

State of the City Address January

Description: There are several sponsorship opportunities for the State of the City Address. The Greater Irving-Las Colinas Chamber of Commerce, in partnership with the City of Irving, hosts a State of the City Address. The purpose of State of the City is to update attendees on upcoming development and share future goals.

Presenting Sponsor

Total Projected Impressions: 463,280

Cost Per Impression: \$0.043

Presenting Sponsor Benefit Package Includes:

Two (2) VIP tables (20 seats) with corporate signage

Ten (10) tickets to a private VIP reception with Mayor Herbert A. Gears and City Council members.

Company representative to emcee program

Company representative to introduce keynote speaker, Mayor Herbert A. Gears

Chamber provided corporate signage behind podium during event

Corporate name and logo on all invitations

Corporate name listed on all news and media releases

Recognition of sponsorship via video loop (8 slides)

Recognition from podium as presenting sponsor

Prominent placement of corporate name and logo listed in program

Two 1/4 page ads in the *Business Focus* newspaper

One (1) Gold Sponsorship on Weekly Chamber Communication

Option to distribute promotional material at each place setting prior to event

Proclamation by Irving Mayor recognizing sponsorship (date will vary depending on availability of Mayor)

Opportunity for 5 minute corporate message via speech or via video

Professional Public Relations firm Promoting Pre and Post Event Details out to regional outlets

Sponsorship recognition during event broadcast on local community television network ICTN.

“First Right of Refusal” option for annual review

Total Estimated Value of Presenting Sponsor Package

Gold Sponsor

Total Projected Impressions: 66, 526

Cost per Impression: \$0.11

Gold Sponsor Benefit Package (5 available) Includes:

Two (2) tables (20 seats) up front with corporate signage

Six (6) tickets to a private VIP reception with Mayor Herbert A. Gears

Corporate name displayed in foyer of ballroom

Recognition of sponsorship via video loop (4 slides)

Sponsor recognition from podium

Corporate name listed in program

Corporate name listed o all news/media releases

Two 1/8 page advertisement in *Business Focus*

Professional public relations promoting pre and post event details out to local and regional media outlets

Sponsor recognition during event broadcast on local community television network (ICTN)

Total Estimated Value of Gold Sponsor Package

Silver Sponsor

Total Projected Impressions: 21,113

Cost per Impression: \$0.12

Silver Sponsor Benefit Package (15 available) Includes:

One (1) tables (10 seats) up front with corporate signage

Three (3) tickets to a private VIP reception with Mayor Herbert A. Gears

Corporate name displayed in foyer of ballroom

Recognition of sponsorship via video loop (3 slides)

Sponsor recognition from podium

Corporate name listed in program

Recognition as event sponsor in *Business Focus* newspaper

Total Estimated Value of Silver Sponsor Package

<p><u>Bronze Sponsor</u> Total Projected Impressions: 20,611 Cost per Impression: \$0.09</p>
<p>Bronze Sponsor Benefit Package Includes:</p>
<p>One (1) tables (10 seats) up front with corporate signage</p>
<p>One (1) ticket to a private VIP reception with Mayor Herbert A. Gears</p>
<p>Corporate name displayed in foyer of ballroom</p>
<p>Corporate name listed in program</p>
<p>Recognition in <i>Business Focus</i> newspaper</p>
<p>Total Estimated Value of Bronze Sponsor Package</p>
<p> </p>
<p><u>Table Sponsor</u> Total Projected Impressions: Cost per Impression:</p>
<p>Table Sponsor Benefit Package Includes:</p>
<p>One (1) tables (10 seats) up front with corporate signage</p>
<p>Corporate name displayed in foyer of ballroom</p>
<p>Corporate name listed in program</p>
<p>Recognition in <i>Business Focus</i> newspaper</p>
<p>Total Estimated Value of Table Sponsor Package</p>

Annual Awards Banquet

April

Description: There are several sponsorship opportunities for the Annual Awards Banquet. The Greater Irving-Las Colinas Chamber of Commerce hosts an Annual Awards Banquet to recognize Chamber member accomplishments and highlight key activities from the past year.

