



2024 SPONSORSHIP & MARKETING GUIDE

Serving as a leader in creating a vibrant and diverse
business community that drives economic
opportunity and well-being

500
members strong

540-459-2542



ShenandoahCountyChamber.com

Welcome to the Shenandoah County Chamber of Commerce - a non-profit, voluntary organization that brings together the vibrant business community. Our mission is simple yet powerful: to unite businesses, industries, and professionals to enhance the local economy and foster a prosperous community.

Our strength lies in the collective power of our membership. With over 500 members, representing more than 10,000 employees, our Chamber forms a robust network of businesses, both large and small. By joining forces, we can achieve what no one could accomplish alone.

As a member of the Shenandoah County Chamber of Commerce, you gain access to a wealth of resources and opportunities. Whether you seek exposure for your business, innovative ways to reach new customers, or a chance to position your company as a community leader, we have it all. Our offerings include economic development initiatives, valuable business education programs, effective marketing channels, and ample networking opportunities.

Your success is our priority, and we take pride in providing unique avenues for partnership with your business. Together, we can take your business to new heights and contribute to the growth and prosperity of our wonderful community. Join us at the Shenandoah County Chamber and let's build a brighter future together.

We would love to help you find the right marketing sponsorship avenue for your business to achieve the goals that you have set.

Thank you for partnering with us!

INDEX OF SPONSORSHIPS

PG 3	2023 Annual Sponsors and Review
PG 4	Major Investors - Premium Annual Sponsor
PG 5	Chamber Champions - Gold Annual Sponsor
PG 6	Silver and Bronze Annual Sponsor
PG 7	Popular Events: Annual Awards
PG 8	Autumnfest
PG 9	EDC Breakfast and Legislative Breakfast
PG 10	Route 11 Yard Crawl and Senior Resource Expo
PG 11	Valor Awards
PG 12	Women's Leadership Symposium
PG 13	Leadership Shenandoah County & Student Leadership Shenandoah County
PG 14	Mayfest
PG 15	Sponsorship Commitment Form

ADDITIONAL OPPORTUNITIES MAY ALSO BECOME AVAILABLE AT A LATER DATE

THANK YOU 2023 ANNUAL SPONSORS

Premium



Gold



Silver



Bronze



2023 YEAR IN REVIEW



500
MEMBERS



68
NEW MEMBERS



90%
RETENTION

COMMUNICATION IS KEY



4
FACEBOOK
PAGES

4.4K
CHAMBER
FACEBOOK
FOLLOWERS

3.6K
AUTUMNFEST
FACEBOOK
FOLLOWERS

20K
YARD CRAWL
FACEBOOK
FOLLOWERS

1.6K
MAYFEST
FACEBOOK
FOLLOWERS



48
E-NEWS SENT
WITH AVG 52% OPEN RATE
1.2K SUBSCRIBERS



225
WELCOME BAGS
DISTRIBUTED

15K WEBSITE VISITS
700 WELCOME CENTER/
CHAMBER VISITORS

1.6K WEBSITE REFERRALS

MAJOR INVESTORS

Chamber Champions - Premium

\$10,000

- Annual Membership (Unlimited representatives)
- Logo on Sponsor Banner stand displayed at Events
- Logo on Sponsor Banner stand displayed in Chamber window
- Sponsor box on high traffic website pages
- Listed on all Chamber event marketing materials
- Weekly eNews Listing in Sponsor Area
- 10 pairs of tickets and Presenting Sponsor of the Annual Awards Party
- Recognition at the Economic Development Council Breakfast
- Complimentary Networking Luncheon attendance
- Complimentary attendance at all education seminars and forums
- Includes one of the Top Sponsors of Autumnfest and tasting tickets
- Presenting Sponsor of the Valor Awards
- Includes one of the Top Sponsors of the 50+ Senior Resource Expo
- Includes a sponsorship of the Rt 11 Yard Crawl
- 2 Participants in the Leadership Shenandoah Class
- Sponsor and present to the Student Leadership Shenandoah County Class
- Gold Sponsor of Women's Leadership Symposium in November
- Social media recognition and posts (12X/year)
- Free participation in Regional Job Fairs (Spring and Fall)
- Ad placement in eNews and eBlasts
- Access to Proud Sponsor Chamber logo for marketing purposes



