



# 2011 Sponsorship Book

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## **ACADEMIC AWARDS CEREMONY - 2011**

May, 2011 (dates TBA)

8:30 - 10 a.m.

Rogers High School & Rogers Heritage High School

Estimated Attendance: 1,000+

The Annual Academic Awards Ceremony recognizes outstanding academic achievement by approximately 500 Rogers High School and Rogers Heritage High School students. Students frequently list the award among their top honors on resumes and applications. The criterion for the award is the maintenance of a 3.5 cumulative grade point average. Students receive a certificate for their first-year achievement, an engraved pen for the second-year award, and an engraved paperweight for their third year of honors. Parents, family and friends of the honorees make up a large audience.

### **Presenting Sponsor                      \$2,500                      Exclusive Sponsorship (SOLD – Tyson)**

- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Opportunity for company CEO or other representative to participate in presenting awards
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies (month selected by sponsor)
- Plus Gold Sponsor benefits

### **Gold Sponsor                                \$1,000                                3 available**

- Company recognition as “Gold Sponsor” in all promotional materials
- Opportunity for company CEO or other representative to be seated on stage and recognized from podium
- Website Business Directory ad for one year
- Plus Silver Sponsor benefits

### **Silver Sponsor                              \$750                              6 available**

- Company recognition as “Silver Sponsor” in all promotional materials
- Plus Bronze Sponsor benefits

### **Bronze Sponsor                             \$500                             6 available**

- Company recognition as “Bronze Sponsor” in all promotional materials
- Company recognition as event sponsor from podium
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+

## **TEACHER APPRECIATION BREAKFAST and EDUCATION FAIR - 2011**

August 12, 2011 (tentative)

7 – 9 a.m.

Rogers High School

Estimated Attendance: 1,000

The annual Teacher Appreciation Breakfast and Education Fair offers local businesses and organizations the opportunity to welcome teachers back to school each year and recognize them for their hard work throughout the year. It provides a time of networking for the teachers while showcasing vendors' latest products and services. Faculty and staff from Rogers Public Schools, NWACC, institutions of higher education, local private and charter schools are invited to attend.

### **Presenting Sponsor                      \$1,500                      (SOLD: Hight-Jackson Associates)**

- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Company recognition as “Presenting Sponsor” on the event page of Chamber website
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies (month selected by sponsor)
- One prime location double-table space
- Plus Gold Sponsor benefits

### **Gold Sponsor                                \$1,000                                4 available**

- Company recognition as “Gold Sponsor” in all promotional materials
- Website Business Directory ad for one year
- One preferred location double-table space
- Plus Silver Sponsor benefits

### **Silver Sponsor                                \$500                                6 available**

- Company recognition as “Silver Sponsor” in all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One preferred location exhibit table space

### **Bronze Sponsor                                \$300                                25 available**

- Company recognition as “Bronze Sponsor” in all promotional materials
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One exhibit table space

# EDUCATOR OF THE YEAR AWARDS - 2011

April 2011

Date and Time: TBD

Rogers schools

Estimated Attendance: 500+ at 3 presentations

The "Educator of the Year" awards are presented annually to demonstrate the business community's admiration for outstanding teachers in the community. The awards are presented to one educator at the elementary, middle, and high school levels in Rogers. Selections are based on nominations from building staff and students. Winners receive an award presented in April at special assemblies held in honor of the winner at their school.

## **Presenting Sponsor                      \$500                      Exclusive Sponsorship**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity for company CEO or other representative to participate in award presentations
- Opportunity for company CEO or other representative to take photographs with award winners
- Opportunity for company CEO or other representative to participate on selection committee
- Plus Gold Sponsor benefits

## **Gold Sponsor                              \$250                              4 available**

- Company recognition as "Gold Sponsor" in all promotional materials
- Plus Silver Sponsor benefits

## **Silver Sponsor                            \$100                            10 available**

- Company recognition as "Silver Sponsor" in all promotional materials
- Plus Bronze Sponsor benefits

## **Bronze Sponsor                          \$50                              10 available**

- Company recognition as "Bronze Sponsor" in all promotional materials
- Opportunity for company CEO or other representative to attend the award presentations
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+

# **NORTHWEST ARKANSAS COMMUNITY COLLEGE APPRECIATION LUNCHEON - 2011**

March 11, 2011

11:30 a.m.- 1 p.m.

J Q Hammonds Center

Estimated Attendance: 400

The NorthWest Arkansas Community College Appreciation Luncheon recognizes and honors the faculty and staff of the college for their hard work and dedication. The luncheon is co-hosted by the Bentonville/Bella Vista Chamber of Commerce. The event is open to the public. This event is an excellent opportunity for area companies to provide a very special thank you to the instructors who are preparing the region's next generation of business professionals.

**Presenting Sponsor                      \$1,000                      2 available**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Company recognition as event sponsor from podium
- Website Business Directory ad for one year
- Company recognition as "Presenting Sponsor" on event page of Chamber website
- One reserved table of eight in preferred location
- Plus Gold Sponsor benefits

**Gold Sponsor                                \$750                                4 available**

- Company recognition as "Gold Sponsor" on all promotional materials
- Six tickets to attend the luncheon
- Plus Silver Sponsor benefits

**Silver Sponsor                              \$500                              4 available**

- Company recognition as "Silver Sponsor" on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Four tickets to attend the luncheon

## **AMBASSADORS MEETINGS - 2011**

Dates:*	January 13	April 14	July 14	October 13
	February 10	May 12	August 11	November 10
	March 10	June 9	September 8	December 8

\*tentative/subject to change

11:30 a.m. - 1 p.m.

Locations to be determined

Estimated Attendance: 20-30 per monthly meeting

The Ambassadors serve as goodwill liaisons for the Chamber to the business community. Ambassadors are asked to attend more than 125 ribbon cuttings, groundbreakings and grand openings, as well as monthly Coffee Connections and Business After Hours events. Ambassadors meet monthly to discuss committee business while enjoying a business-related program and luncheon. Each year approximately 125 - 150 ribbon cutting ceremonies are held throughout NWA.

### **Ribbon Cutting Ceremony Sponsor      \$750      Exclusive Sponsorship**

- Company recognition and top billing as "Ribbon Cutting Ceremony Sponsor" on all promotional materials, including regular Ambassador Updates
- Company recognition as event sponsor from podium at each ribbon cutting ceremony
- Company recognition through your corporate logo featured on the photograph presented to each new member
- Opportunity for CEO or other company representative to participate in all ribbon cutting ceremonies
- Website Business Directory ad for one year
- Opportunity to provide bags with your corporate logo to each new member at ribbon cutting ceremony
- Opportunity to place promotional item in newcomer goody bags given to each new member at ribbon cutting ceremony
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+

### **Lunch Sponsor      \$300      12 available**

- Company recognition as Lunch Sponsor from the podium during the meeting
- Opportunity for a representative from your organization to briefly address Ambassadors
- Opportunity to distribute promotional materials to Ambassadors
- Opportunity for a representative of your company to attend the invitation only lunch meeting
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+

## **BUSINESS AFTER HOURS - 2011**

Dates:	February 17	June 16	September 29
	March 17	July 21	October 20
	April 21	August 18	December 15

5:00 – 6:30 p.m.

Host Locations

Estimated Attendance: 100+ per event

Business After Hours allows Chamber members to network with other members in a relaxed, informal atmosphere. Each month, a different host and/or sponsor provides the location, refreshments and door prizes for attendees.

### **Presenting Sponsor                      \$2,000                      Exclusive Sponsorship (SOLD: Ziplocal)**

- Company recognition and top billing as “Presenting Sponsor” in all promotional materials for listed events
- Website Banner ad for one year on the Chamber website Business Directory Page
- Company recognition as “Presenting Sponsor” on the event page of Chamber website
- Plus Gold Sponsor benefits

### **Gold Sponsor                              \$1,000                      (SOLD: Cox Business and Great Southern Bank)**

- Company recognition as “Gold Sponsor” in all promotional materials for listed events
- Opportunity for CEO or other company representative to briefly address attendees at each Business After Hours
- Website Business Directory ad for one year
- Plus Host Sponsor benefits

### **Host Sponsor                              \$300                      6 available – SOLD**

- Company recognition as “Host Sponsor” in all promotional materials for specified event
- Opportunity for CEO or other company representative to briefly address attendees
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity to host one event
- Sponsor provides location, hors d’oeuvres and beverages for 100+ attendees
- Location must be approved in advance by Chamber staff
- Opportunity to provide door prize(s) at event

## **BENTON COUNTY BUSINESS AFTER HOURS - 2011**

January 20, 2011

Location: Fletcher Honda

5:00 – 6:30 p.m.

Estimated Attendance: 300

May 19, 2011

Pig Trail Harley-Davidson

November 17, 2011

Doubletree Guest Suites

The Regional Business After Hours is held in conjunction with the Bentonville/Bella Vista and Siloam Springs Chambers of Commerce.

### **Presenting Sponsor**

**\$750**

**SOLD**

- Company recognition and top billing as “Presenting Sponsor” in all promotional materials for event
- Opportunity for CEO or other company representative to briefly address attendees
- Opportunity to host event (Location must be approved in advance by Chamber staff)
- Sponsor provides hors d’oeuvres and beverages for 300 attendees
- Company recognition as Presenting Sponsor on event page of Chamber website
- Plus Co-Sponsor benefits

### **Co-Sponsor**

**\$500**

**2 available per event**

- Company recognition as event co-sponsor in all promotional materials
- Company recognition as event co-sponsor on event page of Chamber website
- Company recognition as event co-sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity to present a door prize(s)

## **BUSINESS TO BUSINESS (B2B) NETWORKING LUNCHESES - 2011**

Dates:            March 9                            May 18                            September 7                            November 9

Noon – 1:30 p.m.

Location: Embassy Suites/John Q. Hammons Center

Estimated Attendance: 75-100 per event

Business-to-Business is going to be bigger and better than ever in 2011. This quarterly power-networking luncheon is 90 minutes of high-energy, hard-hitting networking and is open to members and the public. This business between hours event will allow you to promote your business and build relationships, not just your rolodex, with other business professionals. You'll be able to share your two-minute elevator speech with two tables full of leads. At B2B, we're making it easy for you to meet potential clients and attract new customers.

