



VISALIA CHAMBER
OF COMMERCE

Sponsorship and Marketing Opportunities

2023-2024



Your sponsorships and marketing helps support our mission...

THE VISALIA CHAMBER IS...

- A TRUSTED CONVENER
- PROBLEM SOLVER
- HUB OF INFORMATION
- CATALYST OF LEADERSHIP
- INNOVATIVE AND EMBRACES CHANGE
- EMBRACES GENERATIONAL DIVERSITY



WHO WE REPRESENT



Nearly 700

Local Businesses

136,246

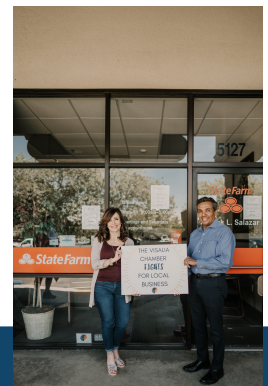
Community Members

15,000

Social Media Followers

75,000

Direct Referrals from Website



CONNECT WITH US



(559) 734-5876 | visaliachamber.org

Contents...



EVENT SPONSORSHIPS

IMPACT Leadership Conference (March)

NEW SpringTini (April)

Annual Awards (June)

State of Local Government (August)

Oktoberfest (September)

NEW Paws & Connect: Networking Unleashed (October)

PROGRAM SPONSORSHIPS

Jr. CEO (Fall & Spring)

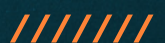
Leadership Visalia (September-May)

CHAMBER MARKETING PLATFORMS

Social Media

Website

Print





IMPACT

LEADERSHIP CONFERENCE

2023 STATISTICS

250 ATENDEES

**Demographic: Executives,
Decision makers,
Community leaders**



**10,000+ REACH
ON SOCIAL MEDIA
PLATFORMS**



2,500 WEBPAGE VIEWS

The Visalia Chamber is taking the next steps to ensure that there are opportunities to participate in quality leadership and workforce training for business owners and employees in the Central Valley. The IMPACT Leadership Conference provides opportunities for learning that focuses on workplace skills, personal growth, and community activism while cultivating business and community leaders.

IMPACT features nationally recognized keynote speakers as well as breakout sessions presented by local industry experts and community leaders.

For company leaders and executives, the conference will provide the opportunity to refresh skills and talk about the latest and greatest in leadership trends. For the creators and agents of change within a business, this conference will connect you to other entrepreneurs and changemakers, while providing insights to innovation and creative energy. For the new start-up businesses, this conference will help you spread your brand and provide a valuable networking opportunity to learn about trends and hear from potential customers. For those looking to advance their careers, there will be opportunities to meet employers from all over the Central Valley.



TITLE SPONSOR: \$6,000 1 AVAILABLE

- Logo incorporated into the IMPACT logo as, "presented by" sponsor
- Logo on all marketing materials: social media, e-blasts, newsletters, magazine ads, etc.
- Logo on Zoom backgrounds on all of the morning virtual breakout sessions
- Logo on the background video screen during in-person keynote speaker
- Official sponsor of the Keynote speaker
- Inside cover full page ad on digital event program
- Video ad played before keynote speaker (1 min max, provided by sponsor)
- Thank you message from Visalia Chamber President/CEO
- Access to attendee list with thank you email on sponsor's behalf
- Eight (8) tickets to the event and one (1) reserved table at lunch (lunch included with tickets)

BREAKOUT SPONSOR: \$3,000 3 AVAILABLE

- Logo incorporated into the IMPACT logo below title sponsor logo
- Logo on all marketing materials: social media, e-blasts, newsletters, magazine ads, etc.
- Logo on Zoom backgrounds for two (2) breakout sessions with, "presented by" and your company name listed on the website and digital program
- 1/2 page ad in digital event program
- Thank you message from Visalia Chamber President/CEO
- Audio ad played during lunch (1 min max, provided by sponsor)
- Access to attendee list with thank you email on sponsor's behalf
- Four (4) tickets to the event (lunch included with tickets)

