

Sponsorship Opportunities



*Partner With Us to Unlock New
Opportunities for Mutual Growth*



**2023
2024**

We are excited to introduce a new approach to our sponsorship opportunities that we believe will benefit both our Chamber and your businesses in numerous ways. Starting this year, we are shifting to an annual sponsorship model, allowing you to plan your involvement in our events well in advance.

This decision was driven by our commitment to enhance your experience with us. We recognize the importance of effective planning, clear communication, and the ability to align your marketing strategies with our events. As such, we are streamlining the sponsorship process to provide you with greater convenience, transparency, and value.

Why an Annual Sponsorship Model?

Strategic Planning: By offering a comprehensive list of sponsorship opportunities at the beginning of the year, you can strategically align your business goals with the events that best resonate with your target audience.

Enhanced Exposure: Early commitment allows us to feature your business prominently in event promotions and marketing materials, ensuring maximum exposure and brand visibility throughout the year.

Effective Budgeting: With a clear overview of our annual events, you can allocate your marketing budget more effectively, making the most of each opportunity to connect with our community.

Efficient Collaboration: For our Chamber, knowing our major sponsors in advance aids our event planning, allowing us to create even more impactful experiences for our members and the community.

Community Integration: Through this annual approach, we aim to foster a sense of unity and collaboration among our members, as you'll have the opportunity to participate in a variety of events that highlight the diversity of our local businesses.

Your support and involvement are vital to the success of our Chamber and the prosperity of our local business community. We're confident that this new sponsorship model will provide you with the tools and flexibility you need to bring visibility to your brand, connect with fellow businesses, and contribute to the growth of Porterville.

Thank you for your continued commitment to the Porterville Chamber. We look forward to a year filled with meaningful collaborations, successful events, and shared achievements!

Your Chamber team,

Kristy Martin
CEO

Rona Kane
Member Services
Director

Jesus Gomez
Events & Marketing
Coordinator

Instructions

To get started, please follow the steps below:

Review the Enclosed Sheet: Inside this packet, you will find an enclosed sheet detailing all the sponsorship opportunities available for the upcoming year. Each event offers unique benefits and exposure for your business.

Select Your Opportunities: Carefully review the list of events and mark the sponsorship opportunities you'd like to participate in. Feel free to choose as many as align with your business goals and marketing strategy.

Return the Enclosed Sheet: Once you've made your selections, kindly complete the enclosed sheet by indicating your chosen opportunities. You can send the sheet back to us by email at info@portervillechamber.org or by mail at **93 N. Main St., Ste. A, Porterville, CA 93257**.

Payment Options: You have the flexibility to make your payment in full upon selecting your opportunities or closer to the event date. If you choose the latter, rest assured that we will send you an individual invoice in advance of each sponsorship.

Providing Marketing Materials: As the event dates approach, our team will reach out to you to gather any marketing materials needed for your sponsorship. This may include logos, banners, or promotional content. Timely submission ensures optimal exposure for your business.

Enjoy the Benefits: Once your sponsorship is confirmed and payment is received, you're all set to enjoy the benefits of being a valued partner in our chamber's events. We will ensure your business receives the recognition it deserves.

If you have any questions or require assistance at any step of the process, please don't hesitate to contact us by email at info@portervillechamber.org or by phone at **(559) 784-7502**. We're here to help and ensure that your sponsorship experience is smooth, rewarding, and impactful.



SPRING FESTIVAL

EVENT DATE: APRIL 13, 2024

EVENT INFORMATION:

Every year in April, thousands of people come out to Downtown Main. St. for a fun day of food, shopping, and entertainment. Attendees can vote on their favorite recipe at our Porterville Chili Cook-Off, shop our businesses and the vendors who line the street, and enjoy live music and dance performances from local talent.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

PRESENTING SPONSOR (ONE AVAILABLE)

\$10,000

- Logo on all marketing, website, & event signage
- Special livestream guest interview
- Two booth spaces with preferred placement

GOLD SPONSOR (UNLIMITED AVAILABLE)

\$5,000

- Logo on website & event signage
- One booth space with preferred placement

SILVER SPONSOR (UNLIMITED AVAILABLE)

\$2,500

- Name on website & event signage
- One booth space with preferred placement

BRONZE SPONSOR (UNLIMITED AVAILABLE)

\$750

- Name on event signage
- One booth space with preferred placement

ENTERTAINMENT SPONSOR (ONE AVAILABLE)

\$2,500

- Logo on all marketing & event signage related to entertainment
- One booth space with preferred placement

KIDS ZONE SPONSOR (ONE AVAILABLE)

\$2,500

- Logo on all marketing & event signage related to kids zone
- One booth space with preferred placement

CHILI COOK OFF CALIENTE SPONSOR

\$500

- Logo on all marketing & event signage related to chili cook-off
- 20' x 10' space with 1 team entry

CHILI COOK OFF HOT SPONSOR

\$250

- Logo on all marketing & event signage related to chili cook-off
- 20' x 10' space with 1 team entry



GOLF TOURNAMENT

EVENT DATE: JUNE 2024

EVENT INFORMATION:

