



Greater East Aurora Chamber of Commerce

2023 Event Sponsorship Opportunities



(716) 652-8444

vsturman@eanycc.com

www.eanycc.com





2023 Events Sponsorship Opportunities

Listing of Major Events

The following Greater East Aurora Chamber of Commerce Events are sponsored in part by supporting businesses and the Greater East Aurora Chamber of Commerce and generate a networking web for a variety of numerous professional enterprises, drive tourism into the Greater East Aurora region, and provide a sense of community for businesses, non-profit organizations, visitors and events alike.

- ❖ **Women in Business** – A series of progressive lunches and after-hours networking events focused on giving women business owners and professionals support, educational opportunities, a circle of influence, and a place to discuss common issues.
- ❖ **Business Awards Dinner & Hall of Fame Induction** – An evening event honoring a wide variety of Chamber members for dedication, support, growth, volunteerism, and longevity in our region.
- ❖ **Chamber's Choice Awards** – An online, week-long event honoring 40 high school seniors from the East Aurora, Holland, Iroquois school districts and the Ormsby Center (BOCES) for their accomplishments.
- ❖ **Sidewalk Sale & Street Festival** – A community event held in July to promote shop local and bring people into the village of East Aurora to shop, dine, play. More than 100 vendors participate in this long-standing event.
- ❖ **Operation Kids** – Held in conjunction with the Sidewalk Sale, it gives children ages 6 to 15 an opportunity to learn about and run their own business for a day. Participants have vendor tables under a tent during the Sidewalk Sale.
- ❖ **Taste of East Aurora** – A community event held in September to promote the area's restaurants.

If you are interested in any of our Greater East Aurora Chamber Events and would like more information, please contact Victoria R. Sturman at vsturman@eanycc.com or 716-652-8444

Women in Business (February/June)

Progressive Luncheon @The Roycroft Inn – Feb. 22, 2023

After-Hours Networking Event @ The Mansion, Knox Farm State Park – June 20, 2023

\$1500 – Title Sponsor, (limit 1)

- Sponsorship of both events.
- Logo featured on all publications regarding these events including but not limited to email invitations, press releases, social media (Facebook & Instagram) posts, and Women in Business registration page on Chamber website. Logo will be linked back to your business URL.
- Five-minute Facebook Live interview in the weeks prior to each event with Executive Director Victoria Sturman about your business and your support of the Chamber's Women in Business events.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to each event.
- 2 tickets to each event.
- Opportunity to address attendees at each event.
- Acknowledgement at event & logo featured on welcome signs at event.
- Table for promotional materials at each event.

\$500 – Presenting Sponsors (multiple available)

- Choice of event to sponsor: Progressive Luncheon and/or After-Hours Networking Event.
- Logo featured in several publications regarding these events including email invitations, social media (Facebook & Instagram) posts, and Women in Business registration page on Chamber website. Logo will be linked back to your business URL.
- 2 tickets to event.
- Opportunity to address attendees at each event.
- Acknowledgement at event & logo featured on welcome signs at event.
- Space available on a shared Presenting Sponsors table for promotional materials at each event.

\$250 – Supporting Sponsors (multiple available)

- Choice of event to sponsor: Progressive Luncheon and/or After-Hours Networking Event.
- Logo featured in several publications regarding these events including email invitations, social media (Facebook & Instagram) posts, and Women in Business registration page on Chamber website. Logo will be linked back to your business URL.
- 1 ticket to event.
- Opportunity to address attendees at each event.
- Acknowledgement at event & logo featured on welcome signs at event.

Business Awards Dinner (March 30, 2023)

*Holland Willows
Holland, NY*

\$2000 – Title Sponsor (limit 1)

- Sole Title Sponsor.
- Logo featured on all publications regarding this event including but not limited to email invitations, press releases, social media (Facebook & Instagram) posts, and Business Awards Dinner registration page on Chamber website. Logo will be linked back to your business URL.
- Logo included in Slide Show presentation that will run throughout the event.
- Five-minute Facebook Live interview in the weeks prior to the event with Executive Director Victoria Sturman about your business and your support of the Chamber's Business Awards Dinner.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to the event.
- 4 tickets to event.
- Opportunity to address more than 100 attendees of the event.
- Acknowledgement at event & logo featured on welcome signs at event.
- Table for promotional materials at the event.