LUNCH SPONSOR: \$1,500 1 AVAILABLE

- Logo placed on the IMPACT event info page of the Visalia Chamber website
- 1/2 page ad in digital event program
- Full page ad displayed on tables-talkers at lunch
- Option to provide a "welcome message" to attendees during lunch (recorded or live on the mic)
- Option for a 10x10 info booth space at lunch (sponsor to provide table)
- Two (2) tickets to the event (lunch included with tickets)

Spring-teeny

April 2024

Indulge in an unforgettable evening of enchantment and celebration under the stars. Immerse yourself in the spirit of spring as you savor the very best "teeny" cocktails, groove to the soulful melodies of a live jazz band, and embark on a culinary adventure with mouthwatering samples of local epicurean delights. Let the rhythm move you! Our talented jazz band will serenade you throughout the night, creating an irresistible atmosphere that will have you tapping your feet and swaying to the music.

Immerse yourself in the beauty of The Woodlands, a picturesque setting that will serve as the backdrop for this one-of-a-kind event. The lush greens will transport you to a world of elegance and charm, setting the stage for an evening you won't want to miss.

Dress to impress in your finest Spring Garden wear and become a part of the vibrant tapestry of colors and styles that will grace the event. Let your outfit reflect the blossoming season and be ready to turn heads with your exquisite fashion choices.

Spring-Teeney is the talk of the town, and this is your chance to be a part of its inaugural celebration. Be among the first to experience the magic as we unite the community in a toast to the Central Valley's thriving culinary scene.



TITLE SPONSOR: \$4,000 (1 AVAILABLE)

- Logo incorporated into the SprintTini logo as "Presented By" sponsor
- Logo on all marketing materials: social media, website, eblast, newsletter, magazine ads, etc.
- Logo signage placed at event entrance
- Logo on stand alone high definition screen located in high-traffic area
- In-Event recognition by Visalia Chamber President/CEO
- Company name incorporated into event signature cocktail
- 8 event tickets

CHEERS SPONSOR \$2,000 (4 AVAILABLE)

- Logo incorporated into the SpringTini logo as a supporting sponsor
- Logo on all marketing materials: social media, website, eblast, newsletter, magazine ads, etc.
- Logo on stand alone high definition screen located in high-traffic area
- 4 event tickets

COCKTAIL NAPKIN SPONSOR \$2,000 (1 AVAILABLE)

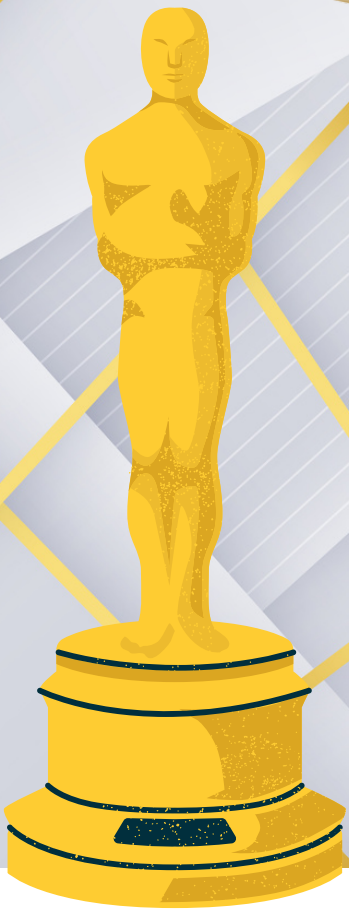
- Your company logo on all cocktail napkins
- 2 event tickets

PHOTO BOOTH SPONSOR \$2,000 (1 AVAILABLE)

- Your company logo on all photos taken at the hugely popular photo booth
- 2 event tickets

SOCIAL MEDIA TICKET GIVEAWAY \$1,500 (2 AVAILABLE)

- Sponsor a social media ticket giveaway (4 tickets) as "made possible thanks to (insert your company name here)." Over 16,000 followers through Visalia Chamber social media accounts
- 2 event tickets



VISALIA CHAMBER OF COMMERCE PRESENTS
ANNUAL AWARDS
2024 SPONSORSHIPS

For more than six decades, the business community has come together each year to honor and recognize some of their peers who, in one way or another, have stood out, excelled, or demonstrated some trait of excellence that they feel deserves acknowledgement. Over the years, the format of the program has changed, the number of awards has varied, but through it all, what has been consistent has been that desire to recognize that which is good and great in our community.

