

Falls Chamber of Commerce

SPONSORSHIP & EVENT
Guide



A GUIDE TO FISCAL YEAR 2024



Small Communities Big Opportunities



CHAMBER WELCOME



Bonnie McNair
Executive Director

Hello Falls Chamber Community,

Let me start by first extending my heartfelt gratitude for your consistent and unwavering support of the Falls Chamber of Commerce! For a second year, we are thrilled to present a sponsorship guide for our members and community, to assist in planning for the upcoming financial year.

This innovative model empowers our members to budget for their investments annually by selecting sponsorship and event participation opportunities before the fiscal year gets to heavily underway, starting from January and beyond.

Consider this sponsorship guide as a guiding compass for the Falls Fiscal Year ahead, open to continuous additions. Our organization, guided by the theme "Small Communities, Big Opportunities," is dynamic, evolving, and committed to introducing more events throughout the year and providing impactful services and offerings to our membership. This year has been a true delight collaborating with both longstanding and newly joined businesses in our Chamber as well as getting to know and work with all of our partners who work to support us in our mission.

As we continue to expand, your support remains integral and even vital to our continued success. Without you, organizing our annual events and pursuing further growth would not be possible. Anticipating the new heights we can collectively reach in 2024 fills us with both excitement and hope.

Let's unite in our mission to foster the establishment, success, and expansion of businesses in the Falls community embodying the spirit of "Small Communities, Big Opportunities!

With Gratitude,

Bonnie McNair

Executive Director

The Falls Chamber of Commerce



Networking events



New this year, we are offering a variety of networking events which will occur monthly at rotating host locations. During networking events, attendees have the opportunity to mix and meet other Falls Chamber members and guests while enjoying complimentary food, beverages, and raffles. Event sponsors and hosts have the opportunity to address attendees and give tours or otherwise show off their space.

Projected attendance 25–30 people per event

✦ Breakfast
Bunch ✦

✦ Midday
Mixer ✦

✦ Business
After Hours ✦

— ✦ NEW Educational Series: Knowledge Bites ✦ —

Like the morning, midday and after-hours events, the Knowledge Bites series will give members and guests an opportunity to network however, its primary goal is to provide an educational opportunity. Each month will be a different presenter and topic and may or may not include food/beverages or may simply be a BYO event. Each month will be a new educational adventure!

Presenting Sponsor : 4@ \$2000 each

(choose from Morning, Midday, After-Hours or Education Series while available)

- The Networking event will be named 'Networking event Presented by [Sponsor name] each month Hosted by [Host Location Name]
- Sponsor logo incorporated into digital/printed marketing for event
- Opportunity to address attendees at event
- Opportunity to have a presentation table at each event as well as display company banner/logo
- Presenting Sponsor has the opportunity to host one event per year (fee waived)

Networking Event Host - 48 @ \$100

- The host location has the opportunity to showcase their business
- The event will be promoted as Business After Hours Presented by [Sponsor Name] hosted by [Host Location Name]
- The host's name and logo will be incorporated into the digital/printed marketing for event
- Opportunity to address the attendees
- Business After Hours events can be hosted at established restaurants or a company's site
- Host will provide food and beverages. Non-alcoholic beverages must also be available
- Business After Hours events can only be hosted at member businesses
- Ideally on-site catering would be provided by a member business

Logistics of Hosting a Networking Event

- Networking events can be hosted at established restaurants or a company's own site
- Host will provide food and beverages. Non-alcoholic beverages must be made available in every case.
- Networking events can only be hosted at member businesses
- Ideally on-site catering would be provided by a member business

Business Resource Fair

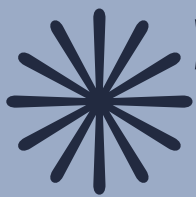


The Falls Chamber of Commerce is proud to present the annual Maine & New Hampshire Business Resource Fair in the Fall. All businesses in Maine and New Hampshire are invited for an afternoon focused on helping businesses access the resources and opportunities they need at any point in their business' progress from starting up, to expanding or even just understanding the business world and how best to navigate it.



