

We Can Do That!

What to Expect in 2012

What's Inside:

- Testimonials from Chamber Supporters
- Advertising options for the monthly Action Report
- Season Ticket Information
- 2012 Chamber Calendar of Events
- Sponsorship Opportunities for 2012

SAN ANGELO
Chamber of Commerce
Downhome ~ Uptown ~ Goodtimes

Benefits of Working with YOUR Chamber of Commerce

According to a study conducted by The Shapiro Group and Market Street, if a company shows that it is highly involved in its local chamber, consumers are 12% more likely to think that its products stack up better against its competition. Your San Angelo Chamber of Commerce offers a variety of opportunities for you and your organization to network within the business community, form synergistic relationships with peers, and increase your business' exposure.

All you have to do is... Get Involved!

- **Attend!** - the easiest way for you to take advantage of your Chamber membership is to attend some of the Chamber functions. By attending our monthly networking events and our annual business oriented happenings you meet people and increase name recognition.
- **Show It Off!** - make sure people know you are a Chamber member. Are you displaying your Chamber plaque at your place of business, listing yourself as a Chamber member in your publications, talking about it at other networking events?
- **Support Your Chamber!** - make a splash with your Chamber membership and sponsor one of the many Chamber functions. Through Chamber and public marketing your peers will see you as a leader in business.

Your Chamber is here to support the business community, and by taking an active role in the organization, you and your business will grow. *In the words of our 2012 Chairman of the Board Sam Allen, "We can do that!"*

Reach 1,500 Business Peers

Your Chamber of Commerce has over 1,500 contacts for its approximately 1,100 business members, and by advertising through us, you can reach a truly targeted local business community.

Chamber Action Report

This monthly eight-page publication is sent via email, direct mail, social media, and posted on sanangelo.org to inform all Chamber members of upcoming events and business issues.

Your business can be included in the publication.

Logo Recognition: \$50

Business Card Ad: \$100

Full Page Insert: \$250 with 550 printed copies
\$300 without printed copies
(\$50 for each additional page)

Chamber Website

The Chamber website, www.sanangelo.org receives approximately 15,000 visits each month from people searching for tourism and business related information.

Your business can be featured in a

Banner Ad on our homepage.

One Month: \$500
Three Months: \$1,000
Six Months: \$1,500

Direct Mail

Personally contact each of the Chamber's over 1,500 business contacts by purchasing the **Chamber Database** for \$300. The Excel file includes physical addresses, phone numbers, emails, and includes four free upgrades of information.

Interested in a one-time mailing? You may purchase **Pre-Printed Mailing Labels** to the Chamber membership for \$45.

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For the FIRST time EVER....

Purchase Chamber Season Tickets!

Does your organization send representatives to EVERY Chamber Luncheon? Cut down on administrative and financial duties this year by purchasing season tickets to the nine Chamber Luncheons listed on page three. Each season ticket is \$135, and includes the following **BENEFITS**:

- Reserved Seating at the Chamber Luncheons
- Avoid a monthly payment by making one purchase
- Avoid having to RSVP each month
- Receive a reminder email prior to Chamber Luncheons

Attending Chamber Luncheons

"Attending the Chamber Luncheon each month is very important to me because of the networking opportunities and information gathering from the speakers and other chamber members. I sit with someone different each month and always make new acquaintances or catch up with current friends. In either case, I always leave having learned something new about the chamber, a business, or San Angelo."

- Mark Clark, Director of Donor Relations
West Texas Rehabilitation Center

Business Expo Booths

"Mosaic had three fundraising offers within the first thirty minutes of the 2011 Business Expo, and lots of volunteer prospects throughout the day!"

- Terri Holland, Community Relations Manager
Mosaic in San Angelo

Business @ Happy Hour Host

"San Angelo Community Medical Center is a proud sponsor of the San Angelo Chamber of Commerce and was pleased to hold two Business @ Happy Hour events last year. These after hour events are a great way for our associates to provide networking opportunities in a relaxed environment while promoting a level of organizational exposure that would not otherwise be available to the public and members of the Chamber."