Presenting Sponsor

Total Projected Impressions: 463,280

Cost Per Impression: \$0.043

Presenting Sponsor Benefit Package Includes:

Two (2) VIP tables (20 seats) with corporate signage

Ten (10) tickets to a private VIP reception

Company representative to emcee program

Company representative to introduce keynote speaker

Chamber provided corporate signage behind podium during event

Corporate name and logo on all invitations

Corporate name listed on all news and media releases

Exclusive rights to activate sponsorship in foyer of ballroom

Recognition of sponsorship via video loop (6 slides)

Recognition from podium as presenting sponsor

Prominent placement of corporate name and logo listed in program

One 1/4 page ad in the *Business Focus* newspaper

One (1) Gold Sponsorship on Weekly Chamber Communication

Option to distribute promotional material at each place setting prior to event

Proclamation by Irving Mayor recognizing sponsorship (date will vary depending on availability of Mayor)

Opportunity for 5 minute corporate message via speech or via video*

Professional Public Relations firm Promoting Pre and Post Event Details out to regional outlets

Sponsorship recognition during event broadcast on local community television network ICTN.

“First Right of Refusal” option for annual review

Total Estimated Value of Title Sponsor Benefit Package

<p><u>Gold Sponsor</u> Total Projected Impressions: 66,526 Cost Per Impression: \$0.060</p>
<p>Gold Sponsor (5 available) Benefit Package Includes:</p>
<p>Two (2) tables (20 seats) up front with corporate signage</p>
<p>Six (6) tickets to a private VIP reception with Mayor Herbert A. Gears</p>
<p>Corporate name displayed in foyer of ballroom</p>
<p>Recognition of sponsorship via video loop (4 slides)</p>
<p>Sponsor recognition from podium</p>
<p>Corporate name listed in program</p>
<p>Corporate name listed o all news/media releases</p>
<p>1/8 page advertisement in <i>Business Focus</i></p>
<p>Professional public relations promoting pre and post event details out to local and regional media outlets</p>
<p>Sponsor recognition during event broadcast on local community television network (ICTN)</p>
<p>Total Estimated Value of Gold Sponsor Package</p>
<p><u>Silver Sponsor</u> Total Impression: 21,113 Cost per Impression: \$0.11</p>
<p>Silver Sponsor (15 available) Benefit Package Includes:</p>
<p>One (1) tables (10 seats) up front with corporate signage</p>
<p>Three (3) tickets to a private VIP reception</p>
<p>Corporate name displayed in foyer of ballroom</p>
<p>Recognition of sponsorship via video loop (3 slides)</p>
<p>Sponsor recognition from podium</p>
<p>Corporate name listed in program</p>
<p>Recognition as event sponsor in <i>Business Focus</i> newspaper</p>
<p>Total Estimated Value of Silver Sponsor Package</p>
<p><u>Bronze Sponsor</u> Total Projected Impressions: 20,611</p>

Cost per Impression: \$0.09

Bronze Sponsor Benefit Package Includes:

One (1) tables (10 seats) up front with corporate signage

One (1) ticket to a private VIP reception

Corporate name displayed in foyer of ballroom

Recognition of sponsorship via video loop (1 slide)

Corporate name listed in program

Recognition in *Business Focus* newspaper

Total Estimated Value of Bronze Sponsor Package

Table Sponsor

Total Projected Impressions: 16,104

Cost per Impression:\$0.07

Table Sponsor Benefit Package Includes:

One (1) tables (10 seats) up front with corporate signage

Corporate name displayed in foyer of ballroom

Corporate name listed in program

Recognition in *Business Focus* newspaper

Total Estimated Value of Table Sponsor Package

Description: There are several sponsorship levels available for the State of Dallas County. The event will include interactive speakers that will overview the many accomplishments of Dallas County. This is a great networking opportunity for all of Dallas County.

