



2021 Sponsorship & Engagement Manual



Sponsor Opportunities

Business After Hours.....	3
Chamber Marketing.....	4
Day at the Capitol.....	5
Gala.....	6
Golf & Tennis Classic.....	7-8
Leadership Programs.....	9
Luncheon Series.....	10
Mayor's Appreciation Luncheon.....	11
Next Gen Connects.....	12
Orientation- Chamber 101.....	13
ProAlliance Leads Generation Group.....	14
Small Business Success Seminar Series.....	15
Tech400.....	16
Washington D.C. Fly-In.....	17
Women INfluencing Business Series.....	18-19



Business After Hours

Business After Hours consistently proves to be the ultimate way to wrap up your busy work day. Business After Hours events are held at various host member locations. Appetizers and drinks await Chamber members as they gather for an opportunity to socialize and network with fellow business and community leaders. These events are free for Chamber Members and any representatives from their businesses and \$25 for guests to attend.



Typically held the second Thursday of each month excluding July and December; *subject to change*

2021 Dates:

January 14

February 11

March 18

April 15

May 13

June 10

July - NONE

August 12

September 9

October 14

November 18

December - NONE



5:30 - 7 p.m.



Various member locations



An average of 80 - 100 business professionals, Chamber members, community leaders, and elected officials

For more information, contact Debbie Ryals at dryals@gnfcc.com.

SPONSORSHIP LEVELS

Naming Sponsor - \$10,000

- Speaking opportunity at each monthly event & 26 weekly emails
- Prominent logo recognition in all event marketing activity

Monthly Host Sponsor - \$1,000

- Event to be held at your company location
- Provide all food and beverage for event
- Logo recognition in all event marketing
- Opportunity to speak to attendees
- Attendee contact list provided post event

Exhibit Sponsor Event - \$300 per event

- Recognition of your company during the event
- Logo recognition in all event marketing activity
- Marketing table to distribute company materials
- Unlimited tickets for representatives from your company



Chamber Marketing

Send your message directly to potential new customers while supporting your Chamber. Whether you are seeking to build identity, generate leads, or spotlight your corporate responsibility initiatives, the Chamber is the right strategy and choice.

Using the Chamber to promote places your business in front of a very influential audience.

- **4,000+** sent weekly to Chamber member companies
- **90,000** employees work for Chamber members
- **75%** of membership is small business
- **More than 100** Chairman's Circle Members



Chamberlink Weekly E-Newsletter

A critical update designed to keep members informed and engaged a week ahead of scheduled events. Email open rate scores above average by comparison. Advertising includes logo and link to your website.

SPONSORSHIP LEVELS

Naming Sponsor - \$10,000 with logo recognition

Weekly Sponsor - \$100



Every Thursday

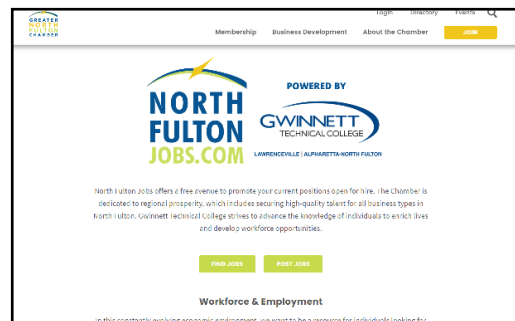


4,000 subscribers

Website Marketing

The all new GNFC Website has generated more traffic and more attention than ever before. This key business site features business development and economic and talent development information as well as serving as the home of North Fulton Jobs.com and the North Fulton Camera Ready initiative. Visited by thousands of users each month, this is a great opportunity to get your company image in front of business leaders and new residents alike.

SPONSORSHIP LEVELS



NorthFultonJobs.com Naming Sponsor - \$10,000

- Logo on dedicated website page
- Weekly recognition in Chamberlink e-newsletter
- Logo recognition on all brochures and all marketing collateral

GNFCC.com Individual Webpage Placement - \$5,000

- Logo displayed in drop-down bar on page of your choice



Day at the Capitol

Exclusive access to Board members and Chairman's Circle members for a half-day event and luncheon with members of the North Fulton delegation and key policy makers from both the House and Senate. Photo opportunities in the Capitol Rotunda with the Governor.

