

2025  
2025  
2025

# SPONSORSHIP & MARKETING GUIDE



Serving as a leader in creating a vibrant and diverse business community that drives economic opportunity and well-being



515  
515  
515  
members strong

540-459-2542  
ShenandoahCountyChamber.com

# INDEX OF SPONSORSHIP

- PG 2 ..... 2024 Year in Review
- PG 3 ..... Thank You 2024 Annual Sponsors
- PG 4 ..... Four Amazing Benefits of Chamber Event Sponsorship
- PG 5 ..... Major Investors - Chamber Champions - Premium Annual Sponsorship
- PG 6 ..... Chamber Champions - Gold Annual Sponsorship
- PG 7 ..... Chamber Champions - Silver
- PG 7 ..... Bronze Annual Sponsorship
- PG 8 ..... Annual Awards of Excellence Celebration
- PG 9 ..... Autumnfest
- PG 10 ..... Community Wellness Fair
- PG 10 ..... Economic Development Council Breakfast
- PG 11 ..... Legislative Breakfast
- PG 11 ..... Route 11 Yard Crawl
- PG 12 ..... Valor Awards
- PG 13 ..... Women's Leadership Symposium
- PG 14 ..... Leadership Shenandoah County
- PG 14 ..... Student Leadership Shenandoah County
- PG 15 ..... Sponsorship Commitment Form and Meet the Chamber Team

ADDITIONAL OPPORTUNITIES MAY ALSO BECOME AVAILABLE AT A LATER DATE



## 2024 YEAR IN REVIEW



515  
MEMBERS



60  
NEW MEMBERS



90%  
RETENTION

### COMMUNICATION IS KEY



3  
FACEBOOK  
PAGES

5K  
CHAMBER  
FOLLOWERS

3.9K  
AUTUMNFEST  
FOLLOWERS

21K  
YARD CRAWL  
FOLLOWERS



WITH AVG 49% OPEN RATE  
159 SUBSCRIBERS

48  
ENEWS  
SENT



225 WELCOME BAGS  
DISTRIBUTED

3K MONTHLY WEBSITE VISITORS  
700 WELCOME CENTER/  
CHAMBER VISITORS

1.8K WEBSITE  
REFERRALS



# THANK YOU 2024 ANNUAL SPONSORS

## Premium



## Gold



## Silver



## Bronze



# FOUR AMAZING BENEFITS OF CHAMBER EVENT SPONSORSHIP

As you plan your promotions/advertising budget for 2025, please consider sponsoring a **Shenandoah County Chamber of Commerce event!** Through the generosity of our members, we offer 10 large events and 50 programs annually to both our membership and the general public. Sponsoring an event has several benefits for your business:

**1. INCREASE BRAND VISIBILITY:**

Put your brand in front of large audiences! You can increase your brand visibility through sponsor benefits, which include:

- Recognition on event signage.
- Recognition on all pre and post-event marketing/ communication materials.
- Recognition on website, eNews, & Social Media Sites

**2. BUSINESS EXPOSURE THROUGH COMMUNITY GOODWILL:**

Customers and clients trust businesses that care about investing in their community. Community involvement will set your business apart, and create an incentive for the community to support your business over the competition.

**3. GROW YOUR BUSINESS RELATIONSHIPS:**

Grow your network connections through sponsor benefits which may, depending on the event, include:

- Opportunity to place your brand front and center with attendees.
- Opportunity to connect directly with attendees.
- Opportunity to provide promotional products and/or brochures detailing your business to attendees.

**4. EFFICIENTLY GENERATE NEW LEADS:**

Not only do Chamber events connect you with a compatible customer base, they also allow you to show the “human side” of your business. By sponsoring and attending, you can interact with potential customers, learn about their needs, promote your products, and build a strong contact list.

