

# SPONSORSHIP AND EVENT PARTICIPATION

**Annual Dinner** – Held in April each year to recognize Chamber accomplishments, Community Service Award Recipient and feature a Guest Speaker/Sponsorships Available.



**Business Show** – Held the first Friday and Saturday in May each year/Features 75 member business exhibits/Exhibitor Spaces, Sponsorships, Newspaper Insert Advertising Available.



**Appalachian Festival/Appalachian Arts & Crafts Fair** – Held the third weekend each year/visit [www.appalachianfestival.net](http://www.appalachianfestival.net) /Three day Festival featuring many different events at locations throughout Raleigh County/Sponsorships, Newspaper Insert Advertising, Brochure Advertising, Presence at Events, Website Ads Available.

**Beckley Half Marathon, 5K Run & 5K Walk** – Held the first Saturday in October/Features a course through Beckley/Sponsorships, Brochure Advertising, Event Presence, T-Shirt Sponsor, All Marketing Materials Available.

**Golf Tournament** – Held in June each year at The Resort at Glade Spring/Tournament Called “The Bunkers Open”/Hole Sponsorships, Door Prize Sponsors Available.

**Meet the Candidates/Legislative Breakfast Events** – Held during election years/All election candidates invited to attend/Attended by approximately 300 member representatives each time/Sponsorships Available.

**Seminars/Workshops** – Coordinated by the Chamber Education Committee throughout the year/Sponsorships Available.

## SCHEDULE AN EVENT AT YOUR BUSINESS



**Ribbon Cuttings** – Celebrate your new business opening or new product or service launch/Frequently covered by local media/Planning assistance available.

**Open Houses** – Invite member business representatives and community to your business/Planning assistance available.

**Out To Lunch** – Perfect for restaurants/Invitation to member business representatives to come have lunch at your location and learn about your business for admission of \$5 per person/Planning and invitation assistance available.



 BECKLEY-RALEIGH COUNTY  
CHAMBER OF COMMERCE

# marketing your business

advertising and promotional opportunities



Contact the Beckley-Raleigh County Chamber of Commerce for information on Business Marketing, Advertising and Promotional Opportunities  
304-252-7328 or 877-987-3847  
[chamber@brccc.com](mailto:chamber@brccc.com)



# MARKETING YOUR BUSINESS ADVERTISING AND PROMOTIONAL OPPORTUNITIES

The Chamber has launched a new email system, web-site and a community calendar. Other marketing opportunities include sponsorships, digital and print materials, event participation, event hosting and more.



## EMAIL SYSTEM

The **new email system** was launched to allow the Chamber to better reach subscribers with news, events and member information. The email system offers better tracking and maintenance capabilities. Information submitted for emailing will also be added to our new website and community events calendar where applicable. There are usage fees associated with posting member events and information to cover our monthly costs of the system.

### Email Advertising/Posting Fees

- **Adding an Event** – List your business event to reach 1,500 Chamber member representatives/generate traffic to your website by linking this event posting with the event information page on your website (event listing text limit 250 words)/**Fee = \$25 per event.**
- **Adding Business Information or Bulletin** – List your business information or bulletin to reach 1,500 Chamber member representatives/generate traffic to your website by linking this bulletin posting with the business information page on your website (listing text limit 250 words)/**Fee = \$25 per bulletin.**
- **Email Sponsorship Packages** – Include your business logo/banner advertisement linking to your website on 4 consecutive emails/**Fee = \$200.**
- **Exclusive Emails** – Reach 1,500 Chamber member representatives with your business event or bulletin sent by itself with no other events listed/Customizable with an event image of photos/Scheduled release date to best serve your promotional needs/**Fee = \$100** (Limited to one time per month).

### Email System General Rules

- Emails will be sent out to members 2 times each month on the 15<sup>th</sup> and 31<sup>st</sup>.
- Submitted information for posting will be due one week prior to the next email release date.
- Submitted information must include the plain text of the information and also if available can be sent with an image or .pdf formatted document.
- No Political Advertising or Candidate Endorsements Allowed.
- Subscription & Disclaimer added to each email: Information, events and products marketed through this email are not endorsed by the Beckley-Raleigh County Chamber of Commerce and all emails include the option to unsubscribe.

