



# 2023 MARKETING CATALOG

[WWW.SOUTHTOWNSREGIONALCHAMBER.ORG](http://WWW.SOUTHTOWNSREGIONALCHAMBER.ORG)

@WNYSOUTHTOWNS

716-649-7917



# **2023 SPONSORSHIP & ADVERTISING OPPORTUNITIES**

*The programming and events we offer are designed to be mutually beneficial for your business, your fellow peers, and our communities at large.*

***Brand your business for maximum impact paired with exceptional value.***

We aim to draw the attention of an extensive and diverse group of people to the various amenities the Southtowns has to offer. We offer you, our membership, marketing and operational advice, cost effective targeted advertising, group health insurance, news, actionable support, and real connections to help you and your employees thrive.

Your involvement with the Chamber also makes it possible to help support other community-wide initiatives, branding your business as an inclusive community leader.

***The More You Buy; The More You Save!***

***Select 3 items: Save 5%***

***Select 5 Items: Save 10%***

***Select 7 Items: Save 15%***

***Want to talk it out? We would love to hear from you!***  
***jamie@southtownsregionalchamber.org or call 716-649-7917***





# **Key Words & Specs**

## **Key words**

- "Print" includes items such as posters (hung in various businesses), flyers and post cards placed at Chamber events and in various businesses including the Hamburg Farmers' Market (May-Oct), and applicable print advertising in a variety of publications.
- "Digital" includes noted on Chamber website, digital advertising where applicable, and included on Chamber social media platforms: Facebook, Instagram, LinkedIn, and/or Twitter.
- "Email" includes 'eblasts' to the Chamber's email list of over 6,600 contacts. Includes membership and community patrons. Median open rate of all emails as of Nov. 2022 is 52% (Industry average for a "good" open rate is roughly 20%)
- "PR" includes mention in written press releases sent to over 75 media contacts in print, radio, and TV.

## **Print Ad Specs:**

- All ads are Full Color
- Jpeg or PDF formats acceptable / No bleeds
- Full pg: 5"w X 8"t
- Half pg: 5"w X 4"t
- Quarter pg: 2.5"w X 4"t

## **Website Ad Specs:**

Banner Ads: 728 pixels wide X 90 pixels tall

Need help creating an ad or need advice on content? We can help with that. Just let us know. We can help brainstorm or we can make an ad for you. Just send copy and pictures. You'll receive the draft ad to approve before going to print. In order to go to print on time, please adhere to all ad deadlines.







# PROGRAMMING & EVENT OPPORTUNITIES



# **2023 Event Snapshot:**

*Note: This Snapshot is based on minimum events planned. Additional events maybe added.*

<b><u>January</u></b>	<b><u>February</u></b>	<b><u>March</u></b>	<b><u>April</u></b>	<b><u>May</u></b>	<b><u>June</u></b>
State of the Town- Hamburg  Casual AM Networking	Exchange Networking  Meat Raffle  Leaders of WNY Event: Networking forum with State & Local Reps  Casual AM Networking	Bridal Show  Casual AM Networking	Speed Networking  Spring into Success  Casual AM Networking	Exchange Networking  Business After Hours  Casual AM Networking  Hamburg Farmers Market	Casual AM Networking  Hamburg Farmers Market
<b><u>July</u></b>	<b><u>August</u></b>	<b><u>September</u></b>	<b><u>October</u></b>	<b><u>November</u></b>	<b><u>December</u></b>
Arts on the Water Artisan Show  Casual AM Networking  Hamburg Farmers Market	Discover the Southtowns Downtown at Riverworks (Business Showcase & Artisan Show)  Casual AM Networking  Hamburg Farmers Market	Golf  Business After Hours  Casual AM Networking Hamburg Farmers Market	Leaders of WNY: Hamburg IDA joint event  Annual Fall Pop Up Event  Speed Networking  Casual AM Networking (2x)  Hamburg Farmers Market	Exchange Networking  Casual AM Networking	Holiday Bash Scholarship Fundraiser  Casual AM Networking



# Programming:

## **NexGen: The next generation of leaders.....\$350**

*This program runs all year long including a mentorship curriculum for Junior and Senior High School, Vocational, and College level students, opportunities to mingle students with business professionals, and on the job tours/shadowing.*

**Sponsorship includes** – Tags and appreciation on social media with relevant content, mention in all PR, logo on all program materials for events/participants where applicable, logo on all marketing materials (print, digital & email, and (2) tickets/event with the students (TBD). Minimum of one event annually.