SPONSORSHIP LEVELS

Presenting Sponsor - \$2,000

- Speaking opportunity for 5 minutes
- Logo recognition in all marketing activity on weekly email and website
- Opportunity to distribute marketing collateral

Lunch Sponsor - \$500

- Speaking opportunity for 3 minutes during lunch at the Capitol
- Logo recognition at Luncheon



February 2021



Georgia State Capitol



45 - 60 Chamber Board of Directors, Chairman's Circle Members, Community Leaders and North Fulton Elected Officials and special guests.

For more information, contact Stacy Garmon at sgarmon@gnfcc.com



Gala

The premier event of the year highlighting regional business award winners and celebrating the installation of our Chairman of the Board. This black-tie optional event begins with a cocktail reception followed by dinner and an awards program. Cap off the evening with dancing and networking.

SPONSORSHIP LEVELS

Presenting Sponsor -



Diamond Sponsor - \$7,000

- Company logo placement on event website and linked to company's website
- Prominent listing or logo placement on all event materials
- One Premier reserved table (10 guests) with name recognition on table signage
- One complimentary overnight room at The Hotel at Avalon
- Option to display company-produced full color ad (10-second screen time per full loop) on video screens in ballroom
- Introduction during Dinner with two minutes to welcome guests

Platinum Sponsor - \$5,000

- Company logo placement on event website and linked to company's website
- Prominent listing or logo placement on all event materials
- Premier reserved table (10 guests) with name recognition on table signage
- Option to display company-produced full color ad (5-second screen time per full loop) on video screens in ballroom

Gold Sponsor - \$4,000

- Company logo placement on event website and linked to company's website
- Prominent listing or logo placement on all event materials
- Premiere reserved table (10 guests) with name recognition on table signage



March 6



6 - 11 p.m.



The Hotel at Avalon



500 business professionals, community leaders, and elected officials

Silent Auction Mobile Bidding Sponsor - \$4,000

- Company logo on the mobile bidding auction home page
- Recognition in auction specific electronic communications
- Company logo recognition in Power Point presentation
- Premier reserved table (10 guests) with name recognition on table signage

Silver Sponsor - \$3,000

- Company logo placement on event website and linked to company's website
- Prominent listing or logo placement on all event materials
- Prominently positioned reserved table (10 guests) with name recognition on table signage

Reserved Table - \$2,500 (10 seats)

Bronze Sponsor - \$1,750

- Four (4) reserved seats
- Company name in evening program

Individual Tickets - \$250

For more information, contact Debbie Ryals at dryals@gnfcc.com.



Golf & Tennis Classic

The GN FCC Annual Golf & Tennis Classic is the perfect setting to build relationships with North Fulton's top business leaders in a spectacular environment ideal for fostering business partnerships.

GOLF SPONSORSHIP LEVELS

Presenting Sponsor -



Golf & Tennis Player Gift Sponsor - \$6,000

- Company logo on gift item given to all players
- Special signage at Registration
- 1 Foursome w/VIP parking
- Option to set up marketing table/tent

19th Hole Sponsor - \$5,000

- Speaking opportunity at Registration & After Party
- Special signage at After Party
- Option to distribute corporate collateral materials during dinner
- 1 Foursome w/ prominent sponsor recognition on 2 golf carts

Silver Sponsor - \$3,000

- Banner recognition at Registration
- Special recognition at awards ceremony
- 1 Foursome

Closest to the Pin Contest Sponsor - \$3,000

- Opportunity to present contest prize at awards ceremony
- Option to set up marketing/tent at sponsored hole
- 1 Foursome
- Contest prize provided by the Chamber

Putting Contest Sponsor - \$3,000

- Opportunity to present contest prize at awards ceremony
- Display options at putting green & opportunity to interact with all golfers throughout the day
- 1 Foursome
- Contest prize provided by the Chamber



October 2021



Golf: Registration- 9:30 am
Shotgun Start- 11:00 am

Tennis: Registration- 11:30 am
Lunch- Noon
Matches- 1:00 - 4:00 pm

19th Hole After Party- 4:00 pm



TBD



250-300 (players, sponsors, volunteers)
business professionals, community leaders, elected officials

