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Winchester, Virginia 22602
Phone: (540) 662-4118
Email: cocinfo@regionalchamber.biz
Web: www.regionalchamber.biz



SPONSORSHIP OPPORTUNITIES

| Connecting business and community resources for mutual success

THANK YOU

FOR CONSIDERING US!

For over 100 years, the Top of Virginia Regional Chamber has played a vital role in driving our region forward. Through all our efforts, we strive to make the Top of Virginia a place where businesses can succeed and grow while creating jobs, supporting the community, and enriching our culture.

We believe that together, we are more. We connect over 750 members, representing more than 26,000 employees, consisting of businesses large and small, to valuable resources such as marketing, education, and advocacy.

Seeking exposure? Creative ways to market your business? Or perhaps you're looking to position your company as a community leader? The Chamber provides many ways to get your business in front of local businesses and professionals in the Top of Virginia.

Let us find the right sponsorship avenues for you:
Danita Roble, Director, Membership Development
droble@regionalchamber.biz
or 540-664-4118 ext. 11

Contact Us Today

540-662-4118

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WE BUILD

PARTNERS

Our community's leading businesses are Top of Virginia Regional Chamber members because they are committed to helping the Chamber achieve its mission on behalf of our community, and because they value the significant benefits that Chamber membership delivers to their employees and to their company's bottom line.

OUR STORY

SINCE 1917

The Top of Virginia Regional Chamber is the dedicated champion of our business members and their employees in the City of Winchester, Clarke County, and Frederick County, Virginia.

Founded in 1917, the Top of Virginia Regional Chamber is the region's premier business networking and advocacy organization and is dedicated to providing programs and services to enhance the business and professional needs of our members.

To achieve that purpose, the Top of Virginia Regional Chamber partners with our member businesses, non-profit organizations and government partners, to create experiences and opportunities that produce personal, professional and community success.

WE ARE DEDICATED TO THE INDIVIDUAL SUCCESS OF OUR MEMBERS AND NURTURING AN ENVIRONMENT WHERE BUSINESSES AND PEOPLE THRIVE AS WE CONNECT OUR MEMBERS WITH:



Building Business

Programming and updates through the Chamber are designed to maximize the potential of our members and their employees.



Access to Leaders

When you need a connection, large or small, the Top of Virginia Regional Chamber has them all. Utilize local resources to take your business to new heights.



Opportunity to Enhance

Working with the Top of Virginia Regional Chamber adds instant credibility with other members in our region for new and/or existing businesses looking to grow.



Cost-Effective Visibility

Chamber publications reach not only members but audiences all over the City of Winchester, Clarke & Frederick Counties, and beyond. Be sure that your voice is heard.

MAKING OUR SPONSORS | STAND OUT

CHAMBER SPONSORSHIPS

The Top of Virginia Regional Chamber offers effective marketing and sponsorship opportunities that provide valuable exposure while positioning your company as a leader in the Top of Virginia marketplace. For years, our area's premier businesses have earned the exposure that sets them apart from the competition by leveraging sponsorship and advertising opportunities offered by the Top of Virginia Regional Chamber. Maximize your Chamber membership as a Chamber Sponsor.



ELITE
\$12,500



Presenting Sponsor of one of following major events:

- **Greater Good Awards**
- **Corporate Challenge**
- **Valor Awards**



CHAIRMAN
\$7,500



Platinum Sponsor of one of the following major events:

- **Greater Good Awards**
- **Corporate Challenge**
- **Valor Awards**



PRESIDENT
\$3,500



Gold Sponsor of one of the following major events:

- **Greater Good Awards**
- **Corporate Challenge**
- **Valor Awards**

*These sponsorships are provided on an annual basis and are available on a first-come first-served basis.

POSITION YOUR BUSINESS

As a community leader



A CHANCE TO SPEAK

Presenting sponsors of an event get a chance to address the audience at the sponsored event to let them know your contribution to our local region. This is a great opportunity for businesses, large and small, to reach new potential clients or make connections with other businesses that can help you move forward faster.

ON DISPLAY IN THE REGION

The Chamber website is widely used through the business community. Event registration features presenting sponsor logos. All social media postings include sponsor recognition.



PREMIUM SEATING AT EVENTS

Premium Seating begins with a seat on the Event Planning Committee and gives your staff a VIP experience at the event itself. This may include seats at events such as the Greater Good Awards or entrance for staff in team challenges such as the Corporate Challenge.