## **Leaders of WNY: Regional & Local Current Events....\$350**

## **State of the Town of Hamburg only.....\$250**

*This program (excluding the State of the Town) runs all year long and provides updates via in person events open to everyone on current affairs and revitalization news. Events dependent on topic and speaker opportunities. Minimum of two events annually.*

**Sponsorship of the Leaders Series includes** – Tags and appreciation on social media with relevant content, mention in all PR, logo on all program materials at events, logo on all marketing materials (print, digital & email), full page ad (5"W x 8"T) in program book, and (4) tickets/per event. Minimum of two events annually.

**Sponsorship of State of the Town of Hamburg includes** –Tags and appreciation on social media with relevant content, mention in all PR, logo showcased at event, logo on all marketing materials (print, digital & email). Event is free for the public to attend thanks to your generosity.





# Networking:

## **The Exchange Series Sponsor.....\$625**

**Maximum of three (3) Sponsors annually.**

*One of our most popular programs, The Exchange is held quarterly. It is a round table lunch event over three courses. Moderators are present at each table and participants change tables each course, meeting a new group of people and having new conversations each time. The moderators are there to help with conversation, but participants are encouraged to ask for ideas or help with a specific topic. This event is open to all businesses. Typically sells out at a max of 50 people/event.*

**Sponsorship includes** – Tags and appreciation on social media with relevant content, mention in all PR, logo on all promotional signs on tables at event, linked logo in all emails for event, logo in applicable ads, the ability to have materials and speak briefly at the event, and a banner ad on the Chamber's website that runs during the month of the event and linked to your business page. Minimum of three events.

## **Casual Morning Networking Series Sponsor...\$450**

**Maximum of three (3) Sponsors annually**

*Join in for a casual breakfast reinforcing established relationships and making some new ones. Everyone gets a chance to tell us a story about their business. We alternate between ZJ's Family Restaurant in Hamburg and Cala's Kitchen in Derby, every 2<sup>nd</sup> Friday of the month, 8:30-9:30am, year-round. Minimum of 10 events. All business managers, owners, and staff are welcome, no cost to attend, separate checks so people pay if they wish to eat.*

**Sponsorship includes** – This sponsorship is all about the frequency to regularly brand your business. Linked logo in two emails per event. Your logo will also be placed in applicable ads, mentioned on Facebook and/or LinkedIn event descriptions, and on Chamber calendar of events in event description. In person crowd size varies from 10-25.

## **Speed Networking.....\$225/per event**

*Need to hone that elevator speech? Want to spread the word about something you have coming up? Speed networking is a format where participants get 1 minute to talk with another, rotating through the group. This event includes a meal or heavy appetizers. Members only. Minimum two events annually.*

**Sponsorship includes** – Tags and appreciation on social media with relevant content, mention in all PR, logo on all promotional signs on tables at event, linked logo in all emails for event, logo in applicable ads, the ability to have materials out for the duration of the event.





## **Event Sponsorship Details:**

**Event sponsorships are a great way to reinforce your business identity throughout the community and our membership for exceptional value.**

You get both – targeted audiences near home and afar through our following and influence across the region.

Each event also provide you an opportunity to attend to mingle with diverse crowds so you can build your brand comprehensively.





# Hamburg Farmers' Market

## Hamburg Farmers Market (May-Oct)

Established in 1977 by the Chamber of Commerce, the market has evolved and grown to accommodate over 75 vendors/week. Overall, we work with about 100 vendors throughout the season as many rotate and do not attend each week. The Market also acts as a mini-incubator for many businesses just starting out.

It has taken on a life of its own on social media, showcasing the beauty that encompasses the Market. It has become the place to meet up on Saturdays with friends and families from all over WNY gathering for breakfast and to peruse the local products. We focus on local agricultural, rancher, and homesteader products only. On a typical Saturday, we will see over 5,000 people from all over the region. Event though there are other farmers' markets around WNY, the two largest and most popular include North Tonawanda in the Northtowns and the Hamburg Market in the Southtowns. Be part of the movement and get involved!