Hosting Sponsor

Total Projected Impressions: 463,280

Cost Per Impression: \$0.043

Hosting Sponsor Benefit Package Includes:

Two (2) VIP tables (20 seats) with corporate signage

Company representative to introduce keynote speaker

Chamber provided corporate signage behind podium during event

Corporate name and logo on all invitations

Corporate name listed on all news and media releases

Exclusive rights to activate sponsorship in foyer of ballroom

Recognition of sponsorship via video loop (6 slides)

Recognition from podium as presenting sponsor

Prominent placement of corporate name and logo listed in program

One 1/4 page ad in the *Business Focus* newspaper

One (1) Gold Sponsorship on Weekly Chamber Communication

Option to distribute promotional material at each place setting prior to event

Proclamation by Irving Mayor recognizing sponsorship (date will vary depending on availability of Mayor)

Opportunity for 5 minute corporate message via speech or via video

Professional Public Relations firm Promoting Pre and Post Event Details out to regional outlets

Sponsorship recognition during event broadcast on local community television network ICTN.

“First Right of Refusal” option for annual review

Total Estimated Value of Hosting Sponsor Package

Table Sponsor

Total Projected Impressions: 16,104

Cost per Impression:\$0.07

Table Sponsor Benefit Package Includes:

One (1) tables (10 seats) up front with corporate signage

Corporate name displayed in foyer of ballroom

Corporate name listed in program

Recognition in *Business Focus* newspaper

Total Estimated Value of Table Sponsor Package

<p>Description: There are several sponsorship opportunities for the New Teacher’s Luncheon. The Chamber hosts one (1) luncheon a year. The event is in honor of the new teachers joining the Irving Independent School District.</p>
<p>Hosting Sponsor Total Projected Impressions: 70,306 Cost Per Impression: \$0.11</p>
<p>Presenting Sponsor Benefit Package Includes:</p>
<p>Six (6) representative tickets to attend event</p>
<p>Corporate banner (5’ x 8’) hung behind podium at event</p>
<p>Corporate name and logo on all promotional material</p>
<p>Corporate logo prominently placed in program</p>
<p>Recognition from podium</p>
<p>Corporate name listed in news and media releases</p>
<p>Representative to give five (5) minute sponsor presentation during program</p>
<p>Prominent location of display booth in foyer</p>
<p>1/8 page ad in <i>Business Focus</i> newspaper</p>
<p>Option to distribute promotional items at each place setting prior to event</p>
<p>Professional public relations firm promotion pre and post event details out to local and regional media outlets</p>
<p>Sponsorship activation opportunity through teacher gift bags</p>
<p>Prominent seating location for company representative at front of venue</p>
<p>Option to sit with key Irving ISD officials and the Board of Trustees¹</p>
<p>Total Estimated Value of Presenting Sponsor Package</p>

¹ Based on an hour of time of their salaries

Gold Sponsor

Total Projected Impressions: 40,454

Cost Per Impression: \$0.06

Gold Sponsor Benefit Package Includes:

Four (4) representative tickets to attend event

Corporate banner (2' x 4') hung at event

Corporate logo in program

Corporate name listed in news and media releases

Professional public relations firm promoting pre and post event details out to local and regional media outlets

Recognition from podium

Display booth in foyer – 8' table and two chairs

Recognition as event sponsor in *Business Focus* newspaper

Prominent seating location for company representatives

Total Estimated Value of Gold Sponsorship Package

Silver Sponsor

Total Projected Impressions: 21,102

Cost Per Impression: \$0.07

Silver Sponsor Benefit Package Includes:

Two (2) representative tickets to attend event

Corporate banner (2' x 4') hung at event

Corporate name listed in program

Display booth in foyer – 8' table and two chairs

Recognition as event sponsor in *Business Focus* newspaper

Prominent seating location for company representatives

Total Estimated Value of Silver Sponsorship Package

Individual Sponsor of a Teacher:

Teacher Gift Bag Sponsor

- 500 give away items
- Item must be free

Annual Expo February

Description: There are several sponsorship opportunities for the Annual Expo. The Chamber hosts one (1) expo a year. The theme of the expo varies, such as Education, Health and Wellness, Environmental Awareness to Transportation. These events attract thousands of executives and managers from across the Greater Irving-Las Colinas area.

