

Business. Community. *Commitment.*

# 2022 PARTNERSHIP PROGRAM

*Member-exclusive marketing, sponsorship and  
advertising opportunities.*



# 2022 EVENTS: MEMBER & COMMUNITY

## MEMBER EVENTS

### **Annual Meeting & Business Awards.....**

The Annual Meeting hosted in October offers members a chance to sit in on a Chamber Board of Directors meeting to hear about the current status of the Chamber and future plans. This event includes a light, complimentary lunch for all in attendance.

The Business Awards Ceremony recognizes recipients of the following awards: Educators of the Year, Small Business of the Year, Entrepreneur of the Year, Positive Action Award, NEW HerTraditions Women's Enrichment Award, Member Anniversaries and Chamber Ambassadors. The event features a plated dinner and awards ceremony. This event is held in November.

### **Best & Brightest Ceremony.....**

The Hanover Chamber, in conjunction with Hanover, South Western, Delone Catholic, New Oxford and Spring Grove high schools, recognizes approximately 170 local National Honor Society students at the Best & Brightest Ceremony. The event is on the first Sunday in May and rotates location between host schools.

### **Holiday Luncheon.....**

Over 200 members, sponsors and guests attend the Annual Holiday Luncheon at Hanover Country Club, which features a sit-down meal and program featuring updates from local legislators and guest speakers. Past speakers include Gene Barr, President of the PA Chamber of Business and Industry, and Kevin Courtois, Executive Director, Congressional and Public Affairs for the U.S. Chamber of Commerce.

#### **Presenting Sponsor - \$2,000 (limited)**

Receives recognition in all printed materials for both events, mention in all publicity, opportunity to speak at both events, and dinner for eight at Business Awards Ceremony.

#### **Award Sponsor - \$750 (limited)**

Receives mention in all publicity, recognition during awards ceremony as sponsor of a specific award, and photo with award recipient.

#### **Table Sponsor - \$500 (limited)**

Receives recognition in Chamber newsletter and online. Includes reserved seating with table sponsor sign and dinner for eight.

#### **Presenting Sponsor - \$1500 (limited to one)**

Includes recognition in event program and ceremony, mention in all publicity as presenting sponsor, and opportunity to speak at event.

#### **Achievement Sponsor - \$500**

Includes mention in event program and ceremony as well as opportunity to help present awards to students on stage.

#### **Presenting Sponsor - \$2,000 (limited to one)**

Includes table sign at head table, one seat at the head table with local representatives, lunch for eight with prime seating, recognition in all publicity and 1/3-page newsletter ad.

#### **Eggnog Sponsor - \$1,000 (limited to one)**

Includes table sign at eggnog table, lunch for eight with prime seating, and recognition in all publicity.

#### **Table Sponsor - \$600 (limited)**

Table sponsors will be recognized in Chamber newsletter and online. Includes reserved seating with table sponsor sign and lunch for eight.

### **Chamber Golf Outing.....**

More than 120 business men and women enjoy a great day of golf, networking and food during this annual event.

Contact Sarah Messer at [smesser@hanoverchamber.com](mailto:smesser@hanoverchamber.com) for more information on this event.

### **New for 2022!**

#### **Beverage Sponsor - \$1,000 (limited to one)**

Includes signage at drink stations throughout the course and during meals, recognition during opening and closing remarks, and recognition in newsletter.

#### **Hole Sponsor - \$500**

Includes opportunity to setup a table at a hole and distribute promotional items, sign on course with logo, recognition throughout event, and recognition in newsletter.

### **Eye-Opener Breakfast.....**

Approximately 40-50 members attend monthly breakfasts to hear guest speakers and recognize area businesses for their accomplishments. Breakfasts are always held on the third Wednesday of the month.

### **Membership Mixer.....**

Highlight your business, showcase your products and/or services, and network with other chamber members. Mixers can be held at your business location or another facility of your choice. Mixers are typically held on the 2nd or 4th week of the month. (Dates must be coordinated ahead of time with chamber staff.)

#### **Presenting Sponsor - \$1,500 (limited to one)**

Includes banner at course entrance, placement of promotional products in golfer bags, recognition in all publicity as "Presenting Sponsor," sign on course, two foursomes (cart, greens fees, meals and drinks), and recognition in newsletter.

