan to attend a college in or bordering Scotland County. Sponsors receive credit toward admission and sponsorship at the Drive for Education Golf Tournament in May.

May

Academic Achievement Awards

This program is put together by our Education Committee, and recognizes the hard work of third through eighth grade students with Scotland County Schools. Students that maintain a 90 or above average all school year will be invited to a ceremony at Pate Stadium to receive a certificate of achievement and t-shirt. Past award winners have also received a free meal.

- ◆ **\$50** – Program recognition and opportunity to participate in the ceremony

Drive for Education Golf Tournament

May is a great time for an afternoon of golf. This outing raises monies for the PASS Scholarship, Junior Leadership Scotland, Academic Achievement Awards and other educational programs. Golfers compete in a captain's choice format over 18 holes, receive lunch, a goody bag and dinner. Sponsorships available are:

- ◆ **\$100** – Tee box, green or hazard sponsor and program recognition
- ◆ **\$150** – One golfer and program recognition
- ◆ **\$350** – Company logo placed on all golf carts and program recognition
- ◆ **\$500** – One team (four players), tee box, green or hazard sponsorship and program recognition
- ◆ **\$1,000** – Two teams, benefits of \$1,000 level and banner displayed by sponsor at course entrance

Laurinburg After Five!

Probably the best known Chamber program, this summer concert series runs from May to September on the second Thursday of the month. Held at Avinger Hill on the St. Andrews Presbyterian College campus, the event features great music in a fun, family-friendly atmosphere. Sponsorship levels are:

- ◆ **\$250** – Listing in press releases, newsletter, e-mails and website, tile ad on website 1 parking pass and 1 drink tickets per event.
- ◆ **\$500** – Benefits of \$250 level, name printed on highway sign, advertisement placed on ID table, 2 month tile ad on website, 2 parking passes and 2 drink tickets per event

Laurinburg After Five! sponsorships continued...

- ◆ **\$1,000** – Benefits of \$500 level, option to sell food/items at event, chance to address crowd at event, opportunity to place sign/banner by stage, 4 month tile ad on website, advertisements on ID and ticket tables, 3 parking passes and 4 drink tickets per event.
- ◆ **\$1,500** – All benefits of \$1,000 level, 5 month tile ad on website, advertisements on ID, ticket and drink tables, 4 parking passes and 5 drink tickets per event.

Leadership Scotland

Leadership Scotland is a year-long program designed to educate community leaders about the place we call home. Leaders meet monthly to tour and learn about different areas of Scotland County. Tours are broken down by themes and range from county history and educational opportunities to industrial relations and city government. Scholarships are available, as well, for small and non-profit businesses.

- ◆ **\$675** – Program enrollment (includes team-building retreat, transportation, lunches, and graduation dinner)

November

Chamber on the Half Shell Oyster Roast

Chamber on the Half Shell is an all-you-can-eat oyster and shrimp roast with hush puppies and cole slaw on the side! Tickets are \$25. Sponsorships receive recognition in press releases, promotional fliers and at event:

- ◆ **\$150** – 1 ticket
- ◆ **\$500** – Reserved seating and 3 admission tickets
- ◆ **\$1,000** – Prominent listing, reserved seating, logo on event tickets, advertising recognition, opportunity to address event crowd plus 5 admission tickets

December

Chamber Christmas Parade

Since 1952, the Chamber Christmas Parade has been the staple event for Laurinburg during the holiday season. Professionally designed floats are available and feature the sponsoring business's name and riders:

- ◆ **\$575** – Full float
- ◆ **\$355** – Half float
- ◆ **\$275** – Quarter float
- ◆ **\$35** – Non-profit/non-commercial entry
- ◆ **\$50** – Commercial entry