Presenting Sponsor

Total Projected Impressions: 1,640,000

Cost Per Impression: \$0.006

Presenting Sponsor Benefit Package Includes:

Two booths at Annual Expo

Two tables(20 seats) at luncheon

Recognition on all promotional materials and mention in all public relations

Recognition in all newspaper advertisements

Recognition on Chamber Web site

Recognition on all event signage

Logo recognition on all event tickets

Recognition on Chamber sent direct E-mail

Prominent recognition in Expo Program

Total Estimated Value of Presenting Sponsorship Package

Corporate Sponsor

Total Projected Impressions: 266,104

Cost Per Impression: \$0.02

Corporate Sponsor Benefit Package Includes:

Two booths at Annual Expo

One table (10 seats) at luncheon
Recognition on all promotional materials and mention in all public relations
Recognition in all newspaper advertisements
Recognition on Chamber Web site
Recognition on all event signage
Recognition on Chamber sent direct e-mail
Recognition in Business Expo program
Total Estimated Value of Corporate Sponsorship Package
<u>Investor Sponsor</u>
Total Projected Impressions: 84,452
Cost per Impression: \$0.03
Investor Sponsor Benefit Package Includes:
One booth at Annual Expo
One table (10 seats) at luncheon
Recognition on all promotional materials and mention in all public relations
Recognition in all newspaper advertisements
Recognition on Chamber Web site
Recognition on all event signage
Recognition on Chamber sent direct E-mail
Recognition in Business Expo program
Total Estimated Value of Investor Sponsorship Package
<u>Booth Sponsor</u>
Total Projected Impressions: 5,000
Cost per Impression: \$0.10
Booth Sponsor Benefit Package Includes:
One booth at Annual Expo
Two tickets to luncheon

Recognition in Annual Expo Program

Total Estimated Value of Booth Sponsorship Package

Irving Day in Austin February

Description: There is one hosting sponsor for Irving Day in Austin. This event is held every two years in February.

Hosting Sponsor

Total Projected Impressions: 1,640,000

Cost Per Impression: \$0.006

Hosting Sponsor Benefit Package Includes:

Exclusive Sponsorship

Unlimited corporate representation at reception

Opportunity for five (5) minute corporate message during program

Company representative to emcee program

Company representative to introduce Federal, State and local elected officials

Corporate banner hung behind podium

Corporate name and logo on all news/media releases

Corporate logo on invitations and promotional material

Exclusive recognition from podium as presenting sponsor
Corporate logo displayed in foyer of reception as presenting sponsor
¼ page ad in <i>Business Focus</i> newspaper
300 x 250 pixel ad on Chamber Web site
Option to distribute promotional material at each reception table prior to event
Professional public relations firm promoting pre and post event details out to regional media
Total Estimated Value of Hosting Sponsorship Package

Legislative Send-Off December
Description: There is one hosting sponsor for the Legislative Send-Off. The Send-Off reception is in honor of our State Representatives as they depart Irving for Austin to begin Session. This event is held every two years in January.
<u>Hosting Sponsor</u> Total Projected Impressions: 1,640,000 Cost Per Impression: \$0.006
Hosting Sponsor Benefit Package Includes:
Exclusive Sponsorship
Unlimited corporate representation at reception
Opportunity for five (5) minute corporate message during program

Company representative to emcee program
Company representative to introduce Federal, State and local elected officials
Corporate banner hung behind podium
Corporate name and logo on all news/media releases
Corporate logo on invitations and promotional material
Exclusive recognition from podium as presenting sponsor
Corporate logo displayed in foyer of reception as presenting sponsor
¼ page ad in <i>Business Focus</i> newspaper
300 x 250 pixel ad on Chamber Web site
Option to distribute promotional material
Professional Public Relations firm Promotion Pre and Post Event Details out to regional outlets.
Total Estimated Value of Hosting Sponsorship Package

Greater Irving-Las Colinas Chamber of Commerce Golf Tournament

Description: There are several sponsorship opportunities for the Golf Tournament. The Golf Tournament is a great opportunity to showcase your business logo in front of business executives from the Greater Irving-Las Colinas area. The Golf Tournament is coordinated in partnership with the Irving Economic Development Partnership.

