



MARKETING & SPONSORSHIP GUIDE



2024

Benefits of Event/Program Sponsorships

As you consider using a portion of your promotion/advertising budget for 2024, consider sponsoring an Asheboro/Randolph Chamber event or program!

Increase Brand Visibility

Put your brand visuals in front of large audiences who may not know your business. You can increase visibility with sponsor benefits, which include:

- Recognition on event signage and collateral
- Recognition on all pre & post-event marketing/communication materials
- Opportunity to address audience (event-dependent) at event

Exposure through Community Goodwill

Clients trust brands that care about investing in their community.

Community involvement will also set you apart from other brands and give people more incentive to support your business.

Grow Business and Relationships

Grow your network connections through sponsor benefits which may include the following, depending on event:

- Opportunity to introduce keynote or invited speaker
- Opportunity to moderate or present a panel discussion
- Opportunity to provide promotional products and/or brochures detailing your business to attendees

Efficiently Generate New Leads

Not only do Chamber events bring you a number of potential customers, they also allows the opportunity to show your business operations, promote your products and build a strong contact list.

Event Sponsorship Opportunities



Business After Hours

Sponsor: \$650 per event (held monthly)

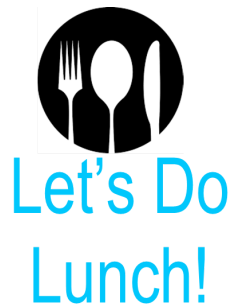
Host your very own Business After Hours and welcome 80+ people in your business to see your products, services and meet your staff.



Business Before Hours

Sponsor: \$150 per event

Host your very own Business Before Hours and get 40+ people in your business to see your products, services and meet your staff.



Let's Do Lunch

Sponsor: \$250 per event

Host your very own Let's Do Lunch and get 40+ people in your business to see your products, services and meet your staff.



Ribbon Cutting/Grand Opening/Groundbreaking

Sponsor: FREE to \$500 depending on package

Are you expanding or relocating your business? Are you executing a rebranding? If so, let us help you get the word out by hosting one of these events.

Event Sponsorship Opportunities



98th Annual Meeting & Awards Banquet

Sponsor: \$325-\$1,600 depending on level

The Chamber's Annual Meeting is one of our community's most prestigious events held each year where we recognize our local stars. There will be 250+ community leaders in attendance.



25th Annual Chamber's Spring Golf Classic

April 11, 2024

Sponsor: \$200-\$650 depending on level

We are very fortunate to have our Golf Classic fill up to capacity with teams with many opportunities for our sponsors to hobnob with golfers.



25th Annual Chamber Night at the ZooKeepers

Sponsor: \$200-\$1,000 depending on level

This is one of the most attended baseball games at McCrary Park! We offer discounted tickets to members and community. What better way to get your logo and company name out to thousands of spectators!



13th Annual No Tie Affair

Sponsor: \$300-\$2,000 depending on level

Held at the NC Zoo's Solar Pointe Plaza, this is known to guests as the event with the most fun! Great opportunity to network with 300+ community leaders, plus great food and drinks.

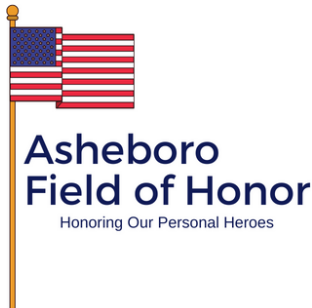
Event Sponsorship Opportunities



Annual Retreat

Sponsor: \$250-\$3,000 depending on level

Join with like-minded business and community leaders in a relaxed and casual atmosphere, getting to know one another outside "work", and focus on making Asheboro and Randolph County a great place to live, work, and do business.



Field of Honor (FOUNDATION)

Sponsor: \$250-\$2,000 depending on level

The baseball field at SAMS is transformed into a Field of Honor with 500 US Flags posted in perfect rows and columns in tribute to our personal heroes: Veterans, First Responders, Educational, Family, Coaches, Pastors, Mentors, etc.



Christmas Events

Sponsor: \$100-\$2,500 depending on level

Two of our best attended and "feel good" events are the Asheboro Christmas Parade and Christmas Downtown. Both are extremely popular, not only in Randolph County, but also for our neighboring counties too.