The Market is open Saturdays, Rain or Shine, 7:30am-1pm. We open first Saturday in May and runs through the last Saturday in October.

**Season Sponsor.....\$2,500 (Limit 3 per season)**

Includes mention in all PR, logo on all promotional materials (Print, digital, email – minimum one email), logo on market signs at event each Saturday. The Market has its own social media pages on Facebook and Instagram, and you will be mentioned on the Chamber's pages and a majority you will posted to the Market's pages.

**2024 Farmers' Market Calendar.....\$450**

Beautiful scenery from one of the most popular farmers' markets. Get your company prime visibility and place an ad on the calendar. One ad per month. Ad is 2.5" wide by 6" tall. Choose your month. October, November, and December are all that's left, so act fast!

**Reusable Farmers' Market Bags.....\$300**

We give out free reusable bags to patrons throughout the season. Get your logo on some bags! 20 logos/bag on 2,000 sets of bags. Bags are large, sturdy and high-quality measuring roughly 20" wide by 14" tall. Logos are 2" x 2", black and white.

**Weekly Business Sponsor Vendor Space.....\$150**

The farmers' market is a producer only, agriculture and rancher market. We allow up to two businesses to set up as a vendor weekly (Saturdays, May-Oct) to showcase your products/services. Space fill in quickly so sign up sooner than later to reserve your spot! The same business can only attend up to twice per market season.





# Meat Raffle & Member Recognition:

Member Business and Employee Recognition (NEW this year!)

**Meat Raffle (February)** VFW #1419 on Lakeview Rd., Hamburg/ Portion of proceeds benefit local food banks in Hamburg, Lackawanna & Evans areas

## **Placemat Sponsor.....\$65**

Includes a full color business card size ad on placement at each place setting for the in-person raffle. Event sells out with roughly 200 attendees.

## **Round Sponsor.....\$250**

**Maximum 2 sponsors per round. There are approximately 13-15 rounds.**

Includes: Admission/reserved seating for table of eight, logo in all print, digital, and email (minimum of two emails) marketing, logo on table signage and banner.

## **Spring Into Success (Spring)** Member & Employee Recognition

*Showcasing the achievements of Chamber Members and most valued employees through this influential community event, our Spring Into Success event is a twist on our Annual Member Recognition Reception. Businesses are nominated by membership in four categories: Economic Impact and Development, Community Involvement, Business of the Year, and Non-Profit of the Year. In addition, we want to help our members celebrate employees by nominating them for Long-Standing Employment, Community Treasure (a staple in the community at large), Commitment to Excellence, and Philanthropic Involvement. Once nominees are in, voting will be open to the public! Each nominee receives two tickets to attend the event thanks to your generosity. The Program Book for the evening will be given out at the event and a digital version will be published in a social media post and within the Facebook event.*

## **Gold Sponsor.....\$500**

Includes logo and link to website where applicable in all PR, print, digital, and email marketing for event and nominating and voting emails & social media, logo displayed on tabletop & other signage at event, Full page ad in program book and a table of six at the event.

## **Silver Sponsor.....\$375**

Includes logo on all print, digital, and email marketing for event and mention in nominating and voting emails & social media, logo displayed on tabletop & other signage at event, Half page ad in program book and (4) tickets to event.

## **Bronze Sponsor.....\$250**

Includes mention in digital & email marketing including tabletop signage at event, Quarter page ad in program book and (2) tickets to event.





# Vendor Shows

## Bridal Show (March) Michael's Banquet Hall, Hamburg

*Our first Bridal Show was held in the fall of 2022 and was a resounding success, so we are adding it to our annual event roster and making it bigger and even better! The Southtowns Bridal Show provides a fun and informative experience showcasing a wide variety of wedding related vendors. Guests will draw inspiration from all the classics plus unique and out of the box vendors that will make weddings memorable from start to finish.*

## Arts on the Water (July) SunCliff on the Lake, Derby

*Guests enjoy a beautiful view of Lake Erie as they shop from over 100 local artists and artisans. This event showcases a variety of top-quality handcrafted goods as well as live entertainment. Free to the public. Typically, attendance include over 1,500 attendees from all over the region.*