### **Presenting Sponsor                            \$2,000                            Exclusive Sponsorship (SOLD: Bailey & Oliver)**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity for CEO or other company representative to provide a five-minute presentation at each event
- Website Banner ad for one year on the Business Directory page
- Website Business Directory ad for one year
- Company recognition as "Presenting Sponsor" on the event page of Chamber website
- Four complimentary lunches at each event
- One table-top vendor display at each event
- Plus Host Sponsor benefits

### **Host Sponsor                            \$450                            4 available (2 sold)**

- Company recognition as "Host Sponsor" on all promotional materials for designated event
- Opportunity for CEO or other company representative to provide a five-minute presentation at designated event
- Company recognition as "Host Sponsor" on the designated event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity to display and distribute company information or literature on all tables
- Two complimentary lunches at event
- Opportunity to provide door prize(s)

## **CHAMBER PICNIC - 2011**

June 24, 2011

11:30 a.m. – 1 p.m.

Ward Nail Park, Lowell

Estimated Attendance: 200

The Chamber hosts an appreciation lunch in honor of all Rogers-Lowell Area Chamber of Commerce volunteers who contribute to the organization's success. The event is held in conjunction with the Lowell Mudtown Days Festival in June.

### **Presenting Sponsor**

**\$250**

**8 available**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Company logo featured on event banner

## COFFEE CONNECTION - 2011

Dates (Tuesdays):	January 11	April 12	July 12	October 11
	February 8	May 10	August 9	November 8
	March 8	June 14	September 13	December 13

Time: 7:30 – 8:30 a.m.

Host Locations

Estimated Attendance: 35–40 per event

Coffee Connection brings together Chamber members to network in a relaxed environment in the morning from 7:30-8:30 a.m. Host sponsor provides location, continental breakfast food, drinks and some business before business to expand your contacts. In 2011, six Coffee Connections will be held at Lowell businesses and six at Rogers businesses.

### **Presenting Sponsor                      \$1,000                      2 available – SOLD (Arvest Bank – Lowell / Names and Numbers)**

- Company recognition and top billing as “Presenting Sponsor” in all promotional materials for listed events
- Website Business Directory ad for one year
- Company recognition as “Presenting Sponsor” on the event pages of Chamber website
- Opportunity for CEO or other company representative to briefly address attendees at all 12 events
- Plus Host Sponsor benefits

### **Host Sponsor                                      \$300                                      10 available – SOLD**

- Company recognition as “Host Sponsor” in all promotional materials for specified event
- Opportunity for CEO or other company representative to briefly address attendees
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity to display and distribute company information or literature at event
- Opportunity to present a door prize(s)
- Opportunity to host one event (your choice of month)
- Sponsor provides location, continental breakfast and beverages for 35-40 attendees
- Location must be approved in advance by Chamber staff

# COMMUNITY DIVERSITY CELEBRATION - 2011

Dates: February 24 April 14 July 14 August 11 September 8 December 8

5:30-7 p.m.

Host Locations

Estimated Attendance: 75-100

Community Diversity Celebration is similar to a Business After Hours with a multicultural flair. The events allow Chamber members to network in a relaxed, informal atmosphere. Each event is hosted by a different sponsor that provides the location, refreshments and door prizes for attendees. Community Diversity Celebration is a program of the Minority Business Development program of the Chamber. The Community Diversity Celebration events are held on the 2<sup>nd</sup> Thursday of the months scheduled.

Celebrations by month:

February 10	Celebrating Black History Month
April 14	Celebrating Spring
July 14	Celebrating USA's Independence (SOLD: Doubletree Guest Suites)
August 11	Celebrating India's Independence
September 8	Celebrating Hispanic Heritage Month (SOLD: Arvest Bank)
December 8	Celebrating the Holidays

## **Presenting Sponsor                      \$ 1,000                      Exclusive Sponsorship – SOLD (Northwest Arkansas Regional Airport)**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity for company representative to speak briefly from podium during each event
- Website Business Directory ad for one year
- Company recognition as "Presenting Sponsor" on the event page of Chamber website
- Company recognition as event sponsor in at least six Chamber newsletters with circulation of 4,000+
- Plus Host Sponsor benefits

## **Host Sponsors                              \$250                              6 available – 3 SOLD**

- Company recognition as "Host Sponsor" on all promotional materials
- Opportunity for CEO of Host company to participate in brief program, offer tour of facility and present door prize(s)
- Company recognition as "Host Sponsor" on the event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Sponsor provides location, food, and beverages for 50-75 attendees
- Location must be approved in advance by Chamber staff

## MULTICULTURAL NETWORKING LUNCHESES - 2011

Dates:	January 20	April 21	July 21	October 20
	February 17	May 19	August 18	November 17
	March 17	June 16	September 15	

Noon – 1 p.m.

Locations to be determined

Estimated Attendance: 30-40 per event

The Multicultural Committee of the Rogers-Lowell Area Chamber of Commerce seeks to be the voice of diverse business, to initiate and promote responsible economic growth, and to bridge the multicultural community in the Rogers-Lowell area. The committee consists of more than 60 interested individuals who meet monthly for a business-related program from speakers sharing information on living in a diverse community. Members are also encouraged to attend all Chamber programs and events as a means of achieving the committee's vision of a large, active membership who contribute to the continued economic growth of the community. The Multicultural Networking events are held on the 3<sup>rd</sup> Thursday of the months scheduled.

### Lunch Sponsor

**\$300**

**11 available**

- Company recognition as "Lunch Sponsor" for one event in all promotional materials
- Company recognition as "Lunch Sponsor" from podium
- Opportunity for CEO or other company representative to briefly address attendees
- Company recognition as "Lunch Sponsor" on event page of Chamber website
- Company recognition as sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity to distribute promotional materials to attendees
- Opportunity to host one event (sponsor's choice of month)

## **NEW MEMBER ORIENTATION - 2011**

Dates:            January 12                      May 11                      September 21  
                         March 23                      July 13                      November 16

8:30 – 10:30 a.m.

Rogers-Lowell Area Chamber of Commerce, 317 W. Walnut, Rogers

Estimated Attendance: 30-50 per event

The New Member Orientation is hosted by the Chamber's Small Business Council. The event is designed to inform new members or new representatives of all the benefits their membership investment entitles them to receive, and how to best utilize the Chamber's programs and staff.

### **Presenting Sponsor                      \$1,000                      Exclusive – SOLD (Sam's Club)**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity for CEO or other company representative to briefly address attendees at 6 events
- Website Business Directory ad for one year
- Company recognition as "Presenting Sponsor" on event page of Chamber website
- Opportunity to provide refreshments to showcase company product
- Copy of attendance roster for all New Member Reception events
- Plus Reception Sponsor benefits

### **Reception Sponsor                      \$100                      12 available – 6 SOLD**

- Company recognition as "Reception Sponsor" for one event in all promotional materials
- Company recognition as event sponsor from podium
- Opportunity for CEO or other company representative to briefly address attendees
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+

# 89<sup>th</sup> ANNUAL BANQUET - 2011

February 10, 2011

5:30 – 9 p.m.

John Q. Hammons Center, Rogers

Estimated Attendance: 1,000+

The Annual Banquet is the highlight of the Rogers-Lowell Area Chamber of Commerce year, recognizing the organization's current and incoming leadership. The evening includes a meal, awards, introduction of the 2011 Board of Directors, and a presentation by a guest speaker.

## **Presenting Sponsor                      \$7,500                      SOLD: Mercy Health System of NWA / HUNT VENTURES / Walmart**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials, including logo in program and on PowerPoint presentation
- Company recognition as "Presenting Sponsor" from the podium
- Two website banner ads for six weeks (one each on Chamber website Business Directory page and Calendar of Events page)
- Website Business Directory ad for one year
- Opportunity to show a 1-minute video presentation/commercial at the event
- Company recognition in at least one Chamber newsletter with circulation of 4,000+
- Company recognition as "Presenting Sponsor" on the event page of Chamber website
- One-page insert in one monthly newsletter (sponsor selects month and provides the designated number of copies)
- Full-page ad in Annual Banquet program
- Two seats at head table with dignitaries and guest speakers
- Two tables of ten located directly adjacent to the head table

## **Diamond Sponsor                      \$5,000                      2 available**

- Company recognition as "Diamond Sponsor" in all promotional materials, including logo in program and on PowerPoint presentation
- Company recognition as "Diamond Sponsor" from the podium
- Website banner ad for four weeks on the Chamber website Business Directory page
- Website Business Directory ad for one year
- Company recognition in at least one Chamber newsletter with circulation of 4,000+
- Full-page ad in Annual Banquet program
- Two tables of ten located directly adjacent to Presenting Sponsor tables

## **Reception Sponsor                      \$3,000                      1 available**

- Company recognition as "Reception Sponsor" in all promotional materials, including logo in program and on PowerPoint presentation
- Company recognition as "Reception Sponsor" from the podium
- Website Business Directory ad for one year
- Company recognition in at least one Chamber newsletter with circulation of 4,000+
- Half-page ad in Annual Banquet program
- Company logo featured on special signage in the reception area
- One table of ten located directly adjacent to Diamond Sponsor tables

## **Program Presentation Sponsor                      \$2,500                      2 available – 1 SOLD**

- Company recognition as "Program Presentation Sponsor" in all promotional materials, including logo in program and on PowerPoint presentation
- Company recognition as "Program Sponsor" from the podium
- Website Business Directory ad for one year
- Company recognition in at least one Chamber newsletter with circulation of 4,000+
- Half-page ad in Annual Banquet program
- Company logo featured prominently on Annual Banquet program
- One table of ten located directly adjacent to Reception Sponsor tables

Continued on next page

**Gold Sponsor                      \$1,500                      4 available - 3 SOLD**

- Company recognition as “Gold Sponsor” in all promotional materials, including logo in program and on PowerPoint presentation
- Company recognition as “Gold Sponsor” from the podium
- Website Business Directory ad for one year
- Company recognition in at least one Chamber newsletter with circulation of 4,000+
- Quarter-page ad in Annual Banquet program
- One table of ten located directly adjacent to Reception Sponsor tables

**Silver Sponsor                      \$750                      30 available**

- Company recognition as “Silver Sponsor” in all promotional materials
- One table of ten located in “Silver Sponsor” area of ballroom
- Company recognition in at least one Chamber newsletter with circulation of 4,000+

**Bronze Sponsor                      \$500                      45 available**

- Company recognition as “Bronze Sponsor” in all promotional materials
- Company recognition in at least one Chamber newsletter with circulation of 4,000+
- One table of ten located in “Bronze Sponsor” area of ballroom

# **BOWLING FOR BUSINESS - 2011**

April 13, 2011

Fast Lane Entertainment, Rogers

Estimated Attendance: 160 bowlers (32 teams of 5)

Not everyone can golf – but anyone can bowl! The Rogers-Lowell Area Chamber of Commerce and Fast Lane Entertainment are launching this new and exciting networking event to provide an innovative venue for business building. Prizes will go to top teams, with awards presented for highest and lowest individual scores, best team shirts, and more! The first round will be a team competition and the second round will be a networking round, as bowlers will be mixed and matched to forge new business relationships.

