

2011 - 2012  
Hanover Chamber Partnership Program

# Maximize your membership

The Hanover Chamber Partnership Program is a promotional tool for your business. This program gives you the opportunity to be identified with the programs and events of the Chamber. The program is convenient and allows you to review all of the Chamber's sponsorship opportunities at a glance, and then target your investment to get the most for your dollars.





### Discover Hanover Magazine

The past three editions of Discover Hanover have been an overwhelming success that it has required us to increase the number of printed copies to 15K and expand our distribution network. Published annually "Discover Hanover" is the premier advertising vehicle for your business!

**Secure 2010 rates (below) by reserving your space by 11/01/11.**

Size	B&W	Full Color
Back Cover	n/a	\$2,850
Inside Front	n/a	\$2,700
Inside Back	n/a	\$2,600
Full Page	\$1,540	\$2,160
2/3 Page	\$1,160	\$1,570
1/3 Page	\$925	\$1,230
1/6 Page	\$645	\$925
1/12 Block	\$325	\$465
Bold Listing	n/a	\$100

All member advertisers receive a bolded listing in the categorical listing.



### Chamber Connection



### Chamber Connection Newsletter

Just Announced! The Chamber Connection will now appear in **full-color!** More than 1,000 people receive the Chamber's monthly newsletter. This popular piece provides members and local officials with information on Chamber business and current issues in the community. Newsletters are also available online.

#### Monthly Rates:

\$450 - Back-page ad	\$175 - Third-Page Ad
\$250 - Half-Page Ad	\$90 - Business Card Ad
	\$450 - Insert

#### Volume Discounts:

Annual Package (12 months for the price of 10)

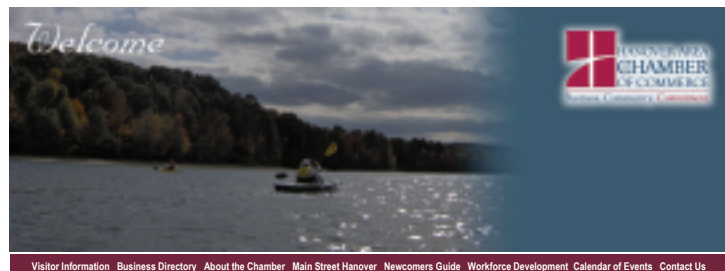
- Insert	\$4,500	Save \$900
- 1/2 Page	\$2,500	Save \$500
- 1/3 Page	\$1,750	Save \$350
- Card	\$900	Save \$180

Bi-monthly Package (6 months for the price of 5)

- Insert	\$2,250	Save \$450
- 1/2 Page	\$1,250	Save \$250
- 1/3 Page	\$875	Save \$175
- Card	\$450	Save \$90

### Chamber Website

[www.hanoverchamber.com](http://www.hanoverchamber.com)



www.hanoverchamber.com is the only Hanover business and community website that provides information for local industry, workforce development, newcomer details, visitor information and calendar of events. The Chamber site receives more than 125K hits per month.

\$900 - Banner on Home Page (limited to one)
\$400 - Home Page (limited to six)
\$250 - Sub Page (Local Industry, Newcomer's, etc.)
\$25 - Hyperlink from Chamber's site to your site



### Eblast Sponsor

Get your business' logo in front of 900 contacts (each eblast) up to 10 times a month through Chamber eblasts. Members' prefer email as their method of communication with the Chamber. *Limited to one business per month.*

\$100/month	\$500/6 months	\$1,000/year
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### Chamber Dollars Advertising

Chamber Dollars is a gift check program redeemable for goods and services, same as cash, at participating Chamber member businesses in the Hanover area. Chamber Dollars will be available through the Chamber office in \$10 and \$25 denominations. The program will be run directly by the Chamber.

Check recipients will receive a brochure, listing businesses accepting checks. Your business can **stand out** by placing an ad.

\$100 - 1" square ad	\$175 - 2" square ad
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All ads will run for 12 months from the day secured.

To participate, please contact Melissa Speal at [mspeal@hanoverchamber.com](mailto:mspeal@hanoverchamber.com).

<b>#1</b> Magazine block, color	\$465
Newsletter 1/3-page	\$175
Hyperlink alpha/catg	<u>\$ 25</u>
Total value	\$665
Your savings	- \$200
<b>Your investment</b>	<b>\$465</b>

<b>#2</b> Magazine 1/6, color	\$925
Newsletter (2) 1/3-page	\$350
Hyperlink alpha/catg	<u>\$ 25</u>
Total value	\$1300
Your savings	- \$375
<b>Your investment</b>	<b>\$925</b>

<b>#3</b> Magazine 1/3-page, color	\$1230
Newsletter (3) 1/3-page	\$ 525
Web ad sub-page ad	\$ 250
Hyperlink alpha/catg	<u>\$ 25</u>
Total value	\$2030
Your savings	- \$ 550
<b>Your investment</b>	<b>\$1480</b>

**Maximize your dollars by taking advantage of these great marketing packages!**

## Annual Meeting & Business Award Ceremony



Join other members to hear about the Chamber's status and future plans. We will also name the following award recipients: Educators of the Year, Entrepreneur of the Year, Small Business of the Year, and Positive Action Award.