\$500 – Presenting Sponsors (multiple available)

- Logo featured in several publications regarding these events including email invitations, social media (Facebook & Instagram) posts, and event registration page on Chamber website. Logo will be linked back to your business URL.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to the event
- Logo included in Slide Show presentation that will run throughout the event
- 2 tickets to event
- Acknowledgement at event & logo featured on welcome signs at event.
- Space available on a shared Presenting Sponsors table for promotional materials at each event

\$300 – Supporting Sponsors (multiple available)

- Logo featured on the event registration page on Chamber website & on all email invites. Logo will be linked back to your business URL. Logo included in a joint social media post (Facebook & Instagram) announcing all Supporting Sponsors.
- Logo included in Slide Show presentation that will run throughout the event.
- 2 tickets to event.
- Acknowledgement at event & logo featured on welcome signs at event.

Chamber's Choice Student Awards Week (May)

A weeklong online event honoring 40 high school seniors from the East Aurora, Holland, and Iroquois School Districts along with the Ormsby Center (BOCES).

\$1,500 – Head of the Class Title Sponsor (limit 1)

- Five-minute Facebook Live interview in the weeks prior to the event with Executive Director Victoria Sturman about your business and your support of the event.
- A recorded video feature – no more than 5 minutes – about the sponsor to be posted on social media and the Chamber's YouTube channel during Chamber's Choice Student Awards Week (date to be determined).
- Sponsor logo featured at beginning and end of all four school videos with students. Videos will be posted to the Chamber's social media accounts and YouTube channel. Video will be made available to sponsor for posting on sponsor website and social media.
- Sponsor logo and URL link included on all member email communications, reminders, and follow-up communication regarding the event. These emails will reach more than 2,000 Chamber members and community members.
- Sponsor logo included on all graphics related to this event.
- Recognition as a sponsor in press releases announcing the show.
- Recognition in a blog article on the Chamber's website announcing the event. Sponsor website will also be linked to this online article.
- Recognition in multiple posts about the event on the Chamber's social media (Facebook & Instagram). Sponsor Facebook page will be tagged in these posts.

\$500 – Presenting Sponsor (limit 2)

- A recorded video feature – no more than 5 minutes – about the sponsor to be posted on social media and the Chamber's YouTube channel during Chamber's Choice Student Awards Week (date to be determined).
- Sponsor logo featured in all four school videos with students. Videos will be posted to the Chamber's social media accounts and YouTube channel. Video will be made available to sponsor for posting on sponsor website and social media.
- Sponsor logo included on all graphics related to this event
- Recognition as a sponsor in press releases announcing the show.
- Recognition in a blog article on the Chamber's website announcing the event.
- Recognition in multiple posts about the event on the Chamber's Facebook and Instagram pages. Sponsor will be tagged.

\$250 – School Sponsor (limit 8)

- Two Sponsors per school district.
- Sponsor logo on all graphics related to this event.
- Sponsor logo featured on student introduction slides during video for sponsored school.
- Recognition as a sponsor in press releases announcing the show.
- Recognition in a blog article on the Chamber's website announcing the event.
- Recognition in multiple posts about the event on the Chamber's Facebook and Instagram pages. Sponsor will be tagged.

\$100 – Support a Student Donation (limit 10)

- Each \$100 donation will be used to give four students a \$25 gift. All donors will be listed on Chamber Website.

Sidewalk Sale & Street Festival (July 29, 2023)

Main Street between Elm & Olean
East Aurora, NY

\$2,500 – Title Sponsor (limit 1)

- Sponsor name in beginning of event title.
- Sponsor announced at throughout event.
- Sponsor logo on even signage.
- Free Exhibit space (10x10).
- Inclusion in a news release announcing event.
- Logo on event “Save the Date” email and social media posts; on event web pages on Chamber website (Logo linked back to sponsor website); on event announcement email sent out to more than 2,000 contacts; logo included in all event advertising and on event poster distributed to local merchants.
- Recognition in a blog article on the Chamber’s website announcing the event. Sponsor website will also be linked to this online article.
- Recognition in multiple posts about the event on the Chamber’s Facebook page. Sponsor Facebook page will be tagged in these posts. The Chamber’s Facebook page has more than 2,000-page likes and followers.
- Five-minute Facebook Live interview in the weeks prior to the event with Executive Director Victoria Sturman about your business and your support of the Chamber’s event.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to each event.