Chamber Champions - Gold

\$5,000

- Annual Membership (Unlimited representatives)
- Logo on Sponsor Banner stand displayed at Events
- Logo on Sponsor Banner stand displayed in Chamber window
- Sponsor box on high traffic website pages
- Weekly eNews Listing in Sponsor Area
- 5 pairs of tickets and sponsorship of the Annual Awards Party
- Recognition at the Economic Development Council Breakfast
- Complimentary Networking Luncheon attendance
- Social media recognition and posts (6X/year)
- Includes a Gold Sponsorship of AutumnFest and tasting tickets
- Includes a Silver Sponsorship of the Valor Awards
- Includes a Silver Sponsorship of the 50+ Senior Resource Expo
- Includes a sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah County Class
- Sponsor of Student Leadership Shenandoah County Class
- Access to Proud Sponsor Chamber logo for marketing purposes
- Silver Sponsor of Women's Leadership Symposium in November



Silver Annual Sponsor

\$2,500

Only 8 available

- Annual Membership (Up to 5 representatives)
- Logo on Sponsor Banner stand
- Sponsor box on high traffic website pages
- Weekly eNews Listing in Sponsor Area
- 2 pairs of tickets and sponsorship of the Annual Awards Party
- Includes a Silver Sponsorship of AutumnFest and tasting tickets
- Includes sponsorship and four tickets to the Valor Awards
- Includes a sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah Class
- Legislative Breakfast tickets
- Access to Proud Sponsor Chamber logo for marketing purposes
- Bronze Sponsor of Women's Leadership Symposium in November

Bronze Annual Sponsor

\$1,500

Only 14 available

- Annual Membership
- Logo on Sponsor Banner stand
- Sponsor box on high traffic website pages
- 2 Tickets and sponsorship of the Annual Awards Party
- Includes a Bronze Sponsorship of AutumnFest and tasting tickets
- Includes a sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah Class
- Legislative Breakfast tickets
- Access to Proud Sponsor Chamber logo for marketing purposes

Love local this Holiday Season

SHOP SHENCO

SHOPSHENCO.COM

SHENANDOAH COUNTY CHAMBER OF COMMERCE

eat, shop • celebrate local

540.459.2542 | #SHOPSHENCO

The graphic is a dark green rectangular banner. On the left, it features a circular logo with a Santa hat and the text 'SHOP SHENCO'. Below the logo is the website 'SHOPSHENCO.COM' and a photo of a hot air balloon over trees. On the right, there is a collage of six photos showing various local businesses and holiday decorations. At the bottom right, there is a QR code and the text 'SHENANDOAH COUNTY CHAMBER OF COMMERCE', 'eat, shop • celebrate local', and '540.459.2542 | #SHOPSHENCO'.

2024 POPULAR EVENTS

There are multiple opportunities at these events to promote your business and achieve your marketing goals.



ANNUAL AWARDS PARTY

The presentation of the Annual Awards is an event we look forward to each year with hundreds of business leaders in attendance. In addition to the awards the Chamber holds a brief Annual Meeting and installs the incoming Board of Directors. During the Awards Party the Chamber recognizes and honors outstanding individuals and organizations and presents an Award of Excellence to the Large Business, Small Business, Young Professional, Tourism Business, Citizen of the Year, Non-Profit and Home-Based Business of the Year.

CORPORATE SPONSOR

\$500

- Receive a Reserved Table of 8
- Recognized at event
- Recognized in Event Program

AUTUMNFEST- SHENANDOAH COUNTY FAIRGROUNDS– OCTOBER 5, 2024

Over 5,000 attendees enjoying Brews, Bands and BBQ

RECOGNITIONS:

2023 USA Today 10 Best Fall Festivals in the Country - #7

2021 HGTV Great Fall Festivals

2019 The Travel Channel - Top 10 Amazing Fall Festivals Worth a Road Trip

Event Sponsor/Media Sponsor-Gold Sponsor Package Plus \$5,000

- Two Company banners displayed at entrance to event and BBQ tasting area
- Mention on all advertisements
- 10 complimentary Autumnfest Tasting tickets
- 20 complimentary Autumnfest Entrance tickets (\$10/ea value)
- Free monthly ad in the Chamber's eNews (6X) or 2 stand alone member eBlasts
- Company logo on Map Signage/flyers

Gold Sponsor-Silver level package plus.... \$2,500

- Company name listed in press release
- Company name/logo on print advertising (posters, rack cards, banners & newspapers)
- Verbal recognition during announcements at the event
- 6 complimentary Autumnfest Tasting tickets
- 10 complimentary Autumnfest Entrance tickets (\$10/ea value)

Silver Sponsors- Bronze level package plus... \$1,000

- Company logo listed on Event banner(s)
- Company logo listed on Shenandoah Autumnfest web page
- 4 complimentary Autumnfest Tasting tickets
- Logo, link and description in the Chamber's eNews

Bronze Sponsors \$500

- Company name listed on Event banner
- Company name listed on Shenandoah Autumnfest web page
- Free 10' X 10' booth space
- 2 complimentary Autumnfest Tasting tickets
- Listing in the Chamber's eNews about Autumnfest
- Use of the Shenandoah Autumnfest logo on cross-promotions for your business



ECONOMIC DEVELOPMENT COUNCIL BREAKFAST-SEPTEMBER 2024

Join hundreds of business and government leaders as we come together to celebrate our area and discuss future development of our region.