Holiday Business After Hours

Sponsor: \$150-\$500 depending on level

The most popular Business After Hours of the year as we celebrate the Chamber and its members. Opportunities for vendors to set up table or sponsor bar, DJ, Christmas Sweater contest, etc.

Program Sponsorship Opportunities



Leadership Randolph

Sponsor: \$200-\$350 depending on level

Leadership Randolph was established in 1988 by the Asheboro/Randolph Chamber for 28 participants. Businesses have the opportunity to sponsor day-long sessions touching on different aspects of the community.



Student LIFT

Sponsor: \$200-\$350 depending on level

Student (Leadership Information For Tomorrow), LIFT, is an initiative of the Asheboro/Randolph Chamber for 28 rising Sophomore and Juniors. Businesses have the opportunity to sponsor day-long sessions touching on different aspects of the community to provide real experiences for the younger generation.



Summer Teacher Internship Program

Sponsor: \$150-\$300 depending on level

This program provides an opportunity for teachers from the Asheboro City Schools, Randolph County School System and Uwharrie Charter Academy to spend one week during the summer working and shadowing various jobs in different businesses and industries throughout our community and learning firsthand the requirements of today's workplace.

Marketing Opportunities



Email Blast

\$150

Stand alone promotional email sent to the Chamber Member Distribution of 2,000+ email addresses with an open rate of 35% minimum. Can be sent at anytime convenient for sponsor and Chamber.



Weekly Newsletter Sponsor

\$50

Sponsor is featured at the top of the Chamber's Weekly Email Newsletter typically sent on Mondays. Sponsorship allows for graphic and brief text.



Special Deals & Announcements Email

FREE

The Special Deals & Announcements Email is typically sent out on Thursdays and members are encouraged to send their flyers, graphic or text to Chamber staff by Wednesday at 5 pm to be featured for free.

Randolph Professionals Network



Randolph Professionals Network

Quarterly (\$45), Bi-annual (\$80), Annual (\$150) Dues

Randolph Professionals Networks (RPN) are leads and networking groups of the Asheboro/Randolph Chamber. RPN 1 meets every Tuesday morning and RPN 2 meets every Thursday morning, both at the Chamber (137 South Fayetteville Street, Asheboro).

Promote Your Business & Save Money Doing It!



2024 Tiered Sponsorship Packages (as of 1-31-2024)

Customized Packages Available! We are happy to work with you to create the package that works best for your promotional needs!

PACKAGES INCLUDE	BRONZE	SILVER	GOLD	PLATINUM
↓	\$1,040 \$820	\$2,030 \$1,420	\$3,850 \$2,695	\$4,500 \$3,275
Annual Meeting	Bronze Sponsor 2 Tickets	Silver Sponsor Table for 4	Gold Sponsor Table for 8	Platinum Sponsor Table for 8
No Tie Affair	Bronze Sponsor, 2 Tickets	Silver Sponsor, 4 Tickets	Gold Sponsor, 8 Tickets	Platinum Sponsor, 8 Tickets
Annual Chamber Retreat	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Golf Tournament	Hole Sign on Course	Hole Sign on Course	Hole Sign on Course	4 Golfers, Promo Tent Space & Hole Sign
2 Christmas Events*	Bronze Sponsor	Silver Sponsor	Gold Sponsor (Includes Parade Float)	Platinum Sponsor (Includes Parade Float)
OPTIONAL ADD-ONS	Bronze	Silver	Gold	Platinum
Premier Sponsor of Golf, No Tie Affair or Annual Chamber Retreat	+\$2,700 for Retreat +\$1,800 Golf, NTA	+\$2,550 Retreat +\$1,700 Golf, NTA	+\$2,400 Retreat +\$1,600 Golf, NTA	+\$2,250 Retreat +\$1,500 Golf, NTA
Reception Sponsor: Annual Meeting, No Tie Affair or Retreat	+\$1,350	+\$1,275	+\$1,200	+\$1,125
Golfers for Tournament	+\$80/Golfer	+\$80/Golfer	+\$80/Golfer	+\$80/Golfer
Retreat Registration	+\$100/person	+\$100/person	+\$100/person	2 Registrations Included

* 2 Christmas Events: Annual Christmas Parade and Christmas Downtown