## **Presenting Sponsor                      \$2,500                      Exclusive**

- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber Voice newsletter with circulation of 4,000+
- Company logo featured on event banner
- Website Business Directory ad for one year
- Opportunity for company representative to briefly welcome attendees to event
- Opportunity to provide branded “goodie bags” for bowlers and provide items to place in bags
- Opportunity to have table-top display and distribute company literature at event
- One full-page insert in Chamber Voice newsletter (sponsor provides designated number of copies and selects month)
- Copy of attendance roster
- Three 5-person teams

## **Gold Sponsor                                      \$1,000**

- Company recognition as sponsor on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber Voice newsletter with circulation of 4,000+
- Company logo featured on event banner
- Website Business Directory ad for one year
- Opportunity to provide items to place in goodie bags
- Two five-person teams

## **Trophy Presentations Sponsor      \$500**

- Company recognition as sponsor on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber Voice newsletter with circulation of 4,000+
- Company logo featured on event banner
- Opportunity to provide items to place in goodie bags
- One (1) five-person team

## **Perfect Game Sponsor                      \$500**

- Presents new vehicle (or comparable prize) to first bowler with verified perfect game
- Company recognition as sponsor on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber Voice newsletter with circulation of 4,000+
- Company logo featured on event banner
- One (1) five-person team

## **Best Team Shirt Sponsor                      \$500**

- Company recognition as sponsor on all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber Voice newsletter with circulation of 4,000+
- Company logo featured on event banner
- Opportunity to provide items to place in goodie bags
- One (1) five-person team

## **Lane Sponsor                                      \$400 (24 available)**

- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber Voice newsletter with circulation of 4,000+
- Featured on event lane signage
- Opportunity to provide items to place in goodie bags
- One (1) five-person team

(Continued on next page)

**Five-person Teams**

**\$200 Registration Includes:**

- One (1) five-person team
- Free shoe rental (while they last – otherwise wear sneakers)
- All-you-can-eat-and-drink snacks and beverages
- Lane fees for two games: 1) team competition and 2) business development bowl
- Business-to-Business goody bags

**Individual Bowler**

**\$50 Registration Includes:**

- Free shoe rental (while they last – otherwise wear sneakers)
- All-you-can-eat-and-drink snacks and beverages
- Lane fees for two games: 1) team competition and 2) business development bowl
- Business-to-Business goody bags

# 20<sup>th</sup> ANNUAL BUDDY BASS TOURNAMENT - 2011

May 7, 2011

Weigh-in at 2 p.m.

Prairie Creek Park, Rogers, AR

Estimated Attendance: 700 fishermen, 200 observers at the weigh-in

The annual Beaver Lake Buddy Bass Tournament is an annual fundraising and community development event with proceeds directed toward economic development projects of the Rogers-Lowell Area Chamber of Commerce. The tournament has grown each year, and features a fun weigh-in attended by a large crowd.

## **Presenting Sponsor                      \$20,000                      1 available (SOLD: Bradford Marine & ATV)**

- The event will be referred to as “(Name of Sponsor Company) Presents the Buddy Bass Tournament of the Chamber”
- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Opportunity for CEO or other company representative to serve as emcee during weigh-in
- Two website banner ads for eight weeks (one each on Chamber website Business Directory page and Calendar of Events page)
- Company recognition as “Presenting Sponsor” on the event page of Chamber website
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies (month selected by sponsor)
- One eight-boat team entry
- Plus all Platinum benefits

## **Platinum Sponsor                      \$3,000                      2 available (1 SOLD: Coleman)**

- Company recognition as “Platinum Sponsor” in all promotional materials
- Opportunity for CEO or other company representative to serve as emcee during weigh-in
- Two website banner ads for eight weeks (one each on Chamber website Business Directory page and Calendar of Events page)
- Website Business Directory ad for one year
- Company logo featured on five banners placed in the Rogers-Lowell area
- One eight-boat team entry
- Plus 50<sup>th</sup> Place Award benefits

## **Gold Sponsor                      \$1,500                      8 available (1 SOLD: Del Monte)**

- Company recognition as “Gold Sponsor” in all promotional materials
- Website Business Directory ad for one year
- One eight-boat team entry
- Plus 50<sup>th</sup> Place Award benefits

## **Big Bass Sponsor                      \$ 1,000                      2 available**

- Company recognition as “Big Bass Sponsor” during award presentation on stage at weigh-in
- Website Business Directory ad for one year
- One four-boat team entry
- Plus 50<sup>th</sup> Place Award benefits

## **Silver Sponsor                      \$750                      6 available (1 SOLD: Downstream)**

- One four-boat team entry
- Opportunity to erect a display tent at event in weigh-in area
- Plus 50<sup>th</sup> Place Award benefits

## **Bronze Sponsor                      \$500                      17 available**

- One two-boat team entry
- Plus 50<sup>th</sup> Place Award benefits

## **50<sup>th</sup> Place Award                      \$300                      2 available (1 SOLD: Jiffy Kwick)**

- Company listed on event banner
- Company recognition as event sponsor in all promotional materials
- Company recognition as event sponsor at weigh-in
- Company recognition as event sponsor on the event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity to display company banner at event in weigh-in area
- Opportunity to place item in 700+ fishermen give-away “goody bags”
- One single-boat team entry

# SPRING GOLF TOURNAMENT - 2011

April 2011 (tentative)

8 a.m. and 1 p.m. tee times

Location: TBD

Estimated Attendance: 300

The Spring Golf Tournament is an opportunity for Chamber members to conduct business on the course. Invite a special customer to play with you as a gesture of thanks or reward employees with a relaxing round. Sponsorships include the opportunity to spread your message to all participants. Golfers receive goody bags, complimentary lunch, snacks and beverages.

## **Presenting Sponsor                      \$15,000                      Exclusive Sponsorship**

- The event will be referred to as “(Name of Sponsor Company) Presents the Spring Golf Tournament of the Chamber”
- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Opportunity for CEO or company representative to welcome golfers at each tee time and present tournament awards
- Website Banner ad for six weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies, month selected by sponsor
- Opportunity to present promotional materials at a golf hole of your choice, as a hole sponsor
- Opportunity to place item in golfer give-away “goody bags”
- One foursome in morning flight and one foursome in afternoon flight (two teams total)

## **Gold Sponsor                              \$7,500                              1 available (SOLD: Coleman)**

- Company recognition as “Gold Sponsor” on all promotional materials
- Opportunity for CEO or company representative to address golfers at 19<sup>th</sup> Hole Party
- Website Banner ad for four weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+ each
- Company recognition as Gold Sponsor on the event page of Chamber website
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies (month selected by sponsor)
- Opportunity to present promotional materials at a golf hole of your choice, as a Hole Sponsor
- Opportunity to place item in golfer give-away “goody bags”
- Two foursomes in tournament

## **19th Hole Party                            \$2,500                            2 available (1 SOLD: Downstream Casino)**

- Company recognition as “19th Hole Party Sponsor” in all promotional materials
- Opportunity for CEO or company representative to speak at 19th Hole Party
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- One foursome in morning flight or afternoon flight

## **Lunch Sponsor                            \$2,500                            2 available (1 SOLD: Del Monte)**

- Company recognition as event sponsor in all promotional materials
- Opportunity for CEO or company representative to speak at Lunch
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to provide promotional materials to event attendees
- One foursome in morning flight or afternoon flight

## **Beverage Cart Sponsor                \$1,500                            4 available (1 SOLD: Best Buy)**

- Company recognition as event sponsor in all promotional materials, including signage on beverage cart
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to provide promotional materials to event attendees
- Opportunity to drive beverage cart for the day
- One foursome in morning flight or afternoon flight

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**Hole Sponsor**

**\$1,200**

**11 available**

(Hole Sponsor without team = \$550)

- Company recognition as event sponsor on designated hole and on sponsor flyer distributed to all golfers
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+ each
- Opportunity to provide promotional materials to event attendees at designated hole
- One foursome in morning flight or afternoon flight

**Contest Sponsor**

**\$1,200**

**2 each available for:**

**Putting Contest, Longest Drive, Closest-to-the-Pin**

- Company recognition as designated contest sponsor on contested hole and on sponsor flyer distributed to all golfers
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+ each
- Opportunity to provide promotional materials to event attendees at designated hole
- One foursome in morning flight or afternoon flight
- Sponsor provides one contest prize valued at \$75

# FALL GOLF TOURNAMENT - 2011

September 16, 2011

8 a.m. and 1 p.m. tee times

Lost Springs Golf & Athletic Club, Rogers

Estimated Attendance: 300

The Fall Golf Tournament is an opportunity for Chamber members to conduct business on the course. Invite a special customer to play with you as a gesture of thanks, or reward employees with a relaxing round. Sponsorships include the opportunity to spread your message to all participants. Golfers receive goody bags, complimentary lunch, snacks and beverages.

