



GLOUCESTER COUNTY
— CHAMBER OF COMMERCE —
Growing Business Beyond

2022 Annual Partner Program

Expanding Your Visibility
All Year Long





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.

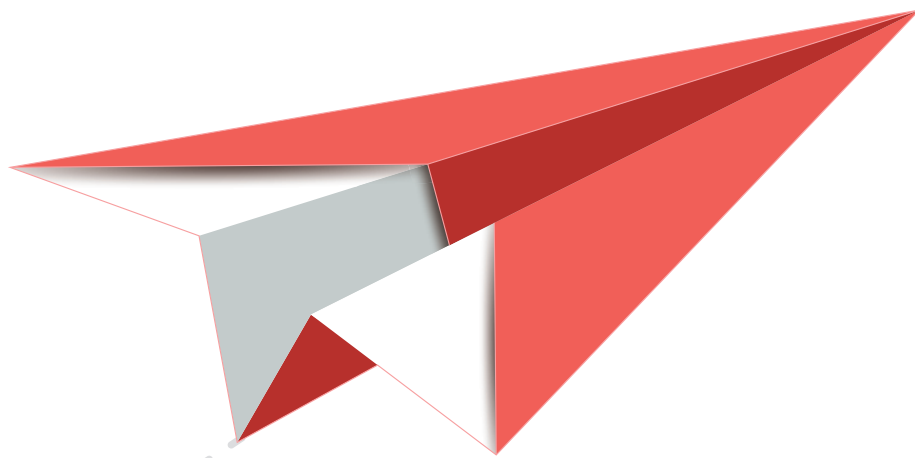
From highly visible sponsorships to banner displays, website & email advertising, social media postings and two free tickets to select popular events, our Annual Partners enjoy consistent and reliable prominence throughout the year.

How it Works

Upon selecting your Partnership level, you will meet with GCCC's Marketing Strategist April Astor 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.

April Astor 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.



Choose from Three 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 2022 events.
- Company logo rotating on homepage of website
- Annual webpage logo or ad.
- 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 2022 events.
- Company logo rotating on homepage of website.
- Half year webpage logo or ad.
- 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 2022 events.
- Company logo rotating on homepage of website.
- Quarter year webpage logo or ad.
- 3-months advertising on a once per week email campaign.
- 10% off discount for any other event sponsorships.*

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

Incentives for Early Paid Agreements:

- **Partners who pay for their 2022 Annual Partnership before November 5, 2021** will get one full-page, camera-ready ad published in the 2021 Holiday Directory and one full-page, camera-ready ad in the Summer 2022 Directory. (Value is \$1,000.)
- **Partners who pay for their 2022 Annual Partnership before December 1, 2021** will get one full-page, camera-ready ad in the 2022 Summer Directory. (Value is \$500.)
- **Partners who do not pay for their 2022 Annual Partnership before December 1, 2021** but before January 1, 2021 will receive a 10% discount for an ad in the Summer 2022 Directory.

2022 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 2022 event calendar. (Unused tickets cannot be banked and redeemed for future events. Tickets are transferrable to Partners' guests.)

- Community Service Awards
- Breakfast Chat with Legislators
- Food & Wine Pairing
- Annual Meeting
- Summer BBQ
- Fall Social
- Cheers to You

2. Annual Partners Banner Banners contain logos of ALL Annual Partners and are displayed at ALL 2022 events.

3. Logo Rotating on Homepage Company logo to rotate within "slider" on the bottom of the gc-chamber.com website's homepage. Logo must be provided as a png or jpeg.

4. Webpage Advertisement: Logo placement on any of our major pages. Page placement is at GCCC's discretion.

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.

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 **April Astor** Marketing Strategist at aastor@gc-chamber.com or call 856-881-6560 ext. 202.



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