ADVERTISING OPPORTUNITIES

The Top of Virginia Regional Chamber works with media outlets that cover social media platforms, print media, radio, and television. Chamber Members receive direct emails about upcoming events as well as advertising to attending members of networking events and lead share opportunities.

| CHAMBER EVENTS

BRING OUT THE BEST IN OUR MEMBERS

A REGION REACHING NEW HEIGHTS

Chamber members have always been leaders as our community has grown with their support. Your sponsorship will allow businesses in our region to move forward together under the unified voice of the Top of Virginia Regional Chamber.

GREATER GOOD AWARDS

Recognizing the work of our members

The business event of the year is the Greater Good Awards, which highlights the successes of local businesses.

The Greater Good Awards celebrates outstanding individuals and businesses for the contributions they make to the quality of life and economic stability of our region through genuine community commitment, dedication to excellence, and ethical and creative practices.

PRESENTING SPONSOR

- Presenting sponsor recognition in marketing
- 10 event tickets at Premium Reserved Seating
- Company provided table covering for trophy table and reception table
- Organization representatives to greet guests upon arrival
- Welcome address from podium
- One seat on event planning committee

\$12,500

PLATINUM SPONSOR

- Platinum sponsor recognition in marketing
- 8 tickets at Premium Reserved Seating

\$7,500

GOLD SPONSOR

- Gold sponsor recognition in marketing
- 6 event tickets with reserved seating

\$3,500

SILVER SPONSOR

- Silver sponsor recognition in marketing
- 4 event tickets with reserved seating

\$1,000

BRONZE SPONSOR

- Bronze sponsor recognition in marketing
- 2 event tickets with reserved seating

\$500



Awards include:

**Small Business of the Year • Large Business of the Year • Emerging Leader
Entrepreneur of the Year • Non- Profit of the Year • Citizen of the Year**

CORPORATE CHALLENGE

+

Health

PROMOTING
HEALTH AND
WELLBEING

+

Team

BUILD YOUR
TEAM AND WORK
TOGETHER

+

Win

COMPETITION WILL
BRING OUT THE BEST
IN YOUR STAFF

INVEST IN A CULTURE OF TEAMBUILDING

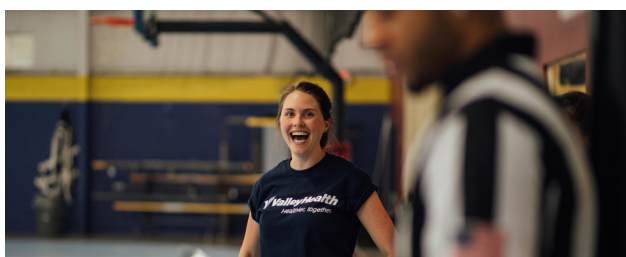


With a focus on health and wellness, the Corporate Challenge is the perfect opportunity for local businesses to sponsor leaders and champions in our region. Your sponsorship will allow local businesses to

come together to build as a team while competing against other local businesses to see who is tough enough to take home the Chamber Torch. Is your team strong enough to sponsor?

CORPORATE CHALLENGE

A culture of teambuilding



PRESENTING SPONSOR

- Presenting sponsor recognition in marketing
- 3 teams including lunch
- Display table at registration for company promotional materials
- Welcome address from the podium
- 1 seat on planning committee

\$12,500

PLATINUM SPONSOR

- Platinum sponsor recognition in marketing
 - 2 teams including lunch
 - Display table for promotional materials
- \$7,500**

GOLD SPONSOR

- Gold sponsor recognition in marketing
- 1 team including lunch

\$3,500

SILVER SPONSOR

- Silver sponsor recognition in marketing

\$1,000

BRONZE SPONSOR

- Bronze sponsor recognition in marketing

\$500

THE VALOR AWARDS

A REGION FULL OF COURAGE

The Valor Awards recognizes members of the various public safety agencies, as well as everyday citizens who have gone above and beyond to ensure the safety of others around them. Sponsoring the Valor Awards allows your dedication to those public safety agencies to shine in an event full of honor



PRESENTING SPONSOR

- Presenting sponsor recognition in marketing
- 10 event tickets at Premium Reserved Seating
- Company provided table covering for trophy table and reception table
- Organization representatives to greet guests upon arrival
- Welcome address from podium
- One seat on event planning committee

\$12,500

PLATINUM SPONSOR

- Platinum sponsor recognition in marketing
- 8 tickets at Premium Reserved Seating

\$7,500

GOLD SPONSOR

- Gold sponsor recognition in marketing
- 6 event tickets with reserved seating

\$3,500

SILVER SPONSOR

- Silver sponsor recognition in marketing
- 4 event tickets with reserved seating

\$1,000

BRONZE SPONSOR

- Bronze sponsor recognition in marketing
- 2 event tickets with reserved seating

\$500



COMMUNITY LEADERSHIP PROGRAM



BUILDING LEADERS

Invest in and connect with the business leaders of tomorrow through the Community Leadership Program led by leaders of today.