***Thank you for partnering with us!***

## MAJOR INVESTORS

### Chamber Champions - Premium

**\$10,000**

- Annual Membership (Unlimited representatives)
- Logo on Sponsor Banner stand displayed at Events
- Logo on Sponsor Banner stand displayed in Chamber office
- Sponsor box on high traffic website pages
- Listed on all Chamber event marketing materials
- Weekly eNews Listing in Sponsor Area
- Presenting Sponsor of Annual Awards Celebration (10 pairs of tickets - 2 reserved tables)
- Recognition at the Economic Development Council Breakfast
- Legislative Breakfast Sponsor
- Complimentary Networking Luncheon attendance
- Complimentary attendance at all education seminars and forums
- Gold Sponsor of Autumnfest (10 VIP Tasting Tickets)
- Presenting Sponsor of the Valor Awards (16 Tickets)
- Sponsorship of the Rt 11 Yard Crawl
- Gold Sponsor of Women's Leadership Symposium (8 tickets)
- 2 Participants in the Leadership Shenandoah Class
- Sponsor and present to the Student Leadership Shenandoah County Class
- Exclusive Social media recognition and posts (12X/year)
- Free participation in Regional Job Fairs
- Sponsor of SCPS Scholarship Fair (Jan/Feb)
- Ad placement in eNews and eBlasts
- Access to Proud Sponsor Chamber logo for marketing purposes





## Chamber Champions - Gold Annual Sponsorship

\$5,000

- Annual Membership (Unlimited representatives)
- Logo on Sponsor Banner stand displayed at Events
- Logo on Sponsor Banner stand displayed in Chamber window
- Sponsor box on high traffic website pages
- Weekly eNews Listing in Sponsor Area
- Sponsorship of the Annual Awards Party (5 pair of tickets-1 Reserved Table)
- Recognition at the Economic Development Council Breakfast
- Legislative Breakfast Sponsor
- Complimentary Networking Luncheon attendance
- Social media recognition and posts (6X/year)
- Gold Sponsorship of AutumnFest (6 VIP Tasting Tickets)
- Bravery Sponsorship of the Valor Awards (6 Tickets)
- Silver Sponsor of Women's Leadership Symposium (4 seats)
- Sponsorship of the Route 11 Yard Crawl
- 1 Participant in the Leadership Shenandoah County Class
- Sponsor of Student Leadership Shenandoah County Class
- Access to Proud Sponsor Chamber logo for marketing purposes



## Silver Annual Sponsorship

**\$2,500**

- Annual Membership (Up to 5 representatives)
- Logo on Sponsor Banner stand
- Sponsor box on high traffic website pages
- Weekly eNews Listing in Sponsor Area
- Sponsorship of the Annual Awards Celebration (2 pair of tickets)
- Silver Sponsorship of AutumnFest (4 VIP Tasting Tickets)
- Public Safety Sponsorship of the Valor Awards (4 tickets)
- Sponsorship of the Route 11 Yard Crawl
- Bronze Sponsor of Women's Leadership Symposium (2 seats)
- 1 Participant in the Leadership Shenandoah County Class
- Legislative Breakfast Sponsor
- Access to Proud Sponsor Chamber logo for marketing purposes

## Bronze Annual Sponsorship

**\$1,500**

- Annual Membership
- Logo on Sponsor Banner stand
- Sponsor box on high traffic website pages
- Sponsorship of the Annual Awards Celebration (2 tickets)
- Bronze Sponsorship of AutumnFest (2 VIP Tasting Tickets)
- Sponsorship of the Route 11 Yard Crawl
- Participant in the Leadership Shenandoah County Class
- Legislative Breakfast Sponsor
- Access to Proud Sponsor Chamber logo for marketing purposes





# ANNUAL AWARDS OF EXCELLENCE CELEBRATION

## American Celebration on Parade

The presentation of the Annual Awards is an event we look forward to each year with hundreds of business leaders in attendance. In addition to the awards the Chamber holds a brief Annual Meeting and installs the incoming Board of Directors. During the Awards Party the Chamber recognizes and honors outstanding individuals and organizations and presents an Award of Excellence to the Large Business, Small Business, Young Professional, Tourism Business, Citizen of the Year, Non-Profit and Home-Based Business of the Year.

### CORPORATE SPONSOR

**\$500**

- Receive a Reserved Table of 8
- Recognized at event
- Recognized in Event Program





# AUTUMNFEST- Shen. County Fairgrounds–October 4, 2025

Over 5,000 attendees enjoying Brews, Bands and BBQ

## RECOGNITIONS:

2023 USA Today 10 Best Fall Festivals in the Country - #7

2021 HGTV Great Fall Festivals

2019 The Travel Channel - Top 10 Amazing Fall Festivals Worth a Road Trip

## Event Sponsor/Media Sponsor-Gold Sponsor Package Plus

**\$5,000**

- Two Company banners displayed at event
- Mention on all radios announcements and advertisements
- 10 Autumnfest VIP Tasting tickets
- Mentions on Social Media posts
- Free monthly ad in the Chamber's eNews (6X) or 2 stand alone member eBlasts
- Company logo on Event Maps