The fair features 15–20 business support organizations from both Maine and New Hampshire. The fair is perfect for business owners to gain access to important tools and information that match their needs. In addition to resources, the event will include speakers from partnering organizations and the Chamber

Projected Attendance: 30-50 people per event

Occurrence: Once a Year (Fall)



Falls Business Resource Fair Sponsor 4 @ \$750

- Sponsor logo incorporated into digital/printed marketing for event
 - Opportunity to address attendees at event
- 
- Opportunity to have a presentation table at each event as well as display company banner/logo
 - Sponsor logo featured in the event program
 - A table at the front of the room where sponsors can display swag, information, etc.
- 
- Announcement at the top of the event and the end thanking sponsors
 - Opportunity to provide promotional items for swag bags

SOMERSWORTH SUMMER FEST



This year, Somersworth Summer Fest will take place in Somersworth in the later part of Summer to top off the season. The fest is a day filled with food vendors, beer gardens, local shops, live entertainment, games, and more. This is an excellent opportunity for you to market your business, potentially meet thousands of new patrons, and network with other local businesses.

We are actively seeking vendors for the 2024 event! If you are food vendor or local shop, please email executivedirector@thefallschamber.com.



Presenting Sponsor 1 @ \$5000

- Logo and company link on website
- Logo on all event promotion, poster & signage
- Numerous mentions on social media
- Logo on volunteer t-shirts
- Prominent placement of banner at main entrance
- Fifteen (15) complimentary tickets
- 10x10 space to display promotional materials at event
- Verbal recognition at the event and on all media promotions leading up to the event

Refreshment Sponsor 1 @ \$3000

- Logo and company link on website
- Logo on all event promotion, poster & signage
- Numerous mentions on social media
- Prominent placement of banner at beer garden and ID check entrance
- Ten (10) complimentary tickets
- 10x10 space to display promotional materials at event (near beer garden or ID Check)
- Verbal recognition at the event and on all media promotions leading up to the event



Entertainment Sponsor 1 @ \$2500

- Logo and company name on website
- Logo on all event promotion & signage
- Mentions on social media
- Banner displayed by stage
- Eight (8) complimentary tickets to event
- 10x10 space to display promotional materials at event
- Verbal recognition at the event

SOMERSWORTH SUMMER FEST (CONTINUED)

Cornhole Tournament Sponsor 1 @ \$ 2000

- Logo and company name on website
- Logo on all event promotion & signage
- Mentions on social media
- Six (6) complimentary tickets to event
- 10x10 space to display promotional materials at event
- Banner displayed in Cornhole Tournament area
- Verbal recognition at the event



Volunteer Tournament Sponsor 1 @ \$ 1500

- Logo and company name on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- 10x10 space to display promotional materials & banner at event
- Opportunity to greet volunteers at a training before the event
- Verbal recognition at the event

Food Truck Zone Sponsor Unlimited @ \$ 2000

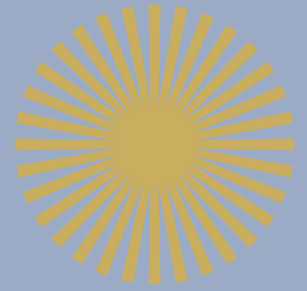
- Logo and company name on website
- Logo on all event promotion & signage
- Mentions on social media
- Four (4) complimentary tickets to event
- Verbal recognition at the event



First Aid Sponsor 1 @ \$ 750

- Logo and company name on website
- Logo on all event promotion & signage
- Mentions on social media
- Two (2) complimentary tickets to event
- Space at First-Aid area to display promotional materials at event
- Verbal recognition at the event

Membership Drives



Projected attendance: 25–30 people per event

Occurrence: 4 times per year (Winter, Spring, Summer, Fall)



Our membership drives are a great way for business leaders to connect with new businesses in the area. We are fortunate to be a constantly growing Chamber with membership increasing each month.