#### **Contributing Sponsor - \$1,000 (limited to 3)**

Includes banner at course entrance, promotional products in golfer bags, logo and/or recognition in all publicity, sign on course, accommodations for one foursome (cart, greens fees, meals, and drinks), and recognition in newsletter.

#### **Food Sponsor - \$1,000 (limited to one)**

Includes signage on tables, recognition during opening and closing remarks, and recognition in newsletter.

#### **Cart Sponsor - \$500 (limited to one)**

Includes placement of promotional items in each golf cart, plus recognition as sponsor throughout event.

#### **Foursome - \$570**

Includes four rounds of golf with cart, meals, beverages, sign on course with logo, and recognition in newsletter.

#### **Twosome - \$360**

Includes two rounds of golf with cart, meals, beverages, and sign on course with logo, and recognition in newsletter.

#### **Sponsor - \$800 (limited to one per month)**

The presenting sponsor will have the opportunity to place greeters at the breakfast, distribute promotional products at place settings, and the opportunity to give a ten-minute presentation prior to the main event speaker. Includes four breakfast passes, mention in all publicity, and 1/4-page ad in chamber newsletter.

#### **Breakfast Subscription - \$150 per year**

Includes 12 breakfast passes for one person.

#### **\$300**

The sponsor/host is responsible for all costs associated with a mixer, including food, drink, etc. Mixer will be publicized in the Chamber Connection newsletter, eblasts (1,500+ recipients), and via social media. Host is responsible for sending hard-copy invitations, should they choose to do so. **Please reach out to Sarah Messer to discuss how to prepare for the event and for our "Mixer Tips & Tricks" document.**

# COMMUNITY EVENTS

## SNACK TOWN STREET FAIR

Join us for craft and retail vendors, food trucks, live entertainment, and more at the Snack Town Street Fair! This free event typically draws 250+ vendors and 10,000+ attendees to downtown Hanover.



## SNACK TOWN BREWFEST

The Snack Town Brewfest brings together Hanover's love of craft beer and snack foods. This event features craft beer and wine vendors, snack foods, food trucks, yard games, and live music. Ticket sales are open to the public. This event typically draws 40+ vendors and 1500+ attendees.



**MANY sponsorships are available for these events. Contact Sarah Messer at [smesser@hanoverchamber.com](mailto:smesser@hanoverchamber.com) or (717) 637-6130 for a complete listing of opportunities!**

# 2022 PROGRAMS & SERVICES

## PROGRAMS

### **Chamber Ambassador Program.....**

The Chamber Ambassador Program allows member businesses to promote the chamber through one of their employees. Chamber Ambassadors inform, educate, and recruit businesses to join the Hanover Area Chamber of Commerce.

### **Presenting Sponsor - \$750**

Includes logo representation on member benefit information sheet; logo representation on ambassador webpage; promotional material distribution as well as speaking opportunity at bi-annual Ambassador Lunch and Learns and First Year Breakfast; and logo representation in the “Ambassador Spotlight” section of the chamber newsletter.

### **Leadership Hanover.....**

This unique program focuses on discovering and developing local leaders. Meeting one day per month for six months, the program focuses on key components of the community, including: education, economic development, health and wellness, local government and state government. Participants will become more familiar with the Hanover area, network with key business men and women throughout the community, and develop strong relationships with other participants.

### **Mentoring Sponsor - \$1,600 (limited to 3)**

Includes one participant seat in current session of Leadership Hanover, recognition during each training day, full-page ad in participant materials, and logo on website.

### **Participant - \$1,300 (space is limited)**

One seat in current session, including materials, meals and transportation.

### **Workforce Development Programs.....**

Invest in your future! The chamber collaborates with local school districts and industry leaders to retain local talent and encourage employment in the Hanover business community. The chamber’s workforce development programs are self-funded with no source of revenue. The only way to continue to grow and develop our local business education partnerships is through contributions from the local business community; consider making a contribution with your annual package. For more information on the chamber’s workforce programs contact Gary Laird at [glaird@hanoverchamber.com](mailto:glaird@hanoverchamber.com).