Longest Drive Contest Sponsor - \$3,000

- Opportunity to present contest prize at awards ceremony
- Display options at sponsored Par 5
- 1 Foursome
- Contest prize provided by the Chamber

Golf & Tennis Registration Sponsor - \$2,000

- Option for display table at registration to greet players
- Special signage at registration desk
- 2 players



Golf & Tennis Classic

The GNFCC Golf & Tennis Classic is the perfect setting to build relationships with North Fulton's top business leaders in a spectacular environment ideal for fostering business partnerships.

Water Hazard Sponsor - \$1,500

- Company logo on two banners marking unique hazards
- 2 players

Clean Greens Sponsor - \$1,500

- Company logo on waste/recycling receptacles placed on every golf course
- 2 Players

Driving Range Sponsor - \$1,500

- Exclusive marketing at Driving Range from 8:30-9:30am with option to set up marketing table / tent
- 2 players

Golf Cart Placard Sponsor - \$1,500

- Company logo prominently displayed on front window of all golf carts
- 2 players

Beverage Station Sponsor - \$1,500

- Company logo displayed on one beverage cart
- 2 players

Hole-in-One Sponsor - \$1,500

- Opportunity to present prize during awards ceremony
- Option to set up marketing table / tent at designated hole
- 2 players

Golf & Tennis Bag Tag Sponsor - \$1,000

- Exclusive provider of bag tags to be placed on each player's bag at player registration
- Bag tags will feature tournament logo on one side and your company logo on the opposite side
- Does NOT include player position

Mulligan Card Sponsor - \$500

- Company logo, tagline and contact information on full color mulligan cards sold at Registration
- Sponsor recognition at opening ceremony
- Does NOT include player position

*** Sponsorship package includes all meals, beverages and player gifts for each player**

Tee Box Display Sponsor - \$500

- Company logo on one tee box sign
- Option to set up marketing table/tent

Hole Signage Sponsor - \$250

- Company logo on hole sign

Golf Player Only Options

Foursome - \$1,200

- 4 players with all meals & beverages provided, plus premium player gifts

Individual Golfer- \$300

- All meals & beverages provided, plus premium player gift

TENNIS SPONSORSHIP LEVELS

Lunch Sponsor - \$1,000

- Company logo on boxed lunches
- Recognition at tennis awards ceremony
- Two players in tennis tournament

Awards Sponsor - \$750

- Opportunity to present tennis awards at awards ceremony
- Four players in tennis tournament

Tennis Ball Sponsor - \$500

- Company logo on tennis ball cans given to all players and used during the tournament
- 2 players with all meals & beverages, plus premium gifts

Tennis Player Only Options

Individual Player - \$100

For more information, contact Debbie Ryals at dryals@gnfcc.com.



Leadership Programs

Leadership North Fulton (LNF) for adults and Emerging Leaders Program (ELP) for high-school students, identify and develop leaders in the North Fulton area by promoting community awareness, instilling civic responsibility, and building relationships. Our leadership programs offer the opportunity to gain valuable personal and professional development as well as give back to the community by addressing the needs of local nonprofit organizations in a lasting way.

LEADERSHIP NORTH FULTON SPONSORSHIP LEVELS



Presenting Sponsor - \$5,000

- Speaking opportunity at LNF Opening Reception and Graduation Celebrations
- Logo recognition on all LNF material and website
- Company materials in LNF training material/binders
- Tuition for one company employee
- 4 reserved seats for Graduation Luncheon

Gold Sponsor - \$2,500

- Speaking opportunity during Opening Reception
- Logo on Opening Reception program
- Opportunity to distribute materials

LNF Day Sponsor - \$500

- Opportunity to host class day and tour your facility
- Logo on class day agenda
- Display table to distribute marketing materials



September to June



All day, one day per month



Various locations



25-35 rising and established Business and Nonprofit Leaders in North Fulton

EMERGING LEADERS PROGRAM SPONSORSHIP LEVELS



Presenting Sponsor - \$5,000

- Speaking opportunity at ELP Opening Reception and Graduation Celebrations
- Logo recognition on all ELP material and website
- Company materials in ELP training material/binders
- 4 reserved seats for Graduation Celebration