## Experience the Southtowns Downtown (August) Riverworks, Buffalo

*This unique event provides an opportunity for Southtowns area businesses to showcase their products and services to an expanded audience showing guests all that the Southtowns has to offer. Free to the public. New event for 2023!*

## Annual Pop-Up Show (October) Hamburg Fairgrounds Event Center, Hamburg

*Our largest vendor event of the year! Guests will gear up for the holiday season by shopping from over 200 local vendors, crafters, and artisans. Free to the public. Typically, attendance includes over 2,000 people from all over the region.*

**Event Sponsor per show.....\$500      Vendor spaces only.....Prices vary per show contact us for this option**

Sponsorship for the event includes logo on all print, digital, and email (minimum of three emails) marketing, also mentioned within boosted Facebook event(s), mentioned in all PR, and logo on all signage at event.

If interested in having a vendor space at any of the above shows, **a booth space is free with your sponsorship**, however, eligible business categories that are allowed to set up vary per show. Contact us if interested in this bundle to see if your business qualifies before committing.





# Annual Golf Tournament

September at Wanakah County Club

One of our most anticipated events of the year among Chamber and Community Members. Over 150 business owners and community leaders come together for an enjoyable day of golf, networking, auctions, food and spirits. Golfers enjoy lunch and dinner by Wanakah CC, snacks and beverages on the course, distilleries, breweries, caterers, and more are set up along your through 18 holes. Don't golf? Get your ticket for dinner to mingle with everyone after the tournament.

September (Date – TBD) / 11am Registration / 11:30am Lunch is Served / Shotgun Start 12 Noon

## **Presenting Sponsor.....\$3,000 (Exclusive)**

Includes Business Golf Foursome, logo on all print, digital, email and PR marketing, logo on banner/signage at registration/dinner, tee sign, full page color ad in program book front inside cover, opportunity to provide items for Golfer Gift Bags, banner ad on Chamber website for month of choice.

## **Putting Contest Sponsor.....\$2,500 (Exclusive)**

Includes Business Golf Foursome, logo on all print, digital, email and PR marketing, space to set up a tent and table at the contest hole, opportunity to provide items for the gift bags, tee sign, half page ad in program book.

## **After Par-tee Sponsor.....\$2,500 (Exclusive)**

Includes Business Golf Foursome, logo on all print, digital, email and PR marketing, logo on signage at bar, tee sign, opportunity to provide items for the gift bags, half page color ad in program book.

## **Golfer Gift Bag Sponsor.....\$2,000 (Exclusive)**

Includes Business Golf Foursome, logo on all print, digital, email and PR marketing, logo on Golfer Gift Bags, tee sign, opportunity to provide items for the gift bags, tee sign, half page ad in program book.

## **Golf Cart Sponsor.....\$1,800 (Limit 2)**

Includes Business Golf Foursome, logo on all print, digital, email and PR marketing, logo in signage in each golf cart, tee sign, opportunity to provide items for the gift bags, tee sign, half page ad in program book.

## **Beverage Cart Sponsor.....\$1,500 (Limit 2)**

Includes Business Golf Foursome, logo on all print, digital, email and PR marketing, logo on signage on cart, tee sign & a half page color ad in program book.

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# Annual Golf Tournament

**Business Foursome.....\$1,100**

Includes Business Golf Foursome, company listing on Chamber website (linked to your business website) & business listing in program book

**Business Twosome.....\$625**

Includes two golfers & business in program book

**Tee Sign Sponsor.....\$375**

Includes tee sign on the course & a half page bag in program book

**Full Page Ad in Program Book....\$150**

**Half Page Ad in Program Book...\$125**

**Dinner (only) ticket.....\$40**

Not a golfer? That's ok, come mingle with us, eat well and get in on the raffle and silent auctions!

The Golfer Program Book will be given to each golfer at the event with a schedule of events for the day.  
It will also be shared on social media as a digital book in at least one regular post and within the Facebook Golf Event for additional exposure.