\$850 - Presenting Sponsorship (limit 3- Weeks of July 3, July 10, & ~~July 17~~)

- Radio station ads across all five Cumulus stations (97 Rock, 103.3 The Edge, 104.1 Classic Hits, 98.9 The Vibe, and Talk 1270). The breakdown is:
 - 30 Weekly “Sponsored By” name mentions in LIVE on-air promotional announcements driving traffic to Trips on a Tank Full.
 - 30 Weekly “Sponsored By” STREAMING name mentions in promotional announcements driving traffic to Trips on a Tank Full.
 - 30 Weekly 15-second destination descriptions within 60-second commercials driving traffic to Trips on a Tank Full.
 - 30 Weekly 15-second STREAMING destination descriptions within 60-second commercials driving traffic to Trips on a Tank Full.
- Business logo and link included in the Trips on a Tank Full webpage on ALL five radio Station homepages.
- Listing on special Trips on a Tank Full webpage on Chamber’s website, www.eanycc.com
- Inclusion in posts on the Chamber’s social media pages (Facebook & Instagram) during the chosen week as well as the week before the Sidewalk Sale.
- Free Exhibit Space (10x10) along Main Street during the Sidewalk Sale. **Sponsor must bring their own tent.*
- Logo on Chamber Website’s Sidewalk Sale page with link back to sponsor website.
- Recognition day of event/public address announcements (5) during festival.
- Recognition in all paid ads, press releases, etc.

\$500 – Supporting Sponsorship (multiple available)

- 10x10' space at event.
- News release announcing sponsorship.
- Recognition in all paid ads, press releases, PSA's.
- Inclusion in posts on the Chamber's social media pages (Facebook & Instagram) during the weeks leading up to the Sidewalk Sale.
- Logo on Chamber website w/link back to sponsor site.
- Recognized on event PA announcements.

Operation Kids (July 29, 2023)

Main Street between Elm & Olean

East Aurora, NY

Coincides with the Annual Sidewalk Sale & Street Festival

\$1,500 – Title Sponsorship (limit 1)

- Sponsor announced at throughout event.
- Sponsor logo on even signage.
- Free Exhibit space (10x10).
- Inclusion in a news release announcing event.
- Logo on event “Save the Date” email and social media posts; on event web pages on Chamber website (Logo linked back to sponsor website); on event announcement email sent out to more than 2,000 contacts; logo included in all event advertising and on event poster distributed to local merchants.
- Recognition in a blog article on the Chamber’s website announcing the event. Sponsor website will also be linked to this online article.
- Recognition in multiple posts about the event on the Chamber’s Facebook page. Sponsor Facebook page will be tagged in these posts. The Chamber’s Facebook page has more than 2,000-page likes and followers.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to each event.
- Logo on back of Operation Kids T-shirts, distributed to all Operation Kids vendors.

\$500 – Supporting Sponsorship (multiple available)

- 10x10’ space at event.
- News release announcing sponsorship.
- Recognition in all paid ads, press releases, PSA's.
- Inclusion in posts on the Chamber’s social media pages (Facebook & Instagram) during the weeks leading up to Operation Kids.
- Logo on Chamber website w/link back to sponsor site.
- Recognized on event PA announcements.
- Logo on back of Operation Kids T-shirts, distributed to all Operation Kids vendors.

Taste of East Aurora (Sept. 9, 2023)

*Main Street between Elm & Olean
East Aurora, NY*

~~\$2,500 – Title Sponsor (limit 1)~~ **SOLD**

- Sponsor name in beginning of event title.
- Sponsor announced at throughout event.
- Sponsor logo on even signage.
- Free Exhibit space (10x10).
- Inclusion in a news release announcing event.
- Logo on event “Save the Date” email and social media posts; on event web pages on Chamber website (Logo linked back to sponsor website); on event announcement email sent out to more than 2,000 contacts; logo included in all event advertising and on event poster distributed to local merchants.
- Recognition in a blog article on the Chamber’s website announcing the event. Sponsor website will also be linked to this online article .
- Recognition in multiple posts about the event on the Chamber’s Facebook page. Sponsor Facebook page will be tagged in these posts. The Chamber’s Facebook page has more than 2,000-page likes and followers.
- Five-minute Facebook Live interview in the weeks prior to the event with Executive Director Victoria Sturman about your business and your support of the Chamber’s event.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to each event.