TITLE SPONSOR: \$5,000 / 1 available

Company name on the Fox Theatre marquee as “presented by” sponsor. Logo incorporated into the Annual Awards logo as, “presented by” sponsor. Logo on all marketing materials, including social media, e-blasts, newsletters, magazine ads, etc. “Presented by” logo projected on stage pre-event. Advertisement on-screen during event. Full-page ad in event program. Thank you message from Visalia Chamber President/CEO during the event Ten (10) FRONT ROW tickets to the event

GOLD SPONSOR: \$1,200

Logo on all marketing materials, including social media, e-blasts, newsletters, magazine ads, etc. Full-page ad in event program. Advertisement on-screen during event. Ten (10) tickets to the event.

SILVER SPONSOR: \$700

Half-page ad in event program. Logo on-screen during event. Five (5) tickets to the event.

FULL PAGE PROGRAM AD (no tickets): \$450

HALF PAGE PROGRAM AD (no tickets): \$295



VISALIA CHAMBER
OF COMMERCE



SOUTHERN CALIFORNIA
EDISON®

An EDISON INTERNATIONAL® Company

PRESENTS

STATE OF LOCAL GOVERNMENT

August 24, 2023
11:30am-1:30pm



Bello Vita Venue
4211 W Goshen Ave

SPONSORSHIP OPPORTUNITIES

The State of Local Government Luncheon, where the County of Tulare and City of Visalia unite their voices.

Experience an engaging gathering hosted by the Visalia Chamber of Commerce, featuring esteemed guests Supervisor Larry Micari of District 1, Supervisor Amy Shuklian of District 3, Mayor Brian Poochigian of District 3, and Vice Mayor Brett Taylor of District 2. Together, they will delve into pressing business matters that impact Tulare County and the City of Visalia, highlighting notable achievements and sharing their visionary outlook for the future. This event provides an excellent opportunity to stay informed about the most current issues that shape our County and City, forge connections with influential leaders, and celebrate our remarkable community.

PRESENTING SPONSOR: \$2,500 (SOLD)



SOUTHERN CALIFORNIA
EDISON®

An EDISON INTERNATIONAL® Company

SUPPORTING SPONSOR: \$1,500

- Reserved table of 8 at a premier location
- Pre-event, in-event, and post-event recognition
- Logo on event program
- Social media pre-event exposure

TABLE SPONSOR: \$650

- Reserved table of 8
- Event recognition



CHEERS TO THE CROWD: \$1,500 EA. Includes 4 complimentary tickets

- Gate giveaway (item supplied by sponsor)
- Social media ticket giveaway
- Discount ticket promo code (up to 100 tickets)
- Selfie station (your logo on every photo)

SEE YOU THERE!

Includes 2 complimentary tickets

10" X 10" vendor booth: \$500

10" x 20" vendor booth: \$750

Water station sponsor: \$650

Peanut station sponsor: \$650

2022 STATISTICS

1,600 ATENDEES



20,000+ REACH
ON SOCIAL MEDIA
PLATFORMS



5,000 WEBPAGE VIEWS

Paws & Connect

NETWORKING UNLEASHED



Paws & Connect: Networking Unleashed is a vibrant and one-of-a-kind event organized by the Visalia Chamber of Commerce. Designed for the community of Visalia, this event invites young professionals, business owners, and individuals seeking to promote their businesses to come together for an unforgettable evening at Valley Strong Ballpark.

Attendees have the opportunity to learn about local businesses, network with other professionals, and enjoy the early fall atmosphere. What makes this event truly unique is that participants can bring their dogs along and experience the joy of networking with furry companions. The event features business showcases, networking opportunities, and hot dogs for both humans and dogs.

Paws & Connect aims to foster connections, promote local businesses, and create a memorable experience for all attendees.

Tickets are available for purchase, and sponsorship opportunities are also available for those looking to showcase their brand and support the Visalia community. Don't miss out on this exciting opportunity to connect, grow, and have a paws-itively amazing time!

