



# Promote Your Business!

## Why should you spend your marketing dollars with the TACC?

When you take advantage of marketing and sponsorship opportunities with the Taunton Area Chamber of Commerce, your business is exposed to some of the most influential business professionals and civic leaders in this community and beyond!

- Increase Brand Visibility
- Create or Build Awareness of your Products and Services
- Gain Exposure and Build Trust through Community Goodwill and Investment
- Target your Marketing Efforts to Business Professionals and Potential Customers in the Greater Taunton Area
- Grow Your Business through Relationships

### Opportunities Include

#### **Events**

Comedy Night  
 Annual Meeting & Awards  
 Legislative Updates  
 Golf Tournament  
 Ladies Golf Outing  
 Diversity Fair  
 Oktoberfest  
 Holiday Cocktail Party

#### **Community Impact**

Business for Business  
 Holiday Cheer Matching Gift  
 Job Postings

#### **Programming**

Member Orientation  
 Quarterly Q&A  
 Young Professionals Group

#### **Networking**

Coffee & Conversation  
 Noontime Networking  
 Business After Hours  
 Chamber Chat

#### **Advertising**

Business Directory  
 E-News  
 E-Blast Exclusive Ad  
 E-Blast Sponsor  
 Website

#### **More Ways to Promote Your Business**

Gift Cards and Promo Items  
 Member to Member Discounts  
 Referral Rewards

*Please note, it is the policy of the TACC to give 'first right of renewal' to existing sponsors. If a sponsorship you are interested in has an existing sponsor, we will confirm with the existing sponsor first, then contact you as soon as possible.*

# Chamber Champions

**Your investment as a TACC Chamber Champion helps your business stand out among the rest, while helping us enhance our community and nurture an economic environment where business prospers!**

## Presenting Sponsor \$8,000+

- Presenting Sponsor recognition in every weekly E-News
- Presenting Sponsor recognition on the TACC website
- Host fee for Business After Hours waived (\$250 value)
- One E-Blast email advertisement sent to over 800 people (\$250 value)
- 4 Tickets to Comedy Night or Oktoberfest

## Premier Sponsor \$5,000-\$7,999

- Presenting Sponsor recognition in every weekly E-News
- Presenting Sponsor recognition on the TACC website
- One E-Blast email advertisement sent to over 800 people (\$250 value)
- 3 Tickets to Comedy Night or Oktoberfest

## Corporate Sponsor \$3,000-\$4,999

- Corporate Sponsor recognition in every weekly E-News
- Corporate Sponsor recognition on the TACC website
- 2 Tickets to Comedy Night or Oktoberfest

Sponsorship level reflects Total Annual Investment (TAI), that includes: annual dues; sponsorships; and advertisements. Wondering what your TAI is? Contact us at [info@tauntonareachamber.org](mailto:info@tauntonareachamber.org).





# 2024 PARTNERSHIP OPPORTUNITIES

## Premier Events



### Comedy Night March 21, 2024

As a sponsor, your business will be featured with the event promotion on social media, in E-News, on the TACC website and at the event.

#### HEADLINER SPONSOR: \$1,500 (limit 2)

- Logo on all event promos
- Prominent recognition at event
- 8 tickets to the event; reserved seating

#### OPENING ACT SPONSOR: \$500

- Logo on event promos
- Prominent recognition at event
- 2 tickets to the event

#### CONTRIBUTING SPONSOR: \$250

- Business name on event promos
- Recognition at event
- 1 ticket to the event

#### WARM UP ACT: \$50

- Promote your business with a 5-minute 'stand up' routine. It doesn't have to be funny, but you will have to tell at least one joke!



### Annual Meeting & Awards May 21, 2024

The Annual Meeting is the Chamber's premier event. The event includes the presentation of the annual awards – Large Business, Small Business, Distinguished Minority Business, Community Engagement, and Educator of the Year. In addition, we will recognize our Charles E. Volkmann Student Scholarship recipients.

