



2016

Blueprint



Blueprint Checklist

1 Annual Banquet

- _ Chairman's Circle - \$1500
- _ Presenting Sponsorship - \$750
- _ Table Sponsorship - \$450

2 New Member Reception

- _ Monetary Sponsorship - \$50
- _ Meal Sponsorship

4 Arkansas Scholars

- _ Presenting Sponsorship - \$500
- _ Table Sponsorship - \$250

6 Business Expo

- _ Sponsorship Level - _____
- _ Booth - \$330
- _ Preview Party Tickets - Free

8 Leadership Russellville

- _ Tuition - \$600

2 Speed Networking

- _ Monetary Sponsorship - \$50
- _ Meal Sponsorship

3 Bash at the Ballpark

- _ Diamond Sponsorship - \$1500
- _ Gold Sponsorship - \$750
- _ Green Sponsorship - \$325

5 Sunset Cinema

- _ Presenting Sponsorship - \$750
- _ Event Sponsorship - \$375

7 Chairman's Classic

- _ Sponsorship Level - _____
- _ Team - \$300

Annual Membership Celebration & Banquet

Each year the RACC hosts the Annual Membership Celebration and Banquet. It is a business professional networking and social event geared to kick off the coming year. There will be a catered dinner, and a silent auction.

Cyclone Arena: Tuesday, February 2nd

Chairman's Circle - \$1500

- 8 tickets to VIP Reception
- Prominent logo on all publications regarding the banquet, near stage, and displayed throughout the evening, as well as verbal recognition during the ceremonies.
- Table with branding and 8 tickets
- VIP seating for dinner and ceremony
- Complimentary commercial to be shown throughout the event

Presenting Sponsorship - \$750

- Logo on all publications regarding the banquet excluding invitation, near stage, and displayed throughout the evening, as well as verbal recognition during the ceremonies
- Table with branding and 8 tickets

Table Sponsorship- \$450

- Listed on program and displayed throughout the evening
- Table with branding and 8 tickets

Individual Tickets-\$50

New Member Reception

Our "Chamber 101" breakfast for the newest members of the Chamber. All members are invited to attend and introduce themselves to the newest members.

*Chamber Community Room: March 16, July 20, & November 16
8 am*

Monetary Sponsor - \$50

- Logo on all promotions for the event
- Opportunity to attend and share about your business

Breakfast Sponsor

- Logo on all promotions for the event
- Opportunity to attend and share about your business

Speed Networking

Speed Dating on a Business Level! This event allows for our participants to hone their elevator speech, advertise their business, and meet other business representatives in a short period of time.

On Location: February 10, May 11, August 10, November 9

Monetary Sponsor - \$50

- Logo on all promotions for the event
- Opportunity to attend and share about your business

Meal Sponsor

- Logo on all promotions for the event
- Opportunity to attend and share about your business
- Event held at your business

Participation Fee: \$10

Bash at the Ballpark

RACC has partnered again with the Arkansas Tech Baseball team to bring the community a fun family event out at the the ball park! Prior to a Wonder Boys home game, we will set up with food, games, face painting and more activities for your families to enjoy!

Tech Field: April 2 (Rain Date: April 16)

Diamond Sponsorship - \$1500

- Prominent logo on all publications including: Banner, t-shirt, flyers, invitations, save-the-date cards, and all electronic publications.
- Features on video and radio marketing.
- Scheduled mentions during the game
- Special Gift from baseball team
- Hands on involvement

Gold Sponsorship - \$750

- Logo on publications including: Banner, t-shirt, flyers, and electronic publications
- Special Gift from baseball team
- Hands on involvement

Green Sponsorship - \$325

- Listed on publications including: Banner, t-shirt, flyers, and electronic publications
- Gift from baseball team

Arkansas Scholars' Banquet

Arkansas Scholars is a program that recognizes students with outstanding achievement in academics and attendance in 9th-12th grades. The program is presented to all 9th grade students at Russellville Junior High by area business leaders. This banquet is a way to recognize Russellville High School seniors who have fulfilled their commitment and achieved the Arkansas Scholar status.

Russellville High School Cafeteria; Monday April 11

Presenting Sponsorship - \$500

- Logo on all publications regarding the banquet and displayed throughout the evening, as well as verbal recognition during the ceremonies
- Opportunity to set up a table to display and distribute information about your business
- 2 tickets to attend banquet

Table Sponsorship- \$250

- Name listed on program and displayed throughout the evening
- One ticket to attend banquet

Sunset Cinema

Each summer, 1000 community members come out to Sunset Cinema to watch some of the best family friendly movies in a fun environment. We are also introducing the first "Downtown Date Night." This October, a date night movie will be shown at the new Depot Park!

Lake Dardanelle State Park: June 3 & June 17

(Rain Dates: June 10 & June 24)

Downtown Depot Park: October 2016

Show Sponsor-\$750 for all 3 events

- Table at the park
- Logo on signage and printed materials
- Announcements made before showing
- Company Banner displayed beside screen (provided by the business)
- Sunset Cinema Banner displayed at Business

Evening Sponsor-\$375 for all 3 events

- Table at the park
- Logo on signage and printed materials
- Company Banner displayed beside screen (provided by the business)

Business Expo

Our biggest event brings in approximately 2200 community members to learn more about our members. This themed event allows 100 chamber members set up booths to advertise and sell their goods and services to the River Valley. A ticketed, catered preview party is held in collaboration with the Expo. This year's theme is "Passport to Success."