October 24, 2023, 5-7pm



TITLE SPONSOR: \$4,000 1 AVAILABLE

- Logo incorporated into the Paws & Connect logo as "Presented By" sponsor
- Logo on all marketing materials: social media, website, eblast, newsletter, magazine ads, etc.
- Logo signage placed at event entrance
- 10 x 10 info booth space placed near entrance of the event
- 8 event tickets

CONNECTION SPONSOR: \$2,000 EACH ITEM

1 SPONSOR PER ITEM. Each sponsor will receive recognition on the event webpage as well as through Visalia Chamber social media accounts. Items can be given away at the gate or at your company's 10 x 10 info booth (included with sponsorship). Includes 2 event tickets.

DOGGIE BANDANA GIVEAWAY - 100 items purchased by the Visalia Chamber - co-branded with your company logo and the Visalia Chamber logo.

DOGGIE BISCUIT GIVEAWAY - 200 biscuits individually placed in a plastic bag with your company name/logo.

DOG BALL-TOY GIVEAWAY - 100 items purchased by the Visalia Chamber - co-branded with your company logo and the Visalia Chamber logo.



WATER STATION SPONSOR: \$1,000 (1 AVAILABLE)

- Logo placed on and around the doggie water station
- Logo recognition on event webpage
- 10 x 10 info booth space
- 2 event tickets

RAFFLE PRIZE SPONSOR: \$500 (5 AVAILABLE)

- The Visalia Chamber will collect business cards and run the raffle.
- Your company name/logo will be placed next to your raffle item at the Visalia Chamber raffle booth.
- Your company name will be announced as an official event raffle prize partner.
- Item to be raffled off towards the end of the event.
- Logo on event webpage.
- 2 event tickets

INFORMATION BOOTH SPACE (LIMITED AVAILABILITY)

- 10 X 10 booth space - must provide your own table/chairs/décor
- Logo on event webpage
- 2 event tickets

Visalia Chamber member: \$200

Non-Member: \$350

Jr. CEO™

DEVELOPED BY



VISALIA CHAMBER
OF COMMERCE

Program Overview: The Visalia Chamber of Commerce has created Jr. CEO, a five-week digital business education course that teaches kids the basics of starting their own company. The concept revolves around the scenario of opening up a hot chocolate stand. At the end of the program, on Jr. CEO Day, the participants will open up their hot chocolate stands (or another concept that they created) at various spots around town. The program is produced to communicate at a sixth grade learning level and covers five main categories: Business Fundamentals (filing a DBA, setting up a bank account, etc.), Cost Models, Safety/Food Prep, Marketing, and Money Management. One webinar/session will be released per week over the course of five weeks. Tuition is \$25 per student. This program runs in the fall and spring, with the spring theme being how to open a juice stand.

Session 1: Fundamentals for Setting up Your Business

Our first session will focus on the basics of officially starting the business. Filing paperwork for their DBA, their business license, setting up a bank account, obtaining the proper insurance, etc.

Session 2: Cost Models

Students will be taught how to form a business plan by using a cost model for their hot chocolate stand: What ingredients are needed and how much of each ingredient is needed for the recipe. How to source ingredients, cost of goods sold, selling price point, profit margin, etc.

Session 3: Safety and Food Prep

Before the business starts selling to customers, safety protocols and food prep guidelines must be in place. This session will go over the importance of safety, how to acquire a food handler's license, and how to create guidelines and protocols.

Session 4: Marketing and Customer Service

With the business officially up and running, it's time to market the brand and bring in customers! This session will walk students through some marketing basics and best practices.

Session 5: Savings and Money Management

The sales are coming in! Now what? This session will address the importance of savings and money management. How much do you use to re-invest in the company? How much should be put into savings/reserves? This session will walk students through a plan on how to manage their profits.



Jr. CEO VISIONARY/TITLE: \$7,500/yr (exclusive, 2yr min. contract)

You are the title sponsor of the Jr. CEO program. Your company name/logo will appear on top of the Jr. CEO logo, next to the Visalia Chamber of Commerce logo. Your logo will appear on all Jr. CEO marketing materials including, but not limited to: social media, e-blast, Jr. CEO webpage, flyers, etc. Any time the Jr. CEO program is mentioned on social media, the Visalia Chamber will tag your company's social media page and all verbiage of the program will be stated as, "Visalia Chamber of Commerce Jr. CEO program, presented by [your company name here]. Your logo will be placed on all session materials: videos and each page of the workbooks. Your company will have exclusive sponsorship of two Jr. CEO sessions. Your sponsorsh and each page of the workbooks. Your company will have exclusive sponsorship of two Jr. CEO sessions. Your sponsorship is category exclusive.