As a sponsor, your business will appear on the website and you will receive recognition in event press releases and promotion. Your sponsorship will also be recognized in the event program. As a Gold Sponsor, you will receive (2) complimentary tickets to the event.

<b>Investment:</b> Gold Sponsor	\$2,500
Silver Sponsor	\$500
Bronze Sponsor	\$250
Supporting Sponsor	\$100

**Awards:** Large Business: AVAILABLE  
 Small Business : AVAILABLE  
 Distinguished Minority Business: AVAILABLE  
 Community Impact: AVAILABLE  
 Educator of the Year: Sold through 2026

Investment: \$750/year/award  
 \$2,100/award for 3-yr Named Sponsorship

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# 2024 PARTNERSHIP OPPORTUNITIES

## Legislative Update Spring & Fall



The Legislative Update events provide a chance to meet your state delegation while learning more about legislation affecting your business. This event traditionally draws significant and diverse participation from throughout the area.

As a sponsor, your business will be featured with the event promotion on social media, in E-News, on the TACC website and in press releases. In addition, your company logo will be displayed at the event. As a Gold Sponsor, you will receive (2) complimentary tickets to the event.

<b>Investment:</b> Gold Sponsor	\$1,500
Silver Sponsor	\$500
Bronze Sponsor	\$250
Supporting Sponsor	\$100



TACC Board Member Jon Geggatt is sworn in as the TACC delegate on the Dighton Development & Industrial Commission

## Golf Tournament June 10, 2024



Promote your business and have fun at this sold-out event while raising money for the TACC and the Charles E. Volkmann Scholarship Fund.

- |  |        |
|--|--------|
| FLAG SPONSOR (Exclusive)   | \$1500 |
| <ul style="list-style-type: none"> <li>Includes 4 players; flags with logo on each hole</li> <li>Sponsor must provide flags</li> </ul>     |        |
| CART SPONSOR (Exclusive)   | \$1500 |
| <ul style="list-style-type: none"> <li>Includes 4 players; sign on each cart</li> </ul>  |        |
| SUPPORTING SPONSOR   | \$1200 |
| <ul style="list-style-type: none"> <li>Includes 4 players, hole sign and event promotion</li> </ul>  |        |
| CONTRIBUTING SPONSOR   | \$600  |
| <ul style="list-style-type: none"> <li>Includes 2 players, hole sign and event promotion</li> </ul>  |        |
| PUTTING CONTEST SPONSOR  | \$350  |
| <ul style="list-style-type: none"> <li>Limit 1</li> <li>Includes sign on putting green, table at the event, and event promotion</li> </ul> |        |
| BEVERAGE CART SPONSOR  | \$350  |
| <ul style="list-style-type: none"> <li>Limit 1</li> <li>Includes sign on cart</li> </ul>   |        |
| HOLE SPONSOR   | \$150  |
| <ul style="list-style-type: none"> <li>Includes hole sign and event promotion</li> </ul>   |        |

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# 2024 PARTNERSHIP OPPORTUNITIES

## Ladies Golf Outing September 19, 2024



Co-hosted with Cranberry Country Chamber of Commerce, this is a fun networking event for businesswomen, including breakfast and lunch, goody bags, silent auction, and raffle drawings.

- PRINCESS-CUT EVENT SPONSOR \$1000
  - Banner at event
  - Logo on event promotions
  - Logo on both Chamber websites
  - 4 golfers
- 14 CARAT SPONSOR \$500
  - Sign with company name at the hole
  - Logo on event promotions
  - Logo on both Chamber websites
  - 2 golfers
- BEVERAGE CART SPONSOR (limit 1) \$300
  - Sign on beverage cart
- PUTTING CONTEST SPONSOR (limit 1) \$300
  - Sign at putting green
  - Table at putting green
- 10 CARAT SPONSOR \$250
  - Sign with company name at the hole
  - Logo on both Chamber websites
  - 1 golfer
- HOLE SPONSOR \$100
  - Sign with company name at the hole

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## Oktoberfest September 25, 2024



What a night of fun, music, contests, pizza and, of course, beer! Don't miss out on this great opportunity to promote your business.