Tee off for a cause at the Porterville Chamber Golf Tournament, where participants enjoy a day of friendly competition on the greens while raising funds to support our chamber initiatives. Join fellow golf enthusiasts and local businesses in this fun event.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

PRESENTING SPONSOR (ONE AVAILABLE)

\$4,000

- Entry for 8 golfers
- 8 tee signs
- Logo on all marketing signage & event program
- First right of refusal for 2025

PLATINUM SPONSOR

\$2,500

- Entry for 8 golfers
- 6 tee signs
- Logo in event program

GOLD SPONSOR

\$1,000

- Entry for 4 golfers
- 4 tee signs
- Company name in event program

SILVER SPONSOR

\$500

- Entry for 2 golfers
- 2 tee signs
- Company name in event program

BRONZE SPONSOR

\$250

- Entry for 1 golfer
- 1 tee sign
- Company name in event program

INTERACTIVE HOLE SPONSOR

\$250

- Booth set up on course
- 2 lunch tickets
- Company name in event program

TEE SIGN SPONSOR

\$150

- 1 tee sign

LUNCH SPONSOR

\$2,500

- Logo on all lunch marketing signage
- Logo in event program

GOLF CART SPONSOR

\$1,500

- Logo on all golf carts
- Company name in event program



BUSINESS SHOWCASE

EVENT DATE: SEPTEMBER 2024

EVENT INFORMATION:

Discover the talents and offerings of our local business community at the Business Showcase. Join us for an evening of networking and fun as businesses come together to exhibit their products and services, fostering connections that drive local growth and prosperity. Our business showcase is typically held at the Porterville Veteran's Memorial Building.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

PRESENTING SPONSOR (ONE AVAILABLE)

\$1,500

- -Logo on all marketing, website, & event signage
- -Exclusive livestream interview
- -Preferred booth location w/ electricity

CONTRIBUTING SPONSOR

\$250

- Name on website & event signage
- One booth space with preferred placement

SUPPORTING SPONSOR

\$750

- Logo on website & event signage
- Exclusive livestream interview
- Preferred booth location w/ electricity

GRAND PRIZE SPONSOR (TWO AVAILABLE)

\$500

- Logo on all marketing & event signage related to the grand prize



AWARDS & INSTALLATION CEREMONY

EVENT DATE: NOVEMBER 2024

EVENT INFORMATION:

Celebrate outstanding contributions within our community at the Annual Awards. Join us in recognizing remarkable individuals and businesses whose dedication and impact have made a difference in our city.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

PRESENTING SPONSOR (ONE AVAILABLE)

\$3,000

- 16 tickets to event
- Logo on all marketing, website, & event signage
- 1 minute commercial
- Full page ad in program

GOLD SPONSOR

\$1,500

- 8 tickets to event
- Logo on marketing, website, & event signage
- 30-second commercial
- 1/2 page ad in program

SILVER SPONSOR

\$500

- 2 tickets to event
- Logo on website, & event signage
- ad rotating on screen
- 1/4 page ad in program

AWARD SPONSOR

\$500

- Limit 7
- Sponsor an award for Man of the Year, Woman of the Year, Large Business of the Year, Small Business of the Year, Community Service Project of the Year, Male Youth of the Year, & Female Youth of the Year

ATTENDEE GIFT SPONSOR

\$1,500

- Limit 1
- Logo on sponsored gift

INDIVIDUAL TICKETS

- 1 ticket = \$65
- 8 tickets = \$500



CHILDREN'S CHRISTMAS PARADE

EVENT DATE: DECEMBER 2024

EVENT INFORMATION:

Experience the magic of the season at the Children's Christmas Parade. Join families, friends, and businesses as we come together to celebrate with festive floats, music, and holiday cheer that brightens our community during this special time of year.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

PRESENTING SPONSOR

\$1,500

- Limit 1
- Logo on all marketing, website, & event signage & banner in parade
- Announcements during parade
- Be a judge - vote for the winning floats
- 2 commercial float entries in parade

AWARD SPONSOR

\$1,000

- Limit 1
- Sponsor the awards for 1st, 2nd, & 3rd place winners in all categories
- Logo on sponsored awards

SUPPORTING SPONSOR

\$250

- Logo on website & banner in parade
- Announcements during parade
- 1 commercial float entry in parade

COMMERCIAL PARADE ENTRY

\$50

- 1 commercial float entry in parade



JR CEO PROGRAM

DECEMBER 2023 - APRIL 2024

EVENT INFORMATION:

The Jr. CEO Program offers young minds a unique opportunity to delve into the world of business leadership through hands-on experience and mentorship. This initiative empowers aspiring junior CEOs to develop essential skills, foster innovation, and cultivate a passion for entrepreneurship, setting them on a path towards a successful future.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

VISIONARY SPONSOR (ONE AVAILABLE)

\$5,000

Title sponsor for the Jr. CEO program

- Logo on all program & event marketing materials
- Logo on exclusive event banner
- Partner branding at the Spring Festival showcase
- Exclusive livestream interview
- Optional mentorship opportunity

INNOVATOR SPONSOR

\$2,000

- Logo on program & event marketing materials
- Logo on shared event banner
- 1 student business sponsorship & partner branding at the Spring Festival showcase
- Optional mentorship opportunity

MENTORSHIP SPONSOR

\$500

Sponsor a student business!