CORNERSTONE: \$3,000/yr (3 available, 2yr min. contract)

Your company logo will have preferred placement below the Jr. CEO logo and will be included on all Jr. CEO marketing materials, including the Jr. CEO webpage. Your logo will be placed at the bottom of each page of the Jr. CEO workbooks. A representative from your company will have the chance to pre-record a message to be played before one of the Jr. CEO virtual sessions (no longer than 30 seconds). Your company will have exclusive sponsorship of one Jr. CEO video session. Your sponsorship will cover tuition for a "classroom", up to 30 students (you can select the school or we can find students for you).

BONUS VIDEO SESSION \$2,000/yr (3 available, 2yr min. contract)

Your company will be featured in a bonus video highlighting your business while providing valuable information to the Jr. CEO students. The video will be produced for you and provided to Jr. CEO students in both the Fall and Spring programs. Your company logo will be placed on all marketing materials, including all workbook pages, and on the Jr. CEO webpage. Video topics must be approved by the Visalia Chamber of Commerce and not overlap the fie main Jr. CEO session topics. Your sponsorship will cover tuition for a "classroom", up to 30 students (you can select the school or we can find students for you).



STUDENT NOTEBOOKS: \$1,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on 100 notebooks to be given away free to Jr. CEO students. The Visalia Chamber will purchase the notebooks. Your company will have the option to hand out the notebooks at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage.

STUDENT CASH BAGS: \$1,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on 100 cash bags to be given away free to Jr. CEO students. The Visalia Chamber will purchase the cash bags. Your company will have the option to hand out the cash bags at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage.

"I'M A JR. CEO!" PINS: \$1,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on 100 pins that read "I'm a Jr. CEO!" to be given away free to Jr. CEO students. The Visalia Chamber will purchase the cash pins. Your company will have the option to hand out the pins at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage.

Jr. CEO STARTER KIT BUNDLE: \$3,500/yr (2yr min. contract)

Your company logo will be co-branded with the Jr. CEO and Visalia Chamber logos on **all of the items listed above**, plus additional pens and folders with your company logo, to be given away free to Jr. CEO students. The Visalia Chamber will purchase the cash items. Your company will have the option to hand out the Jr. CEO starter kits at your business or have the Visalia Chamber be in charge of distribution. Your company logo will be placed on the Jr. CEO webpage and on all marketing materials.



Leadership Visalia empowers leaders within their company and the Visalia community to reach their full potential and drive positive change. Through this comprehensive 9-month program, participants engage in professional development, community engagement, mentorship, and a class-based community project. Valuable tools, knowledge, and connections enhance leadership skills and understanding of local issues. Through fostering personal growth, powerful connections, and promoting a collaborative approach, Leadership Visalia equips leaders to make a lasting impact in their organizations and the community as a whole. Leadership Visalia is a transformative journey that unlocks leadership potential.

BE A LUNCH SPONSOR! \$500

Connect with the leadership class over lunch! Once per month, the class will have a Day Session in which the plan a time and place for lunch together. By sponsoring a class lunch, you'll have the opportunity to provide marketing materials and speak about your company for 1-2min in front of the class! Your logo will be placed on that day's agenda sheet.

SPONSOR GRADUATION! \$1,000

At the end of the Leadership Visalia program in May, the class will celebrate with a graduation ceremony. As the graduation sponsor, you'll be provided an opportunity to say a few words to the graduating class as well as provide the food, drink and help cover venue costs. Your logo will be placed on the evening's program flyers as well as signage by the food and beverage area.



VISALIA CHAMBER MARKETING PLATFORMS

We have...

