



2020 Sponsorship & Engagement Manual



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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.



SPONSORSHIP LEVELS

Naming Sponsor - **SOLD**

- Speaking opportunity at each monthly event
- Prominent logo recognition in all event marketing activity
- Prominent logo recognition on Chamber website

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 list provided post event



Second Thursday of each month excluding July and December; *subject to change*

2020 Dates & Host Sponsors

January 9th - Galeto Steakhouse 

February 13th - Location TBD

March 19th - Location TBD

April 16th - Aesthetic Specialty Centre

May 14th - Business RadioX at Renasant Bank

June 11th - Location TBD

July - NONE

August 13th - Location TBD

September 10th - Location TBD

October 8th - Gate City Brewing

November 12th - WellStar North Fulton Hospital



5:30 - 7 p.m.



Various member locations



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



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.

- 1200+ 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 (logo at the top every week)

Quarterly Sponsor - \$1,000 (4 available)

Monthly Sponsor - \$400 (12 available)

Weekly Sponsor - \$100 (52 available)



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 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.

Annual Placement - \$5,000

- Other options available upon request

NorthFultonJobs.com



Naming Sponsor - \$10,000

- Logo on website
- Weekly in Chamberlink
- Brochures and all marketing collateral

Day at the Capitol

Join fellow Board members and Chairman's Circle members for an exclusive 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 - \$750 (2 available)

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



February 2020



Georgia State Capitol



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

The premier event of the year highlighting successes of the Chamber 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 live music and continued conversation.

SPONSORSHIP LEVELS

*Custom packages can be created to fit your company's needs.

Presenting Sponsor - **SOLD**



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
- Premier reserved table (10 guests) with name recognition on table signage



February 22, 2020



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

Golf & Tennis Classic

The GNFCC 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 - **SOLD**



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 6, 2020



Golf: Registration- 8:30 am
Shotgun Start- 10:00 am

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

19th Hole After Party- 4:00 pm



TBD



350-400 (players, sponsors, volunteers)
business professionals, community leaders, elected officials

Golf & Tennis Registration Sponsor - \$2,000

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

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 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.

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 Cart 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

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

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

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

Awards Sponsor - \$1,500

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

Lunch Sponsor - \$1,000

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

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 - **SOLD** Georgia Power

- 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 - **SOLD** DELTA

- Speaking opportunity at Opening 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

Chamber Luncheon Series

A premier luncheon featuring prominent figures in North Fulton, Atlanta and the State of Georgia. 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 - **SOLD** 

 **CHAMBER
LUNCHEON SERIES**

A Greater North Fulton Chamber Event

- Opportunity to speak to attendees for 3-5 minutes
- Logo recognition during each monthly Luncheon
- Logo placement on Chamber Networking webpage
- Logo recognition in all event marketing
- Reserved Table of 8 guests for each monthly luncheon

Presenting Sponsor Per Event - \$4,000

- Speaking opportunity during Luncheon for (3-5) minutes
- Premier logo recognition in all event marketing
- 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 podium
- Logo recognition in all event marketing
- Reserved Table of 8 at luncheon

Exhibit Sponsor Per Event - \$500

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



2020 Dates & Topics:

January 28th – Technology

February 25th – Economic Outlook 

March 31st – Women INfluencing Business Awards

April 28th – Legislative Update

May 26th – Workforce Development

June 30th – LNF Graduation & Nonprofit Leader

Awards 

July – No Luncheon

August 25th – Small Business Awards

September 29th – Economic Development

October 27th – Healthcare

November 17th – Transportation



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



Various locations



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

Mayor's Appreciation Luncheon

An annual favorite and exclusive event for our Board of Directors, Chairman's Circle members and Community 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
- Giveaways at table