### **Workforce Sponsor - \$1,000 (limited)**

Help the chamber continue its workforce development efforts! Includes recognition in “Workforce Spotlight” in monthly Chamber Connection Newsletter, plus acknowledgement in workforce-related publicity online and in print, including Hanover Area Apprenticeship Program materials.

### **Legislative Affairs.....**

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

### **Legislative Sponsor - \$1,000 (limited)**

Legislative sponsors will be recognized at each Legislative Roundtable (one per quarter) and in event publicity. Sponsor will also receive a logo on the legislative actions portion of [hanoverchamber.com](http://hanoverchamber.com), and will be mentioned in any communication pertaining to legislative actions.

# SERVICES

## Chamber Employee Benefits Plan

The Hanover Chamber has enjoyed a partnership with AssuredPartners for over 10 years, bringing members a resource that not only maximizes your benefits offering, but invests dollars into our community through a 25% revenue share of broker fee/commission with the Hanover Chamber. For more information about a free consultation for your group benefits plan, please contact the Chamber or call Kathy Herr at 717-581-6164 or email at [kathy.herr@assuredpartners.com](mailto:kathy.herr@assuredpartners.com).

## Small Business/Entrepreneur Services

Meet with Shippensburg SBDC, an organization offering no-cost, confidential consulting to small business owners and potential entrepreneurs in Hanover and the surrounding area. Mentors include business owners, managers and professionals who volunteer their time and knowledge to help you accomplish your business goals. After an initial meeting to discuss your ideas, a mentor can assist in creating a business plan, outlining your organization structure, and more. Make an appointment with Shippensburg SBDC by contacting them via email at [sbdc@ship.edu](mailto:sbdc@ship.edu) or via phone at (717) 477-1935.

## Members Advantage Program

In today's economic market, it is good to have stability in an insurance partner. The Hanover Chamber has partnered with Penn National Insurance for nearly 20 years to bring members a comprehensive business insurance program, and also provide the opportunity for member policyholders to earn an annual dividend. Over the past 20 years, Penn National Insurance (PNI) has announced dividends for the MAP Program. Collectively, program members have received more than \$10 million in dividends since the program's inception.

## APPI Energy Program

The Hanover Chamber has endorsed APPI Energy to provide data-driven, holistic energy management services and custom solutions for Hanover Chamber members. As part of your membership benefit, APPI Energy is available to analyze your energy usage, evaluate your energy bill, deliver a green-apples-to-green-apples comparison of supplier prices and contracts, and negotiate a supply solution tailored to your budgetary needs and sustainability goals. To take advantage of this membership benefit program and to receive your complimentary assessment at no upfront cost or obligation to you, contact Bailey Moses at [bmoses@appienergy.com](mailto:bmoses@appienergy.com) or (667) 330-1174.

## Marketing Services from LOCALiQ

With a shared commitment to support local commerce, the Hanover Area Chamber of Commerce and LOCALiQ are partnering to bring you an exclusive membership benefit! LOCALiQ, the marketing solutions division of the USA Today Network, can help to establish and build your local online presence, drive awareness and leads. Grow your ideal targeted audience and focus and optimize on marketing solutions that work from Websites, SEM, Social, SEO, Targeted Email, OTT, IP address Targeting, YouTube, Live Chat, Print, Direct Mail, Custom Creative Design, Event Sponsorships, Promotions & more. For more information on this partnership, please contact Michael Wynegar, at [mwynegar@localiq.com](mailto:mwynegar@localiq.com) or (717) 881-2737.

## YMCA Partnership

This benefit provides any non-member of the YMCA a FREE one month "Y" membership to any of our three branch locations plus the "Y" will drop the one time joiners fee. Chamber members need only show proof of employment when joining at the "Y" to establish evidence as a Chamber member. Available for all Chamber members and their employees. Please call YMCA Membership Director at (717) 632-8211.

# 2022 MARKETING & PROMOTIONS

## PRINT

### **Chamber Connection Newsletter.....**

More than 2000 people receive the Chamber's monthly 12-page, full-color newsletter, *Chamber Connection*. A hard copy is sent to subscribers, in addition to an electronic copy that is sent via email and archived on the Chamber website.