- Brad Holland, Chief Executive Officer
San Angelo Community Medical Center

2012 San Angelo Chamber of Commerce Event Calendar

February

Tuesday, February 28th at 5:00 p.m.: Business @ Happy Hour hosted by **ERA Newlin & Company**, 1722 W. Ave. N

March

Tuesday, March 13th at 11:30 a.m.: Chamber Luncheon featuring an update from the future San Angelo Performing Arts Coalition, sponsored by **Templeton Construction** and **Performant DCS**

Tuesday, March 27th at 5:00 p.m.: Business @ Happy Hour hosted by **Media Advantage**, 3157 Executive Dr.

April

Tuesday, April 10th at 11:30 a.m.: Chamber Luncheon featuring the annual Economic Development Awards and a presentation by author and socioeconomic futurist Carolyn Corbin, sponsored by **AEP Texas**, **Ener-Tel**, and **Texas Bank**

Tuesday, April 24th at 5:00 p.m.: Business @ Happy Hour hosted by **Staybridge Suites**, 1355 Knickerbocker

May

Tuesday, May 8th at 11:30 a.m.: Chamber Luncheon tentatively featuring Energy Speaker (*Sponsorships Available*)

Saturday, May 19th from 11 a.m. to 2 p.m.: 8th annual Goodfellow Appreciation Day (*Sponsorships and Volunteer Opportunities Available*)

Tuesday, May 22nd at 5:00 p.m.: Business @ Happy Hour hosted by **Christoval Vineyards**, 5000A Cralle Rd.

June

Tuesday, June 12th at 11:30 a.m.: Chamber Luncheon featuring Workforce Speaker, sponsored by **Concho Valley Workforce Board**

Tuesday, June 26th at 5:00 p.m.: Business @ Happy Hour (*Sponsorship Available*)

Saturday & Sunday, June 23rd & 24: 6th annual Showdown in San Angelo Drag Boat Races at Lake Nasworthy (*Sponsorships Available*)

July

Tuesday, July 24 at 5:00 p.m.: Business @ Happy Hour at **San Angelo Banking Center**, 5710 Sherwood Way

August

Tuesday, August 14th at 11:30 a.m.: Chamber Luncheon featuring the "State of the City" address by Mayor Alvin New and City Manager Harold Dominguez, sponsored by **1st Community Federal Credit Union**, **Howard College**, and **The West Texas Training Center**

Tuesday, August 14th at 6:00 p.m.: 3rd annual Pre-West Texas Legislative Summit Reception & Dinner (*Sponsorships Available*)

Wednesday, August 15th from 9 a.m. to 3 p.m.: 9th annual West Texas Legislative Summit (*Sponsorships Available*)

Tuesday, August 28th at 5:00 p.m.: Business @ Happy Hour hosted by **Poulson Insurance Inc.**, **Allstate Insurance Company**, 5122 Knickerbocker

September

Tuesday, September 11th at 11:30 a.m.: Chamber Luncheon featuring the annual Tourism Awards, sponsored by **San Angelo Standard-Times** (*Additional Sponsorships Available*)

October

Tuesday, October 2nd from 11 a.m. to 6:30 p.m.: **2012 Business Expo** (*Sponsorships Available*)

Tuesday, October 2nd at 5:00 p.m.: Business @ Happy Hour, sponsored by **Jackson Walker, L.L.P.** (*Additional Sponsorships Available*) Event held in conjunction with the Business Expo at the Wells Fargo Pavilion

Tuesday, October 9th at 11:30 a.m.: Chamber Luncheon Program TBD, sponsored by **Jackson Walker, L.L.P.**

Tuesday, October 23rd at 5:00 p.m.: Business @ Happy Hour hosted by the **Laura W. Bush Institute for Women's Health** and held at The Wellness, Engagement and Development Center, 5301 Knickerbocker Rd., Ste. 200

November

Tuesday, November 13th at 11:30 a.m.: Chamber Luncheon featuring annual Diversity Awards, sponsored by **BlueCross BlueShield**, **San Angelo Standard-Times**, and **Wells Fargo Bank**. (*Additional Sponsorships Available*)

Tuesday, November 27th at 5:00 p.m.: Business @ Happy Hour hosted by **Woodmen of the World**

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2012 Sponsorship Opportunities

Goodfellow Appreciation Day—This is the Chamber and the Community's opportunity to "give back" to Goodfellow Air Force Base. Each year the Chamber's Military Affairs Committee and the Chamber host an event to feed and entertain all local military personnel and their families. During the last few years, over 2,500 people have been fed at the event. Sponsorships begin at \$100 and include print recognition and volunteer opportunities.

