

Business. Community. *Commitment.*

# ∞ PARTNERSHIP PROGRAM

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



# 2018 ANNUAL EVENTS

## **Annual Meeting & Business Awards Ceremony**

The Annual Meeting 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, Member Anniversaries and Chamber Volunteers. The event is complimentary to members, and features a cocktail reception following the awards ceremony.

## **Christmas Luncheon**

Over 200 members, sponsors and guests attend the Annual Christmas Luncheon at the 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 U.S. Congressman Scott Perry.

## **Eye-Opener Breakfast**

Approximately 80-100 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, and rotate location between area restaurants.

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

Sponsor receives recognition in all printed materials for both events, banner at event and mention in all publicity.

### **Award Sponsor - \$500 (limited to 8)**

Sponsor receives recognition during awards ceremony as sponsor of a specific award and mention in all publicity.

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

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

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

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

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

Table sponsors will be recognized in press releases, Chamber newsletter and on hanoverchamber.com. Includes reserved seating with table sponsor sign and lunch for eight.

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

The presenting sponsor will be recognized with a banner and greeters at the breakfast, promotional products at place settings, and a ten-minute presentation opportunity. Includes four breakfast passes, mention in all publicity, and 1/4-page ad in Chamber newsletter.

### **Breakfast Subscription - \$125 per year**

Includes 12 breakfast passes for one person.

## Chamber Golf Outing

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

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

Includes banner at course entrance, promotional products in golfer bags, logo and/or recognition in all publicity as "Presenting Sponsor", full-page cover ad in program, sign on course, and accommodations for eight (cart, greens fees, lunch and dinner).

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

Includes banner at course entrance, promotional products in golfer bags, logo and/or recognition in all publicity, full-page ad in program, sign on course, and accommodations for four (cart, greens fees, lunch and dinner).

### Cart Sponsor - \$750 (limited to one)

Includes sign on beverage cart and recognition as sponsor in program and dinner presentation.

### Lunch Sponsor - \$500 (limited to one)

Includes a banner at grilling area and recognition in program and dinner presentation.

### Hole Sponsor - \$200

Includes sign on course with logo and recognition in program.

### Foursome Sponsor - \$500

Includes four rounds of golf with cart, lunch, dinner and beverages, sign on course with logo and recognition in program.

### Twosome Sponsor - \$300

Includes two rounds of golf with cart, lunch, dinner and beverages, sign on course with logo and recognition in program.

### Host - Complimentary (limited to one per month)

The sponsor/host is responsible for all costs associated with a mixer, including food, drink, etc. Mixer will be publicized in *Chamber Connection* newsletter, Chamber eblasts, and via social media. Host is responsible for sending hard-copy invitations, should they choose to do so.

### Sponsor - \$300 (limited to one per month)

The sponsor will be recognized in all publicity for the event, including the *Chamber Connection* newsletter, Chamber eblasts, and via social media. Sponsor has the opportunity to set up a promotional table at the event with marketing collateral and a greeter.

## Membership Mixer

A membership mixer will allow you to highlight your business, showcase your products and/or services, and network with other Chamber members. It can be held at your business location or another facility of your choice. Mixers are held on the 2nd or 4th week of the month. (Dates must be coordinated ahead of time with Chamber staff.)

## Chamber After Hours

A Chamber after hours will give you the luxury of little planning. Promote your business by sponsoring an after hours event which will be held in the Chamber of Commerce office. Chamber staff will handle all arrangements including food, drink, and any other costs associated with the event.

## **Hanover Dutch Festival**

Over 10,000 people fill downtown Hanover to celebrate the area's Pennsylvania German-Dutch Heritage. The event features handmade craft and food vendors, entertainment, kids carnival and car show. Always held the last Saturday of July.

### **Presenting Sponsor - \$3,000 (limited to one)**

Sponsor will be recognized as presenting sponsor in all print and web publicity, and receive an ad in the festival program. Sponsorship includes a booth in Center Square, beside the Chamber, with opportunity for promotional demonstrations, giveaways and information.

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

Includes a booth at festival (informational only, no selling), recognition in program, and logo with hyperlink on festival webpage.

### **Contributing Sponsor - \$450 (limited to 6)**

Includes recognition in most publicity and ad in the festival program. Logo with hyperlink will be featured on festival webpage.

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

Sponsor will be recognized as sponsor of the car show in all publicity where car show is featured. Includes banner at car show, ad in festival program and three spots to display cars.

### **Auto Sponsor - \$500 (limited to 5)**

Includes recognition in program and mention in publicity related to car show.

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

Sponsor will be recognized as "Presenting Sponsor" in all marketing and promotions, logo on event t-shirt, and recognition in program. Includes three team registrations, banner at event location, and opportunity to present at awards ceremony.

### **Contributing Sponsor - \$750 (limited to two)**

Includes two team registrations for event, publicity in all marketing and promotions, full-page ad in program, logo on event t-shirt, sign on obstacle course, and recognition at awards ceremony.

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

Includes two team registrations for event, publicity in most marketing and promotions, half-page in program, logo on event t-shirt, sign on obstacle course, and recognition at awards ceremony.