The purpose of the Community Leadership Program is to foster leadership potential in the community to ensure continued growth and development in our region. The program is designed to provide insight into the challenges and opportunities that exist in the City of Winchester, Clarke County, and Frederick County, Virginia. Nine monthly sessions study specific topics including: Leadership/Teamwork, Non-Profit, Community Culture/Agriculture, Government/Economic Development,

Education, Health Care, Public Safety, Simulated Society, and Community Problem Solving. The sessions are led by a combination of community leaders, professional facilitators, and specialists in the respective fields.

INSPIRE COMMUNITY



**FOSTERING LEADERSHIP POTENTIAL
IN OUR COMMUNITY**



PRESENTING SPONSOR

- Presenting sponsor recognition in marketing
- Includes the cost of one participant in the class subject to approval
- Invitation to attend program orientation in August and graduation ceremony in June with introduction as a program sponsor
- Invited to have lunch with class

\$12,500

PLATINUM SPONSOR

- Platinum sponsor recognition in marketing
- Invitation to attend program orientation in August and graduation ceremony in June with introduction as a program sponsor

\$7,500

GOLD SPONSOR

- Gold sponsor recognition in marketing

\$3,500

SILVER SPONSOR

- Silver sponsor recognition in marketing

\$1,000

BRONZE SPONSOR

- Bronze sponsor recognition in marketing

\$500

PROGRAMS OFFERED TO ENHANCE THE VALUE OF MEMBERSHIP IN THE CHAMBER



PUBLIC POLICY SERIES

**MINIMUM OF THREE EVENTS YEARLY
AUDIENCE: AREA BUSINESS LEADERS**

A series of Public Policy forums provide access to our State Delegates and Senator (2 forums) and access to County Administration/City Manager (1 forum). Discussion focuses on regional interests in a public question and answer format concluding with interactive audience Q&A.



VALLEY BUSINESS WOMEN

**MINIMUM OF FOUR EVENTS YEARLY
AUDIENCE: PROFESSIONAL WOMEN**

Valley Business Women is focused on women in business who wish to build a strong network of women intent on inspiring one another to achieve individual potential; creating more meaningful conversations about important issues and concerns; delivering opportunities to develop skills and expand perspectives and grow professionally.



MARKETING MINDSHARE

**4TH WEDNESDAY OF THE MONTH
AUDIENCE: MARKETING PROFESSIONALS**

Designed to help marketing professionals connect and learn best practices with other marketers who understand the industry and local marketing landscape; sharing with peers how to solve a problem, getting creative, realizing what is working or not working in your own marketing, and develop lasting relationships and partnerships with Chamber Members.



LUNCH & LEARN

**4TH TUESDAY OF THE MONTH
AUDIENCE: CHAMBER MEMBERS**

The Top of Virginia Regional Chamber is proud to serve the business community through various educational events each month. Topics include marketing, finance, networking and business development. Each educational workshop is presented by a highly respected individual in their respectable field.

PROGRAM SPONSORSHIPS:

GOLD SPONSOR (\$3,500) Gold sponsor recognition in marketing, Twelve total program tickets, Display table, Opportunity to be highlighted at the program

SILVER SPONSOR (\$1,000) Silver sponsor recognition in marketing, Six total program tickets, Display table, Opportunity to be highlighted at the program

BRONZE SPONSOR (\$500) Bronze sponsor recognition in marketing, Two total program tickets

VENDOR TABLE (\$100) Display table at one program to display products or services