Presenting Sponsor

\$1,500

- Logo on Invitation
- Logo on Event Calendar page and eNews promoting event
- Recognition in all social media posts promoting the breakfast
- Recognition at the breakfast and an opportunity to speak for 2-3 minutes.
- Company info at each seat and/or table tents at each table
- Logo on signage at event



LEGISLATIVE BREAKFAST – MARCH 2023

The Legislative Breakfast is held to give our State legislators an opportunity to report on the issues that were addressed during the General Assembly. Our Federal representatives are also invited to update members on national issues. This event enables access to our representatives.

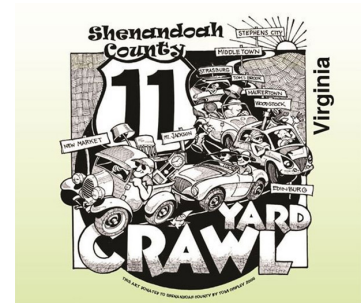
Presenting Sponsor

\$1000

- Logo on Invitation
- Logo on Event Calendar page and eNews promoting event
- Recognition in all social media posts promoting the event
- Recognition at the event and an opportunity to speak for 2-3 minutes.
- Company info at each seat and/or table tents at each table
- Display signage at event
- Reserved Table for 8

ROUTE 11 YARD CRAWL – AUGUST 10, 2024

Sponsors receive logo on event tshirt and social media posts reaching over 20,000 strong followers with some posts reaching 89K in 2023.



Sponsor

\$500

- Receive logo on back of event tshirts
- Logo and mentions in social media posts reaching over 20,000 strong followers
- Logo on event website

50+ SENIOR RESOURCE EXPO

Gold Sponsorship

\$1,000

- Full page ad and listing in Senior Directory and Guide (distributed at Resource Expo)
- Two Vendor Spaces (6' tables and chairs provided, 20 X 20)
- Name (logo) in all printed promotional materials
- Name (logo) on event webpage
- Name (logo) on Facebook event page
- Radio advertisements will include you as an event sponsor
- Social media posts and ads will include you as an event sponsor



Silver Sponsorship

\$500

- Half page ad and listing in Senior Directory and Guide (distributed at Resource Expo)
- One vendor space – 6' table and chairs provided, 10 X 10
- Name/logo mentioned on event webpage and promotional flyer

Bronze Sponsorship

\$250

- Quarter page ad and listing in Senior Directory and Guide (distributed at Resource Expo)
- One vendor space – 6' table and chairs provided, 10 X 10.

VALOR AWARDS 2024

Shenandoah County Chamber



This special reception honors those in public safety by presenting awards to the men and women who have given the most to protect and serve the citizens of Shenandoah County.

The reception is a partnership with the Shenandoah County Fire & Rescue Department and Association, the Virginia State Police and the Towns of Strasburg, Woodstock, Mount Jackson, New Market Police Departments and the Shenandoah County Sheriff's Department.

Presenting Sponsor

\$5,000

- Opportunity for Welcome announcement at reception
- Presenting Sponsor recognition in calendar of events, emails and on website
- Presenting Sponsor recognition in press releases and event signage
- Presenting Sponsor recognition on signage for event
- Logo and Presenting Sponsor recognition in event program
- 2 Reserved tables of 8

Heroism Sponsor

\$2,000

- Recognition in press releases and event signage
- Recognition on signage for event
- Logo recognition in event program
- Reserved table for 8

Bravery Sponsor

\$1,000

- Recognition on signage for event
- Logo recognition in event program
- Tickets for 6 attendees and 6 public safety personnel

Public Safety Sponsor

\$500

- Company name/logo displayed at event
- Recognition on signage for event
- Four (4) tickets to event with additional four (4) tickets donated back to public safety

Corporate Sponsor

\$250

- Recognition on signage for event
- Two (2) tickets to event

WOMEN'S LEADERSHIP SYMPOSIUM

The Women's Leadership Symposium engages, educates and elevates women at this one-day symposium. Power-packed sessions that will engage women with motivational and compelling content, high profile speakers, and successful women business owners who can share their experiences and counsel.



