

Sponsorship Package



AWARDS

February 22, 2018

11:30 AM - 1:00 PM
CAPITAL CITY CLUB

1201 MAIN STREET SUITE 2500



COLUMBIA CHAMBER

Event Overview

What are the Columbia Impact Awards?

The dedication of outstanding organizations and individuals – continually striving to be the best and improving their community in the process – makes the Columbia region such a vibrant place to visit, live, and do business. The Columbia Chamber’s Impact Awards recognizes dedication to excellence in the following categories: Cathy Novinger Trailblazer Award, Diversity and Inclusion, Innovation Award, Small Business Award, Partner of the Year Award and the Golden Nail Award. Show your support for your fellow Partners and your community.

Why Sponsor?

Our Partners represent some of the region’s most important and influential corporate leaders, small business owners, young professionals, educators, and more! Sponsor the Columbia Impact Awards now to show your support of the Chamber and our distinguished honorees.



5,404 People Reached



15,619 Total Impressions

eMarketing

Six eCommunications were sent out between January 9 and January 21, 2017 with an average open rate of 16.73%. That is 960 people.

**this number does not account for emails viewed on cellphones or in Outlook reading panes.*

Additional Marketing

Public Service Announcements on 5 radio stations.
Feature on WIS-TV.

Details

February 7, 2017
Columbia Marriott

Attendees

Registered 113
Attended 118

Industry Attendance:

25.7%	Community Organizations
13.3%	Legal
12.4%	Bank, Accounting, Credit Union
11.0%	Other
8.9%	Insurance
8.0%	Healthcare
7.1%	Computers & Telecommunications
5.3%	Education
5.3%	Tourism
3.0%	Business & Professional Services

What are people saying?

“The spirit with which these awards were held was enjoyable. To me, it was obvious that the Chamber wanted to highlight some business partners that may go unnoticed otherwise. I felt the program was relevant, thoughtful, and timely.”

“The length of the program was perfect.”

“The Trailblazer Award was very touching. It was great to have the Novinger family at the awards.”

“The scheduling was exceptional. It was great that the event ended on time and everything was adequately covered.”

Contact Rebekah Babovic | rbabovic@columbiachamber.com | (803) 733-1138

Presenting Sponsor: \$5,000 Exclusive

Swag Bag Sponsor: \$3,000 Exclusive

Visibility

- Exclusive recognition as the Presenting Sponsor
- Abundant pre-event visibility (all promotions including two outdoor billboards) and on-site publicity
- Logo on the Impact Awards program
- Logo on the stage at the Columbia Impact Awards
- Your name included in the Columbia Impact Awards title (i.e. Columbia Impact Awards presented by)

Impact

- Opportunity to address audience and provide the welcome to the luncheon

Engagement

- Logo on front row reserved table at the luncheon

Community Connection

- Prominent placement in all event advertising
- Company logo and hyperlink on Columbia Impact Awards website
- Logo appears on the screens during the Columbia Impact Awards
- Recognition in all pre and post Columbia Impact Awards related press releases

Visibility

- Exclusive recognition as sponsor of the Swag Bag
- Company name in the Columbia Impact Awards program
- Logo on reserved table at luncheon
- Abundant pre-event visibility (*all promotions and on-site publicity*)

Impact

- Logo on gift bag given to all attendees
- Opportunity to place an item in swag bag (*subject to approval*)

Engagement

- Front row reserved table at the Awards luncheon

Community Connection

- Company name on the Columbia Impact Awards webpage
- Company name listed on the screens during the Columbia Impact Awards



Above packages include:

- Recognition on the Columbia Impact Awards "Save the Date" Eblast and announcements (deadline: October 1, 2018)
- Special recognition from the podium during the luncheon
- Ten registrations to attend the luncheon
- Sponsorship fulfillment report
- First right of refusal to sponsor at this level in 2019 (Deadline: October 1, 2018)
- Exclusive announcement of your sponsorship on Twitter and Facebook
- Recognition in Columbia Impact Awards specific eCommunications

Keynote Speaker Sponsor: \$2,500 Exclusive

Visibility

- Exclusive recognition as the Keynote Speaker Sponsor
- Recognition on event signage and printed materials
- Logo in the Columbia Impact Awards program
- Logo displayed on stage during the event

