



**KILGORE**  
CHAMBER OF COMMERCE  
& VISITORS BUREAU

# 2016 MARKETING & SPONSORSHIP OPPORTUNITIES

Promote a positive corporate image to thousands of businesses through a Chamber event or program sponsorship. In addition to branding exposure, a sponsorship offers your company the opportunity to connect with existing and prospective customers throughout the region. Every Chamber event brings different levels of sponsorship opportunities.



## LADIES NIGHT OUT

May 12, 2016

The Landing Event Center

*Back by popular demand, this one night event is to celebrate women in business and their guests! Join us or an evening of celebration, motivation and fun. Event will include dinner, adult refreshments, a silent auction, vendor booths, motivational entertainment and prizes!*

### **Presenting Sponsor: \$1000**

- VIP Table for 8
- Large logo included on print advertising and posters
- Logo recognition in online and social media advertising
- Name recognition at opening of event
- Corporate signage on table

### **Prize Sponsor: \$600**

- VIP Table for 4
- Logo recognition in online and social media advertising
- Name recognition during drawings
- Corporate signage on table

### **VIP Corporate Table Sponsor: \$500**

- Tickets for 8
- Corporate signage on table

*\*purchase by April 29 for early bird pricing. After April 29, price increases to \$600*

### **VIP Corporate Table Sponsor: \$275**

- Tickets for 4
- Corporate signage on table

*\*purchase by April 29 for early bird pricing. After April 29, price increases to \$300*

### **Vendor Booth: INDOOR: \$65 (Non-Member \$90)**

- 8x8 space
- 1 Table, 2 Chairs
- 1 Dinner Ticket (additional dinner tickets are available at \$40 each)

**Individual Tickets: \$50 – Early-bird pricing. After April 29, price increases to \$65.**

### **Silent Auction Donation:**

- Requested value of \$50+
- Name recognition at silent auction



## STARS & SCARS MUD RUN

June 25, 2016

Rabbit Creek

### GET READY FOR THE MUDDIEST, DIRTIEST, MOST INTENSE RUN OF YOUR LIFE!

Introducing Kilgore's newest outdoor adventure with the potential to attract hundreds of visitors to Kilgore. On Saturday, June 25, Kilgore will be filled with hundreds of people competing to be the winner of the new **Stars & Scars Mud Run**. The natural terrain at Rabbit Creek located on Post Oak Road is the perfect location for this muddy adventure featuring a 5K & 10K challenge. The run will include 10 or more obstacles through natural rough terrain.

#### PRESENTING SPONSOR - \$5,000

- Named as Presenting Event Sponsor
- Prominent Logo recognition on all media promotions
- Event Day – Assist with Race Start
- Award Presentation – Assist with Award Presentation
- Prominent logo placement on Race Shirt
- Obstacle Sponsor sign - logo – 3 signs/Logo on Event Banner
- Company promotion at Race Registration Entry
- Logo & website link on Mud Run website page
- 6 complimentary individual race entries
- 6 VIP Parking Passes + 6 Free Admission Tickets

#### GOLD SPONSOR - \$2,500

- Logo recognition on specific media promotions
- Logo on race shirt – to be sized by sponsor level
- Obstacle Sponsor sign - logo – 2 signs/Logo on event banner
- Logo & website link on the Mud Run website page
- 4 complimentary individual race entries
- 4 Sponsor Only Parking Passes + 4 Free Admission Tickets
- Complimentary booth space at event expo

#### SILVER SPONSOR - \$1,000

- Company Name included on specific media promotions (print, flyer, website)
- Logo on race shirt – to be sized by sponsor level
- Obstacle Sponsor sign - logo – 2 signs/Name listed on event banner
- Name & website link on the Mud Run website page
- 2 Sponsor Only parking Passes + 2 Free Admission Tickets
- 2 complimentary individual race entries
- Complimentary booth space at event expo

#### BRONZE SPONSOR - \$500

- Name on printed materials (print ads, flyer/brochure)
- Name on race shirt
- Obstacle Sponsor sign - logo - 1
- 1 complimentary individual race entry
- 1 Sponsor Only parking pass + 2 Free Admission Tickets