Gold Sponsor - \$2,500

- Speaking opportunity during Opening Reception
- Logo on Opening Reception program
- Opportunity to distribute marketing materials

ELP Day Sponsor - \$500

- Opportunity to host class and tour your facility
- Logo on class day agenda
- Display table to distribute marketing materials



September to April



All day, one day per month



Various locations



30-40 North Fulton high school students and parents at opening and Graduation Celebrations

For more information, contact Rachel Dangerfield at rdangerfield@gnfcc.com.



Chamber Luncheon Series

A premier luncheon featuring prominent figures in our region, our state and nationally. The Chamber Luncheon Series brings together every tier of professional, diverse business industry, and non-profit organization making it the most popular Chamber event each month.

SPONSORSHIP LEVELS

Naming Sponsor -



Presenting Sponsor Per Event - \$4,000

- Speaking opportunity during Luncheon for (3-5) minutes
- Premiere logo recognition in all event marketing
- Logo Recognition in PowerPoint presentation
- Display table to distribute marketing materials
- Reserved Table of 8 at luncheon
- Marketing opportunity at each table

Gold Sponsor Per Event - \$2,000

- Recognition from the podium
- Logo recognition in all event marketing
- Logo Recognition in PowerPoint presentation
- Display table to distribute marketing materials
- Reserved Table of 4 at luncheon

Exhibit Sponsor Per Event - \$500

- Name recognition in PowerPoint presentation
- Display table to distribute marketing materials
- 2 tickets to luncheon



2021 Dates & Topics:

January 26 – Economic Outlook

February 23 – Technology

March 30 – Economic Recovery

April 27 – Legislative Update

May 25 – Education Focus

June 29 – LNF Graduation & Non Profit Awards

July – NONE

August 24 – Small Business Awards

September 28 – Economic Development

October 26 – Women INfluencing Business Awards

November 30 - Transportation

December - NONE



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



Various locations



150-200 Chamber members, community leaders, elected officials, and special guests

For more information, contact Debbie Ryals at dryals@gnfcc.com.



Mayor's Appreciation Luncheon

Gain access to this favorite and exclusive event for our Board of Directors, Chairman's Circle members and Government Leaders. Hear from the Mayors of North Fulton as they present their highlights of the year.

SPONSORSHIP LEVELS

Presenting Sponsor - \$2,500

- Speaking opportunity during Luncheon for (2) minutes
- Premier logo recognition in all event marketing activity
- 4 tickets to the luncheon
- Marketing opportunity at each table

Gold Sponsor - \$1,500

- Recognition from the podium
- Logo recognition in all event marketing activity
- 4 tickets to the luncheon

Silver Sponsor - \$1,000

- Recognition from the podium
- Logo recognition in all event marketing activity
- 2 tickets to the luncheon

Corporate Table Sponsor - \$750

- Table of (8) with signage



December 2



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



TBD



100 to include Mayors of the six cities of North Fulton, City Employees, Chamber Board of Directors, Chairman's Circle Members and Government Leaders

**Attendance is by invitation only*

For more information, contact Stacy Garmon at sgarmon@gnfcc.com



Next Gen Connects

The Mission of Next Gen Connects is to serve, engage, recognize, and develop North Fulton's future leaders.



SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000

- Opportunity to speak to attendees bi-monthly
- Opportunity to distribute marketing materials during meetings
- Logo recognition during each event
- Logo placement on Chamber website

Program Sponsor - \$500

- Opportunity to host an event and tour your facility
- Logo on all event marketing material
- Display table to distribute marketing materials
- Supply food and adult beverages



2021 Dates & Agenda:

February 4

April 8

June 4

October 21

December 14 – Holiday Event



11:30pm - 1:00pm & 5:30 - 7:00pm
(alternating roundtable lunch networking & after-hours events)



Various Chamber Member Locations



25-50 Young Professionals

For more information, contact Rachel Dangerfield at rdangerfield@gnfcc.com.