## GET THE WORD OUT QUICK PACKAGE

### Event Promotion Package

- Add Event to BRCCC Website Calendar/No Charge.
- Add Event to BRCCC Community Events Calendar/No Charge.
- Promote Event on BRCCC Social Media – Facebook, Twitter, Google +, LinkedIn/No Charge.
- Promote Event by BRCCC Email Distribution/ Fee = **\$25 per event non-exclusive or \$100 exclusive event email just for your event.**

### Business Bulletin Promotion Package

- Add Business Bulletin to BRCCC Website “News” Section/No Charge.
- Promote Business Bulletin on BRCCC Social Media – Facebook, Twitter, Google +, LinkedIn/No Charge.
- Promote Business Bulletin by BRCCC Email Distribution/ **Fee = \$25 per bulletin non-exclusive or \$100 exclusive bulletin email.**

## WEBSITE

The new website ([www.brccc.com](http://www.brccc.com)) offers more current technology. The site features our new **Community Events Calendar** for anyone in our community to post events so users can search categorically to help prevent event overlap and give businesses and organizations an opportunity to draw traffic to their events and our area. It will also make available Chamber and Community Information.

### New Website Marketing Features:

**Custom Member Directory Page** - Each member business has a page on the website in the Member Business Directory that lists contact information and

representatives and is also customizable with information and images/No Charge.

### Banner Ads

- Advertise your business with a linkable logo banner or larger information banner/click through and views statistics reports available/**Fee = \$75 small logo banner (120 x 60 pixels)/\$150 large banner (468 x 60 pixels).**
- Link Your Business or Organization to the World with a Banner Ad on the Chamber Website. The Internet presents new and exciting opportunities for businesses to advertise. As the areas’ leading business portal, Chamber Online is viewed by thousands of people each month interested in finding out more about Beckley-Raleigh County. Banner Advertisement can offer any business, with or without a web site, an affordable way to reach more people.

### Page Sponsors

Become a sponsor on a specific page on the website, i.e., health care, rental properties, retirement.  
**Fee - \$100 for a one year contract. (Ad size – 300 x 300 pixels).**

### Website General Rules

Unlimited banner changes per contract/Promote Special Events/Promote Special Offers/Promote New Products/Promote New Services. Banner Ad design fees included. Must provide camera ready color logo/Pre-designed banners are acceptable. No Political Advertising or Candidate Endorsements Allowed.

## COMMUNITY EVENTS CALENDAR

The Community Events Calendar is available for anyone in our community to post their own events at no charge.

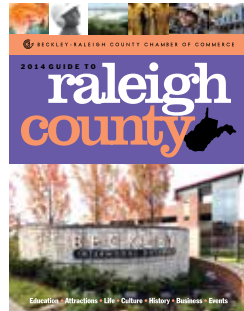


Please visit [www.brccc.com](http://www.brccc.com) to take a look. There is a link to the calendar from the Chamber website which

promotes its usage by the community. Events can be searched categorically to help prevent event overlap and give businesses and organizations an opportunity to draw traffic to their events and our area. The Calendar has been set up as a one-stop location to get event dates and brief info so that it will also serve as a traffic driver to event information pages on other business and organization websites in our area.

## MARKETING OPPORTUNITIES

**Member Directory & Guide to Raleigh County** – Printed in January each year and distributed to members, information requests, events and community residents/Member businesses are listed in the Directory alphabetically and categorically automatically with Chamber membership/Many different advertising spaces are available in the Directory.



**Beckley City/County Map** – Printed annually/Our most requested publication/Distributed to all information requests, area convenience stores, attractions, hotels and events/Advertising space available in many sizes.

**Business After Hours** – Monthly networking events/Offers the opportunity to show off your business location, products and services/Attended on average by 75-100 member representatives/Contact the Chamber to get details to host a Business After Hours.

**Mailings to Members** – Insert your business event or information into a hard copy mailing to all registered member representatives (currently 1,500)/Scheduled throughout the year/**Fee = \$200.**

**Social Media Posts** – Share your business information with us on Facebook, Twitter, Google Plus and LinkedIn and we will share with our friends and followers/Share your Images, Press Releases, Website Links, Business Information, Special Offers, etc/Post on our pages or email info to [chamber@brccc.com](mailto:chamber@brccc.com) or [brccc@frontier.com](mailto:brccc@frontier.com).

**Donate a Door Prize** – Get your business mentioned at an event by donating a door prize from your business to be given away during the event.