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# 2024 SPONSORSHIP GUIDE



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# WHY BE A SPONSOR?

The Westmoreland County Chamber has great pride in showcasing a membership of over 1,000 local businesses and non-profit organizations.

We are committed to offering you sponsorship opportunities that will assist your business with its networking and marketing needs.

We offer a variety of sponsorships that allow you various admission benefits as well as advertising credit to be used however YOU SEE FIT! We know that every business is different, which is why we now offer flexible benefit plans with sponsorship levels that can fit various budgets.

# 2024 EVENTS

We have done our best to outline the events planned for 2024, however please keep in mind that events may change or be removed or added as we see fit.

- 2024 Kick Off Meeting \* Prayer Breakfast \* Leadership Training \* Member Lunch and Learns  
State of the County Luncheon \* Developing a Diverse Workforce Conference  
Staff Appreciation Luncheon \* Annual Business Meetings and Awards  
Holiday BASH \* Vendor Show \* Golf Classic \* Women of Westmoreland Events  
Young Professional Network (YPN) Events \* Fundraisers \* Chamber Luncheons**

*Please see calendar on page 2-3. Event details are outlined on the following pages.*

Anticipated Attendance	Level 1	Level 2	Level 3	Level 4	DEI Conf.	Awards	Golf Classic	
	200-300	150-200	100-125	50-100	125-150	200-250	150	
Platinum	\$ 1,650	\$ 1,425	\$ 1,200	\$ 1,000	\$ 2,500	\$ 2,500	\$ 4,500	Title
Gold	\$ 975	\$ 875	\$ 750	\$ 650	\$ 1,000	\$ 1,250	\$ 3,250	Birdie
Silver	\$ 750	\$ 675	\$ 550	\$ 450	\$ 500	\$ 550	\$ 2,250	Eagle
Bronze	\$ 475	\$ 375	\$ 275	\$ 200	\$ 250	\$ 325	\$ 1,500	Par
							\$ 500	Meal/Cart/Skill
							\$ 300	Snack/Putting

# ADVERTISING CREDITS

Each sponsorship allots you advertising credit which you can use at your discretion for the following items. Advertising must be used within 12 months of the sponsored event.

Ad Type	Amount	Ad details/format
Newsletter Ad	\$100 per page \$150 for 2 pages	8.5 x 11 PDF flyer with URL link
Website Ad	\$150 \$150 \$175	Leaderboard 728 x 120 pixel jpg Square 250 x 250 pixel jpg Rectangle 500 x 175 pixel jpg
Member Spotlight Ad	\$100 per page	8.5 x 11 PDF flyer with URL link
LED Billboard facing Route 30	\$299/month	384 x 192 pixel jpg

**all ad copies can be sent to [lindsay@westmorelandchamber.com](mailto:lindsay@westmorelandchamber.com)**

# 2024 CALENDAR



## 2024 Proposed Calendar of Events



January 2024		
Board Mixer (Closed Event)	DeNunzio's	January 10
2024 Kick Off Meeting		January 11
Wake Up Westmoreland		January 16
Prayer Breakfast		January 19
Monthly Roundtable		January 29
BASH		January 31
February 2024		
Independence Health Session	Fred Rodgers Center	February 8
State of the County	Stratigos	February 15
Wake Up Westmoreland		February 20
Coffee & Connect (New Member Orientation)	Chamber Office	February 23
Monthly Roundtable		February 26
BASH		February 28
March 2024		
Leadership Series Session		March 5
DEI: Dev. A Diverse Workforce	Fred Rogers Center	March 15
Wake Up Westmoreland		March 19
WOW Luncheon		March 21
Monthly Roundtable		March 25
BASH		March 27
April 2024		
Leadership Series Session		April 3
YPN Event (tentative)		April 4
Wake Up Westmoreland		April 9
Member Lunch and Learn		April 11
BASH	Achieving True Self (Autism Awareness Month)	April 17
Staff Appreciation	Greensburg Country Club	April 24
Monthly Roundtable		April 29
May 2024		
Mid Year Chamber Luncheon		May 9
Wake Up Westmoreland		May 21
Monthly Roundtable		May 20
BASH	Jeannette Business Association	May 29
Coffee & Connect (New Member Orientation)	Chamber Office	May 31
June 2024		
Golf Outing	Ligonier Country Club	June 3
Member Lunch and Learn		June 13
Wake Up Westmoreland		June 18