### **SPECIAL SPONSORSHIPS**

\* denotes number of sponsorships available for each activity

**RACE BIB SPONSOR - \$1000 (\*1 available)** – Participant Number Bibs

**VOLUNTEER APPRECIATION SPONSOR - \$1000 (\*2 available)** - Volunteer t-shirt sponsor and logo on volunteer meal ticket

**PARTY TENT SPONSOR - \$1,000 (\*2 available)** - Sponsor recognition in party tent, logo on entry ticket and tent sponsor banner

**SHOWER SPONSOR - \$500 (\*3 available)** - Every racer flocks to the showers. Special recognition at each shower station!

**WATER STATION SPONSOR - \$500 (\*3 available)** – Sponsor recognition at station; manning of station by employees or volunteers.

**MEDIA SPONSOR** – benefits same as above with promotional value of equal sponsor dollars.



## **BASEBALL, BALLOONS & ROOT BEER**

**July 20, 2016**

**Driller Park**

*One of the biggest events of the summer! This is a celebration with hot air balloonists during the Great Texas Balloon Race held in Longview. Join us in welcoming the balloon crews to Kilgore and serving as host sponsors for our residents and visitors who convene to enjoy the family fun entertainment. Enjoy a "friendly competitive softball game" between the Kilgore Fire Department and the Kilgore Police Department!*

### **Hot Air Specialist: \$2000**

- 200 tickets to the ball game
- Promoted as an outlet for free tickets
- 8 VIP Area passes (dinner w/pilots & special seating for game)
- Large logo included on print advertising and posters
- Logo in online and social media advertising
- "Welcome Pilots" sign for your business

### **Balloon Burner: \$1500**

- 150 tickets to the ball game
- Promoted as an outlet for free tickets
- 6 VIP Area passes (dinner w/pilots & special seating for game)
- Logo on print advertising and posters
- Name included in online and social media advertising
- "Welcome Pilots" sign for your business

### **Balloon Basket: \$1000**

- 100 tickets to the ball game
- Promoted as an outlet for free tickets
- 4 VIP Area passes (dinner w/pilots & special seating for game)
- Name recognition on posters
- Name included in online and social media advertising
- "Welcome Pilots" sign for your business

### **Balloon Supporter: \$500**

- 50 tickets to the ball game
- 2 VIP Area passes including meal and beverage tickets with pilots
- Name included on posters
- "Welcome Pilots" sign for your business

### **Vendor Booth: \$50**

- 10x10 space; Vendor provides their own booth setup (tents, tables, chairs)



**CHAMBER GOLF CLASSIC**  
**September 9, 2016**  
**Meadowbrook Golf & Event Center**

*The perfect way to wrap up the golf season, team build in your company and support Kilgore students! A portion of funds raised are given to Kilgore High Seniors for scholarships.*

**Players Gift Sponsor: \$1500**

- Players gift personalized with company logo
- Logo and recognition at gift distribution
- Logo on cover of event program
- Looped ad run during lunch-business must provide digital ad
- Name recognition in online and social media advertising
- Verbal recognition at reception
- Team of 4 including cart and green fees - includes lunch

**Scorecard Sponsor: \$1000**

- Name recognition on registration table and event program
- Business name on all scorecards
- Logo recognition on luncheon table
- Name recognition in online and social media advertising
- Team of 4 including cart and green fees-includes lunch

**Golf Lunch Sponsor: \$500**

- Logo recognition on registration table and luncheon table
- Name recognition in event program

**Adopt-a-Hole: \$250**

- Exclusive name recognition on sign at one hole
- Business can bring additional signs/banners and hand out materials to golfers at their hole
- Sponsor and coordinate a game or challenge on select holes only and provide prize for morning and afternoon rounds 1. Longest Putt 2. Closest to Hole 3. Longest Drive 4. Putting Contest