OUR STAFF

Meet the Chamber



CYNTHIA SCHNEIDER
CEO



JULIE SHAFFER
DIRECTOR, LEGISLATIVE
AFFAIRS



VANESSA MCALLISTER
DIRECTOR, PROGRAMS &
EVENTS



JULIE SHAFFER
DIRECTOR, LEGISLATIVE
AFFAIRS



HANNAH STEWART
MEMBERSHIP
DEVELOPMENT



DAN HITCHCOCK
MEMBERSHIP DEVELOPMENT
SPECIALIST



KORY CAMPBELL
DIRECTOR, MARKETING &
COMMUNICATIONS

OUR AGENCY IN NUMBERS

780



CHAMBER
MEMBERS AND
GROWING

104



BEAUTIFUL
YEARS OF
ACHIEVEMENTS

8340



AVERAGE
MONTHLY HITS
ON WEBSITE

15



AWARDS GIVEN
AT CHAMBER
EVENTS

CHAMBER SPONSORSHIP

Building our community

	ELITE	CHAIRMAN	PRESIDENT
Event Sponsorship (Value of Event Sponsorship. Please see Events)
Sponsor Advertising Package			
Newsletter Advertising			
Logo located on Table of Contents page
Website Advertising			
Home Page - Company logo display with link to business website
Sponsor Page - Company logo display with link to website
Enhanced Member Profile	...		
Advertising at Events			
Logo displayed on Event signage
Other			
Vendor Table at 2 Luncheons (includes 1 ticket)	...		
Membership Directory - Shared 1/2 page ad
Logo included in Chamber Insider - Twice a month
Event Marketing Package			
Newsletter			
Logo on minimum 1 pre-event advertisement
Logo on minimum 1 post-event article
Press Releases			
Listed or mentioned in all event press releases	...		
Event Signage, Tickets, and Slide presentation			
Logo on general Event sign
Logo on Event e-ticket	...		
Logo on Event program
Logo on Annual Report
Logo on Event slide show
Social Media			
Logo on Event advertising Social Media (min. 3 times)
Website			
Logo and hyperlink on chosen Event webpage	...		
Logo and hyperlink on chosen Event registration	...		
Email Blast			
Logo on minimum 3 pre-event email blasts	...		
Speech & Radio			
One seat on planning committee	...		
Welcome Address from podium	...		
Radio spotlight 95.3 as Presenting Event Sponsor	...		

KEY:

- ... LARGE LOGO AND HIGH POSITION
- .. MEDIUM LOGO AND MEDIUM POSITION
- . SMALL LOGO AND LOW POSITION

SPONSORSHIP COMMITMENT FORM

Thank you for choosing the Top of Virginia Regional Chamber

Please complete the sponsorship commitment form below, indicating your selections and investment totals. Upon receipt by the Top of Virginia Regional Chamber, this form will serve as your company's contractual commitment to the purchase of the sponsorship opportunities selected.

The Chamber will contact you to confirm the availability of the opportunities selected. These opportunities are open to Chamber members only and are considered on a first-come, first-served basis. Once the Chamber has confirmed your selections, a confirmation letter and invoice will be issued. Please note that the Chamber honors the "First Right of Refusal" Policy, which provides exclusive rights to renew their sponsorships within 30 days of notification by the Chamber. Final payment for all sponsorships must be made no less than 60 days before the event occurs.

Chamber Sponsorship Level: (Please circle sponsorship level)

Community Leaders

Elite: \$12,500
Chairman's: \$ 7,500
President's: \$ 3,500

Community Builders

Silver: \$1,000
Bronze: \$ 500

Events: (Please circle preferred event)

Greater Good Awards

Corporate Challenge

Valor Awards

Programs: (Please circle preferred program)

Community Leadership Program

Public Policy Series

Valley Business Women

Marketing Mindshare

Lunch & Learn

Other: _____

Company Name: _____

Point of Contact: _____ Email: _____

Marketing Email: _____

Address: _____

Phone Number: _____

Investment Total: _____

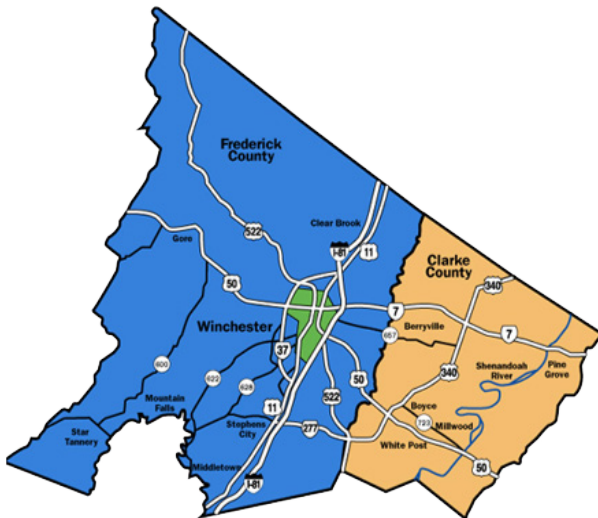
Commitment to a sponsorship is final. No refunds or credits issued.