Advertising in *Chamber Connection* is a great opportunity for businesses looking to build brand awareness, generate leads, and enhance their company image. Ads include interactive hyperlink in digital version.

Member businesses are invited to send company news, personnel updates and special interest stories for consideration in *Chamber Connection*. News must be received by deadline and will be considered at the discretion of Chamber staff and included as space permits.

### **Packages**

#### **Annual Package (12 months for the price of 10)**

Insert	\$4,500	Save \$900
1/2 Page	\$3,000	Save \$600
1/3 Page	\$2,110	Save \$420

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

Insert	\$2,250	Save \$450
1/2 Page	\$1,500	Save \$300
1/3 Page	\$1,050	Save \$210

<b>Ad size</b>	<b>Dimensions</b>	<b>Investment</b>	<b>Deadline</b>	
Back page (one per issue)	8w x 7.5 h	\$500	January	December 3
			February	January 7
			March	February 4
Half-Page Ad	8w x 5 h 4w x 10.5h	\$300	April	March 4
			May	April 1
			June	May 6
Third-Page Ad	8w x 3h 2.5w x 10h	\$210	July	June 3
			August	July 1
			September	August 5
Insert - Business provides inserts	8.5w x 11h flat, no folds	\$450	October	September 2
			November	October 7
			December	November 4

### **Artwork Details**

All artwork should be a minimum of 300 dpi and sent in PDF format. Ads can be black and white or four-color. No extra charge for color. Please email artwork by the deadline to Caitlin Johnson, Marketing & Public Relations Manager at [cjohnson@hanoverchamber.com](mailto:cjohnson@hanoverchamber.com).

## **Discover Hanover Magazine.....**

Serving both visitors and locals, this guide and business listing is the premier advertising vehicle for your business.

All member businesses will receive a complimentary, categorical listing in the membership directory at the back of the magazine.

Please contact Caitlin Johnson, Marketing & Public Relations Manager for more information at [cjohnson@hanoverchamber.com](mailto:cjohnson@hanoverchamber.com).

## **Press Release.....**

Submit your company news in the form of a press release! The chamber will then distribute your release electronically to the our local media contacts and put on our social media pages.

# **ONLINE**

## **hanoverchamber.com.....**

The chamber's website is a first-stop resource for members, Hanover residents and visitors alike. Ad space is available on the homepage and interior pages.

At [hanoverchamber.com](http://hanoverchamber.com), visitors will find links to important business resources, contact information for chamber member businesses, event registration, community calendar, news, chamber blog and much more!

The chamber's online Membership Directory is available to all members. A complimentary listing includes basic contact information, social media link, 200 character description, hours of operation, keywords (200 character limit), and driving directions. Business that want to stand out will benefit from an enhanced business listing.

All members can post job openings, events, and hot deals to the chamber website, free of charge.

## **Rates (discounted for members)**

Back Cover	\$2,480
Inside Front	\$2,200
Inside Back	\$2,111
Full-page	\$1,862
2/3 Page	\$1,612
1/2 Page	\$1,399
1/3 Page	\$1,279
1/6 Page	\$815
Upgraded Listing	\$240 - \$442
Ad design	\$199

## **\$150 - based on membership level**

Limit one image per press release. Please send all press releases to Caitlin Johnson at [cjohnson@hanoverchamber.com](mailto:cjohnson@hanoverchamber.com).

## **Homepage Sponsor - \$1,000 (limited to one)**

This 12-month sponsorship gives businesses exposure on the chamber website with a 291x291 pixel ad with an active link. Ad displays on footer of all pages on website, except for membership directory.

## **Banner Ad - \$150 (spaces limited)**

Members have the opportunity to target their message by selecting ad space on a specific page throughout the chamber website for 12 months. Space is limited to one ad per page and based on first-come, first-serve basis. Ad size: 480w x 60h pixels.

## **Enhanced Business Listing - \$200**

In addition to business listing, receive priority placement in categorical listing (placement based on first-come, first-served), business category banner ad, quick-link results ad, ad display tracking, enhanced description (1600 characters), 5 keywords with active links, unlimited keywords, YouTube Video and media gallery, 3 additional category listings and Google map. Users can edit their member information through the ChamberMaster login.

