

2024 Annual Partners

DETAILS REGARDING PARTNERSHIPS:

Annual Partner sponsorship credit and 10 % discounts cannot be applied to the State of the County & Golf Tournament.

If the sponsorships you choose total more than your chosen level's limit, there will be no 10% discount applied to the difference.

For event sponsorships, email, member spotlights, website advertisements & social media, priority is given based on partnership level, then first-come, first-served basis.

If you are a Leading Partner, and you choose to submit your 30-second camera-ready video for social media posting, it must be sent one week prior to its scheduled posting.

1. Under our Annual Partners program, the free tickets benefit are for events identified below. Annual Partner sponsorship benefits do NOT apply to any Partner Events, the State of the County or our Annual Golf Tournament.

Annual Partners will receive two free tickets to the following events in our 2024 event calendar. (Unused tickets cannot be banked and redeemed for future events. Tickets are transferrable to Partners' guests.)

- Breakfast Chat with Legislators
- Wine & Food Pairing
- Annual Meeting
- Summer BBQ
- Fall Social
- Cheers to You
- Member Chat with Candidates

2. Annual Partners Banner Banners contain logos of ALL Annual Partners and are displayed at ALL 2024 events.

3. Logo Rotating on Homepage Company logo to rotate within the slider on the bottom of the gc-chamber.com website with a link back to your site. Logo must be provided as a png or jpeg.

Ad content must be submitted by the deadline or we will attach your company logo in its place. All posts will include #ad and #sponsored per Federal Trade Commission regulations for paid advertising on social media platforms. Display ads and all other graphic design services can be provided for an additional cost.

For more information and to reserve your Annual Partnership, contact **Linsey Camire**, Marketing Coordinator at lcamire@gc-chamber.com or call 856-881-6560 ext. 202.

4. Webpage Advertisement: Logo placement on our Annual Partner page includes a link to your website.

5. Email Campaign Advertisement Email marketing will appear on one standard email campaign per week through the duration of your benefit. Dimensions for email campaign advertisements are 270px X 270px. Ad placement assignments are at the discretion of the GCCC.

6. The Member Spotlight benefit will be featured in the "Member Spotlight" portion of our "Monday Coffee Break" email campaign. Spotlights feature the company logo or submitted photo in a 2:1 dimension ratio and a 280 character description about the company. (Content pulled from your website.) Timing of Member Spotlight is on a first-come, first-serve basis.

7. Social Media Posts for Leading and Innovating Partners will be published on two of our social media pages. The Chamber will pull information from your website to craft the message for these posts. Posts will include your company's logo. We will tag your business's social media account if it is tag enabled. Leading Partners have the option of submitting one (1) camera-ready, 30-second video ad for posting to our social media pages.



GLOUCESTER COUNTY
— CHAMBER OF COMMERCE —
Growing Business Beyond



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2024 Annual Partner Program

Expanding Your Visibility All Year Long





Choose from Four Levels of Visibility

Leading Partner \$5,000

- \$2,000 credit to event sponsorships of your choice.*
- 2 free tickets to identified events.
- Company logo on Annual Partners banner displayed at ALL 2023 events.
- Company logo rotating on homepage of website
- Annual webpage logo.
- 6-months advertising on a once per week email campaign.
- 1 Member Spotlight on a Monday email.
- *2 social media post(s) for the year.
- *Choice of 30-second video ad on social media.
- 10% off discount for any other event sponsorships.*

Innovating Partner \$3,500

- \$1,500 credit to event sponsorships of your choice.*
- 2 free tickets to identified events.
- Company logo on Annual Partners banner displayed at ALL 2023 events.
- Company logo rotating on homepage of website.
- Half year webpage logo.
- 6-months advertising on a once per week email campaign.
- 1 Member Spotlight on a Monday email.
- 1 social media post for the year.
- 10% off discount for any other event sponsorships.*

Contributing Partner \$2,500

- \$500 credit to event sponsorship of your choice.*
- 2 free tickets to identified events.
- Company logo on Annual Partners banner displayed at ALL 2023 events.
- Company logo rotating on homepage of website.
- Quarter year webpage logo.
- 3-months advertising on a once per week email campaign.
- 10% off discount for any other event sponsorships.*

Engaging Partner \$1,500

- 1 Free ticket to identified events.
- Company logo displayed on Annual Partner banner displayed at all 2023 events.
- Company logo rotating on homepage of website.
- Webpage logo displayed on Annual Partner webpage for 3 months.
- 2 Months advertising on a once-per week GCCC email campaigns.
- 10% off discount for any other event sponsorships.*

**State of the County and Golf Tournament events are not eligible under this program.*

The Gloucester County Chamber of Commerce's Annual Partner program is your chance to take advantage of all the marketing opportunities the Chamber has to offer all year long.

This program provides consistent visibility, which elevates your company's influence, allowing you to have the sales conversations needed to achieve your goals.

Annual Partnerships Include a variety of branding, advertising and marketing options throughout the year.

From highly visible sponsorships to banner displays, website & email advertising, social media postings and two free tickets to select popular events, our Annual Partners enjoy consistent and reliable prominence throughout the year.

How it Works

Upon selecting your Partnership level, you will meet with GCCC's Marketing Coordinator Linsey Camire to help you decide how to best use your benefits for the year.

We gather your logos and any camera-ready ads to be placed on our website, email campaigns and more.

Linsey Camire is our official Annual Partner Concierge. She will stay in touch with you throughout the year to make sure you are getting all the benefits of the program.

Incentives for Early Paid Agreements:

- **Partners who pay for their 2024 Annual Partnership before November 6, 2023** will get one full-page, camera-ready ad published in the 2023 Holiday Directory and one full-page, camera-ready ad in the Summer 2024 Directory. (Value is \$1,000.)
- **Partners who pay for their 2024 Annual Partnership before December 1, 2023** will get one full-page, camera-ready ad in the 2024 Summer Directory. (Value is \$500.)
- **Partners who do not pay for their 2024 Annual Partnership before December 1, 2023** but before January 1, 2024 will receive a 10% discount for an ad in the Summer 2024 Directory.