## Gold Sponsor-Silver level package plus....

**\$2,500**

- Company name listed in press release
- Company name/logo on print advertising (posters, rack cards, banners & newspapers)
- Verbal recognition during announcements at the event
- 6 Autumnfest VIP Tasting tickets

## Silver Sponsors- Bronze level package plus...

**\$1,000**

- Company logo listed on Event banners
- Company logo listed on Shenandoah Autumnfest web page
- 4 Autumnfest VIP Tasting tickets

## Bronze Sponsors

**\$500**

- Company name listed on Event banners
- Company name listed on Shenandoah Autumnfest web page
- Free 10' X 10' booth space
- 2 Autumnfest VIP Tasting tickets
- Use of the Shenandoah Autumnfest logo on cross-promotions for your business



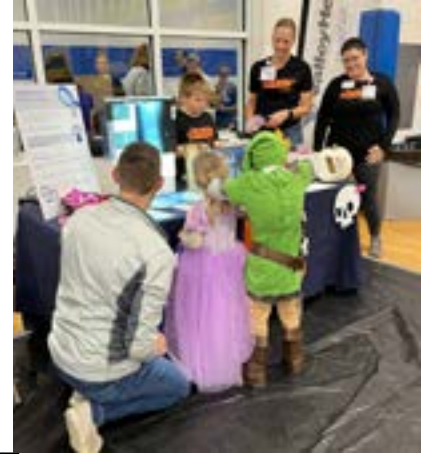
## COMMUNITY WELLNESS FAIR

Treat Yourself to Wellness is a 1-day wellness fair for all ages providing health-related information and activities to maintain and enhance the health and well-being of our community.

### Event Sponsor

**\$1500**

- Logo/name on all event promotional materials and webpage
- Sponsor the Kids 1-mile Fun Run/Walk
- Mentions on social media posts, press release, and radio announcements
- Prominent mentions during the Fair
- Prominent location at the Fair
- Logo on event signage



## ECONOMIC DEVELOPMENT COUNCIL BREAKFAST-SEPTEMBER 2025

Join hundreds of business and government leaders as we come together to celebrate our area and discuss future development of our region.



### Presenting Sponsor

**\$1,500**

- Logo on Invitation
- Logo on Event Calendar page and eNews promoting event
- Recognition in all social media posts promoting the breakfast
- Recognition at the breakfast and an opportunity to speak for 2-3 minutes.
- Company info at each seat and/or table tents at each table
- Logo on signage at event
- Reserved Table for 8





## LEGISLATIVE BREAKFAST – MARCH 2025

The Legislative Breakfast is held to give our State legislators an opportunity to report on the issues that were addressed during the General Assembly. Our Federal representatives are also invited to update members on national issues. This event enables access to our elected representatives.

### Presenting Sponsor

**\$1000**

- Logo on Invitation
- Logo on Event Calendar page and eNews promoting event
- Recognition in all social media posts promoting the event
- Recognition at the event and an opportunity to speak for 2-3 minutes.
- Company info at each seat and/or table tents at each table
- Display signage at event
- Reserved Table for 8



## ROUTE 11 YARD CRAWL – AUGUST 9, 2025

Sponsors receive logo on event tshirt and social media posts reaching over 21,000 strong followers with some posts reaching 89K in 2024.



### Sponsor

**\$500**

- Receive logo on back of official event tshirts
- Logo and mentions in social media posts reaching over 20,000 strong followers per post
- Logo on event website

# VALOR AWARDS 2025



This special reception honors those in public safety by presenting awards to the men and women who have given the most to protect and serve the citizens of Shenandoah County.

The reception is a partnership with the Shenandoah County Department of Fire & Rescue, the Virginia State Police and the Towns of Strasburg, Woodstock, Mount Jackson, New Market Police Departments and the Shenandoah County Sheriff's Office.