TOP OF THE MARKET SOCIAL MEDIA REACH

Audience ⓘ

See audience

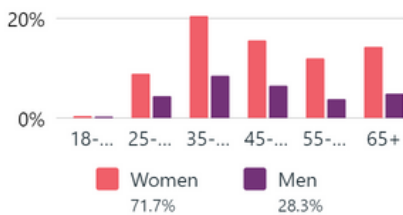
Facebook followers ⓘ

11,942

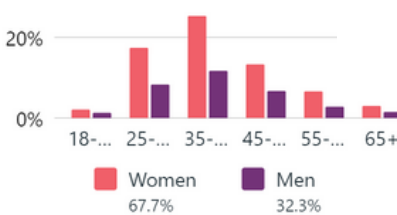
Instagram followers ⓘ

3,307

Age & gender ⓘ



Age & gender ⓘ



Reach

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

56,766 ↓ 8.3%

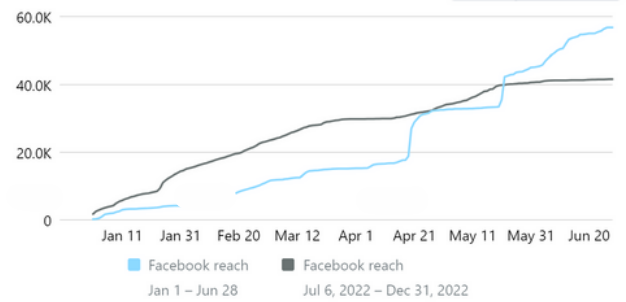
Instagram reach ⓘ

8,130 ↓ 13.9%

Paid reach ⓘ

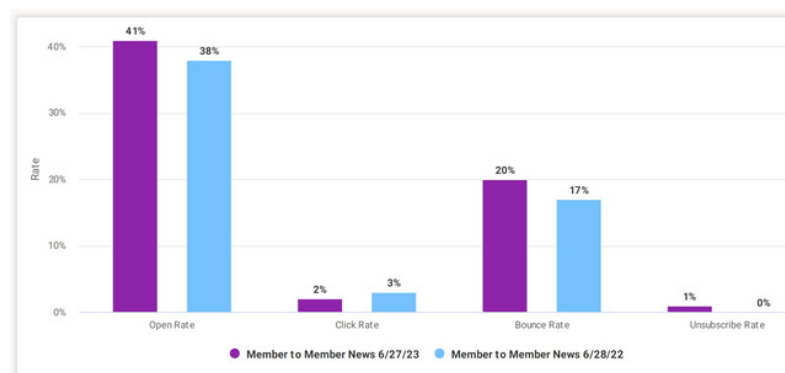
11,352 ↓ 66.9%

Daily Cumulative



We have...

IMPRESSIVE EBLAST OPEN RATES THAT ARE TRENDING UP



Marketing options...



E-blast: \$75; non-profit rate 2 for \$75 (4,000+ reach)

Stand-alone E-blast: \$250*

*Only 2 paid posts per month available

Social Media Post: \$250 (\$20 put into boosting the post, 15,000+ reach)**

**Only 2 paid posts per month available

Social Media Video \$300 (Facebook only, up to 30 seconds)

Social Media Stories Post: \$75 for 2 stories, 1st one week out, 2nd 24hrs out

Newsletter ad through the Sun-Gazette (see next page for ad specs and rates)

Banner ad on Visalia Chamber website \$250 per 2-month increment (2,000+ reach)

Membership roster printed mailing labels \$200

Social Bundle

- **Social Media Post**
- **Social Media Video**
- **Social Media Story**

\$500 (\$625 value)

Total Package Bundle

- **Stand-Alone E-blast**
- **Social Media Post**
- **Social Media Video**
- **Social Media Story**
- **Newsletter Ad**
- **Website Banner Ad**

\$1,200 (\$1,425 value)

Sponsor a Small Business!

Help a small business become a Chamber member by sponsoring their Small Business membership! We will announce the new member on social media, eblast, and newsletter, and include "this new member made possible by the support of [insert your company name here]". **\$550**

Newsletter Ad Specs

HALF PAGE Horizontal
11.25" W x 10.5" H
\$900

HALF PAGE Vertical
5.575" W x 21" H
\$600

QUARTER PAGE Tall
5.575" W x 10.5" H
\$300



Contact

info@visaliachamber.org

559-734-5876

GENERAL INFO: visaliachamber.org

MEMBERSHIPS: visaliachamber.org/membership



VISALIA CHAMBER
OF COMMERCE