Title Sponsor

Total Projected Impressions: 147,521

Cost per Impression:\$0.17

Title Sponsor Benefit Package Includes:

Three complimentary teams in the tournament (12 people)

One-of-a-kind special recognition plaque from Greater Irving-Las Colinas Chamber of Commerce

Recognition on the Chamber Web site and weekly Chamber Communication

Press Release posted with Title Sponsor named

Recognized as Title sponsor on banner displayed prominently at the tournament

Name and logo on all signage on the golf course during the event

Name and logo visibility as the "Tournament Title Sponsor" on all print materials

Logo and name on golf tournament invitation

Logo and name on golf tournament score card

Logo and name in newspaper print ads

Personal recognition at the event

Company display during breakfast

Company representative to give 5-10 minute presentation to golfers

Tee box signage on the golf course

Include a giveaway item in goodie bag (provided by company)

Total Estimated Value of Title Sponsorship Package

Gold Sponsor

Total Projected Impressions: 24,528

Cost per Impression:\$0.20

Gold Sponsor Benefit Package Includes:

One complimentary team in the tournament (4 people)

company name on promotional material including *Business Focus* and weekly Chamber communication

company logo on nine (9) tee signs

company logo on sign at registration

recognition at events and in Chamber media outlets

include a giveaway item in goodie bag (provided by company)

Total Estimated Value of Gold Sponsorship Package

Silver Sponsor

Total Projected Impressions: 21,500

Cost per Impression:\$0.17

Silver Sponsor Benefit Package Includes:

Two complimentary players in the tournament

Corporate name on all promotional material including *Business Focus* and weekly Chamber communication

Company name on four (4) tee signs

company logo on sign at registration

recognition at event and in Chamber media outlets

include a giveaway item in goodie bag (provided by company)

Total Estimated Value of Silver Sponsorship Package

Beverage Sponsor

Total Projected Impressions:

Cost per Impression:

Beverage Sponsor Benefit Package Includes:

Company logo on sign at registration

Company name on one of nine beverage carts

Recognition at event and in Chamber media outlets

Company name on limited promotional material

Include a giveaway item in goodie bag (provided by company)

Total Estimated Value of Beverage Sponsorship Package

Contest Sponsor

Total Projected Impressions:

Cost per Impression:

There are four contest sponsorships available. The four contests will be: putting contest, chipping contest, closest to the Pin contest and the longest drive contest.

Contest Sponsor Benefit Package Includes:

Company name on limited promotional material

Company logo on sign at registration

Recognition at event and in Chamber media outlets

Include a giveaway item in goodie bag (provided by company)

Total Estimated Value of Contest Sponsorship Package

Tee Sponsor

Total Projected Impressions:

Cost per Impression:

There are 18 tee sponsorships available

Tee Sponsor Benefit Package Includes:

Company name on tee sign at designated hole

included giveaway item in goodie bag (provided by company)

Total Estimated Value of Contest Sponsorship Package

***Breakfast included. Snacks will be available for purchase at beverage stations.**

State of Higher Education Luncheon March

Description: The State of Higher Education is held once a year. There are several sponsorship opportunities for this event.