## **Presenting Sponsor**

**\$5,000**

- Opportunity for Welcome announcement at reception
- Presenting Sponsor recognition in calendar of events, emails and on web page
- Presenting Sponsor recognition in press releases and event signage
- Presenting Sponsor recognition on signage for event
- Logo and Presenting Sponsor recognition in event program
- 2 Reserved tables of 8/table (+ 16 tickets for public safety personnel)

## **Heroism Sponsor**

**\$2,000**

- Recognition in press releases and event signage
- Recognition on signage for event
- Recognition on web page
- Logo recognition in event program
- Reserved table for 8 (+8 tickets for public safety personnel)

## **Bravery Sponsor**

**\$1,000**

- Recognition on signage for event
- Logo recognition in event program
- Tickets for 6 attendees (+6 tickets for public safety personnel)

## **Public Safety Sponsor**

**\$500**

- Company name/logo displayed at event
- Recognition on signage for event
- Tickets for 4 attendees (+4 tickets for public service personnel)

## **Corporate Sponsor**

**\$250**

- Recognition on signage for event
- Tickets for 2 attendees (+2 tickets for public safety personnel)



# WOMEN'S LEADERSHIP SYMPOSIUM NOVEMBER 14, 2025 - THE YELLOW BARN

The Women's Leadership Symposium engages, educates and elevates women at this one-day symposium. Power-packed sessions that will engage women with motivational and compelling content, high profile speakers, and successful women business owners who can share their experiences and counsel.



## Gold Sponsorship (Annual Sponsors Only)

**\$1,000**

- Two Vendor Spaces- priority selection (6' table and chairs provided)
- Name (logo) in all printed promotional materials
- Name (logo) on event webpage
- Name (logo) on Facebook event page
- Social media posts and ads will include you as an event sponsor
- 8 Symposium seats
- Recognized during the event and opportunity to briefly address attendees

## Silver Sponsorship

**\$500**

- One vendor space (6' table and chairs provided)
- Name/logo mentioned on event webpage and on event signage
- Name (logo) on Facebook event page
- Social media post will include you as an event sponsor
- 4 Symposium seats

## Bronze Sponsorship

**\$250**

- One vendor space (6' table and chairs provided)
- Name/logo mentioned on event webpage and on event signage
- 2 Symposium seats

## Vendor Space

**\$125**

- One vendor space (6' table and chairs provided)
- 1 Symposium seat



## LEADERSHIP SHENANDOAH COUNTY

**\$500**

Leadership Shenandoah County (LSC) is a nine-month interactive, informative program designed to strengthen individuals for personal, organizational, and community leadership. A full-day opening retreat launches the program in April followed by a volunteer service

opportunity and 8 monthly sessions. A graduation celebration is held

in December. LSC offers existing and emerging leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community-oriented group projects. LSC seeks to develop the ability of individuals to influence, motivate, and enable others to contribute toward their own effectiveness and the strength of the larger community.



## STUDENT LEADERSHIP SHENANDOAH COUNTY

Student Leadership Shenandoah County (SLSC) is a one-week interactive, informative program designed to strengthen and prepare high school rising juniors and seniors for personal, organizational, and community leadership. A half-day opening retreat launches the program, followed by a volunteer service

opportunity and 4 daily sessions. A graduation celebration is held. SLSC offers emerging young leaders opportunities for skill building and leadership development. The program includes a comprehensive examination of Shenandoah County, and encourages participants to apply their leadership skills through community and school projects.



### **Program Day Sponsor     \$500 (4 days available)**

- Highlight company/logo on program day print materials
- Opportunity to join and present to the class on designated program day

### **Student Sponsor             \$500**

- Sponsor a student in the SLSC program







## 2025 ANNUAL SPONSORSHIP COMMITMENT FORM

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### LEVEL OF SPONSORSHIP:

\_\_\_\_ Premium (\$10,000)

\_\_\_\_ Bronze (\$1,500)

\_\_\_\_ Gold (\$5,000)

\_\_\_\_ Event Sponsor:

\_\_\_\_ Silver (\$2,500)

Name of Event: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_ Please invoice me. Send invoice to: \_\_\_\_\_

\_\_\_\_ I will submit a check to SCCC, PO Box 605, Woodstock, VA 22664

### DEADLINE: DECEMBER 6, 2024

103 S. Main Street, P.O. Box 605 | Woodstock VA 22664

### HAVE QUESTIONS?

Our staff is here to help! Give us a call at 540-459-2542  
Email us at [director@shenandoahcountychamber.com](mailto:director@shenandoahcountychamber.com)



**SHARON  
BARONCELLI,**  
Director



**JESSICA  
BOWERS,**  
Event  
Coordinator