### **Obstacle Sponsor - \$150**

Sign with logo on obstacle course and listing in event program.

## **Corporate Challenge**

The Corporate Challenge invites community and business people to create teams and compete against one another in a day of fun and team-building. Activities include an obstacle course, laser tag, go carts, tug of war and dodgeball. Proceeds from the event benefit the Chamber's Workforce Development Programs.

## **Snack Town Brewfest**

The Snack Town Brewfest brings together Hanover's love of craft beer and snack foods. The day-long event features craft beer and wine vendors, snack foods and bands. Ticket sales are open to the public.

### **Presenting Sponsor - \$5,000 (limited to 2)**

Recognition as presenting sponsor in all print and web publicity; banners and recognition inside event. Includes 10 tickets.

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

Recognition in most print and web publicity; banner on stage and recognition throughout event. Includes 8 tickets.

### **Contributing "Growler" Sponsor - \$1,000 (limited to 5)**

Recognition in most print and web publicity; banner and recognition throughout event. Includes 6 tickets.

### **Supporting "Pint" Sponsor - \$500 (unlimited)**

Recognition in most print and web publicity. Includes 6 tickets.

# 2018 PROGRAM SPONSORSHIPS

## **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.

## **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.

## **Workforce Development Programs**

Hanover, Delone Catholic, New Oxford and South Western high school students participate in Introduction to Manufacturing, Introduction to Healthcare, Career Camp and Business Ethics thanks to the partnership created by local schools, businesses and the Chamber of Commerce. Students learn invaluable tools to prepare them for the future. Invest in your future by participating in theirs.

### *Note regarding workforce development initiatives:*

In order for your contribution to be tax-deductible, all monies should be directed/payable to the York County Alliance for Learning (YCAL), 144 Roosevelt Ave., Ste. 100, York, PA, 17401. Questions? Contact YCAL at 717-846-8879 or visit [www.ycal.us](http://www.ycal.us).

## **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 held late April/early May, and rotates location between host schools.

## **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.

## **Mentoring Sponsor - \$1,500 (limited to 3)**

Includes one participant seat in current session of Leadership Hanover, recognition during each training day, a full-page ad in participant materials and two complementary tickets for orientation and graduation ceremony.

## **Participant - \$1,200 (space is limited)**

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

## **Introduction to Manufacturing - \$200**

Average number of participating students is 15/year.

## **Introduction to Healthcare - \$200**

Average number of participating students is 12/year.

## **Business Ethics - \$100**

Average number of participating students is 40/year.

## **Career Camp - \$100**

Average number of participating students is 30/year.

## **General Contribution**

Funds will offset programs identified above.

## **Presenting Sponsor - \$500 (limited to two)**

Includes logo in event program and recognition at ceremony, mention in all news releases and in Chamber newsletter as presenting sponsor.

## **Student Sponsor - \$30**

Includes listing in event program and in Chamber newsletter.

# 2021 MARKETING & PROMOTIONS PRINT

## **Chamber Connection Newsletter**

More than 1,200 people receive the Chamber's monthly 12-page, full-color newsletter, *Chamber Connection*. A hard copy is sent to 1,000 subscribers, in addition to an electronic copy that is sent via email and archived on the Chamber website for one year. This popular piece provides members and local officials with information on Chamber businesses and current issues affecting the business community.

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.

**Deadline:** First Friday of the month prior to issue.

**Distribution:** First week of the month.

## **Chamber Insider**

This quarterly update is geared toward high-profile executives. The digital publication offers a brief yet in-depth overview of the most importance issues facing area businesses, including workforce, downtown revitalization and legislative actions.

The *Chamber Insider* is emailed quarterly to approximately 250 local presidents, CEOs and higher-level management.

## Rates (based on single insertion)

- \$475 - Full-page Ad (8" w x 7.5" h)
- \$300 - Half-page Ad (5.125" w x 5.5" h)
- \$210 - Third-page Ad (2.5" w x 9.7" h)  
(or 8" w x 3" h)
- \$115 - Business Card Ad (5.1" w x 2.5" h)
- \$450 - Insert

## Bi-Monthly Package (6 months for price of 5)

- \$1,500 - Half-page Ad (save \$300)
- \$1,050 - Third-page Ad (save \$210)
- \$575 - Business Card Ad (save \$115)
- \$2,375 - Insert (save \$475)

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

- \$3,000 - Half-page Ad (save \$600)
- \$2,100 - Third-page Ad (save \$420)
- \$1,115 - Business Card Ad (save \$230)
- \$4,750 - Insert (save \$950)

## Complimentary

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.

\*All ads and photos must be submitted as high-res (300 dpi) JPG or PDF format.

## Rates (each limited to one each per quarter)

- \$500 - Sponsor, Main Banner Ad
- \$250 - Footer Ad

## **Discover Hanover Magazine**

Serving as both visitor's guide and business listing, "Discover Hanover" is the premier advertising vehicle for your business. Over 18,000 copies distributed annually to 100+ locations throughout York and Adams counties, and regionally through the Getaways on Display program (PA, MD and VA visitor centers). The magazine is also featured on hanoverchamber.com.