## **Presenting Sponsor                      \$7,000                      EXCLUSIVE (SOLD: Pinnacle Hills Promenade Mall)**

- The event will be referred to as “(Name of Sponsor Company) Presents the Fall Golf Tournament of the Chamber”
- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Opportunity for CEO or company representative to welcome golfers at each tee time and present tournament awards
- Website Banner ad for four weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies, month selected by sponsor
- Opportunity to present promotional materials at a golf hole of your choice, as a hole sponsor
- Opportunity to place item in golfer give-away “goody bags”
- One foursome in morning flight and afternoon flight (2 teams total)

## **Gold Sponsor                                      \$4,000                                      1 available**

- Company recognition as “Gold Sponsor” on all promotional materials
- Opportunity for CEO or company representative to address golfers at 19<sup>th</sup> Hole Party
- Website Banner ad for four weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+ each
- Company recognition as Gold Sponsor on the event page of Chamber website
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies (month selected by sponsor)
- Opportunity to present promotional materials at a golf hole of your choice, as a Hole Sponsor
- Opportunity to place item in golfer give-away “goody bags”
- One foursome in morning flight or afternoon flight

## **19th Hole Party                                      \$1,500                                      2 available                      (Downstream Casino / Bekaert)**

- Company recognition as “19th Hole Party Sponsor” in all promotional materials
- Opportunity for CEO or company representative to speak at 19th Hole Party
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- One foursome in morning flight or afternoon flight

## **Lunch Sponsor                                      \$1,500                                      2 available (1 SOLD: Del Monte)**

- Company recognition as event sponsor in all promotional materials
- Opportunity for CEO or company representative to speak at Lunch
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to provide promotional materials to event attendees
- One foursome in morning flight or afternoon flight

## **Beverage Cart Sponsor                                      \$1,000                                      4 available (1 SOLD: Best Buy)**

- Company recognition as event sponsor in all promotional materials, including signage on beverage cart
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to provide promotional materials to event attendees
- Opportunity to drive beverage cart for the day
- One foursome in morning flight or afternoon flight

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**Hole Sponsor**

**\$800**

**11 available**

(Hole Sponsor without team = \$300)

- Company recognition as event sponsor on designated hole and on sponsor flyer distributed to all golfers
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to provide promotional materials to event attendees at designated hole
- One foursome in morning flight or afternoon flight

**Contest Sponsor**

**\$800**

**2 each available for:**

**Putting Contest, Longest Drive, Closest-to-the-Pin**

- Company recognition as designated contest sponsor on contested hole and on sponsor flyer distributed to all golfers
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to provide promotional materials to event attendees at designated hole
- One foursome in morning flight or afternoon flight
- Sponsor provides one contest prize valued at \$75

# 2011 NWA INTERNATIONAL FESTIVAL

Saturday, June 4, 2011

Culture is a constant stream of different expressions from which people can learn, mix and exchange. The opportunity to share different cultures enables us to create a bond with family and community as well as with the language groups where we live, but most importantly it allows us to identify ourselves as part of humanity.

The Rogers-Lowell area welcomes diversity. The NWA International Festival celebrates diversity, promotes understanding and educates residents about cultural diversity. It makes sense for area businesses to be actively involved with the communities' cultural diversity. The 2011 NWA International Festival will be held on the first Saturday of June.

Your sponsorship of the 2011 NWA International Festival will:

- Promote understanding among the diverse cultural groups living in northwest Arkansas
- Educate residents about cultures, showcasing the best of each
- Showcase your products and services to a broad audience of NWA residents

## **International Host                      \$10,000                      Exclusive**

- Company recognition and top billing as "International Host" on all promotional materials
- Promotion through print media, radio, TV in English and Spanish
- Promotion on Rogers-Lowell Area Chamber of Commerce website and to 4,000 member representatives
- Company logo on banners at event site before and the day of the event
- Company logo placed prominently on festival T-shirts provided to approximately 400 event exhibitors, performers and volunteers
- Opportunity for CEO or company representative to welcome attendees and throughout the event from main stage.
- Company recognition on the main stage before each performance
- Website banner ad on [www.RogersLowell.com](http://www.RogersLowell.com) for six weeks
- Reserved 10' X 20' tent for your company's display (not for trades), including 2 tables and 4 chairs

## **Global Sponsor                      \$7,500                      Exclusive**

- Company recognition as "Global Sponsor" on all promotional materials
- Promotion through print media, radio, TV in English and Spanish
- Promotion on Rogers-Lowell Area Chamber of Commerce website and to 4,000 member representatives
- Company logo on banners at event site before and the day of the event
- Company logo placed on festival T-shirts provided to approximately 400 event exhibitors, performers and volunteers
- Company recognition on the main stage before each performance
- Website banner ad on [www.RogersLowell.com](http://www.RogersLowell.com) for four weeks
- Reserved 10' X 20' tent for your company's display (not for trades), including 2 tables and 4 chairs

## **Globetrotter Sponsor                      \$5,000                      Exclusive**

- Company recognition as "Globetrotter Sponsor" on all promotional materials
- Promotion through print media, radio, TV in English and Spanish
- Promotion on Rogers-Lowell Area Chamber of Commerce website and to 4,000 member representatives
- Company logo on banners at event site before and the day of the event
- Company logo placed on festival T-shirts provided to approximately 400 event exhibitors, performers and volunteers
- Company recognition on the main stage before one performance
- Reserved 10' X 10' tent for your company's display (not for trades), including 1 tables and 2 chairs

## **Passport Sponsor                      \$2,500                      4 available (1 SOLD: Tyson)**

- Company recognition as "Passport Sponsor" on all promotional materials
- Promotion through print media, radio, TV in English and Spanish
- Promotion on Rogers-Lowell Area Chamber of Commerce website and to 4,000 member representatives
- Company name on banners at event site before and the day of the event
- Reserved 10' X 10' tent for your company's display (not for trades), including 1 tables and 2 chairs

## **Bronze Sponsor                      \$1,000                      3 available (1 SOLD: Cherokee Casino)**

- Company recognition as "Bronze Sponsor" on all promotional materials
- Promotion on Rogers-Lowell Area Chamber of Commerce website and to 4,000 member representatives
- Company name on banners at event site before and the day of the event
- Reserved booth space for your company's display, including 1 table and 2 chairs

# 2011 NORTHWEST ARKANSAS SPRING JOB FAIR

March 28, 2011

10:00 a.m. – 4 p.m.

John Q. Hammons Center, Rogers

Estimated Attendance: 1,000+

The Rogers-Lowell Area Chamber of Commerce is proud to host the 2011 Northwest Arkansas Spring Job Fair. As with past Job Fairs, this event will give area business and industry an opportunity to connect with local and regional job seekers. The NWA Job Fairs are the largest in the region, typically hosting 60+ exhibitors and attracting more than 1,000 job seekers. Sponsorship of the Spring Job Fair will give your company the best possible physical location at the event giving you a competitive edge over other exhibitors. Additionally, the events have a large concentration of HR professionals and decision makers, so if that is your target audience, that is another reason to consider sponsorship.

## **Presenting Sponsor                      \$ 2,000                      2 available**

- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Website Banner ad for two weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as “Presenting Sponsor” on the event page of Chamber website
- Opportunity to display and distribute company information or literature
- One prime location 20-foot x 8-foot booth space
- Plus Gold Sponsor benefits

## **Gold Sponsor                                \$1,000                                5 available**

- Company recognition as “Gold Sponsor” in all promotional materials
- Website Business Directory ad for one year
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Company logo displayed in Job Fair Directory
- Sponsor nametags

## **Exhibitors’ Lounge Sponsor            \$ 500                                2 available**

- Company recognition as event sponsor in all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Opportunity to display and distribute company information or literature in Exhibitors’ Lounge
- Company logo displayed in Job Fair Directory
- Sponsor nametags

## **Lunch Sponsor                                \$500                                2 available (1 SOLD: Golden Corral)**

- Company recognition as event sponsor in all promotional materials
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Opportunity to display and distribute company information or literature in Exhibitor packets and lunch boxes
- Company logo displayed in Job Fair Directory
- Sponsor nametags

## **Job Seekers’ Lounge/Computer Kiosk Sponsor    \$500                                4 available (1 SOLD: AR Workforce Center)**

- Company recognition as event sponsor in all promotional materials
- Opportunity for company representative to staff the Job Seekers’ Lounge/Computer Kiosk
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Opportunity to display and distribute company information or literature at the Job Seekers’ Lounge/Computer Kiosk
- Company featured on Job Seekers’ Lounge flyer to be distributed to all exhibitors
- Company logo displayed in Job Fair Directory
- Sponsor nametags

# 2011 NORTHWEST ARKANSAS FALL JOB FAIR

October 31, 2011

Noon – 6 p.m.

John Q. Hammons Center, Rogers

Estimated Attendance: 1,000+

The Rogers-Lowell Area Chamber of Commerce is proud to host the 2011 Northwest Arkansas Fall Job Fair. As with past Job Fairs, this event will give area business and industry an opportunity to connect with local and regional job seekers. The NWA Job Fairs are the largest in the region, typically hosting 60+ exhibitors and attracting more than 1,000 job seekers. Sponsorship of the Fall Job Fair will give your company the best possible physical location at the event giving you a competitive edge over other exhibitors. Additionally, the events have a large concentration of HR professionals and decision makers, so if that is your target audience, that is another reason to consider sponsorship.

## **Presenting Sponsor                      \$ 2,000                      2 available**

- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Website Banner ad for two weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as “Presenting Sponsor” on the event page of Chamber website
- Opportunity to display and distribute company information or literature
- One prime location 20-foot x 8-foot booth space
- Plus Gold Sponsor benefits

## **Gold Sponsor                                \$1,000                                5 available**

- Company recognition as “Gold Sponsor” in all promotional materials
- Website Business Directory ad for one year
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Company logo displayed in Job Fair Directory
- Sponsor nametags

## **Exhibitors’ Lounge Sponsor            \$500                                    2 available**

- Company recognition as event sponsor in all promotional materials
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Opportunity to display and distribute company information or literature in Exhibitors’ Lounge
- Company logo displayed in Job Fair Directory
- Sponsor nametags

## **Lunch Sponsor                                \$500                                    2 available**

- Company recognition as event sponsor in all promotional materials
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Opportunity to display and distribute company information or literature in Exhibitor packets and lunch boxes
- Company logo displayed in Job Fair Directory
- Sponsor nametags

## **Job Seekers’ Lounge/Computer Kiosk Sponsor    \$500                                    4 available**

- Company recognition as event sponsor in all promotional materials
- Opportunity for company representative to staff the Job Seekers’ Lounge/Computer Kiosk
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- One prime location 10-foot x 8-foot booth space
- Opportunity to display and distribute company information or literature at the Job Seekers’ Lounge/Computer Kiosk
- Company featured on Job Seekers’ Lounge flyer to be distributed to all exhibitors
- Company logo displayed in Job Fair Directory
- Sponsor nametags

# NWA BUSINESS CONFERENCE & EXPO - 2011

September 1, 2011 (tentative)

8:00 a.m.–6:00 p.m.

John Q. Hammons Center, Rogers

Estimated Expo Attendance: 1,500+ | Estimated Conference Attendance: 250

At a time when the global economy is causing a fundamental change in today's business model and creating a "survival of the fittest" business environment, it is clear that the businesses that are prepared, knowledgeable and aggressive will thrive. In response, the Arkansas World Trade Center, the Northwest Arkansas Business Journal and the Rogers-Lowell Area Chamber of Commerce have partnered to provide a solution in the form of the Northwest Arkansas Business Conference and Expo. From small, local businesses and franchises to consumer product companies and titans of industry and retail, the Northwest Arkansas Business Conference & Expo will deliver information and connections.