Title Sponsor

Total Projected Impressions: 417,210

Cost per Impression:\$0.02

Title Sponsor Benefit Package Includes:

Two (2) Designated Head Tables with ten (10) seats each

Opportunity to be seated with dignitaries upon request

Company Representative to address group at event

Corporate banner (5' x 8') hung behind podium at event

Recognition from podium as title sponsor as well as company representatives introduced by name

Exclusive program recognition with 100 word company description (written by sponsor)

Corporate name listed on all news and media releases

Recognition on Irving Schools Foundation Web site with a link to sponsor Web site

Option to activate sponsorship through distributing promotional material at each place setting prior to event

Total Estimated Value of Title Sponsorship Package

Platinum Sponsor

Total Projected Impressions: 4,208

Cost per Impression:\$0.84

Platinum Sponsor Benefit Package Includes:

One (1) Designated front table with ten (10) seats

Corporate logo on signage at event

Program recognition with brief company description

Recognition from podium as Platinum Sponsor

Recognition on Irving Schools Foundation Web site with a link to sponsor Web site

Total Estimated Value of Platinum Sponsorship Package

Gold Sponsor

Total Projected Impressions: 4,006

Cost per Impression:\$0.62

Gold Sponsor Benefit Package Includes:

Designated table with six (6) seats

Corporate logo on signage at event

Program recognition with brief company description

Recognition from podium as Gold Sponsor

Recognition on Irving Schools Foundation Web site with a link to sponsor Web site

Total Estimated Value of Gold Sponsorship Package**Silver Sponsor**

Total Projected Impressions: 3,804

Cost per Impression:\$0.26

Silver Sponsor Benefit Package Includes:

Designated table with four (4) seats

Corporate logo on signage at event

Recognition from podium as Silver Sponsor

Recognition on Irving Schools Foundation Web site with a link to sponsor Web site

Total Estimated Value of Silver Sponsorship Package**Bronze Sponsor**

Total Projected Impressions: 602

Cost per Impression:\$0.83

Bronze Sponsor Benefit Package Includes:

Designated table with two (2) seats

Corporate logo on signage at event

Recognition in program as Bronze Sponsor

Total Estimated Value of Bronze Sponsorship Package

Annual Meeting November

Description: There is one hosting sponsor for the Annual Meeting. The Annual Meeting serves to honor various successes over the past year, discuss Chamber goals that have been met and that are on the agenda for the next year and host a ceremony honoring the outgoing Chairperson of the Board and welcome new Chairman of the Board for the upcoming fiscal year.

Title Sponsor

Total Projected Impressions: 517,000

Cost per Impression:\$0.02

Title Sponsor Benefit Package Includes:

Two (2) VIP tables (20 seats) with corporate sign

Company representative to introduce keynote speaker

Corporate signage behind podium during event (Chamber provides)

Corporate name & logo on all publicity and invitations

Corporate name listed on all news/media releases

Exclusive rights to activate sponsorship in foyer of ballroom

Recognition of sponsorship via video loop (6 slides)

Prominent placement of corporate name & logo listed in program

Two (2) ¼ page ad in the *Business Focus* newspaper

One (1) month sponsorship of *Weekly Chamber Communication*

Option to distribute promotional material at each place setting prior to event

Proclamation recognizing sponsorship presented by Irving Mayor (date will depend on availability of Mayor)

Opportunity for 5 minute corporate message via speech and/or video

Professional PR firm promoting pre and post event details out to local and regional media

"First Right of Refusal" option for annual renewal

Total Estimated Value of Title Sponsorship Package

Table Sponsor

Total Projected Impressions: 16,104

Cost per Impression:\$0.07

Table Sponsor Benefit Package Includes:

One (1) tables (10 seats) up front with corporate signage

Corporate name displayed in foyer of ballroom

Corporate name listed in program

Recognition in *Business Focus* newspaper

Total Estimated Value of Table Sponsor Package

Candidates Forum

October

Description: There will be one sponsor for the candidates' forum. The forum will cover important issues to the delegates of the Greater Irving-Las Colinas area.

Title Sponsor

Total Projected Impressions: 517,000

Cost per Impression:\$0.02

Title Sponsor Benefit Package Includes:

An opportunity to display corporate signage at event

Corporate recognition on all promotional material including the *Business Focus* and the Weekly Chamber Communication

Representative to moderate event

Company logo on program

Total Estimated Value of Presenting Sponsor Package