# 2024 CALENDAR

<b>June 2024 Con't</b>		
WOW Dinner		June 20
Monthly Roundtable		June 24
BASH		June 26
<b>July 2024</b>		
Member Lunch and Learn		July 11
Wake Up Westmoreland		July 16
YPN Event (tentative)		July 18
BASH		July 24
<b>August 2024</b>		
Chamber Event TBD		August 8
Wake Up Westmoreland		August 20
Monthly Roundtable		August 26
BASH		August 28
Coffee & Connect (New Member Orientation)	Chamber Office	August 30
<b>September 2024</b>		
Leadership Series Session		September 3
Member Lunch and Learn		September 12
Wake Up Westmoreland		September 17
WOW Luncheon		September 19
Monthly Roundtable		September 23
BASH		September 25
<b>October 2024</b>		
Leadership Series Session		October 1
Annual Business Meetings & Awards		October 10
Wake Up Westmoreland		October 15
Member Lunch and Learn		October 22
Monthly Roundtable		October 28
BASH		October 30
<b>November 2024</b>		
Leadership Series Session		November 6
YPN Event (tentative)		November 7
Wake Up Westmoreland		November 12
Member Lunch and Learn		November 14
Monthly Roundtable		November 18
BASH		November 20
Coffee & Connect (New Member Orientation)	Chamber Office	November 22
<b>December 2024</b>		
Holiday Celebration/BASH		December 10
Lunch and Learn		December 12
Wake Up Westmoreland		December 17

# LEVEL 1 EVENTS

**Anticipated Attendance: 200-300**

**Prayer Breakfast \* State of the County Luncheon \* Staff Appreciation Luncheon**

Level	Amount	Benefits
Platinum Sponsor	\$1,650 (limit of 2 per event)	8 entrance tickets, 5 minutes to speak at podium*, 1 table reserved seating, logo on all event advertising, full page program ad, \$800 advertising credit  <i>*speaking option not available for Prayer Breakfast; advertising/promotional alternative to be discussed</i>
Gold Sponsor	\$975	6 entrance tickets, logo on all event advertising, full page program ad, \$550 advertising credit
Silver Sponsor	\$750	3 entrance tickets, logo on all event advertising, half page program ad, \$300 advertising credit
Bronze Sponsor	\$475	2 entrance tickets, name (text) on all event advertising, \$200 advertising credit
Prayer Breakfast only: Student Sponsor	\$25 per student	Allows one local high school student to attend the breakfast. Your name will be listed in program.

# LEVEL 2 EVENTS

**Anticipated Attendance: 150-200**

**New events for 2024 - Details TBD**  
**Public Vendor Show \*Fundraiser Event**

Level	Amount	Benefits
Platinum Sponsor	\$1,425 (limit of 2 per event)	TBD
Gold Sponsor	\$875	TBD
Silver Sponsor	\$675	TBD
Bronze Sponsor	\$375	TBD

# LEVEL 3 EVENTS

**Anticipated Attendance: 100-125**

**Kick Off Meeting \* Chamber Lunch & Learns \* Holiday BASH**

Level	Amount	Benefits
Platinum Sponsor	\$1,200 (limit of 2 per event)	6 entrance tickets, 5 minutes to speak at podium, logo on all event advertising, full page program ad, \$500 advertising credit
Gold Sponsor	\$750	4 entrance tickets, logo on all event advertising, full page program ad, \$450 advertising credit
Silver Sponsor	\$550	2 entrance tickets, logo on all event advertising, half page program ad, \$300 advertising credit
Bronze Sponsor	\$275	Name (text) on all event advertising, \$200 advertising credit