## **Blog Post - \$200 - Based on membership level**

Chamber members are invited to guest post on the chamber's blog, accessible at [hanoverchamber.com/blog](http://hanoverchamber.com/blog). Posts will be publicized via the chamber's social media accounts.

Member businesses may submit a post to the chamber blog on a topic of their choice. All posts must be approved by chamber staff, and will be edited to fit space and layout constraints.

### **Brochure/Business Card Digital Display.....**

Display your marketing collateral or business card on the chamber's website on a newly created page that was created to serve as a resource to local businesspeople, community members and visitors. Materials will be able to be downloaded from our website or can be linked to your website.

### **Based on membership level**

Materials must be emailed to the chamber and will be uploaded to the designated webpage for 12 months. If you would like to include a link to any materials, please provide that in your email. Placement based on space availability on a first-come, first-serve basis. Please contact the chamber office before emailing any marketing materials.

*If this benefit is not included in your current membership tier, you can purchase it for a fee of \$150/year.*

### **Membership Minute.....**

Monthly video series featuring chamber member interviews that are short, fun, and informative. Each month features a different member at their business.

Members interested in being featured can reach out to Sarah Messer to sign up at [smesser@hanoverchamber.com](mailto:smesser@hanoverchamber.com)

### **\$300 - Feature (one month)**

Have some news that you'd like to share with our followers? Chamber staff will come to your place of business to interview/film your staff to create a fun, informative video! Chamber will work with each business beforehand to make sure topics are solidified beforehand.

### **Chamber eBlast.....**

Delivered to 1,700+ inboxes up to 10 times per month, the chamber's eBlasts are designed to keep members informed about chamber events, programs and news. Subscriber numbers continue to grow, as chamber members prefer email as their method of communication with the chamber.

Footer space is available exclusively to one sponsor per month. Each ad includes an active link to the sponsor's website, facebook page, or another chosen URL. Total click-through's are available upon request at the end of display period.

Member 2 Member Blasts are available as a stand-alone email option to promote member news.

### **Sponsor - \$350 (footer; limited to 1 per month)**

Sponsors may submit one ad per display period. Please specify URL to be utilized in link, otherwise business/organization webpage will be used as default. Ad must be submitted one week before month secured for sponsorship.

### **Member 2 Member Blast - \$500**

Share your event or promotion directly to fellow members via email. You are responsible for submitting content and images. Message will be sent from the chamber on behalf of your business. Limited to 2 per month; content will be considered at the discretion of chamber staff.

### **Chamber Insider.....**

This quarterly digital publication offers a brief yet in-depth overview of the most importance issues facing area businesses, including workforce, downtown revitalization and legislative actions.

In addition to members, the *Chamber Insider* is emailed to local presidents, CEOs, higher-level management.

### **Sponsor - \$300 (Footer; limited to one each per quarter)**

### **discoverhanoverpa.org.....**

*Discover Hanover's* brand-new website is a resource for Hanover residents and visitors alike.

At discoverhanoverpa.org, visitors will find links for things to do, places to stay, places to eat, seasonal highlights, and trip ideas, as well as a blog.

### **Homepage Sponsor - \$1,000 (limited to one)**

This 12-month sponsorship gives businesses exposure on the chamber website with a 291x291 pixel ad with an active link. Ad displays on footer of all pages on website, except for membership directory.

### **Banner Ad - \$150 (spaces limited)**

Businesses have the opportunity to target their message by selecting ad space on a specific page throughout the *Discover Hanover* website. Space is limited to one ad per page and based on first-come, first-serve basis. Ad size: 240w x 506h.

### **Blog Post - \$200 (limited opportunities)**

Members of the chamber and the community are invited to guest post on the *Discover Hanover* blog, accessible at discoverhanoverpa.org/blog. Posts will be publicized via Discover Hanover's social media accounts and chamber social media accounts.

### **Custom Media Package.....**

Need some custom marketing? Our team now offers ad design and content creation for both print and online media! We will create a custom package that suits your needs and reaches your audience.

Contact Caitlin Johnson at cjohnson@hanoverchamber.com to set up a meeting to discuss.

Pricing based on scope of work