## **Presenting Sponsor**

**\$15,000**

**Exclusive (SOLD: Sam's Club)**

- Company recognition as "Presenting Sponsor" on all promotional materials, will headline
- Company recognition at Business After Hours held at the NWA Business Conference
- Website Banner Ad for eight weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as "Presenting Sponsor" on the event page of the Chamber website
- Company recognition as event sponsor in at least two Chamber newsletters with circulation of 4,000+
- One-page insert in three monthly newsletter - sponsor provides the designated number of copies (month selected by sponsor)
- One prime 20-foot x 8-foot booth space in the exhibit hall plus one additional display area within the convention center
- Top billing, including logo, in special event publication plus one-page complimentary advertisement
- Opportunity to participate in event planning meetings
- Copy of attendance roster
- Twenty tickets to attend the conference/luncheon

## **Expo Sponsor**

**\$10,000**

**Exclusive**

- Company recognition as "Expo Sponsor" on all promotional materials
- Company recognition at Business After Hours held at the NWA Business Conference
- Website Banner ad for four weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as "Expo Sponsor" on the event page of Chamber website
- Company recognition as event sponsor in at least two Chamber newsletters with circulation of 4,000+
- One-page insert in two monthly newsletters (you provide 4,000 copies for the month of your choosing)
- One prime location 20-foot x 8-foot booth space in the exhibit hall
- Top billing at the Expo Event Stage including opportunity to MC or provide talent.
- Recognition, including logo, in special event publication produced by the NWA Business Journal, highlighting the conference, plus 1/2-page complementary advertisement.
- Copy of attendance roster
- Twelve tickets to attend the conference/lunch
- Sponsor nametags

## **Conference Sponsor**

**\$5,000**

**(2 SOLD: Ziplocal / Cherokee Casino)**

- Company recognition and top billing as "Conference Sponsor" on all promotional materials
- Company recognition at Business After Hours held at the NWA Business Conference
- Website Banner ad for four weeks on the Chamber website Calendar of Events page
- Website Business Directory ad for one year
- Company recognition as "Conference Sponsor" on the event page of Chamber website
- Company recognition as event sponsor in at least two Chamber newsletters with circulation of 4,000+
- One-page insert in one monthly newsletter - sponsor provides the designated number of copies, month selected by sponsor)
- One prime location 20-foot x 8-foot booth space in the exhibit hall
- Top billing, including logo, in special event publication produced by the NWA Business Journal, highlighting the conference
- Copy of attendance roster
- Eight tickets to attend the conference/lunch
- Sponsor nametags

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## **FYI BROWN BAG LUNCH - 2011**

Dates:*	January 7	April 1	July 8	October 7
	February 4	May 6	August 5	November 4
	March 4	June 3	September 2	December 2

Noon-1 p.m.

Rogers-Lowell Area Chamber of Commerce

Estimated Attendance: 10-40 per event

FYI Brown Bag Lunch is a professional development seminar. This members-only, one-hour seminar is designed for today's businessmen and women, and is built to fit into busy schedules.

### **Presenting Sponsor                      \$500                      Exclusive Sponsorship (SOLD: Del Monte)**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity to introduce speaker or have company representative participate in program opening or closing
- Company recognition as "Presenting Sponsor" on event page of Chamber website
- Plus Event Sponsor benefits

### **Event Sponsor                      \$100                      12 available**

- Company recognition and top billing as an "Event Sponsor" on all promotional materials
- Opportunity for a company representative to briefly address attendees
- Company recognition as an "Event Sponsor" on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity to distribute promotional materials to attendees
- Copy of attendance roster

## **GREEN POWER HOUR - 2011**

Quarterly Dates:            January 25        April 22            July 15            October 25

Noon - 1 p.m.

Location varies

Estimated Attendance: 15-30 per meeting

Green Power Hour is part of the Chamber University. This members-only, one-hour interactive seminar is designed for today's businessmen and women who are interested in what they can do to be more sustainable at work and at home.

### **Presenting Sponsor                    \$ 500                    Exclusive Sponsorship (SOLD: HP Engineering)**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity to introduce speaker or have company representative participate in program opening or closing
- Company recognition as "Presenting Sponsor" on event page of Chamber website
- Option to be the presenting speaker at program
- Plus Event Sponsor benefits

### **Lunch sponsor                    \$100                    4 available (one sold)**

- Company recognition as "Event Sponsor" on all promotional materials
- Company recognition as "Event Sponsor" on event page of Chamber website
- Company recognition as event sponsor in Chamber newsletter with circulation of 4,000+
- Opportunity for a company representative to briefly address attendees
- Opportunity to distribute promotional materials to attendees
- Copy of attendance roster

## **LARGE INDUSTRY COUNCIL - 2011**

Quarterly Dates: TBD

Noon - 1 p.m.

Location varies

Estimated Attendance: 15-30 per meeting

The Large Industry Council is comprised of larger industrial companies and businesses in northwest Arkansas. The council consists mainly of plant managers, CEOs, CFOs, general managers and human resources managers of business and industry with a minimum of 100 employees. The group meets quarterly over lunch at various locations. Bekaert, Kennametal, Glad Manufacturing, Smurfit-Stone and FM Corporation are just a few of the companies that are represented in this group. If this is your target audience, this is a great opportunity to showcase your products or services to them. Sponsorship of this group entitles you to two seats at this invitation-only event.

### **Presenting Sponsor                      \$ 1,000                      (SOLD: Cross, Gunther, Witherspoon & Galchus)**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials
- Opportunity to introduce speaker or have company representative participate in program opening or closing
- Business Directory ad for one year
- Copy of attendance roster for all Large Industry Council events
- Plus Lunch Sponsor benefits

### **Lunch sponsor                              \$200                              8 available**

- Company recognition as "Lunch Sponsor" for one event in all promotional materials
- Company recognition as event sponsor from podium
- Opportunity for CEO or other company representative to briefly address attendees
- Opportunity to distribute promotional materials to attendees
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Opportunity for up to two company representatives to attend the invitation-only lunch meeting

# CHAMBER NIGHT AT CITY COUNCIL and SCHOOL BOARD - 2011

Lowell City Council - January 18, 2011

Rogers City Council - February 22, 2011

Rogers School Board - Fall, 2011\*

\* exact date TBA

Estimated Attendance: 300 at all three events

Chamber Night events are designed to provide Chamber members the opportunity to learn more about local government, while confirming the business community's support for elected and city officials. Chamber members are invited to attend the city council meetings in Rogers and Lowell at which the mayors present the "State of City" addresses, and the Board of Education meeting at which the superintendent presents a "State of the District" address.

## **Presenting Sponsor                      \$1,000                      Exclusive**

- Company recognition and top billing as "Presenting Sponsor" in all event promotional materials
- Business Directory ad for one year
- Company recognition as "Presenting Sponsor" on event pages of Chamber website
- Plus Gold Sponsor benefits

## **Gold Sponsor                              \$500                              6 available**

- Opportunity to display and distribute company information or literature (table display) at City Council events
- Plus Silver Sponsor benefits

## **Silver Sponsor                              \$250                              6 available**

- Company recognition as "Silver Sponsor" in all event promotional materials
- Company recognition as event sponsor from podium
- Company recognition as event sponsor on event pages of Chamber website
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+

## **WASHINGTON D.C. FLY-IN - 2011**

Spring 2011

Each year, the Chamber participates in a statewide fly-in to Washington, D.C. During the visit, participants meet with state congressmen, senators and staff to present area priorities for possible funding and regulatory attention. The fly-in concludes with a statewide banquet honoring the Arkansas lawmakers.

### **Presenting Sponsor**

**\$5,000**

### **Exclusive Sponsorship**

- Company recognition and top billing as “Presenting Sponsor” on all promotional materials
- Company recognition to congressional delegation and staff at three special local meetings
- Website banner ad for four weeks on the Chamber website Business Directory
- Business Directory ad for one year
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Travel, hotel (double occupancy), and event registration for two attendees

## **LEGISLATIVE FORUMS - 2011**

Jan. 22, Feb. 5 & 19, March 5 & 19, April 2, 2011

Doubletree Guest Suites

Estimated Attendance: 50, based on 2010 Legislative Forums attendance

The Government Affairs Division of the Chamber will host at least one Legislative Forum during the General Session of the 88<sup>th</sup> General Assembly. Legislative Forums are designed to provide Chamber members and the public the opportunity to learn more about their area legislators and policy issues during the legislative session.

**Presenting Sponsor                      \$500                      6 available - SOLD**

- Company recognition as event sponsor in all event promotional materials
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4300+
- Company recognition as event sponsor on event page of Chamber website
- Company recognition as event sponsor from podium

# THE COMMUNITY HEALTH INVESTMENT PROGRAM (CHIP) & DRUG FREE ROGERS-LOWELL (DFRL)

The Community Health Investment Program (CHIP) is a coalition comprised of area leaders that strive to encourage a healthy and safe community through the use of well-planned initiatives and partnerships. With the assistance of sponsorship funding, CHIP will implement its 6th Annual Fit with 5 Worksite Challenge in 2011. This program is a friendly worksite competition to encourage healthy eating and exercise habits.

The projects of Drug Free Rogers-Lowell (DFRL), a program of CHIP, enhance the quality of life in Benton County while voicing the concern of the business community on illegal drug use, tobacco and underage drinking, while promoting healthy lifestyle choices. The support of the State Incentive Grant, the Drug Free Communities Grant and the State Tobacco Prevention Grant provide funding for the staff to implement Underage Driving Prevention, Drug Abuse Prevention and Tobacco Prevention strategies. Sponsorship funding provides money for programs such as the Benton County Methamphetamine Task Force. The Benton County Methamphetamine Task Force has been active since 2002. This task force and its initiatives are not grant funded and survive on sponsorships and volunteers. Additionally, sponsorship funding provides money for additional activities that support the program's mission. Some of these activities have included youth events, advertising, community surveys, professional speaker fees, website development, and Medicine Abuse Awareness Month.

As the Chamber works toward "growing business, building community" CHIP and DFRL work toward "building a healthy and safe community."