Gold Sponsor - \$1,500

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

Silver Sponsor - \$1,000

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

Corporate Table Sponsor - \$750

- Table of (8) with signage



December 3, 2020



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



Ruth's Chris Steakhouse
Alpharetta, Georgia



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

**Attendance is by invitation only*

Next Gen Connects

formerly Young Business Professionals

The Mission of Next Gen Connects is to serve, engage, recognize, and develop GNFCC'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 beverage



2020 Dates:

February 4th – Launch Event with Chairman’s Circle

April 13th – Luncheon

June 1st – Luncheon

August 3rd – Social & Service Project

October 5th– Luncheon

December 7th – Holiday Social



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



Various Chamber Member Locations



25-50 Young Professionals

Chamber 101 - Orientation

New to the Chamber? Or 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 and invite your staff to join you for this informative session and begin to make the

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



2020 Dates:

February 11th

April 14th

June 9th

August 11th

October 13th



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

ProAlliance Networking

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.



**PRO
ALLIANCE**
A GREATER NORTH FULTON CHAMBER LEADS GENERATION GROUP



SPONSORSHIP LEVELS

Presenting Sponsor - \$5,000

- Opportunity to speak to attendees
- Logo recognition during each meeting
- Logo on chamber website and 52 weekly emails



Every Wednesday



7:30 - 9 am



GNFCC Office



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

Small Business Success 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



2020 Dates & Topic by Presenting Sponsor

January 22nd - Create Your Best 30- Second Commercial

February 19th – Lead Generation

March 18th – Personal Branding with LinkedIn

April 22nd – Technology- What you need and how to keep it safe

May 20th – Coaching and Mentoring Employees

June 3rd – 60 Innovative Ideas in 60 Minutes

July – NONE

August 19th – How to be an Effective Leader

September 16th – HR is the New PR

October 21st – Digital Media Workshop

November – NONE

December – NONE



9:00 - 11:00am



GNFCC Office



Number Varies; Chamber Members, Entrepreneurs, Business Professionals

The GNFC 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 - \$10,000

- Opportunity to speak to attendees at each event for 7 minutes
- Logo recognition during each Tech400 quarterly event
- Logo placement on Chamber Tech400 webpage
- Logorecognition in all event marketing
- Admission for 8 guests for each quarterly event
- **Naming Sponsor also includes January 28 Monthly Luncheon**

Quarterly Topic Sponsor - \$3,000

- Participation in Tech400 sub-committee
- Opportunity to speak to attendees for 5 minutes at the event
- Featured member spotlight in Chamberlink
- Logo recognition in all event marketing activity
- Marketing table to distribute company materials
- 4 tickets to event

Silver Sponsor Per Event - **SOLD**

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

Exhibit Sponsor Per Event - \$500

- Recognition of your company during the event
- Logo recognition in all event marketing activity
- Marketing table to distribute company materials
- 1 Ticket to the event



2019 Schedule

Q2 – 5/12/20 – TBD

Q3 – 8/4/20 – TBD

Q4 – 11/10/20 – TBD

Sponsor:



Locations vary



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


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

Lunch Sponsor - \$2,000 

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
- Lunch both days
- Delegate meetings with Congressional Leaders on topics important to our Community
- Attendance at the Georgia Chamber Fly-In including luncheon and federal briefing



September 2020



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

**Attendance is by invitation only*

Women INfluencing Business (WIB) Awards Sponsor

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

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
- Exclusive table gift opportunity
- Company logo to appear alongside WIB logo in all awards marketing material
- Logo on screen at event
- Reserved Premium seating for 20 of your guests
- Double-display table to distribute marketing materials



March 31, 2020



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



Atlanta Athletic Club



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

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 - \$10,000



Presenting Sponsor - \$3,000 **SOLD** BANK OF AMERICA

- 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

- 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

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

Exhibit Sponsor - \$500

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

WOMEN & WINE PRESENTED BY BANK OF AMERICA



August 27, 2020



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



TBD



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

NETWORKING BREAKFASTS



May 8, 2020 – AND – November 6, 2020



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



TBD



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