**Hole Signage: \$150**

- Name recognition on sign at one hole

**Team Only Fee: \$500**

- Green fees for 4
- Golf cart
- Includes lunch for 4

**Silent Auction Donation:**

- Requested value of \$50+
- Name recognition at silent auction



## **ANNUAL CHAMBER MEETING & BANQUET**

**October, 2016**

**TBA**

*The annual meeting & banquet gives Chamber Investors an up-close look at accomplishments of the last year as well as an exciting look forward into the year to come. Highlights of this event include the introduction of the new Board of Directors, recognition of previous Board Members as well as announcement of Ambassador of the Year and Citizen of the Year!*

### **Premier Sponsor: \$600 (Commitment must be made by Sept 1)**

- VIP Reserved seating & dinner for 8
- Logo placement on presentation video
- Logo placement on all promotional materials (invitation, program, advertising)
- Recognition as premier sponsor at event with logo signage on stage
- Corporate signage at table
- Award Sponsor – Citizen of the Year/Ambassador of the Year/Chairman's Award

### **Reserved Corporate Table: \$500 (after September 15<sup>th</sup> corporate reserved tables will be \$600)**

- Reserved seating for 8
- Corporate Signage at table

### **Individual Tickets: \$50 (after September 15<sup>th</sup>, individual tickets will be \$65)**

### **Silent Auction Donation**

- Auction Item donated - \$50 value minimum
- Signage & Name recognition at silent auction



**SNOWHILL FESTIVAL**  
**Sunday, November 20, 2016**  
**Downtown Kilgore**

*Snowhill 2016 promises to be bigger and better than ever! Lots of new activities and vendors were added last year making this annual event a family favorite! With over 5,000 in attendance in 2015, this event has become a regional event. Sponsoring this event is a perfect way to get your name in front of the community and share in the spirit of the season!*

**Presenting Sponsor: \$5000**

- Prominent logo inclusion as a premiere sponsor in all promotional materials and advertising (TV, print, web, social media, posters and signage)
- Sponsor signage on big Snowhill
- Company name inclusion in radio promotions and press releases
- Logo recognition on event banner
- Large logo recognition in all online and social media advertising
- Logo placement on Chamber website
- Recognition as premier sponsor in opening ceremony

**Premiere Sponsor: \$3000**

- Logo in select promotional materials (print & website)
- Name recognition on event banner
- Logo recognition in all online and social media advertising
- Logo inclusion on event signage
- Recognized as host sponsor in opening ceremony
- "Sponsored By" signage on Big Snowhill, Kiddie Snowhill or Photo Booth Display

**Kid Zone Sponsor: \$1000**

- Name on select promotional materials (print & website) and event banner
- Name recognition on event banner
- Name recognition in all online and social media advertising
- Name inclusion on event signage
- Recognized as support sponsor in opening ceremony

**Bike Corral Sponsor: \$500**

- Name listed on signage at bicycle giveaway
- Recognized as bicycle giveaway sponsor in opening ceremony
- Recognized at bicycle giveaway

**Vendor Booth: \$65**

- 10x10 space
- Vendor provides own table, tent & chairs



**86<sup>th</sup> CHRISTMAS PARADE**  
**December 6, 2016**  
**Downtown Kilgore**

*With almost 100 parade entries, the Christmas parade is a fun way to promote your business and the holiday season in the City of Stars!*

**Shining Star Sponsor: \$500**

- Logo included on parade start banner, in promotional materials and advertising and at judging podium
- Company representative assists at Parade Award Ceremony

**Friends of the Parade: \$100**

- Name included on parade banner

**Parade Float Entry: \$25**

*Get together with your business, church, family or friends and build a themed float for the 86<sup>th</sup> Annual Kilgore Christmas Parade!*





**EAST TEXAS COALITION TRIP TO AUSTIN**

**February, 2017**

**Austin, Texas**

*In cooperation with Tyler, Longview and other East TX Chambers, Kilgore business men and women come together for a 2 day event to meet with representatives from our state capital to discuss issues and legislation relative to our community.*

**Commitment Deadline of October 15<sup>th</sup> for submission of logo and sponsor form.**

**Presenting Sponsor: \$1500**

- Top billing on Kilgore Chamber event promotions
- Name on coalition materials at event
- Logo on social media promotions
- Logo recognition on Chamber website advocacy page
- Name on event signage at reception
- Verbal recognition at legislative delegation functions
- Includes registration fees for 2