West Texas Legislative Summit—The Summit is designed to pull West Texas community leaders and elected officials together in a forum that allows discussion of West Texas issues. Each year the Summit has focused on a different area of importance to west central Texas. The first year's conference centered on concerns related to West Texas' water resources, with succeeding years focusing on educational trends and population shifts, alternative energy, healthcare, transportation, agriculture, higher education with workforce challenges, West Texas local government issues, and the 2012 topic will be determined from the Interim Committee Charges for the 83rd regular session of the State Legislature. The Summit will be held at the C.J. Davidson Conference Center on the campus of Angelo State University, and numerous elected officials will speak throughout the day, as well as experts in panel topics. Sponsorships for the Summit begin at \$750.

Business Expo—As the largest business-to-business tradeshow in the Concho Valley, this annual event holds unique opportunities for businesses, non-profits, and individuals. Held at the Wells Fargo Pavilion and boasting an annual average attendance of 2,500 people, 102 booth spaces are available to organizations for displaying their goods and services. Booths are available at an Early Bird Rate of \$400 until Friday, August 17th, and the list of businesses for 2012 has begun!

Silver Sponsors: Fifteen Silver Sponsorships at \$800 each are available at the Business Expo. These premier sponsorships include premium booths space and accessories, logo recognition on all Expo materials and online advertising, and additional signage at the event.

Expo Eve: Held from 5:30 to 6:30 the evening before Business Expo, Expo Eve is an opportunity for employees for the almost 100 exhibitors to set-up the booth spaces, and an opportunity for your business to gain exposure to leading local businesses. The \$400 sponsorship provides pizza for the attendees and includes signage during the evening, and logo recognition on all promotional materials.

Bag Sponsors: All attendees are greeted at the door and given a "Goodie Bag" to collect promotional products and pamphlets from the exhibitors. This is a mobile marketing opportunity for your businesses with the approximately 2,500 attendees carrying your logo all over the event AND home! Your company will need to provide the bags and \$250 to take advantage of this sponsorship opportunity.

Exhibitor's Lounge: Almost every manager/owner/employee/decision maker for the businesses exhibiting at the Business Expo enters the Exhibitor's Lounge during the event. By sponsoring this area, your business is allowed to decorate the tables, distribute information, and provide volunteers for the area.

Business @ Happy Hour—The Chamber's signature monthly networking event is designed to not only bring awareness to your facility, but also to bring PEOPLE! Hosted at the sponsor's location, this event boasts an average attendance of 100 to 125 people each month. Throughout 2011, the Chamber held a cash drawing at the end of the evening which grew each month by \$50 if the Chamber member drawn was not present. Not only will this drawing continue in 2012, but it will also start growing from where it ended last year, making February's drawing worth \$650! This event is held on the fourth Tuesday of each month from 5 to 6:30 p.m. and sponsorships are \$350 for a single business or \$400 for businesses co-sponsoring. Sponsors are encouraged to provide refreshments and two to three door prizes for the event.

Chamber Luncheons — Held on the second Tuesday of each month, this event has an average attendance of 175 business professionals. Attendees range from major corporations to small businesses and organizations. Each luncheon features a speaker who will address a business-oriented topic of interest. Two to three sponsors are available for each luncheon at \$550 each. Sponsorship of this event includes print, social media, radio, and online recognition for your business, a three-minute "commercial" opportunity at the event, a table during the luncheon, and the ability to place promotional products and brochures at the tables.

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For more information, contact Lara at the Chamber office at 655-4136, ext. 235, or by email at lcoleman@sanangelo.org.