- EVENT SPONSOR: \$2,500 (limit 2)
  - Logo on all event promos
  - Prominent signage at event
  - 4 tickets to the event; reserved seating
- ENTERTAINMENT SPONSOR: \$500 (limit 3)
  - Business name on event promos
  - Logo on table signs
  - 2 tickets to the event
- PINT SPONSOR: \$500 (limit 3)
  - Business name on event promos
  - Logo on table signs
  - 2 tickets to the event
- CORNHOLE SPONSOR: \$500 (limit 3)
  - Business name on event promos
  - Logo on table signs
  - 2 tickets to the event
- STEIN-HOLDING CONTEST: \$250 (limit 4)
  - Business name on contest promos
  - 1 ticket to the event & 1 extra pint
- STEIN-RELAY CONTEST: \$250 (limit 4)
  - Business name on contest promos
  - 1 ticket to the event & 1 extra pint
- PRETZEL TOSS: \$250 (limit 4)
  - Business name on contest promos
  - 1 ticket to the event & 1 extra pint
- BEER GARDEN SPONSOR: \$150
  - Business name on Beer Garden Sign
  - 1 ticket to the event



## 2024 PARTNERSHIP OPPORTUNITIES



### Community Impact

#### **Business for Business Sponsor**

**\$325/Member**

Sponsor the membership dues for a non-member small business or nonprofit for 1 year and help a local organization benefit from our partnership! You can select the recipient(s) or ask us for suggestions.

#### **TACC Community Service Corps Partner**

**\$500/\$150**

Support the Chamber's new initiative to provide hands-on service to our community. Comprised of Chamber members, this group offers volunteer support for local civic and non-profit projects. Your logo or name will be featured on the t-shirts our volunteers wear at each event. \$500 - logo; \$150 - name

#### **Holiday Cheer Campaign Matching Donor**

Match the total donations received during the Chamber's annual Holiday Cheer Campaign. All funds raised are donated to local non-profit organizations serving our community. You can also cap the total match gift. Cheer Campaign donations have averaged \$1,600.

#### **Jobs Posting Sponsor**

**\$125/mo; \$1,500/year**

Promote your business while assisting our members with their recruitment efforts through the popular weekly Job Postings e-blast that is shared on social media and our website. Your logo/ad will be featured prominently at the top of the e-blast.

### Programming

#### **Member Orientation**

**\$50/Session; \$250/year**

Our recently launched Member Orientation program, held five times per year, welcomes new, current and prospective members to network, meet the staff, and learn how to maximize their membership.

#### **Quarterly Q&A**

**\$200/Session**

The series features a local leader providing first-hand updates and an opportunity to address your questions and concerns. Previous sessions have included Congressman Jake Auchincloss, Taunton Mayor Shaunna O'Connell, State Representative Carol Doherty, and a Cannabis Panel. As the sponsor, your business will be featured with the event promotion on social media, the TACC website, in our weekly E-News and at the event.

#### **YPG – Info Series or Social Events**

**\$500/year**

Support the Chamber's engaged Young Professionals Group while promoting your business by sponsoring the YPG Informational Series or one of their social gatherings. Professional development topics have included job search, resume building, LinkedIn, and accepting constructive criticism.