Gold Sponsorship

\$1,000

- Two Vendor Spaces- priority selection (6' tables and chairs provided)
- Name (logo) in all printed promotional materials
- Name (logo) on event webpage
- Name (logo) on Facebook event page
- Social media posts and ads will include you as an event sponsor
- 8 Symposium seats
- Recognized during the event and opportunity to briefly address attendees

Silver Sponsorship

\$500

- One vendor space
- Name/logo mentioned on event webpage and on event signage
- Name (logo) on Facebook event page
- Social media post will include you as an event sponsor
- 4 Symposium seats

Bronze Sponsorship

\$250

- One vendor space (6' table and chairs provided)
- Name/logo mentioned on event webpage and on event signage
- 2 Symposium seats

Vendor Space

\$100

- One vendor space – 6' table and chairs provided
- Name/logo mentioned on event webpage and on event signage
- 1 Symposium seat



LEADERSHIP SHENANDOAH COUNTY

\$500

Leadership Shenandoah County (LSC) is a nine-month interactive, informative program designed to strengthen individuals for personal, organizational, and community leadership. A full-day opening retreat launches the program in April followed by a volunteer service opportunity and 8 monthly sessions. A graduation celebration is held in December. LSC offers existing and emerging leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community-oriented group projects. LSC seeks to develop the ability of individuals to influence, motivate, and enable others to contribute toward their own effectiveness and the strength of the larger community.



STUDENT LEADERSHIP SHENANDOAH COUNTY

Student Leadership Shenandoah County (SLSC) is a one-week interactive, informative program designed to strengthen and prepare high school sophomores and juniors for personal, organizational, and community leadership. A half-day opening retreat launches the program, followed by a volunteer service opportunity and 4 daily sessions. A graduation celebration is held. SLSC offers emerging young leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community and school projects.



Program Day Sponsor **\$500 (4 days available)**

- Highlight company/logo on program day print materials
- Opportunity to join and present to the class on designated program day

Student Sponsor **\$500**

- Sponsor a student in the SLSC program





Strasburg Mayfest

May 10 - 12, 2024

Sponsorship Packages

Deadline: March 31, 2024

Premium Sponsor - \$2,500.00

- 2 Company banners displayed on event day
- Mention on all radio advertisements and press releases
- Included in all social media posts
- Company logo on all Mayfest promotional materials (rack cards, flyers, event day banners & newspaper ads)
- Verbal recognition during announcements at the event
- Use of the Strasburg Mayfest logo on cross-promotions for your business
- Company name/logo on Mayfest webpage sponsor level
- Receive 2 Facebook posts leading up to Mayfest
- 6 Reserved seating Heels, Hops & Bowties Luncheon tickets
- One 10 x 10 vendor booth space

Gold Sponsor - \$1,000

- Company name listed in press release
- Company name/logo on printed advertising (rack cards, event day banners & newspaper ads)
- Verbal recognition during announcements at the event
- Use of the Strasburg Mayfest logo on cross-promotions for your business
- Company name/logo on Mayfest webpage sponsor level
- Receive 2 Facebook posts leading up to Mayfest
- 4 Heels, Hops & Bowties Luncheon tickets
- One 10 x 10 vendor booth space

Silver Sponsor - \$500

- Company name/logo on Mayfest webpage sponsor level
- Receive 1 Facebook post leading up to Mayfest
- 2 Heels, Hops & Bowties Luncheon tickets
- Use of the Strasburg Mayfest logo on cross-promotions for your business
- Company name listed on Event Day banner
- One 10 x 10 vendor booth space

Bronze Sponsor - \$250

- Company name on Mayfest webpage sponsor level
- Use of the Strasburg Mayfest logo on cross-promotions for your business
- Company name listed on Event Day banner
- One 10 x 10 vendor booth space

Friends of Mayfest - \$100

Company name on Mayfest webpage sponsor level

***Mayfest Bunting—New Silver, Gold and Premium Sponsors for 2024 will receive one**



2024 ANNUAL SPONSORSHIP COMMITMENT FORM

Company: _____

Contact: _____

Phone: _____

Email: _____

LEVEL OF SPONSORSHIP:

_____ Premium (\$10,000)

_____ Gold (\$5,000)

_____ Silver (\$2,500)

_____ Bronze (\$1,500)

_____ Event Sponsor:

Name of Event: _____

Sponsor Level: _____

Signature: _____

___ Please invoice me. Send invoice to: _____

___ I will submit a check to SCCC, PO Box 605, Woodstock, VA 22664

DEADLINE: DECEMBER 1, 2023

President/CEO Sharon Baroncelli
director@shenandoahcountychamber.com
540-459-2542
103 S. Main Street, P.O. Box 605
Woodstock VA 22664