Over the course of the last few years, the Falls Chamber has been on a growth trajectory and this year we hope to increase that pace considerably. Membership drives assist greatly in this effort.

Presenting Sponsor 4 @ \$500

- The Membership Drives will be named Membership Drive Presented by [Sponsor Name] each event Hosted by [Host Location Name]
- The Sponsor logo incorporated into digital/printed marketing for event
- Opportunity to address attendees at event
- Opportunity to have a presentation table at each event as well as display company banner/logo

Logistics of Hosting a Membership Drive

- Membership Drive events can be hosted at established restaurants or a company's site
- Host will provide food and beverages. Non-alcoholic beverages must also be available
- Membership drive events can only be hosted at member businesses



Falls Annual Winter Gala

Projected Attendance: 100-150 people
Frequency : Annually (Winter)

The Falls Chamber of Commerce proudly presents our 3rd Annual Winter Gala Business Awards Celebration! This event, one of our favorites of the year, is a wonderful opportunity to celebrate the business community with friends and colleagues while enjoying food, drinks, and entertainment.



Awards are presented in specific areas of civic excellence including: Business of the Year, Citizen of the Year and Educator of the Year and Non-Profit of the Year.

Presenting Sponsor - 1 @ \$4,500

- 10 Winter Gala Tickets
- Banner/ signage exclusively displayed in the most prominent location available
- Recognition with logo on all printed/ digital material including the event invitation and program
- Recognition on all press releases including the Chamber e-newsletter
- Verbal recognition at the event and opportunity to address attendees with Chamber representative(s).
- Opportunity to address attendees at the event

Food Sponsor - 1 @ \$2,500

- Four Winter Gala Tickets
- Banner/ signage exclusively displayed by food stations
- Recognition with logo on all printed/ digital material including the event invitation and program
- Recognition on all press releases including the Chamber e-newsletter
- Verbal recognition at event

Award Sponsor - 1 @ \$2,500

- Award Sponsor - 1 @ \$2,500
- Four Winter Gala Tickets
- Recognition with logo on all printed/ digital material including the event invitation and program
- Recognition on all press releases including the Chamber e-newsletter
- Verbal recognition at event and opportunity to address audience at the beginning of the awards ceremony



Falls Annual Winter Gala (continued...)

Twinkling Lights Sponsor - 1 @ \$2,000



- Two Winter Gala Tickets
- Banner/ Signage displayed on enclosed, heated patio
- Recognition with logo on all printed material including invitation and event program
- Verbal recognition at the event

Entertainment Sponsor - 1 @ \$1,200



- Two Winter Gala Tickets
- Recognition with logo on all printed/ digital material including the event invitation and program
- Opportunity to introduce the featured performer from the stage

Floral Sponsor - 1 @ \$1,000



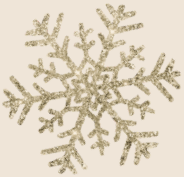
- Two Winter Gala Tickets
- Recognition with logo on all printed/ digital material including the event invitation and program
- Logo exclusively incorporated into centerpiece arrangement
- Verbal recognition at the event

Champagne Toast Sponsor - 1 @ \$1,000



- Two Winter Gala Tickets
- Recognition with logo on all printed/ digital material including the event invitation and program
- Logo exclusively displayed on each table with champagne bottle

Beverage Sponsor - 1 @ \$750



- One Winter Gala Ticket
- Recognition with logo on all printed/ digital material including the event invitation and program
- Logo exclusively displayed at drink station

Freshen Up Sponsor - 1 @ \$350



- Sponsor logos placed in washrooms next to sponsor provided personal care items
- Recognition with logo on all printed/ digital material including the event invitation and program

Supporting Sponsor - 5 @ \$250



- Recognition with logo on all printed/ digital material including the event invitation and program

Other Sponsorship Opportunities

We would not be able to continue to grow at the rate at which we have been without our sponsors and members, so THANK YOU again for such a wonderful 2023! I know that 2024 is going to be an exciting year for the Falls with so many new initiatives, events, and so much more!