\$1,000 – Keystone Sponsorship (limit 4)

- Complimentary 10x10 exhibit space at event – sponsor provides own tent, table, and chairs.
- Inclusion in a news release announcing event.
- Inclusion in a news release announcing event.
- Logo included on Menu Guide/Map of event.
- Logo on event “Save the Date” email and social media posts; on event web pages on Chamber website (Logo linked back to sponsor website); on event announcement email sent out to more than 2,000 contacts; logo included in all event advertising and on event poster distributed to local merchants.
- Sponsor announced at throughout event.
- Recognition in multiple posts about the event on the Chamber’s Facebook page. Sponsor Facebook page will be tagged in these posts. The Chamber’s Facebook page has more than 2,000-page likes and followers.
- Recognition in all paid print ads & press releases.
- Included in all (30) WBBZ TV advertisements.

\$850 - Presenting Sponsorship (limit 3 – Weeks of Aug. 14 Aug. 21, & Aug. 28)

- Radio station ads across all five Cumulus stations (97 Rock, 103.3 The Edge, 104.1 Classic Hits, 98.9 The Vibe, and Talk 1270). The breakdown is:
 - 30 Weekly “Sponsored By” name mentions in LIVE on-air promotional announcements driving traffic to Trips on a Tank Full.
 - 30 Weekly “Sponsored By” STREAMING name mentions in promotional announcements driving traffic to Trips on a Tank Full.
 - 30 Weekly 15-second destination descriptions within 60-second commercials driving traffic to Trips on a Tank Full.
 - 30 Weekly 15-second STREAMING destination descriptions within 60-second commercials driving traffic to Trips on a Tank Full.
- Business logo and link included in the Trips on a Tank Full webpage on ALL five radio Station homepages.
- Listing on special Trips on a Tank Full webpage on Chamber’s website, www.eanycc.com
- Inclusion in posts on the Chamber’s social media pages (Facebook & Instagram) during the chosen week as well as the week before the Sidewalk Sale.
- Free Exhibit Space (10x10) along Main Street during the Sidewalk Sale. **Sponsor must bring their own tent.*
- Logo on Chamber Website’s Sidewalk Sale page with link back to sponsor website
- Recognition day of event/public address announcements (5) during festival
- Recognition in all paid ads, press releases, etc.

\$500 – Supporting Sponsorship (multiple available)

- 10x10’ space at event.
- News release announcing sponsorship.
- Recognition in all paid ads, press releases, PSA’s.
- Inclusion in posts on the Chamber’s social media pages (Facebook & Instagram) during the weeks leading up to the Sidewalk Sale.
- Logo on Chamber website w/link back to sponsor site.
- Recognized on event PA announcements.

Jingle Mingle (Dec. 7, 2023)

Location: TBD

\$500 – Title Sponsorship (limit 1)

- Logo featured in several publications regarding the event including email invitations, social media (Facebook & Instagram) posts, and Jingle Mingle registration page on Chamber website. Logo will be linked back to your business URL.
- 2 tickets to event.
- Opportunity to address attendees at each event.
- Acknowledgement at event & logo featured on welcome signs at event.
- Instagram Reel developed by Chamber Staff about your business – photos, logo, and content to be provided by sponsor. Reel will run in the weeks prior to each event.
- Space available on a table for promotional materials at each event.

\$250 – Presenting Sponsorship

- Logo featured in several publications regarding the event including email invitations, social media (Facebook & Instagram) posts, and Jingle Mingle registration page on Chamber website. Logo will be linked back to your business URL.
- 1 ticket to event.
- Acknowledgement at event & logo featured on welcome signs at event.
- Space available on a shared Presenting Sponsors table for promotional materials at each event.