Categorical listing in back is reserved for Hanover Chamber members.

Need help with design? Receive complimentary design services from Chamber staff with the purchase of any ad.

Don't miss out on the chance to showcase your business to Hanover residents and visitors!

## **Mailing Labels**

Target your mailed communications and marketing pieces with a Chamber member mailing list. With over 600 local businesses and organizations in our database, we can compile mailing labels aligned with the marketing objectives of your business.

Search criteria includes: employee count, business category and zip code. Please note that the Chamber cannot give out email addresses.

## **Brochure/Business Card Display**

Display your marketing collateral or business card in the Chamber office, where it is visible to local businesspeople, community members and visitors.

## **Rates**

Size	Color
Back Cover	\$2,650
Inside Front	\$2,350
Inside Back	\$2,210
Full-page	\$1,990
2/3 Page	\$1,650
1/2 Page	\$1,345
1/3 Page	\$1,290
1/4 Page	\$970
1/6 Page	\$680
Upgraded Listing	\$250 - \$450

## **Early-Bird Rates**

Please contact Katy King, Marketing & Public Relations Director for discounted Early-Bird Rates when you secure your ad before November 1.

## **Complimentary**

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

## **Complimentary**

Chamber members can obtain an electronic or printed mailing list free of charge. Please allow 1-2 business days to process request.

## **Printed Labels - \$40**

The Chamber will print addresses on adhesive mailing labels, ready to be used for your direct mailing. Please allow 2-3 business days to process request.

## **Complimentary**

All Chamber members are invited to display collateral free of charge. Materials must be dropped off in person to the Chamber office, and will be displayed until they run out or become outdated. Placement based on space availability on a first-come, first-serve basis. Please contact the Chamber office before delivering materials larger than a standard rack card.



# ONLINE

## Chamber eBlast

Delivered to 1,200+ 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.

Side banner and 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.

## 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, visitors will find links to important business resources, contact information for Chamber member businesses, event registration, community calendar, visitor and newcomer information, area demographics and statistics, 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 and hot deals to the Chamber website, free of charge.

## Hanover Chamber Blog

New for 2017, Chamber members are invited to guest post on the Chamber's blog, accessible at hanoverchamber.com/blog. Posts will be publicized via the Chamber's social media accounts and promoted to members through Chamber eBlasts.

**Sponsor - \$300 (side bar; 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.

**Sponsor - \$150 (footer; limited to 1 per month)**  
Sponsors may submit one ad per display period.

## Member 2 Member Blast - \$450

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.

## 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 sidebar 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. 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.

## Additional Category - \$15

Make your business easier to find with additional category placement in our membership directory.

## Guest Post - \$200 per post (limited opportunities)

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.

2018

# MARKETING PACKAGES

## Small Business Booster - \$775

A 15% Discount

- Enhanced Business Listing
- *Discover Hanover*, 1/12-page color Ad
- *Chamber Connection*, (2) Business Card Ads

## Small Business Booster Plus - \$1,456

A 20% Discount

- Enhanced Business Listing
- *Discover Hanover*, 1/6-page color Ad
- *Chamber Connection*, (4) Business Card Ads  
OR (2) 1/3-page Ads
- Golf Outing, Hole Sponsor

## Business Booster - \$1,938

A 15% Discount

- Enhanced Business Listing
- *Discover Hanover*, 1/6-page color Ad
- *Chamber Connection*, (2) 1/3-page Ads
- eBlast Sponsor, (1) month
- Golf Outing, Foursome Sponsor

## Business Booster Plus - \$2,524

A 20% Discount

- Enhanced Business Listing
- *Discover Hanover*, 1/3-page color Ad
- *Chamber Connection*, (4) 1/3-page Ads
- eBlast Sponsor, (1) month
- Golf Outing, Foursome Sponsor
- Eye-Opener Breakfast Subscription (1)

## Custom Marketing and Promotions Packages

Create the best package to suit your business needs! Marketing and Promotions Packages can be customized at any time.

Contact Katy King, Marketing & Public Relations Director, to create your custom package today.

kking@hanoverchamber.com or 717-637-6130 ext. 105

## Marketing a la Carte - \$500

Combine any three options below for a custom discounted package.

- Enhanced Business Listing
- Chamber eBlast, (1) month
- Website Banner Ad (1)
- *Chamber Connection*, 1/3-page Ad (1)
- *Chamber Connection*, Business Card Ad (2)
- *Chamber Insider*, 1/3-page Ad (1)
- Chamber Dollars, 2" Ad (1)

## Ultimate Web Exposure - \$475

- Enhanced Business Listing
- Chamber eBlast, (1) month
- Banner Ad

## Mover & Shaker Package - \$400

- Eye-Opener Breakfast Subscription (1)
- Christmas Luncheon, (2) Tickets
- Golf Outing, Twosome Sponsor

\*Upgrade to a Foursome Sponsor; total cost \$565

## Legislative Affairs Package - \$380

- Legislative Roundtable Subscription
- Annual Christmas Luncheon, Table Sponsor