Impact

- Opportunity to address the audience and present keynote speaker

Engagement

- Reserved seating at the luncheon
- Sponsorship fulfillment report

Community Connection

- Exclusive announcement of your sponsorship on Twitter and Facebook
- Logo appears on the screens during the Columbia Impact Awards



Award Sponsor: \$2,000 Exclusive - 5 Opportunities Available

Cathy Novinger Trailblazer - Available

Small Business - Available

Innovation - Available

Partner of the Year - Available

Diversity and Inclusion - Available

Visibility

- Exclusive recognition as an Award Sponsor for specified award
- Company name listed in the Columbia Impact Awards program
- Opportunity to present one of the following awards: Trailblazer Award, Diversity and Inclusion Award, Innovation Award, Small Business Award and Partner of the Year Award
- Company name on reserved table at luncheon
- Official digital photo with company representative and award winners

Impact

- Logo on specified award

Engagement

- Premier reserved seating at the luncheon

Community Connection

- Company name listed with sponsored award nominations processes (deadline applies: October 1, 2018)
- Logo appears on the screens at the beginning of specified award presentation

Above packages include:

- Abundant pre-event (all promotions) and on-site publicity
- Special recognition from the podium during the luncheon
- Eight registrations to attend the luncheon
- Sponsorship fulfillment report
- Company name and hyperlink on Columbia Impact Awards webpage
- Recognition in Columbia Impact Awards specific eCommunications
- First right of refusal to sponsor at this level in 2019 (Deadline: October 1, 2018)

Program Sponsor: \$1,750 Exclusive

Gold Sponsor: \$1,250 Twenty Available

Visibility

- Exclusive recognition as the Program Sponsor
- Company name on reserved table at Awards luncheon

Impact

- Recognition from the podium during the Columbia Impact Awards
- Color sponsor message on inside back cover of luncheon program (Deadline: February 10, 2018)

Engagement

- Eight registrations to attend the luncheon
- Reserved seating at the luncheon
- Sponsorship fulfillment report
- First right of refusal to sponsor at this level in 2019 (Deadline: October 1, 2018)

Community Connection

- Company name on the Columbia Impact Awards webpage
- Company name listed on the screens during the Columbia Impact Awards
- Recognition in Columbia Impact Awards specific eCommunications

Visibility

- Recognition as a Gold sponsor
- Recognition on event signage and printed materials
- Company name in the Columbia Impact Awards program

Engagement

- Ten tickets to attend the luncheon
- Reserved table at the luncheon

Community Connection

- Company name listed on the screens during the luncheon

Silver Sponsor: \$900 Thirty Available

Visibility

- Recognition as a Silver sponsor
- Recognition on event signage and printed materials
- Company name in the Columbia Impact Awards program

Engagement

- Eight tickets to attend the luncheon
- Reserved seating at the luncheon

Community Connection

- Company name listed on the screens during the Columbia Impact Awards



Bronze Sponsor: \$500 Unlimited Number Available

Visibility

- Recognition as a Bronze sponsor
- Company name in the Columbia Impact Awards program

Engagement

- Four tickets to attend the luncheon
- General reserved seating at the luncheon

Community Connection

- Company name listed on the screens during the Columbia Impact Awards



Sponsorship Details

Exclusives:

Presenting | \$5,000

Swag Bag | \$3,000

Keynote Speaker | \$2,500

Award | \$2,000 (5 exclusives)

Program | \$1,750



Limited:

Gold
\$1,250
20

Silver
\$900
30

Unlimited:

Bronze | \$500

Columbia Impact Awards

Contact Rebekah Babovic | rbabovic@columbiachamber.com | (803) 733-1138



Columbia Impact Awards

SPONSORSHIP FORM

February 22, 2018 • Capital City Club | 11:30 - 1PM

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Sponsorship Opportunities

- Presenting - \$5,000
- Keynote Speaker - \$2,500
- Program - \$1,750
- Silver - \$900
- Swag Bag- \$3,000
- Awards - \$2,000
- Gold - \$1,250
- Bronze - \$500

Registration Information

- Partner - \$35
- Potential Partner - \$50

Company _____ Contact Name _____

Address _____ Phone _____

Email _____ Special Dietary Needs _____

Twitter _____ Facebook _____

\$_____ Total

- Check included
- Check by mail
- Visa
- AMEX
- MC
- Discover

Credit Card # _____ Exp. _____

Ver # _____ Signature _____ Billing Zip _____