# Annual Holiday Bash Scholarship Fundraiser

Our most anticipated event of the year! Our Scholarship Fundraiser is a fun time for everyone and for a great cause. Approximately 200 business owners and community leaders come together to celebrate and enjoy some amazing raffle items, tons of decadent food, live music, cocktails, and fun games. Bring your office, spouses, friends, and peers. Let us throw the party while you sit back and just enjoy! We offer scholarships to Hamburg, Frontier, Lackawanna, Lake Shore, and St. Francis High Schools. Over the last decade we've given over \$135,000 to local students to continue their education through college or vocational training and this event helps keeps our scholarship program going for years to come. Sponsor titles and admission inclusions may change. **Individual tickets will be available. Prices subject to change so lock in your price by June 2023!**

## **Presenting Sponsor.....\$1,200 (Limit two)**

Includes mention in all PR, logo on all promotional material (print, digital, web & email), full page ad in program book, a reserved table of eight at the event, your business name on the scholarship certificate, and the opportunity to present the scholarship at any school ceremonies (schools determine if presenting is available and will notify us early spring).

## **Entertainment Sponsor.....\$850 (Limit three)**

Includes mention in all PR, logo on all promotional materials (print, digital, email), recognition at event as sponsor, full page ad in program book, and admission for six guests.

## **Sleigh Ride Sponsor.....\$725 (Limit three)**

Includes mention in all PR, logo on all promotional materials (print, digital, email), recognition at event as sponsor, half page ad in program book, and admission for four guests.

## **Game Sponsor.....\$500 (Limit Four)**

Includes mention in all PR, logo on all promotional materials (print, digital, email), recognition at event as sponsor, half page ad in program book, and admission for two guests.

## **Essential Event Sponsor.....\$250**

Includes mention in all PR, logo on all promotional materials (print, digital, email), recognition at event as sponsor, half page ad in program book, and admission for two guests.

Includes logo on all promotional materials (print, digital, email), recognition at event as sponsor, half page ad in program book, and admission for two guests.







# ADVERTISING



## Exceptional value. Targeted Audiences.

### Meat Raffle (February Event)

#### **Placemat Sponsor.....\$65**

A full color business card size ad on placement at each place setting for the in-person raffle. Event sells out at roughly 200 people.

### Program Book Ads

Program Books are available with The Leaders of WNY Events, Spring Into Success, Golf & Holiday Bash. Books for Spring Into Success, Golf & Holiday Bash also have a digital version shared on social media.

#### **Full Page (5"w X 8"t).....\$150**

#### **Half Page (5"w X 4"t).....\$125**

#### **Quarter Page (2.5"w X 4"t).....\$100**

### Website Marketing

Our website is getting a make-over to make it easier to interact and find information quick. This provides more opportunity for you to take advantage of the traffic that visits us; from people searching for business services and community to businesses making purchases and inquiring about benefits. Currently our site receives between 1,500 and 3,500 unique hits/day and about 1,200 returning views per week. Ads run for a month. Demand will dictate any limitations on placement for a specific month.

#### **Banner Ad.....\$500**

### Email Marketing

Reach out to other members and the general public with access to our email list. You send us copy and pictures; we'll send you a proof before scheduling an email. Emails go to 6,600 people (and constantly growing) and are also shared to our social media platforms. Our open median rate is over 52% and rising. You can choose from sending one email just about your business or be part of our monthly e-newsletter with other advertisers & community news.

**Purchase individual email.....\$125** You choose the date you want the email sent. Copy and pictures due at least 72 hours prior to send date.

**Purchase block within monthly e-newsletter.....\$75** Copy and pictures are due by the 1<sup>st</sup> each month. Monthly emails are sent by the 1<sup>st</sup> of the month.

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**Hamburg Farmers' Market Reusable Bags**

**Reusable Farmers' Market Bags.....\$300**

We give out free reusable bags to patrons throughout the season (May-Oct). Get your logo on some bags! 20 logos/bag on 2,000 sets of bags. Bags are large, sturdy and high-quality measuring roughly 20" wide by 14" tall.

**The Discover Guide 2023 – Print & Digital Advertising Combo**

The Southtowns is that magical place situated between city living and rural landscapes. We see thousands of residents and visitors enjoying and drawn to the #lakelife of Lake Erie. This Guide reflects some of the amazing places to see, showcases our local businesses, coupons, and specialties to draw everyone in. Get in on this unparalleled value for your advertising dollars.