Chamber 101 - Orientation

New to the Chamber? New to a Chamber member company? Join us for lunch as we provide information on how to get the best return on your membership investment. Reservations are required as space is limited. Register today for this informative session and begin to make the most of your Chamber membership!

CHAMBER 101

LUNCHEON
EVERY OTHER MONTH



SPONSORSHIP LEVELS

Presenting Sponsor - \$2,000

- Speaking opportunity at each monthly event
- Prominent logo recognition on Chamber webpage
- Logo recognition in all event materials
- Logo recognition on monthly email promotion
- Logo recognition on personal invitation to all new members

Lunch Sponsor - \$500 or in-kind (5 available)

- Provide lunch for all attendees
- Opportunity to address attendees
- Opportunity to distribute marketing collateral



2021 Dates:

January 12

March 9

May 11

August 10

October 12



11:30 a.m. - 1:00 p.m.



GNFCC Office



40-50 (bi-monthly) new Chamber members, newly hired business professionals, invited guests and prospective members

For more information, contact Kendra Plotkin at kplotkin@gnfcc.com.



ProAlliance Leads Generation Group

The most popular leads generation event everyone is talking about in North Atlanta! A great opportunity to get in front of a uniquely consistent, pro-business and incredibly positive group of supportive professionals.



SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000

- Opportunity to speak to attendees
- Logo recognition during each meeting
- Logo on Chamber website and 52 weekly emails
- Free admission for each weekly event



Every Wednesday



7:30 - 9 am



GNFCC Office



75-100 Chamber members, business professionals, and invited guests

For more information, contact Kendra Plotkin at kplotkin@gnfcc.com.



Small Business Success Seminar Series

The Greater North Fulton Chamber takes the guess work out by providing a variety of programs designed to educate, equip and encourage the business community. Businesses receive outstanding professional development training from local business experts that collectively have many years of experience as owners, senior level executives and managers.

Small Business SUCCESS SERIES

SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000

- Speaking opportunity at each seminar
- Prominent logo recognition in all event marketing activity
- Prominent logo recognition on Chamber website and weekly emails where seminars are featured

Event Sponsor - \$500

- Speaking opportunity at sponsored event
- Logo recognition in all marketing activity



2021 Dates:

February 4

March 4

April 15

May 6

August 5

September 2

October 7

November 4



9:00 - 10:00am



GNFCC Office



Number Varies; Chamber
Members, Entrepreneurs,
Business Professionals

For more information, contact Stacy Garmon at
sgarmon@gnfcc.com



Tech400

The GN FCC is uniquely positioned in the Tech Hub of the Southeast. North Fulton is home to more than 900 tech companies. The Chamber's Tech400 mission supports community business leaders by sharing ideas and knowledge in the areas of emerging technology, innovation, talent development, and creating valuable connections. Content specific events feature industry experts who bring relevant and valuable information to business professionals, owners, innovators and the curious.

SPONSORSHIP LEVELS

Naming Sponsor - \$5,000 (limit 1)

- Includes 2 memberships for your organization
- Opportunity to speak to attendees at each of the 5 site visits to North Fulton Technology companies
- Logo recognition in all marketing activity for all site visits
- Logo on Chamber website for 52 weeks and 3 weekly emails prior to each site visit

Visit Sponsor - \$1,000 (limit 2 per site visit)

- Opportunity to speak to attendees for 5 minutes at the site visit
- Logo recognition in all marketing activity for the site visit

Tech400



2021 Site Visit Dates: TBD



Locations vary



Business leaders and entrepreneurs who want to leverage technology to become more innovative, profitable, and drive talent development.

For more information, contact Mark Goodman at mgoodman@gnfcc.com.



Washington D.C. Fly-In

Exclusive invitation to the Chamber's Washington DC Fly-In annually in September including meetings with US Congressmen, US and Georgia Chambers, and upper echelon Congressional leadership.