# LEVEL 4 EVENTS

**These events have an anticipated of about 50-100.**

## **Women of Westmoreland Events \* Young Professional Network Events**

<b>Level</b>	<b>Amount</b>	<b>Benefits</b>
Platinum Sponsor	\$1,000 (limit of 2 per event)	6 entrance tickets, 5 minutes to speak at podium, logo on all event advertising, full page program ad, \$500 advertising credit
Gold Sponsor	\$650	4 entrance tickets, logo on all event advertising, full page program ad, \$450 advertising credit
Silver Sponsor	\$450	2 entrance tickets, logo on all event advertising, half page program ad, \$300 advertising credit
Bronze Sponsor	\$200	Name (text) on all event advertising, \$200 advertising credit

# DEI CONFERENCE

## Developing a Diverse Workforce: Moving from Vision to Action

All Day Event

Anticipated Attendance: 125-150

Level	Amount	Benefits
Platinum Sponsor	\$2,500	8 entrance tickets, logo on all event advertising, full page program ad, Tabletop toppers, and materials distributed at event.
Gold Sponsor	\$1,000	4 entrance tickets, logo on all event advertising, half page program ad, and Tabletop toppers
Silver Sponsor	\$500	2 entrance tickets, name(text) on event advertising, and half page program ad
Copper Sponsor	\$250	1 entrance ticket, and quarter page program ad
Bronze Sponsor	\$100	Business card size program ad

# ANNUAL BUSINESS MEETING & AWARDS

**Anticipated Attendance: 200-250**

Level	Amount	Benefits
Platinum Sponsor	\$2,500 (limit of 4)	8 entrance tickets, 5 minutes to speak at podium, 1 table reserved seating, logo on all event advertising, full page program ad, \$800 advertising credit
Gold Sponsor	\$1,250	6 entrance tickets, logo on all event advertising, full page program ad, \$550 advertising credit
Silver Sponsor	\$550	3 entrance tickets, logo on all event advertising, half page program ad, \$300 advertising credit
Bronze Sponsor	\$325	2 entrance tickets, name (text) on all event advertising, \$200 advertising credit

# ANNUAL GOLF CLASSIC

**Anticipated Attendance: 150**

Level	Amount	Benefits
Title Sponsor	\$4,500 (limit of 1)	Name/logo recognition as “presented by” on all marketing materials, Registration for 8 golfers, Deluxe tee sign, Logo/name recognition on golf carts, Full page ad in golf dinner program, Display table at Tee #1, Opportunity to welcome guests at dinner, Website and social media recognition, LED Sign advertising for 3 months, 6 e-newsletter insertions
Eagle Sponsor	\$3,250 (limit of 1)	Registration for 8 golfers, Deluxe tee sign, Logo/name recognition on golf carts, Full page ad in golf dinner program, Website and social media recognition, Recognition from the podium, Logo recognition on event banner, LED Sign advertising for 1 month, Feature program on monthly radio program 98.7FM/910AM, and 3 inserts in monthly e-newsletter
Birdie Sponsor	\$2,250 (limit of 1)	Registration for 4 golfers, Deluxe tee sign, Logo/name recognition on golf carts, Half page ad in golf dinner program, Website and social media recognition, Recognition from the Podium, Logo recognition on event banner , Feature program on monthly radio program 98.7FM/910AM, and 1 insert in monthly e-newsletter
Par Sponsor	\$1,500	Registration for 4 golfers, Standard tee sign, Recognition from the podium, Name recognition on event banner
Meal/Cart/ Skill Prize Sponsor	\$500	Name/logo at snack stations, name recognition on event banner
Snack or Putting Contest Sponsor	\$300	Name/logo on each golf cart, name recognition on event banner