15,000 hard copies are printed and distributed all around the WNY region and include:

- Various Municipal entities such as City, Town, and Village halls in Hamburg, Lackawanna, and Evans
- Libraries
- Special Events
- Hamburg Farmers' Market (May-Oct)
- Various businesses
- Angola & Clarence Thruway Rest Areas
- Colleges
- Community Centers
- Hospitality establishments from downtown Buffalo through Angola
- Tops Markets – certain locations

The Guide is published once per year. Print copies are consistently redistributed as well as shared as a digital magazine via our website and social media platforms. This is a member exclusive publication. The Guide will be published by April 2023. **Ads are due by March 1, 2023**

<b>Full Page Ad.....</b>	<b>\$625</b>
<b>Half Page Ad.....</b>	<b>\$450</b>
<b>Quarter Page Ad.....</b>	<b>\$275</b>
<b>Inside Front Cover pages.....</b>	<b>\$1,100 (Two Available) SOLD OUT</b>
<b>Inside Back Cover pages.....</b>	<b>\$1,100 (Two Available) SOLD OUT</b>
<b>Back Cover of Book.....</b>	<b>\$1,500 (Limit One) SOLD OUT</b>







# ORDER FORM



## ORDER OPTIONS -

1. Email jamie@southtownsregionalchamber.org with your selections and we can **invoice** you to pay with a check or can call for your credit card info.

2. Submit this order form with your selections and a **check or credit card** information to Southtowns Regional Chamber of Commerce, PO Box 848, Hamburg, NY 14075. Make checks payable to Southtowns Regional Chamber of Commerce

**Coming in Q 1 in 2023, you can order easily right from our website store.**

Credit Card Information:

Name on Card \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

<b>Programming:</b>		
NexGen Series Sponsor	\$350	
Leaders of WNY Series Sponsor	\$350	
State of the Town of Hamburg	\$250	
<b>Networking :</b>		
Exchange Series Sponsor	\$625	
Casual AM Networking Series Sponsor	\$450	
Speed Networking	\$225	
<b>Event Sponsorships:</b>		
Meat Raffle	\$65	
- Placemat Sponsor	\$65	
- Round Sponsor	\$250	
Spring Into Success		
- Gold Sponsor	\$450	
- Silver Sponsor	\$350	
- Bronze Sponsor	\$250	
Vendor Shows		
- Bridal Show	\$500	
- Arts on the Water	\$500	
- Experience the Southtowns Downtown	\$500	
- Annual Fall Pop Up	\$500	
Golf 2023		
- Presenting Sponsor	\$3,000	
- Putting Contest Sponsor	\$2,500	
- After Par-Tee Sponsor	\$2,500	
- Golfer Gift Bag Sponsor	\$2,000	
- Golf Cart Sponsor	\$1,780	
- Beverage Cart Sponsor	\$1,500	
- Business Foursome	\$1,100	
- Business Twosome	\$625	
- Tee Sign Sponsor	\$375	
- Full Pg Ad Program Book	\$150	
- Half pg Ad Program Book	\$125	
- Dinner(only) ticket	\$40	
Holiday Bash 2023		
- Presenting Sponsor	\$1,200	
- Entertainment Sponsor	\$850	
- Sleigh Ride Sponsor	\$725	
- Game Sponsor	\$500	
- Essential Event Sponsor	\$250	

Hamburg Farmers' Market		
- Season Sponsor	\$2,500	
- 2024 Calendar Advertising	\$450	
- Reusable Bag Sponsor	\$300	
- Weekly Business Sponsor	\$150	

<b>Other Advertising:</b>		
Program Book Ads		
- Full pg.	\$150	
- Half pg.	\$125	
- Quarter pg.	\$100	

Next Choose which Program Book for your ad

Leaders Event		
Golf		
Holiday Bash		

Website		
- Banner Ad	\$500	
What month do you want your ad to run?		

Email Marketing		
- Individual email	\$125	
- in Monthly eblast	\$75	

Discover Guide		
- Full pg.	\$625	
- Half pg.	\$450	
- Quarter pg.	\$275	
- Inside front cover - left side full pg.	\$1,000	SOLD
- Inside front cover - right side full pg.	\$1,000	SOLD
- Inside back cover - left side full pg.	\$1,000	SOLD
- Inside back cover - right side full pg.	\$1,000	SOLD
- Back cover of book	\$1,500	SOLD

Once we receive your order, we will follow up with you for other specifics for placement of your advertising.