## GENERAL PROGRAM SPONSORSHIPS:

### **Presenting Sponsor                      \$5,000                      Exclusive Sponsorship**

- Company recognition and top billing as "Presenting Sponsor" on all promotional materials through the Chamber and the Coalition
- Eight complimentary tickets to attend both the Meth Awareness Luncheon and the Year-end Celebration luncheon & company recognition at podium
- Website Banner ad during the month of October on [www.RogersLowell.com](http://www.RogersLowell.com)
- Company recognition as "Presenting Sponsor" on the event page of the Chamber website
- Company featured in all public service announcements throughout the year
- Plus Gold Sponsor benefits

### **Gold Sponsor                                \$2,500                                3 available**

- Company recognition as "Gold Sponsor" in all promotional materials through the Chamber and the Coalition
- Six complimentary tickets to attend both the Meth Awareness Luncheon and the Year-end Celebration luncheon
- Plus Silver Sponsor benefits

### **Silver Sponsor                                \$1,000                                6 available**

- Company recognition as "Silver Sponsor" in all promotional materials through the Chamber and the Coalition
- Opportunity for CEO or other company representative to serve on coalition and subcommittees
- Four complimentary tickets to attend both the Meth Awareness Luncheon and the Year-end Celebration luncheon
- Plus Bronze Sponsor benefits

### **Bronze Sponsor                                \$500                                    10 available**

- Company recognition as "Bronze Sponsor" in all promotional materials through the Chamber and the Coalition
- Company recognition as event sponsor in at least one Chamber newsletter with circulation of 4,000+
- Two complimentary tickets to attend both the Meth Awareness Luncheon and the Year-end Celebration luncheon
- Website Business Directory ad for one year
- Designation on Chamber website and Coalition website [www.ioit2me.com](http://www.ioit2me.com) as program sponsor

### **Lunch Sponsor                                \$200                                    12 available**

- Company recognition as "Lunch Sponsor" in all promotional materials for designated event
- Opportunity to present company materials to attendees at the designated event



## CHAMBER VOICE – 2011

The “**Chamber Voice**” is the Chamber’ primary full-color newsletter mailed on the first of each month. The newsletter features a variety of informational articles focused on a topical theme each month, and includes Chamber news, ribbon cutting photos, a list of new members and other regular features. The newsletter is distributed to all representatives of each member business, with a total mailing of between 4,000-4,250 each issue. Advertisers will reach key business leaders and qualified buyers through this professional publication.

–Estimated Circulation of printed publications: 4,000 – 4,250

**Advertising packages** include six ads, to run in months designated by advertiser (no ads are allowed in February). All ads must be submitted in electronic format as indicated on contract. Ad design is not included. Upon receipt a completed contract, advertiser will be contacted by Chamber staff to review due dates for advertising materials.

**Power Pack - Full-Page Display Advertising** **\$1,800** (*\$1,200 savings*)

- 6 full-page (8.5” wide x 11” high), full-color display advertisements

**Power Pack - Half-Page Display Advertising** **\$1,200** (*\$600 savings*)

- 6 half-page (8.5” wide x 5” high), full-color display advertisements

**Power Pack - Quarter-Page Display Advertising** **\$600** (*\$450 savings*)

- 6 quarter-page (5.255” wide x 4” high), full-color display advertisements

### Single Issue Advertising

- Full-page ad \$500
- Half-page ad \$300
- Quarter-page ad \$175

## **WEEKLY EMAIL – 2011**

**The Weekly Email** is published once a week to provide Chamber members the latest news and event information. Each item in the email links directly to the Chamber's website for additional details and convenient access to online registration for Chamber events. The Weekly Email is read by a growing number of key business leaders and qualified buyers with the estimated circulation being 3,000-3,500 individuals.

Each banner ad featured in the Weekly Email must meet specifications and formats. Ad design is not included. Upon receipt of a completed contract, advertiser will be contacted by Chamber staff to review specifications and deadlines.

**Monthly Sponsorship                      \$200                      36 available**

- 4 full-color banner ads placed at the top of the Chamber's Weekly Email, including hyperlink to designated website

## WEBSITE ADVERTISING INFORMATION – 2011

The Rogers-Lowell Area Chamber of Commerce website, [www.RogersLowell.com](http://www.RogersLowell.com), is one of the strongest tools available to Chamber members for business promotion. Annually, the site has recorded 63,500 visits and 236,800 page views, along with 13,642,251 referrals from the online Business Directory. Banner advertising space on the website is limited, and current sponsors receive first-right-of-refusal each year. Website advertising offers participants an excellent way to target marketing dollars and capture niche markets. Best of all, Chamber website advertisers have access to custom reports online at any time, providing detailed information on business referrals, banner and map clicks, as well as direct clicks to your website. All of this makes [www.RogersLowell.com](http://www.RogersLowell.com) advertising both effective and measurable.

- **Level One Sponsorship: \$6,000/year; 6 available**

Prime position, rotating banner on home page, Level 2–4 benefits, enhanced listing, 30-word text ad

- **Level Two Sponsorship: \$3,000/year; 6 available per page**

Premium position, rotating banner on primary page, Level 3–4 benefits, enhanced listing, 30-word text ad

- **Level Three Sponsorship: \$1,500/year; 6 available per page**

Strong exposure, rotating banner on niche page, includes Level 4 benefits, enhanced listing, 30-word text ad

- **Level Four Sponsorship: \$800/year; 6 available per page**

Rotating banner directs consumers to your business before competition, enhanced listing, 30-word text ad

- **Enhanced Listing Package: \$250/year; Unlimited**

Pulls listing out of alpha order to top of list, highlighted box, image or logo and 50-word business description

## **RELOCATION PACKETS - 2011**

### ***The Mail-Out Program***

This program is where the member supplies the Chamber with your company brochure or flyer. The Chamber will include your brochure/flyer in all relocation packets. In addition to your flyer being mailed to individuals/families considering the area for relocation, you also get a list of people who have requested the packet. The list includes recipient name, address and how the request was received. (i.e. via the telephone, web, friend, etc.) If that person made a special request, such as a list of daycare centers, that request is noted as well. The list is sent to you via email at the first of each month and it is an excel spreadsheet. The cost is \$500 per year and you supply us with 500 copies of your brochure/flyer. The brochure/flyer must be approved by Chamber staff and there are a couple of guidelines that we can cover should you decide to participate in this program. Participants in the mail-out program will also have an online presence in the relocation section of the Chamber's website, [www.RogersLowell.com](http://www.RogersLowell.com), which the site annually records 56,400 visits and 210,780 page views, along with 10,485,264 referrals from the online Business Directory. The relocation section also features a popular relocation video showcasing Northwest Arkansas to prospective new residents. The online benefit of the mail-out program entitles participants to place a 30 -word business message on the relocation page with a hyperlink to the participant's website.

### ***The Relocation List Program***

With this program, the member purchases the list of individuals/families that have requested a relocation packet. It is the same list that is described above. With this program you purchase either 6-months or 12-months of lists and the list is automatically emailed to you at the first of each month. The cost to participate is \$90 for six months or \$180 for twelve months. You may also purchase the list at anytime by simply coming by the Chamber. The advantage to either of the programs is that you don't have to remember to pick up the list as it is automatically emailed to you at the first of each month.

## **Advertise in the Community Profile, Membership Directory or Manufacturer's Directory:**

### **Community Profile:**

Updated annually  
Full page (7.5"w x 10"h)  
Outside back cover = \$300  
Inside front cover = \$250  
Inside back cover = \$200

### **Manufacturer's Directory:**

Updated annually  
Full page (7.5"w x 10"h)  
Outside back cover = \$300  
Inside front cover = \$250  
Inside back cover = \$200

### **Membership Directory:**

Updated annually  
Full page (7.5"w x 10"h)  
Outside back cover = \$400  
Inside front cover = \$350  
Inside back cover = \$300

# THE GOOD LIFE – 2011

“The Good Life” is a glossy, 60+ page annual community guide published by the Rogers-Lowell Area Chamber of Commerce. The magazine features maps, restaurant and lodging lists, information on activities and attractions in the region and resources for visiting, living, working and playing in the Rogers-Lowell area. More than 30,000 copies will be circulated throughout the year to tourists, business travelers, new residents, current citizens and convention attendees.

Distribution points include the Chamber’s Visitor Information Center, the John Q. Hammons Center, NWA Regional Airport, Arkansas World Trade Center and statewide tourism centers as well as local hotels, real estate offices and corporations including Wal-Mart, J.B. Hunt, Glad Manufacturing and the University of Arkansas. Prices remain unchanged from 2010 and in addition there will be online circulation of the magazine through [www.RogersLowell.com](http://www.RogersLowell.com), featuring links to all advertiser websites at no additional charge.

## 2011 Good Life Advertising Rates and Specs:

<b>PLACEMENT</b>	<b>RATE</b>	<b>SPECS</b>
Back Cover	\$4,200	Bleed: 8.62”w x 10.75”h*
Inside Front	\$3,400	Bleed: 8.62”w x 10.75”h* / No bleed: 7.37”w x 9.25”h
Back Cover	\$3,400	Bleed: 8.62”w x 10.75”h* / No bleed: 7.37”w x 9.25”h
Full Page	\$3,200	Bleed: 8.62”w x 10.75”h* / No bleed: 7.37”w x 9.25”h
1/2 Page	\$2,100	7.37”w x 4.5”h
1/3 Page	\$1,700	4.84”w x 4.5”h
1/6 Page	\$850	Vertical: 2.3”w x 4.5”h / Horizontal: 4.84”w x 2.13”h
1/12 Page	\$500	2.3”w x 2.13”h

# Membership Application

## Annual Investment Schedule

### I. Business Membership

(Investment based on number of full-time equivalent employees)

1-5	\$250
6-10	\$275
11-15	\$300
16-20	\$325
21-25	\$350
26-30	\$375
31-35	\$400
36-40	\$425
41-45	\$450
46-50	\$475
51-55	\$495
56-60	\$515
61-65	\$535
66-70	\$550
71-75	\$570
76-80	\$590
81-85	\$610
86-90	\$630
91-95	\$650
96-100	\$670

Over 100+ \$670 + \$3/Employee  
2 Part-time = 1 Full-time Employee

### II. Financial Institutions

\$400 + \$27.50/million

### III. Real Estate Companies

1-5 agents \$250  
6-10 agents \$500  
10-20 agents \$1,000

### IV. Hotel/Motel

\$250 + \$5/room

### V. Home-Based Business

\$175

### VI. Nonprofit or Individual

\$125

Rogers-Lowell Area  
Chamber of Commerce  
317 W. Walnut Street  
Rogers, Arkansas 72756  
Phone 479.636.1240  
Fax 479.636.5485  
www.RogersLowell.com  
Info@RogerLowell.com

Company \_\_\_\_\_

Prefix \_\_\_\_\_ Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_ County \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website\* \_\_\_\_\_ Fax\* \_\_\_\_\_

\* By including fax and email address, applicant consents to receiving these communications from the Rogers-Lowell Area Chamber of Commerce only.