**Premiere Sponsor: \$750**

- Name recognition on Chamber website advocacy page
- Name on social media promotions
- Name recognition on event signage at reception
- Includes registration fees for 1



## MEMBER NETWORKING PROGRAMS

*Throughout the year, your Chamber provides opportunities for you to come together with other businesses through a variety of events. We encourage you to participate in one or all to get the most out of your Chamber investment. In addition, you can sponsor one or more events as described below.*

### **BizConnect** Luncheon

*Meeting fellow Chamber members over lunch provides you time to network with other business people and a presentation and discussion on topics of interest to the business community. BizConnect Luncheon is held 5 times per year – Nov/Feb/Apr/Jun/Aug.*

**Presenting Sponsor: \$125 per luncheon or \$500 for full year**

- Recognition as event sponsor in all promotional materials
- Recognition as sponsor on event signage
- Verbal recognition at event
- Table to set up visual promotion and/or handouts
- 5 minute presentation at podium if desired
- Includes lunch for 2



### **Morning Brew**

*For those who like to get an early start to their networking, Morning Brew provides Chamber investors networking opportunities each month over coffee! Held the 3<sup>rd</sup> Thursday of each month from 8:00-9:00 a.m. at various member locations, your company receives maximum exposure 12 times a year with business members, potential new members and guests.*

**Presenting Sponsor: \$50 per month or \$500 for full year**

- Verbal recognition at event
- Logo on signage at event entrance
- Logo recognition as event sponsor in all promotional materials and on social media
- Opportunity to provide promotional handouts to attendees

**Host Site Sponsor:** *Host sponsor provides the location, coffee and snacks if desired and can offer tours of their facilities to attendees at the end of event if desired.*

- Verbal recognition at event
- Logo on signage at snack table
- Opportunity to provide promotional handouts to attendees

# LEADING EDGE

business solutions series

*This 9-session education series is designed to provide business topics to the Kilgore business community that will assist them with enhancing their business practices. Promote your business to key business leaders and employees by sponsoring one seminar, 3 seminars or all.*

**Presenting Sponsor - \$125 per session or \$1000 annual – 9 sessions**

- Verbal recognition at event
- Logo on signage at event entrance
- Logo recognition as event sponsor in all promotional materials and on social media
- Opportunity to provide promotional handouts to attendees



## **ADVERTISING AND MARKETING OPPORTUNITIES**

*The Chamber will provide a variety of opportunities to promote your company throughout the year. As additional promotions are available, Chamber Investors will be notified through direct communication.*

### **Chamber Connection Newsletter**

*Advertising sold by Kilgore News Herald for monthly publication*

- Includes Chamber highlights, business information, member news, event announcements and community/chamber calendar
- Contact Sales Department at Kilgore News Herald at 903-984-2593

### **Chamber EConnect Weekly Update**

*The Chamber's electronic update is sent weekly to all members and Kilgore Young Professional members. The update includes feature announcements, upcoming Chamber activities & meetings, community event calendar and other business news.*

- **EConnect Premier Sponsor Ad (Quarterly) - \$200**  
Prominent Banner Ad Placement  
Direct Link to your Company Website
- **EConnect Sidebar Sponsor Listing**  
**Quarterly (12 weeks) \$100 or Monthly (4 weeks) \$40**  
Logo & Direct Link to Company Website

### **In-Office Lobby Display - \$200 Annual (only 9 spots available)**

*Be one of the first businesses to catch visitors and residents attention as they come into the Chamber offices.*

- 8 ½ x 11 Advertising space
- To include business name & logo
- Additional information as space allows

## **COMING SOON – PROMOTIONAL OPPORTUNITIES**

***Website Advertising – Spring 2016***

***Kilgore City/County Map - Fall 2016***

***KilGOre App - Summer 2016***

**For more information on upcoming promotional opportunities, contact the Chamber office to visit at 903-984-5022 or email us at [info@kilgorechamber.com](mailto:info@kilgorechamber.com)**