There will be more opportunities to sponsor events through the year as they pop up. In fact, when there are remaining sponsorships before an event OR an event happens that we did not anticipate, we will let you know!

We have other opportunities for sponsorship of the Chamber including website sponsorships, e-blast opportunities, and in-kind donations for events! New this year, we are also offering short term, and long term sponsorship of our now TWO weekly newsletters to add to the opportunities to market your business while supporting your Chamber!

E-Blast Opportunities - Unlimited

Cost dependent upon frequency

Send out your promotional items to the Falls Chamber membership and the community at large. Reach over 900 persons with the click of the send button.

- 1 Time E-Blast- \$200
- 1 Per Month E-Blast (12 times)- \$500
- 1 Per Quarter E-Blast (4 times a year)- \$350

Weekly Membership Newsletter Ad Opportunities - Two Options

- Falls Friday 2 @ \$1000
 - Your logo appears in every weekly Falls Friday Newsletter with " Falls Friday presented by [Sponsor Name] for the entirety of 2024 (or 1 calendar year if started by end of January 2024)
- Tuesday Touchpoint up to 12 @-\$150 for 1 month/\$350for 1 quarter.
 - Logo appears in each Tuesday Touchpoint newsletter for the period of 1 month or 1 quarter

Web Sponsorship - 5 @ \$1,000

Frequency: One sponsorship lasts for 12 months from date of purchase

- Sponsor logo featured on the Falls website under the website sponsor banner with a clickable link to your website
- Sponsor Logo featured in Chamber weekly e-newsletter in website sponsor section
- One targeted email blast a month with sponsor provided featured content

In-Kind Donations

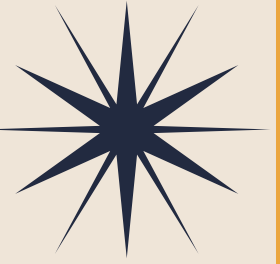
Several of our events include raffles and silent auctions! Please email executivedirector@thefallschamber.com if you would like to provide raffle or silent auction items for the following events:

- Falls Annual Golf Classic
- Falls Annual Winter Gala





BOARD OF DIRECTORS



Michael Muise
Chair



Sherry Norton
Co-Chair



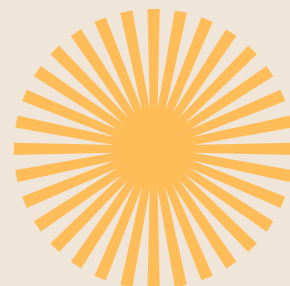
Jacob Erricolo
Treasurer



Paul Edgar
Tri-City Christian Academy



Riley Bacon
Haven Homes @Keller Williams



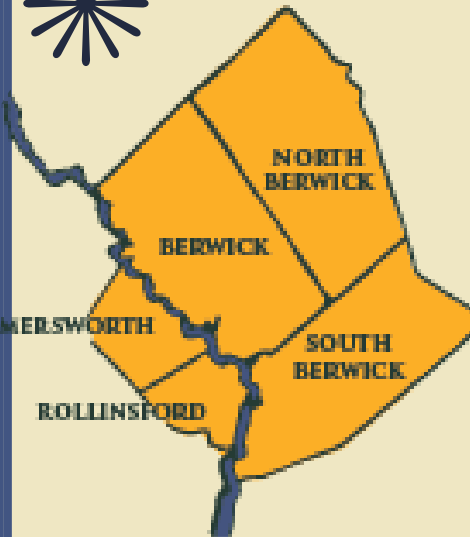
Contact Us TODAY!



We want to hear from you! Our goal this year is to make the Chamber and membership more rewarding and accessible than ever, so we want to hear how YOU believe we can best serve you.



Contact Info



603-749-7175



executivedirector@thefallschamber.com



472 High Street, Somersworth, NH



thefallschamber.com

Interested in sponsoring or hosting an event???

Want to share more about your business? I

LOVE a TOUR!

Get in touch!