Number of Employees: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

Business Category (for directory listing) \_\_\_\_\_

Description of Your Business (20 words or less) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Do you want your physical address listed in web and print directories?  Yes  No

Preferred Communications  Email  Mail

Optional: Minority-owned?  Yes  No

Representative Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Representative Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**For additional information, visit [www.RogersLowell.com](http://www.RogersLowell.com)**

Membership Investment Amount \$ \_\_\_\_\_

**By signing this contract, I agree to abide by all the terms and conditions specified.**

Name & Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ For office use only \_\_\_\_\_

Sales \_\_\_\_\_ Member ID \_\_\_\_\_ Invoice # \_\_\_\_\_ Date \_\_\_\_\_ By \_\_\_\_\_



# Event Sponsorship Contract

## Event Sponsorship Opportunities

- EDUCATION
- NETWORKING
- MAJOR EVENTS
- CHAMBER UNIVERSITY
- GOVERNMENT AFFAIRS
- DRUG FREE ROGERS-LOWELL
- PUBLISHING
- WEBSITE
- E-NEWSLETTER

Additional sponsorships are available, including reoccurring monthly, bi-monthly, and annual events. Ask one of our Account Executives for more information:

**Shelle Summers**  
(479) 619.3187  
SSummers@RogersLowell.com

**Jacque Gregory**  
(479) 619.3189  
JGregory@RogersLowell.com

To sponsor an event, a business must be a member of the Rogers-Lowell Area Chamber of Commerce.

Sponsorships must be paid in full prior to the event.

**Rogers-Lowell Area Chamber of Commerce**  
317 W. Walnut Street  
Rogers, Arkansas 72756  
Phone 479.636.1240  
Fax 479.636.5485  
www.RogersLowell.com

Company \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 Physical Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_  
 Website \_\_\_\_\_ Fax \_\_\_\_\_

## Event Sponsorship

Event \_\_\_\_\_  
 Event Date \_\_\_\_\_  
 Sponsor Level  Presenting  Platinum  Gold  
 Silver  Bronze  Other  
 Instructions \_\_\_\_\_  
 Amount Pledged \_\_\_\_\_ Amount Received \_\_\_\_\_

## Trade Proposal

Event \_\_\_\_\_  
 Event Date \_\_\_\_\_  
 Trade Proposed \_\_\_\_\_  
 Sponsor Level  Presenting  Platinum  Gold  
 Silver  Bronze  Other  
 Instructions \_\_\_\_\_  
 Estimated Trade Value \_\_\_\_\_

**By signing this contract, I agree to abide by all the terms and conditions specified.**

Name & Title \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

For office use only

Sales \_\_\_\_\_ Member ID \_\_\_\_\_ Invoice # \_\_\_\_\_ Date \_\_\_\_\_ By \_\_\_\_\_



# Publication Advertising Contract

## Advertising Opportunities

### I. Print Publications

#### Chamber Newsletter

Mailed at the first of each month.

Full-color ad sizes & rates per issue.

**1/4 page (5.255" w x 4" h) = \$175**

**1/2 page (7.875" w x 5" h) = \$300**

**Full page (8.5" w x 11" h) = \$500**

**Insert (8.5" w x 11" h) = \$200 per issue**

#### Mail Out Program

Place your brochures in information packets mailed to relocation/vacation requests, plus an online ad.

**One year of participation = \$500**

(plus approximately 1,500 brochures, provided by member)

#### Relocation List Program

Purchase the list of individuals/families that have requested a relocation packet.

**6-month = \$90**

**12-month = \$180**

(List is emailed to you each month)

#### Community Profile, Manufacturer's Directory, Membership Directory

Contact sales staff for rates, specifications & deadlines.

#### The Good Life

Annual tourism & relocation guide.

Contact sales staff for rates, specifications & deadlines.

### II. Electronic Publications

#### Weekly e-Newsletter Banner Ads

**Monthly sponsorship = \$200**

(includes hyperlink)

(468 x 60 pixels, no animation)

#### www.RogersLowell.com Banner Ads

Available on yearly contracts.

Contact sales staff for rates, specifications & deadlines.

#### Rogers-Lowell Area Chamber of Commerce

317 W. Walnut Street  
Rogers, Arkansas 72756

Ph 479.636.1240 • Fax 479.636.5485

www.RogersLowell.com  
Info@RogerLowell.com

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ Fax \_\_\_\_\_

## Advertising Opportunity

Publication \_\_\_\_\_

Publication Date(s) \_\_\_\_\_ Material Due Date \_\_\_\_\_

Ad size  Full page  1/2 page  1/4 page

Insert  Other \_\_\_\_\_

Instructions \_\_\_\_\_

Amount Due \_\_\_\_\_ Amount Received \_\_\_\_\_

## Terms & Conditions

- All display ads shall be provided on electronic media (CD) preferably in Macintosh format, or saved as a high-resolution PDF, JPEG or TIFF and emailed to ads@rogerslowell.com.
- All inserts must be pre-approved by the Chamber prior to delivery to the Chamber.
- All inserts must include the words "Paid Advertisement" on the flyer or the insert will not be accepted.
- Flyers must be 8.5" x 11" with no folds.
- Advertiser agrees to provide the Chamber with \_\_\_\_\_ copies of the flyer to be inserted.
- Newsletter inserts are due no later than the 15th of the month prior to publication.
- *Advertising in Chamber publications is only available to Chamber members in good standing. Any business advertised in the flyer must be a current member of the Rogers-Lowell Area Chamber of Commerce. The Chamber reserves the right to reject any advertisement that, at its sole discretion, is not in good taste or not in keeping with the best interest of members of the Rogers-Lowell Area Chamber of Commerce. The Chamber also reserves the right to require changes in copy and format that in its opinion could be misleading or deceptive.*
- *Cancellation Policy: Should an advertiser choose to cancel space reserved, the advertiser must notify the Chamber 10 days prior to the due date of the ad or insert. If the Chamber is not notified, the advertiser agrees to pay the insertion fee if the Chamber is unable to find another advertiser to fill the space.*

**By signing this contract, I agree to abide by all the terms and conditions specified.**

Name & Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For office use only

Sales \_\_\_\_\_ Member ID \_\_\_\_\_ Invoice # \_\_\_\_\_ Date \_\_\_\_\_ By \_\_\_\_\_



# The Good Life 2011

## The Good Life

**The Good Life** is a glossy, annual community guide with a minimum of 60 pages, published by the Rogers-Lowell Area Chamber of Commerce. The magazine features maps, restaurants and lodging lists, information on activities and attractions in the region and resources for visiting, living, working and playing in the Rogers-Lowell area. More than 30,000 copies will be circulated throughout the year to tourists, business travelers, new residents, current citizens and convention attendees. Distribution points include the Chamber's Visitor Information Center, the John Q. Hammons Center, NWA Regional Airport, Arkansas World Trade Center, and statewide tourism center, as well as local hotels, real estate offices and corporations including Walmart, J.B. Hunt, Glad Manufacturing and the University of Arkansas. An online version of **The Good Life** is also available at [www.RogersLowell.com](http://www.RogersLowell.com), featuring links to all advertiser websites at no additional charge.

## Advertising Rates & Sizes

(x)	Size	Cost	Specification
	Back Cover	\$4,200	Bleed: 8.62"w x 10.75"h*
	Inside Front or Back Cover	\$3,400	Bleed: 8.62"w x 10.75"h* / No Bleed: 7.37"w x 9.25"h
	Full Page	\$3,200	Bleed: 8.62"w x 10.75"h* / No Bleed: 7.37"w x 9.25"h
	1/2 Page	\$2,100	7.37"w x 4.5"h
	1/3 Page	\$1,700	4.84"w x 4.5"h
	1/6 Page	\$850	Vertical: 2.3"w x 4.5"h / Horizontal: 4.84"w x 2.13"h
	1/12 Page	\$500	2.3"w x 2.13"h

## Specifications

Ads may be submitted on labeled CD or by email. The submitted ad must be in high-resolution TIFF or PDF format and should not require any accompanying fonts, images or artwork. Do not submit files in RGB format or with embedded spot colors. Ads submitted as TIFF files must be 300 dpi, in CMYK mode, and flattened. Ads submitted as PDF files must have all elements (including fonts) embedded or outlined, and should be saved at the "High Quality Print" setting. All images in the ad should be a least 300 dpi at the size the image is used within the ad prior to saving as a PDF. Please ensure that the submitted ad exactly matches the ad dimensions on this form. Send ads to [ads@rogerslowell.com](mailto:ads@rogerslowell.com).

## Art/Design

Advertising rates do not include ad design or placement of ads which do not meet specifications. Production charges (\$75 per hour) for changes to ads will be incurred and billed should there be any additional work necessary to adjust ads. A list of Chamber member advertising agencies is available to assist advertisers with production of advertisements, or search the Business Directory at [www.RogersLowell.com](http://www.RogersLowell.com). Ad rates are full-color net rates, and are non-commissionable (no agency discounts apply).

## Deadline

All advertising contracts, materials, revisions and final ads are due by **Dec. 1, 2010**. Failure to meet the deadline will result in the advertiser's a) previous year's ad reprinted if the same size is contracted for the current year; or b) business name, address, phone number and website printed in the contracted space.

## Payment

Full payment via check or credit card should accompany all contracts. However, one half may be paid at signing, with the remainder due within sixty days. If payment is not received by press time, the ad will be pulled from the publication. Checks should be made payable to: **Chamber Publications, Inc.**

## Placement

Every effort will be made to honor reasonable placement requests. Ads are placed in related sections whenever possible. However, due to the need for flexibility in the publication's design, exact placements cannot be guaranteed.

## Policies

Chamber Publications, Inc. (CPI) reserves the right to reject any ad that, at its own discretion, is not in good taste or not in keeping with the best interests of the members of the Rogers-Lowell Area Chamber of Commerce (RLACC). CPI reserves the right to require changes in copy and format that in its opinion is misleading or deceptive. Final authority over content and distribution rests with the Board of Directors of CPI, a wholly-owned corporation of RLACC.

Previous year advertisers are guaranteed first refusal rights on the same size ad previously purchased. All additional ads will be accepted on a first-come, first-served basis. Once all available space is sold, additional contracts will be accepted with the understanding that they will be honored only if enough advertising is sold to justify a page increase.