# SPONSOR AGREEMENT 2015-16

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Sponsorship Total**  
**From Selected Menu Items: \$ \_\_\_\_\_**

**Payment Plan:**

\_\_\_ Invoice Lump Sum

\_\_\_ Invoice prior to each event/program

\_\_\_ Check Enclosed

\_\_\_ Charge credit/debit card

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

Name on Card \_\_\_\_\_

Exp Date \_\_\_\_\_ # \_\_\_\_\_

Circle One:    Visa    MasterCard    Discover

**Office Use Only:**

Rep \_\_\_\_\_ Date \_\_\_\_\_

QB \_\_\_\_\_

Please indicate the programs you would like to sponsor or participate in by marking an "x" in the space provided.

## PUBLICATIONS & ADVERTISING

\_\_\_ Chamber Lobby Ad Sign (9 spots available) \$200 YR

\_\_\_ Chamber EConnect Update (Weekly)  
 Featured Sponsor Ad - \$150 or \$60 M  
 Sidebar Sponsor Ad - \$100 Q or \$40 M

\_\_\_ Chamber Connect Newsletter (Monthly)  
 Ad Sales Coordinated by Kilgore News Herald  
 Check if interested and info will be forwarded to you

**Return form for billing or with payment to:**  
**Kilgore Chamber of Commerce**  
**813 N. Kilgore Street**  
**Kilgore, TX 75662**  
**Phone: 903-984-50222**  
**Email to: info@kilgorechamber.com**

## EVENTS

**Ladies Night Out**

___ Presenting Sponsor	\$ 1,000
___ Prize Sponsor	\$ 600
___ VIP Corporate Table (8)	\$ 500
___ VIP Corporate Table (4)	\$ 275
___ Vendor Booth	\$ 65
___ Individual Tickets-Members	\$ 50

**Star & Scars Mud Run (New Event)**

___ Presenting Sponsor	\$ 5,000
___ Gold Sponsor	\$ 2,500
___ Silver Sponsor	\$ 1,000
___ Bronze Sponsor	\$ 500

*Special Sponsorships*

___ Race Bib Sponsor	\$ 1,000
___ Volunteer Appreciation	\$ 1,000
___ Party Tent Sponsor	\$ 1,000
___ Shower Tent Sponsor	\$ 500
___ Water Station Sponsor	\$ 500
___ Media Sponsor (Call the Chamber)	

**Baseball, Balloons & Root Beer**

___ Hot Air Specialist	\$ 2,000
___ Balloon Burner	\$ 1,500
___ Balloon Basket	\$ 1,000
___ Balloon Supporter	\$ 500
___ Vendor Booth	\$ 50

**Chamber Golf Classic**

___ Player Gift Sponsor	\$ 1,500
___ Scorecard Sponsor	\$ 1,000
___ Lunch Sponsor	\$ 500
___ Adopt-a-Hole	\$ 250
___ Hole Sponsor	\$ 150
___ Team of 4	\$ 500
___ Hole Sponsor AND Team of 4	\$ 600

**Snowhill Festival**

___ Presenting Sponsor	\$ 5,000
___ Premiere Sponsor	\$ 3,000
___ Kid Zone Sponsor	\$ 1,000
___ Bike Corral Sponsor	\$ 500
___ Vendor Booth	\$ 65

**Christmas Parade**

___ Shining Star	\$ 500
___ Friends of the Parade	\$ 100

## PROGRAMS

**Chamber Annual Meeting (PRICES INCREASE AFTER 9-15-16)**

___ Presenting Sponsor	\$ 2,500
___ Premier Sponsor	\$ 600
___ Corporate Sponsor	\$ 500
___ Individual Tickets-Member	\$ 50

\_\_\_ **BizConnect Luncheon – 5 Events**

Per Luncheon - \$ 125 or \$500 Annual

\_\_\_ **Morning Brew (12 events)**

Monthly \$50 or \$500 Annual

\_\_\_ **Business Seminar – Monthly \$125/\$1000 Annual**

**Day at the Capital Legislative Event – Deadline Oct 15**

___ Presenting Sponsor	\$ 1,500
___ Supporting Sponsor	\$ 750