Signature: _____

Date: _____

Please email the signed agreement to cschneider@regionalchamber.biz

OUR REGION



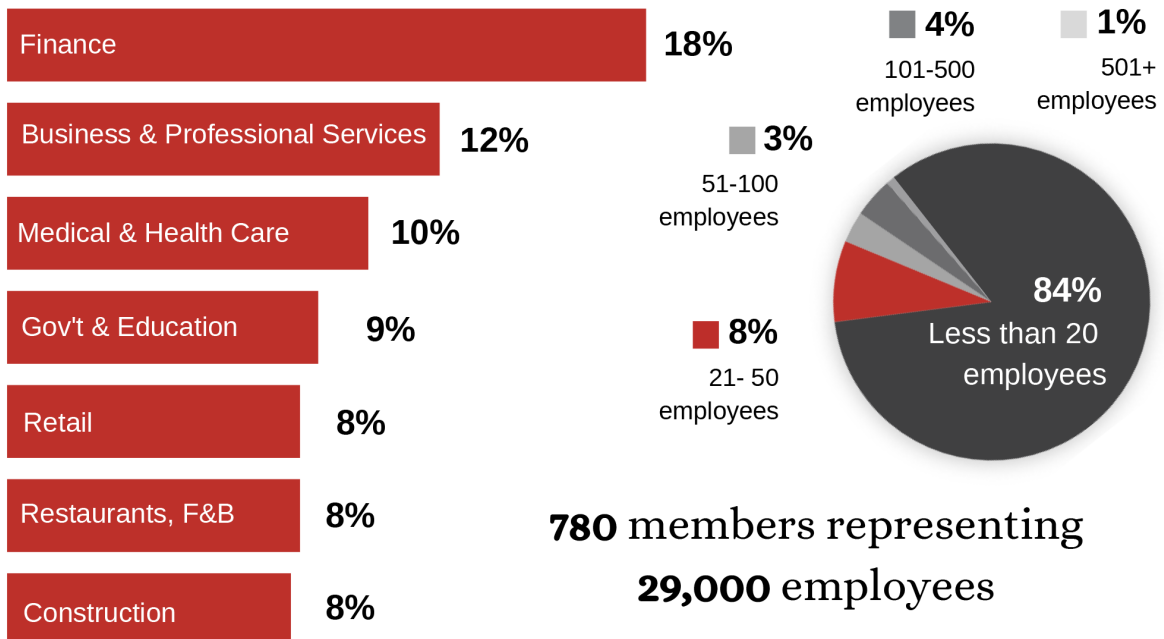
CLARKE COUNTY	14,619
CITY OF WINCHESTER	28,078
FREDERICK COUNTY	89,313

STATS OF ALL THREE AREAS

COMBINED POPULATION	132,010
POPULATION OVER 65	22,656
HOUSEHOLDS	49,871
MEDIAN AGE	40.2
MEDIAN HOUSEHOLD INCOME	\$72,282
MEDIAN HOME VALUE	\$275,334

OUR MEMBERS

Top industries represented



OUR REACH



3,342



947



3,822



1,195



644

ADVERTISING RATES

Take your membership further

PRINT

NEWSLETTER - Chamber News "The Voice of Business & Industry"

Inside Cover - Full Page	(9.40" x 9.88")	\$500
1/2 Page	(9.40" x 4.94")	\$300
1/4 Page	(4.70" x 4.94")	\$150
Back Page - Full Page	(9.40" x 9.88")	\$600

Website

Enhanced Business Directory Listing Member Profile	\$120
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Banner Advertising on select webpage

Silver: Business Directory Category page (Exclusive)	\$ 50
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Bronze: Pick from below	\$ 25
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(Weather, Business Directory Map, Contact Us, Job Postings, Hot Deals)

Email Marketing

Monday Member Message- Image and Copy (Weekly / Exclusive)	\$250
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Monday Member Message- Video Link and Copy (Weekly / Exclusive)	\$350
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Chamber E-Monthly News

Top Banner Ad	\$100
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Middle Banner Ad	\$ 75
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Bottom Banner Ad	\$100
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Marketplace Email Blast

Banner Ad	\$ 75
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Membership Mailing List - Digital	\$125
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Additional Advertising Opportunities - These items are produced by a 3rd party vendor

TVRC Membership Directory - Town Square Publishing

TVRC Street Map - South Comm Publishing

Please contact Danita Roble for more information.

droble@regionalchamber.biz

540-662-4118 ext. 11

Providing programs and services to meet the business and professional needs of our members.

WWW.REGIONALCHAMBER.BIZ

SERVING CLARKE • FREDERICK • WINCHESTER

Let's Connect!    

TVRC Advertising Rates

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THANK YOU

TO OUR SPONSORS

CHAMBER ELITE



CHAIRMAN'S LEVEL



PRESIDENT'S LEVEL



MEDIA SPONSORS



The Top of Virginia Regional Chamber would like to thank Absolute Altitude, Altamira Film Co., SL Hunter Photography, and Bridgeforth Photographics for their photographic contributions to this publication. You can find these photographers at many of our events and we love working with them.

Thank you all for your contribution to the Top of Virginia region!