

2021 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



### Monthly Host Sponsor - \$1,000 SOLD

- 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



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

#### 2021 Dates:

February 11 - Sponsored by Smith & Howard and hosted by The Magnolia Group

March 30 - Hosted & sponsored by Hilton Alpharetta Atlanta

**April 15 -** Sponsored and hosted by The Computer Museum of America

May 13 - Sponsored by North Fulton Business RadioX and

hosted by Ray's at Killer Creek

MONDAY, June 7 - Sponsored by Eclipse Networks & hosted by Six Bridges Brewing

July 15 - Sponsored by Aqua-Nomics and hosted by Big Oak Tavern

August 12 - Sponsored and hosted by Aesthetic Specialty Centre

September 9 - Sponsored by Eclipse Networks & hosted by Gate City Brewing

October 14 - Co-sponsored and hosted by Troy University &

LGE Community Credit Union

November 18 - Hosted and sponsored by WellStar North Fulton Hospital

**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.



## **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 Monthly Sponsor - \$500



**Every Thursday** 



4,000 subscribers

### **Website Marketing**

The all new GNFCC 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



## The GNFCC Summer Soirée

The premier social event of the year! Enjoy cocktails and a "Taste of North Fulton" at this casual outdoor summer gala. Cap off the evening with dancing and networking.

### SPONSORSHIP LEVELS

### **Presenting Sponsor - SOLD**



### Diamond Sponsor - \$7,000

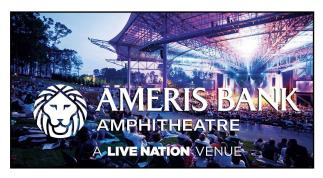
- Company logo placement on event website and linked to company's website
- Prominent listing or logo placement on all event materials
- · Name recognition on sponsor signage
- Option to display company-produced full color ad (10-second screen time per full loop) on video screens in venue
- Introduction during event with two minutes to welcome quests
- Includes 10 tickets

### 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
- · Sponsor name recognition on event signage
- Option to display company-produced full color ad (5-second screen time per full loop) on video screens in venue
- Includes 10 tickets

### 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
- Includes 10 tickets





Friday, June 11



6 - 11 p.m.



Ameris Bank Amphitheatre



500 business professionals, community leaders, and elected officials

### 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
- Includes 10 tickets

### **Bronze Sponsor - \$1,750**

- · Company logo on sponsor signage
- Four (4) tickets

### **Individual Tickets - \$250**

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



### **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 4, 2021



Golf: Registration- 8:30 am

Shotgun Start- 10:00 am

**Tennis:** Registration- 11:00 am Matches- 12:00 - 3:30 pm

19th Hole After Party- 4:00 pm



The Manor Golf & Country Club



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

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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 FD



July - NONE

August 24 - Small Business Awards & Summit 

■RENASANT



September 28 – Economic Development

October 26 – Women INfluencing Business Awards & Summit

**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 - SOLD** 



### **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:

March 18

**May 11** 

August 11

**December 2** – Holiday Pub Crawl



4:00 p.m. 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!



### 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 collatoral



### 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.

### SPONSORSHIP LEVELS

**Presenting Sponsor - SOLD** 



### **Event Sponsor - \$500**

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



### 2021 Dates:

**February 4 -** The Benefits of Outsourcing sponsored by PhoneOne and Vineyard Johns Creek

**March 4 -** Grow with Google sponsored by The Mauldin Group and FinTeam Business Consulting

**April 15 -** HR Hot Topics sponsored by Delta Community Credit Union and Herbert Legal Group

**May 6 -** Sales Skills sponsored by The Sales & Marketing Academy and Signs of Significance

**September 2 -** Insurance for Small Business sponsored by

Lasha Hammett State Farm

**November 4 -** Financial Planning | Sponsorship available



9:00 - 10:00am



**GNFCC Office** 



Number Varies; Chamber Members, Entrepreneurs, Business Professionals

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



### **Tech400 Alliance**

The GNFCC is uniquely positioned in the Tech Hub of the Southeast. North Fulton is home to more than 900 tech companies. Tech400 Alliance is for technology industry executives with a desired focus on emerging technologies and innovation. This exclusive roundtable group provides a platform for networking, idea exchange and thought leadership. The program includes site visits to leading technology companies located along the GA 400 corridor of North Fulton.

### SPONSORSHIP LEVELS

Naming Sponsor - SOLD



### 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

### **Site Visit Host**

- Opportunity to host 40+ North Fulton technology executives
- Provide tour of facility (1.5 hour event tour + Q&A)
- · Opportunity to address attendees
- Your organization highlighted in all marketing collateral for your visit
- · Opportunity to provide company swag to attendees





2021 Site Visit Dates:

**May 19** 

August 18

**Q4 - TBD** 



Site visit locations vary



Tech400 Alliance is for technology industry executives with a desired focus on emerging technologies and innovation. This exclusive roundtable group provides a platform for networking, idea exchange and thought leadership.

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 & Summit

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 - SOLD BANK OF AMERICA \*\*

- · 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 preserntation 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

· Display table to distribute marketing materials





October 26, 2021



Summit: 8:00 a.m. - 11:30 a.m.

Awards Luncheon: 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 - SOLD



### Presenting Sponsor - SOLD

- 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 - \$2,000 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

· Display table to distribute marketing materials

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

### STOP NETWORKING AND START CONNECTING



Thursday, March 25 BANK OF AMERICA \*\*\*





9:30 a.m. - 11:00 a.m.



Virtual



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

### PANDEMIC IMPACT ON WOMEN IN THE WORKPLACE



Thursday, May 27

BANK OF AMERICA



11:00 a.m - 12:00 p.m.



Virtual



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

### **WOMEN & WINE**



August 26

JPMORGAN CHASE & CO.



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



**TBD** 



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