- Partner branding at the Spring Festival showcase
- Press & social media visibility
- Optional mentorship opportunity

SHIRT SPONSOR

\$500

- Shirts will be produced & distributed with the Jr. CEO logo on the front & your company logo on the back (visionary & innovator sponsor logos will also be displayed but less prominently)

WORKBOOK SPONSOR

\$250

Get your brand noticed by placing your logo in one of the Jr. CEO workbooks!

- Limit 5
- Logo at the bottom of each page of the instructional workbook

BUSINESS SIGN SPONSOR

\$50

Sponsor a student business sign!

- Logo displayed on student business signs for showcase event



FIRST FRIDAY COFFEE

FIRST FRIDAY OF EACH MONTH

EVENT INFORMATION:

The Monthly First Friday Coffee event offers businesses the chance to establish valuable partnerships and expand networks, supporting business growth. By becoming an exclusive event sponsor, you'll have the opportunity to give a 10 minute presentation to the entire group, allowing you to showcase your business and increase your presence within the community.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

The sponsorship price for the Monthly First Friday Coffee event is determined based on your membership level within the Porterville Chamber. Your level of membership will directly influence the sponsorship package available to you, allowing you to choose the option that best aligns with your business goals and budget.

BUSINESS OR NON-PROFIT BASIC LEVEL MEMBERSHIP
\$200

BRONZE LEVEL MEMBERSHIP
\$100

SILVER, GOLD, & PLATINUM LEVEL MEMBERSHIPS
\$0

- Logo on all marketing materials
- Exclusive presentation to the group
- *Limit 10/year

Check with the Chamber office for availability - email us at info@portervillechamber.org or call at (559) 784-7502.



BUSINESS AFTER HOURS QUARTERLY

EVENT INFORMATION:

Discover the Porterville Chamber's Business After Hours event—a quarterly gathering hosted at the sponsor's business location. Join us to showcase your business firsthand, engage with attendees, and share insights about your company, fostering valuable connections within the local business community.

SPONSORSHIP OPPORTUNITIES & BENEFITS:

The sponsorship price for the Quarterly Business After Hours is determined based on your membership level within the Porterville Chamber. Your level of membership will directly influence the sponsorship package available to you, allowing you to choose the option that best aligns with your business goals and budget.

BUSINESS OR NON-PROFIT BASIC LEVEL MEMBERSHIP
\$500

BRONZE LEVEL MEMBERSHIP
\$250

SILVER, GOLD, & PLATINUM LEVEL MEMBERSHIPS
\$0

- Logo on all marketing materials
- Exclusive showcase of your business
- *Limit 4/year

Check with the Chamber office for availability - email us at info@portervillechamber.org or call at (559) 784-7502.



Sponsorship Sign-up

SPRING FESTIVAL

- Presenting Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$750
- Entertainment Sponsor \$2,500
- Kids Zone Sponsor \$2,500
- Chili Cook Off Caliente Sponsor \$500
- Chili Cook Off Hot Sponsor \$250

BUSINESS SHOWCASE

- Presenting Sponsor \$1,500
- Supporting Sponsor \$750
- Contributing Sponsor \$250
- Grand Prize Sponsor \$500

AWARDS CEREMONY

- Presenting Sponsor \$3,000
- Gold Sponsor \$1,500
- Silver Sponsor \$500
- Award Sponsor \$500
- Attendee Gift Sponsor \$1,500
- Tickets for 8 _____ x \$500
- Individual Tickets _____ x \$60

FIRST FRIDAY COFFEE

- Basic Membership \$200
- Bronze Membership \$100
- Circle of Excellence \$0

Preferred Month: _____

Company Name: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Sponsorship Total \$_____ Send one invoice for 2023 Bill for each event

GOLF TOURNAMENT

- Presenting Sponsor \$4,000
- Platinum Sponsor \$2,500
- Gold Sponsor \$1,000
- Silver Sponsor \$500
- Bronze Sponsor \$250
- Interactive Hole Sponsor \$250
- Tee Sign Sponsor \$150
- Lunch Sponsor \$2,500
- Golf Cart Sponsor \$1,500

CHRISTMAS PARADE

- Presenting Sponsor \$1,500
- Supporting Sponsor \$250
- Award Sponsor \$1,000

JR. CEO

- Visionary Sponsor \$5,000
- Innovator Sponsor \$2,000
- Mentorship Sponsor \$500
- Shirt Sponsor \$500
- Workbook Sponsor \$250
- Business Sign Sponsor \$50

BUSINESS AFTER HOURS

- Basic Membership \$500
- Bronze Membership \$250
- Circle of Excellence \$0

Preferred Month: _____

Return your completed form to us by email at info@portervillechamber.org
or mail to 93 N. Main St., Suite B, Porterville, CA 93257

Thank you for your continued support of the Porterville Chamber!