\$2,000 - Limited to two. Recognition in presentation, banner at event, displayed sign, and mentioned in pre and post-publicity. \_\_\_\_\_



## Legislative Sponsor

The Chamber offers several opportunities for members to meet with local legislators to remain informed on issues that could affect business and/or the community.

\$500 - Limited to one. Recognition at each Legislative breakfast (at least two a year), in the newsletter, legislative eblasts and ad on the Legislative Action portion of the website. \_\_\_\_\_

## Eye-Opener Breakfast



Approximately 120 members attend Breakfasts to hear special speakers and recognize area businesses for their accomplishments.

\$475 - One per month - *excludes Sept.* Five-minute presentation and banner at event, 1/4-page ad in newsletter, mentioned in post-event publicity, four breakfast passes and greeters at event. \_\_\_\_\_

## Volunteer Recognition & Member Anniversary Breakfast



This special event recognizes approx. 200 volunteers and member businesses celebrating membership anniversaries. Event held on 09/20/12.

\$1,200 - Limited to two. Banner, mentioned in all publicity, company promo products at place settings, table top display and breakfast for four. \_\_\_\_\_

## Christmas Luncheon 2012



Nearly 200 members annually attend the Christmas Luncheon, which features a sit-down meal and program featuring updates from local legislators. Event is held at the Hanover Country Club.

\$600 - Eggnog Sponsor (limited to one) Banner, table sign at eggnog table, lunch for eight, prime seating, recognition in all Chamber publicity.

\$350 - Table Sponsor Recognition in press releases, Chamber newsletter, website. Includes reserved seating, table sign and lunch for eight. \_\_\_\_\_

## Golf Outing - A Hole-in-One Experience



More than 150 business men and women enjoy a great day of golf, networking and food.

\$1,500 - Presenting Sponsor (limited to one) Everything included in Contributing Sponsorship, plus back cover ad in program and accommodations for eight.

\$1,000 - Contributing Sponsor (limited to three) Banner at event, promo products in golfer bags, logo in publicity, full-page ad in program, cart, greens fees, lunch and dinner for four, and sign on course.

\$450 - Foursome Sponsor Four rounds of golf with cart, hole-in-one contest, lunch and dinner, sign on course and full-page ad in program.

\$250 - Twosome Sponsor Two rounds of golf with cart, hole-in-one contest, lunch and dinner, sign on course, and 1/2-page ad in program.

\$500 - Cart Sponsor Recognition on each cart's dash and in program.

\$200 - Lunch Sponsor Banner at grilling area and recognized in program.

\$150 - Hole Sponsor Recognition in program and sign on course. \_\_\_\_\_

## Workforce Development



Hanover, Delone, New Oxford and South Western high school students are participating in Intro to Manufacturing, Intro to Healthcare, Career Camp and Business Ethics thanks to the partnership created by local schools, businesses and the Chamber. Students are learning invaluable tools to help prepare them for the future. For additional sponsorship opportunities, please contact the Chamber. \$250/student sponsor \_\_\_\_\_

## Hanover Dutch Festival



About 10,000 people come to celebrate Hanover's Pennsylvania German-Dutch Heritage in Center Square. The event features live German entertainment, food, crafts, carnival and car show.

\$2,700 - Presenting Sponsor (limited to one)  
Logo in all print, web and e-mail publicity, banner at stage, back cover ad in program, booth next to Chamber, mentioned in all publicity.

\$425 - Contributing Sponsor (limited to six)  
Recognition in most publicity and 1/2-page ad in program.

\$1,000 - Autobahn Sponsor (limited to one)  
Banner at car show, full-page ad in program, recognized in publicity where show is featured and three spots to display cars.

\$150 - Auto Sponsor (limited to five)  
Recognition in program and mentioned in pre and post publicity as related to the show. \_\_\_\_\_

## Main Street Hanover

Main Street Hanover brings together diverse community interests and resources to promote the economic vitality, architectural heritage, and cultural vibrancy of the downtown business district for the benefit of the greater Hanover area.



### Beautification Fund

\$50 Hanging basket  
\$300 One large planter  
\$500 Two large planters  
*General donations also welcome*

Recognized in press releases, Chamber & Main Street newsletter. \_\_\_\_\_



### Christmas in the Square

\$300 Shining Star Sponsor

Recognized during Tree Lighting Ceremony in press releases, Chamber & Main Street newsletter. \_\_\_\_\_

## Partnership Agreement

By completing, signing and returning this form, you thereby agree to submit full payment 30 days prior to the event/program, unless otherwise specified.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Please check payment preference:  Payment included with dues

Card#: \_\_\_\_\_

Signature: \_\_\_\_\_

Business: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please charge my credit card  Bill me January 2012

Visa MC (circle one) Expiration: \_\_\_\_\_

Date: \_\_\_\_\_

Pick 2 events and save 5% on the total sponsorship.  
Pick 3 events and save 7% on the total sponsorship.  
*Website, Magazine, Newsletter & Ad Packages are not subject to discount.*

Total \$ \_\_\_\_\_  
- Discount \$ \_\_\_\_\_  
Balance \$ \_\_\_\_\_