SPONSORSHIP LEVELS

Presenting Sponsor - \$7,500

Dinner Sponsor - \$4,000 (2)

Lunch Sponsor - \$2,000 (1)

Transportation Sponsor - \$1,000

Program Sponsor - \$1,000

Trip Information:

The Greater North Fulton Chamber invites members of the Chairman's Circle and Board of Directors to join us for a unique opportunity to meet one-on-one with our Congressional delegation and national policy makers. As part of an intimate group of North Fulton business and community leaders, you will be able to share your views on federal legislation and regulatory policies that impact business in our region and our community as a whole. Specific focus will be on two key issues at the forefront of the national agenda with major implications for the continued economic success and growth of our region and state: transportation and healthcare.

Registration is **\$2,500** and includes:

- Two nights single-occupancy lodging
- Coach transfers while in DC
- Dinners both evenings
- Breakfasts & Lunch
- Delegate meetings with Congressional Leaders on topics important to our Community



September 2021



30-40 Chamber Board of Directors, Chairman's Circle members, elected officials, congressional leaders and community leaders

**Attendance is by invitation only*

For more information, contact Stacy Garmon at sgarmon@gnfcc.com



Women Influencing Business (WIB) Awards Event

Entering its eighth year, the popular WIB luncheon combines a great blend of connecting, professional development, inspiration and celebration. Event highlights include presenting our Business Woman of Excellence and Rising Star Awards.

SPONSORSHIP LEVELS

WIB Awards Presenting Sponsor - \$5,000

- Speaking opportunity during luncheon for 5 minutes
- Featured member spotlight in Chamberlink and home page of website with link to company website
- Company logo to appear alongside WIB logo in all awards marketing material
- Logo recognition in PowerPoint presentation at event
- Reserved Premium seating for 20 of your guests
- Display table to distribute marketing materials
- Exclusive table gift opportunity

Gold Sponsor - \$2,000

- Recognition from podium
- Logo recognition in all event marketing
- Name recognition in the PowerPoint
- Reserved Table of 8 at luncheon

Silver Sponsor - \$1,000

- Recognition of your company during the event
- Logo recognition in all event marketing activity
- Name recognition in the PowerPoint
- 2 Tickets to the event
- Display table to distribute marketing materials

Exhibit Sponsor - \$500

- Name recognition in the PowerPoint
- Display table to distribute marketing materials
- 2 tickets to luncheon



March 30



11:30 a.m. - 1:00 p.m.



TBD



250 Chamber members, Women in Business, nonprofit leaders, community leaders, and elected officials

For more information, contact Debbie Ryals at dryals@gnfcc.com.



Women INfluencing Business (WIB) Networking Events

One of the more popular networking options for busy professionals. Excellent way to boost your network as you meet like-minded women who are leading business growth in North Fulton.

SPONSORSHIP LEVELS

Naming Sponsor -



Presenting Sponsor - \$3,000 per event

- Speaking opportunity during main event for 5 minutes
- Featured member spotlight in Chamberlink and home page of website with link to company website
- Exclusive table gift opportunity
- Company logo to appear alongside WIB logo in all event marketing material
- Logo on screen at event
- 6 Tickets to the event
- Display table to distribute marketing materials

Gold Sponsor - \$1,500 per event

- Featured member spotlight in Chamberlink and home page of website
- Logo recognition in all event marketing activity
- Logo on screen at event
- 4 Tickets to the event
- Display table to distribute marketing materials

Silver Sponsor - \$1,000 per event

- Recognition of your company during the event
- Logo recognition in all event marketing activity
- 2 Tickets to the event
- Display table to distribute marketing materials

Exhibit Sponsor - \$500 per event

- Recognition of your company during the event
- Logo recognition on all event marketing activity
- 2 Tickets to the event
- Display table to distribute marketing materials

For more information, contact Debbie Ryals at dryals@gnfcc.com.

PROFESSIONAL DEVELOPMENT EVENT



May 7



8:00 a.m. - 1:00 p.m.



TBD



100-125 Chamber members, Women in Business, nonprofit leaders, community leaders, and elected officials

WOMEN & WINE



August 26



5:30 p.m. - 7:00 p.m.



TBD



100 - 125 Chamber members, Women in Business, nonprofit leaders, community leaders, and elected officials

NETWORKING BREAKFAST



November 5



7:30 a.m - 9:00 a.m.



TBD



100-125 Chamber members, Women in Business, nonprofit leaders, community leaders, and elected officials