We will supply new ad materials by Dec. 1, 2010       Please repeat our 2010 ad without changes

*By signing this contract, I agree to abide by all the terms and conditions specified.*

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Rogers-Lowell Area Chamber of Commerce • 317 W. Walnut Street • Rogers, AR 72756 | Phone 479.636.1240 • Fax 479.636.5485 • [www.RogersLowell.com](http://www.RogersLowell.com)

For office use only

Sales \_\_\_\_\_ Art Rec. \_\_\_\_\_ Sp. Request \_\_\_\_\_ CSD Approved \_\_\_\_\_ Proof Sent \_\_\_\_\_

Date \_\_\_\_\_ Rec. From \_\_\_\_\_ Edits \_\_\_\_\_ New Requested \_\_\_\_\_ Proof Approved \_\_\_\_\_





# Website Advertising Agreement

## Web Advertising

The Rogers-Lowell Area Chamber of Commerce website, [www.RogersLowell.com](http://www.RogersLowell.com), is one of the strongest tools available to Chamber members for business promotion. Annually, the site has recorded 56,400 visits and 210,780 page views, along with 10,485,264 referrals from the online Business Directory. Banner advertising space on the website is limited, and current sponsors receive first-right-of-refusal each year. Website advertising offers participants an excellent way to target marketing dollars and capture niche markets. Best of all, Chamber website advertisers have access to custom reports online at any time, providing detailed information on business referrals, banner and map clicks, as well as direct clicks to your website. All of this makes [www.RogersLowell.com](http://www.RogersLowell.com) advertising both effective and measurable. (See *Internet Advertising Terms on reverse.*)

## Advertiser Information

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ Fax \_\_\_\_\_

## Advertising Level

Item	Category	Qty	Annual Rate	Total
Level One Sponsorship			\$6,000	
Level Two Sponsorship			\$3,000	
Level Three Sponsorship			\$1,500	
Level Four Sponsorship			\$800	
Enhanced Listing Package			\$250	
Highlight Box			\$150	
Image or Logo			\$75	
50-Word Business Description			\$50	
			<b>TOTAL</b>	

Rogers-Lowell Area  
Chamber of Commerce

317 W. Walnut Street  
Rogers, Arkansas 72756

Phone 479.636.1240  
Fax 479.636.5485  
[www.RogersLowell.com](http://www.RogersLowell.com)

**By signing this contract, I agree to abide by all the terms and conditions specified.**

Name & Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sales \_\_\_\_\_ Member ID \_\_\_\_\_ Invoice # \_\_\_\_\_ Date \_\_\_\_\_ By \_\_\_\_\_

# Internet Advertising Terms

**Internet Link Policy Statement:** The name and reputation of the Rogers-Lowell Area Chamber of Commerce are important assets, which we will not allow to be damaged. Therefore:

**Article 1** – To the extent permitted by law, the Rogers-Lowell Area Chamber of Commerce will not allow on its service or promotions any content, applications, services or products which:

- Violate laws, statutes or tariffs (including statements that are defamatory, fraudulent or deceptive);
- Are pornographic; or
- Are “harmful matter” or “matter, taken as a whole, which depicts or describes in contemporary, statewide standards, appeals to the prurient interest, and is matter which, taken as a whole, depicts or describes in a patently offensive way sexual content and which, taken as a whole, lacks serious literary, artistic, political or scientific value for minors.” “Matter” includes “live or recorded video message when transmitted, disseminated or distributed as part of the commercial transaction.” “Minor” means “any natural person under 18 years of age.”

**Article 2** – The Rogers-Lowell Area Chamber of Commerce shall enforce this policy by:

- Providing a copy of this policy to each subscriber as part of the advertising agreement, and to which the subscriber must agree before its information is made available to the Chamber, reviewing with each subscriber this policy and its services prior to placing the subscriber’s link on the Chamber website;
- Promptly investigating complaints from customers, regulatory bodies and consumer groups;
- Conducting random “spot checks” of each subscriber using the Chamber’s website;
- Requiring each subscriber to provide information regarding the means by which it can be contacted by traditional and electronic channels for the purpose of subscriber relations, general inquiries, complaint making and problem resolution.

**Article 3** – The Rogers-Lowell Area Chamber of Commerce values its relationships with subscribers and will work with them to ensure compliance with this policy.

- If the subscriber’s program is determined to be in violation of this policy before being made available on the Chamber website, the Chamber shall inform the subscriber of the reasons for violation and will provide guidance to the subscriber, when requested, to assist in achieving compliance with this policy.
- If the subscriber’s program appears on the Chamber website and is then determined to be in violation of this policy, the Chamber shall notify the subscriber and allow five business days from the receipt of the notice to make necessary changes to achieve compliance with this policy. Again, if requested, the Chamber will provide guidance to the subscriber to assist in achieving compliance with this policy.

**Terms** - Subscriber agrees and understands: This agreement is between the subscriber or advertiser and the Rogers-Lowell Area Chamber of Commerce. Terms are 30 days net payment. The Chamber reserves the right to create the ad with available information. If information is not available or is unsuitable for site placement, subscriber will furnish to the Chamber all logo information in the appropriate format. As a condition to become and remain a subscriber to this service, subscriber must remain a member in good standing of the Chamber during the subscription period. Loss of such status, for any reason, entitles the Chamber to disconnect the subscriber’s service without refund of any unused portion of the subscription fee. Failure to pay may result in the subscriber being disconnected from service, with a reconnect fee of \$50 due. All parties further agree that any dispute over elements of this agreement will be resolved using either arbitration or judicial proceedings under the jurisdiction of the County of Benton, Arkansas.

# Website Advertising Information

The Rogers-Lowell Area Chamber of Commerce website, [www.RogersLowell.com](http://www.RogersLowell.com), is one of the strongest tools available to Chamber members for business promotion. Annually, the site has recorded 56,400 visits and 210,780 page views, along with 10,485,264 referrals from the online Business Directory. Banner advertising space on the website is limited, and current sponsors receive first-right-of-refusal each year. Website advertising offers participants an excellent way to target marketing dollars and capture niche markets. Best of all, Chamber website advertisers have access to custom reports online at any time, providing detailed information on business referrals, banner and map clicks, as well as direct clicks to your website. All of this makes [www.RogersLowell.com](http://www.RogersLowell.com) advertising both effective and measurable.

## Sponsorship Levels:

Level One Sponsorship: \$6,000/year; 6 available

Prime position, rotating banner on home page, plus Level 2-4 benefits, enhanced listing, 30-word text ad.

Level Two Sponsorship: \$3,000/year; 6 available per page

Premium position, rotating banner on primary page, plus Level 3-4 benefits, enhanced listing, 30-word text ad.

Level Three Sponsorship: \$1,500/year; 6 available per page

Strong exposure, rotating banner on niche page, plus Level 4 benefits, enhanced listing, 30-word text ad.

Level 4 Sponsorship: \$800/year; 6 available per page

Rotating banner directs customers to your business before competition, enhanced listing, 30-word text ad.

Enhanced Listing Package: \$250/year; Unlimited

Pulls listing out of alpha order to top of the list, highlighted box, image or logo and 50-word business description.

## Ad Requirements:

Banner Ads: Full color, 468 x 60 pixels, no animation permitted.

30-word Text Ad: Promote your business to web visitors searching your category.

View a sample at <http://www.rogerslowell.com/visitor/lodging.asp> (hotel listings)

50-word Business Description: Enhance your listing in the Business Directory, describe goods & services.

View a sample at <http://www.rogerslowell.com>, click on the Business Directory and type "hotels".

Image or Logo: Provide either an image (200 x 90 pixels, jpeg or gif) or logo (90 x 100 pixels, jpeg or gif) to accompany your listing.

**Timing:** Advertising on [www.RogersLowell.com](http://www.RogersLowell.com) is made available annually. Current advertisers receive first right of refusal to retain their existing ad locations and must notify the Chamber of their intent to renew. New ad sponsorships will be made available on a first come, first served basis.

**Materials:** All advertisements are due to the Chamber by November. 1.

**Contact:** Shelle Summers (479) 619-3187 SSummers@RogersLowell.com  
Jacque Gregory (479) 619-3189 JGregory@RogersLowell.com





Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ Fax \_\_\_\_\_

### Event Sponsorship

Sponsor Level  International - \$10,000  Global - \$7,500  Globetrotter - \$5,000  
 Passport - \$2,500  Bronze - \$1,000  Other

Instructions \_\_\_\_\_

Amount Due \_\_\_\_\_ Amount Received \_\_\_\_\_

### Trade Proposal\*

Trade Proposed (\*no tents provided with trades) \_\_\_\_\_

Sponsor Level  International - \$10,000  Global - \$7,500  Globetrotter - \$5,000  
 Passport - \$2,500  Bronze - \$1,000  Other

Instructions \_\_\_\_\_

Amount Due \_\_\_\_\_ Amount Received \_\_\_\_\_

**NWA 11<sup>th</sup> Annual  
International Festival  
2011**

**Saturday, June 4  
11 a.m. – 5 p.m.**

**Coordinated by the  
Rogers-Lowell Area  
Chamber of Commerce**

317 W. Walnut St., Rogers, AR 72756  
Ph 479.619.3186 • Fax 479.636.5485  
www.RogersLowell.com  
Vilma@RogersLowell.com

Payment Method:  Check # \_\_\_\_\_

*To pay by credit card, please visit [www.RogersLowell.com](http://www.RogersLowell.com).*

**For more information, contact Vilma Dominguez at [Vilma@RogersLowell.com](mailto:Vilma@RogersLowell.com) or 479.619.3186**

By signing this contract, I agree to abide by all the terms and conditions specified.

Name & Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For office use only

Sales \_\_\_\_\_ Member ID \_\_\_\_\_ Invoice # \_\_\_\_\_ Date \_\_\_\_\_ By \_\_\_\_\_





# Payment Form

**To pay for your sponsorship, event or advertisement, please fill out the form below.**

*Your payment security is our main priority. Once we have your payment in the system, we will destroy this document – as we do all credit card information that we receive.*

## Payment Method:

Visa     MC     AMEX     Discover     Cash     \*Check #

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

Exp. Date \_\_\_\_\_ Card Security Code \_\_\_\_\_

(3-digit number on back of card or above card number)

Cardholder Name \_\_\_\_\_

Billing Address of Credit Card \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Special Instructions \_\_\_\_\_

\*Make checks payable to: Rogers-Lowell Area Chamber of Commerce

Event Publication \_\_\_\_\_

Sponsorship/Placement Level \_\_\_\_\_

Amount \_\_\_\_\_