Tucker Coliseum; August 2-3

Platinum Level: \$1,000.00

- Complimentary booth and premium booth location; Electricity at booth location
- Ad on Chamber Weekly Email for 4 weeks
- Large logo on printed materials
- Complimentary ad in Courier
- 8 tickets to preview party
- Hourly announcements day of Expo
- Banner displayed inside (provided by the business) and Expo Banner at Business Location

Gold Level: \$875.00 with booth, \$750 without

- 50% off booth and premium booth location; electricity at booth location
- Ad on Chamber Weekly Email for 2 weeks
- Logo on printed material
- Complimentary ad in Courier
- 6 tickets to preview party
- 6 announcements day of Expo
- Banner displayed inside (provided by the business) and Expo Banner at Business Location

Silver Level: \$700.00 with booth, \$500 without

- 25% off booth; Electricity at booth location
- Ad on Chamber Weekly Email for 2 weeks
- Name on printed materials
- Complimentary ad in Courier
- 4 tickets to preview party
- 4 announcements day of Expo
- Banner displayed inside (provided by the business)

Booths:

- Trade Room Floor & Hallway
 - Early Bird : \$305
 - After Early Bird: \$355
- Outside
 - Early Bird: \$355
 - After Early Bird: \$405
- Non-Member Trade Floor & Hallway
 - Early Bird: \$530
 - After Early Bird: \$580
- Electricity: \$50

*Early Bird Deadline: June 13th

Chamber Classic

Our second Annual Golf Tournament at the Russellville Country Club will be in October 2016. This "Monkey Golf" tournament features a lunch for golfers, a scramble tournament with obstacles at chosen holes, hole-in-one prizes, and a reception where cash prizes are awarded.

Russellville Country Club; Tentatively October 18

Eagle Sponsor - \$2500

- Sponsor logo on event specific advertising
- Sponsor banner at tournament
- Sponsor table signage
- Speaking opportunity during Lunch
- Rotating logo on power point
- Complimentary team in tournament

Shirt Sponsor - \$2500

- Logo on sleeve of shirts for golfers
- Complimentary team in tournament

Beverage Cart Sponsor - \$ 1500

- 2 Beverage Golf carts to be decorated any way you'd like

Hole-in-One Sponsor - \$1000

- Logo on tournament registration and event specific advertising
- Sponsor banner at tournament
- Complimentary team in tournament
- Recognition on Chamber's sponsor banner
- Tent at designated Hole

Birdie Sponsorship - \$750

- Logo on tournament registration and event specific advertising
- Complimentary team in tournament
- Sponsor banner at tournament
- Sponsor name on signage around tournament at putting green
- Recognition on the Chamber's sponsor banner

Golf Hole Sponsor - \$300

- Sponsor name on hole sign at tournament

Golf Team - \$300

- Three person team in tournament
- Lunch
- Goody Bag

*Sign up for a Hole Sponsor and Golf Team for only \$500
(\$100 discount)*

Leadership Russellville

An annual program of the Russellville Area Chamber of Commerce designed to identify, educate and motivate potential leaders to become involved in the future of our community. It is aimed at developing a pool of well-informed and well-motivated men and women qualified to assume present and future leadership roles in the Russellville area.

October 2016 through June 2017

Tuition: \$600

Multiple Sponsorship Opportunities Available

Thank you for your continued support of your
Russellville Area Chamber of Commerce.

Our Mission is to stand as a voluntary organization of businesses and professional men and women who have joined together for the purpose of promoting the civic, economic, professional, cultural, and industrial progress of our community.

Our Vision is to be the leader in the development of the perfect business environment and the constant pursuit of social prosperity.

Staff Members

Jeff Pipkin- President & CEO

Misty Lumpkins - Membership & Sales
Director

Stephanie Beerman - Executive Vice
President

Tabatha Duvall- Communication
Director

Suzy Griffin- Finance Director

Velda Frazier - Receptionist

2016 Advertising Opportunities

Free

ONLINE

Alphabetical and Categorical listings on our Online Directory and our Mobile Website including a link or links to your email or website.

As a member, you can simply log in to your Members Only portal and post the following for free: Discounts or Coupons, Calendar Postings, Updated Profile Information, Social Media Links.

Area Job Opportunities Page: Are you looking to add someone to your team? Contact the Chamber to post your job opening.

CHAMBER OFFICE

Business Card and Brochure Rack: Make sure your business card and brochure are in our racks for members and visitors to see.

Welcome bags: Any member in good standing may have their promotional novelty products distributed in the Chamber's New Member Welcome bags (approximately 75 to 100 distributed yearly).

Ribbon Cuttings: businesses open less than 8 months, a 5-year increment anniversary, expansions, re-locations, and new ownership.

PRINT

Alphabetical and Categorical listings in our printed directory (approximately 5500 copies distributed per printing).

Under \$100

ONLINE

Weekly Email Ads: \$15 per email; advertising linked to your website or social media source emailed to over 2000 addresses each week.

Website Banner Ad: \$100 a month; 24/7 advertising linked to your homepage from our Membership Directory Page

2016 Advertising Opportunities

Over \$100

ONLINE

Website Banner Ad: \$125 a month; 24/7 advertising linked to your website or social media from our website homepage.

E-newsletter Banner Ad: \$125 per email; a once monthly, exclusive, banner ad linked to your website or social media sent to over 2000 addresses.

Exclusive E-mail Blast: \$200 per email; a twice monthly, exclusive email sent to over 2000 address with your flyer, press release, advertisement, or coupons. Can be linked to your website or social media.

Mobile Website Banner: \$250 per quarter; 24/7 rotating banner linked to your website or social media from our Mobile Website

PRINT

Chamber Chat: \$500 per printing; Full page (8.5" by 11") ad in a biannual newsletter printed in February and July and sent to 1100 addresses.

Ad packages may be custom tailored to fit your needs. For more information, please contact Misty Lumpkins at mlumpkins@russellville.org or (479)968-2530.

Simple ad creation services are available, however we encourage members to contact our member Advertising and Graphic Design Agencies for professional assistance.



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