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# 2024 PARTNERSHIP OPPORTUNITIES

## Networking

For Networking Events, the Chamber will:

- Promote your event on social media and the Chamber’s website
- Promote the event in weekly E-News and E-Blasts to over 800 contacts
- Administer registration for the event
- Provide name tags for attendees (if applicable)
- Provide sponsor with a list of attendees after the event (upon request)



### **Business After Hours                    \$125-\$250/Event**

This event is an opportunity to promote your business, show off your facility, and network with other local business professionals. The event is held at your place of business from 5-6:30 p.m. The Host Business provides: appetizers, drinks, adequate space for networking and mingling, and a giveaway or door-prize. A TACC Member restaurant *may* be willing to partner on the event and provide the food. Please contact the Chamber if you would like to explore this possibility.

Small Business	1-25 Full-Time Equivalent Employees	\$125
Non-Profit Agency		\$125
Large Business	26+ Full-Time Equivalent Employees	\$250

### **Coffee and Conversation    \$150/Event**

For those who like to get up and go, you can host a networking event in the morning! The Host Business provides: a continental breakfast, adequate space for networking, and a giveaway or door-prize.

### **Noontime Networking            \$125/Event**

Host a networking lunch and showcase your business! The Host Business provides: a light lunch, adequate space for networking, and a giveaway or door-prize.

### **Chamber Chat                            \$50/Session**

This is a great opportunity to meet other Chamber members in a fun and informal virtual setting. As the sponsor, your business will be featured with the event promotion on social media, the TACC website and E-News. You may also provide a 1-minute ‘commercial’ at the event, live or video submission.

### **Holiday Party                            \$500**

One of the best attended events of the year, the Holiday Party is a fantastic opportunity to promote your business. Your logo will be featured with the event promotion on social media, the TACC website and in E-News. At the event, your logo will be displayed on table top signs and you will have the opportunity to address the attendees.

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# 2024 PARTNERSHIP OPPORTUNITIES



## Advertising

### Business Directory

**DEADLINE: MARCH 4, 2024**

The TACC Business Directory, published annually, includes a complete listing of member businesses, including website listings, important phone numbers, a directory of government officials, and community profiles. It is distributed to all Chamber members, hotels, city and town halls, and more. In addition, it is sent to anyone requesting relocation or membership information.

- |                      |           |         |                |             |       |
|----------------------|-----------|---------|----------------|-------------|-------|
| • Back Cover         | 4 ¾ x 7 ¾ | \$1,100 | • Half Page    | 4 ¾ x 3 7/8 | \$550 |
| • Inside Front Cover | 4 ¾ x 7 ¾ | \$1,000 | • Quarter Page | 2 ¼ x 1 7/8 | \$300 |
| • Inside Back Cover  | 4 ¾ x 7 ¾ | \$900   | or             | 4 ¾ x 1 7/8 | \$300 |
| • Full Page          | 4 ¾ x 7 ¾ | \$850   | • Eighth Page  | 2 ¼ x 1 7/8 | \$150 |

### TACC E-News

**\$300 for 3 Months/\$1,100 for Full-Year**

The E-News is a weekly e-mail newsletter for members to keep them informed about upcoming Chamber events and business news in a timely fashion. It is distributed every Wednesday to 800+ subscribers. This exclusive sponsorship is a great way to highlight your company's products and services as well as your company logo with a link to your website.

### Exclusive E-Blast Advertisement \$250

Advertise your business to over 800 people in our area with an email blast exclusively about you!

### E-Blast Sponsor \$100/month

Exclusive spot for your ad at the top of 4-5 E-Blasts for 1 month – sent to over 800 people!

### Website \$100/month

Banner ad at the top of our popular Event Calendar or Business Directory pages of the TACC website.

## Additional Ways to Promote Your Business

**Gift Cards & Promo Items:** Spread the word about your business and create good will by donating a gift card or promotional item(s) for use as a prize at our events or for distribution in the community!

**Member to Member Discounts:** M2M discounts provide a vehicle for members to offer discounted products and services to member colleagues. This program promotes member to member buying, boosts sales and increases member visibility.

**Referral Rewards:** Help the Chamber – and your business – to grow by recruiting new members! Rewards include free advertisements and gift cards to our member businesses.

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