



Greater Omaha Chamber 2012 Special Events Partnership Opportunities

Including:

Presidents Club Supporting Sponsor

Quarterly E-sponsorship

2012 Business Owner Success Series (BOSS)

Golf Invitational Lead Sponsorship

Brief e-Newsletter Supporting Sponsorship

E-vite Supporting Sponsorship

Mid-year and/or End-year Update Supporting Sponsorship

Ribbon Cuttings and Grand Openings

OmahaChamber.org

1301 Harney St., Omaha, NE 68102 • 13206 Grover St., Omaha, NE 68144
Phone: (402) 346-5000 • Fax: (402) 346-7050



**Greater Omaha Chamber
2012 President's Club
Supporting Sponsorship - \$5,000
Sponsor Benefits**

2012 President's Club Sponsorship

Thank you for sponsoring the Greater Omaha Chamber's President's Club (PC). This elite group, comprised of approximately 40 area business people, is the Chamber's year-round volunteer sales force and the primary source of membership sales for the Chamber. It is also our most visible volunteer organization. This group meets weekly and is accountable for the retention of existing members and the acquisition of new members. Their success is vital to the Chamber's ability to meet key financial goals.

Less than two percent of chambers across the country depend on an all-volunteer sales force to recruit new members and none of those come close to the production success that we have experienced year over year. This group averages over 500 new Chamber members annually.

Professionals from member companies throughout Greater Omaha are recruited to participate in PC.

Companies include:

- Pinnacle Bank
- TSYS Merchant Solutions
- Windstream
- First National Bank
- Scooters
- LEO A DALY
- Methodist Health System
- PayLess Office Products
- AAA Nebraska
- Valpak
- Lamp, Rynearson & Associates, Inc.

Lead Sponsor for 2012 President's Club - \$5,000

You will be recognized

- at all weekly PC meetings
- at our annual Chairman's Circle banquet
- during our annual PC holiday party
- on the annual trip to a Husker football game
- twice annually at the Chamber board of directors meetings
- on our website as the lead sponsor of President's Club
- on all promotional materials describing/promoting President's Club

Exclusive Benefits of Sponsorship

As the lead sponsor you will gain steady visibility throughout the year. You will also have the right of first refusal for the next year's sponsorship. In addition to the visibility you will receive throughout the year, we will have a banner made promoting the sponsorship that will be on display at all PC events and activities. You will be our guest at the annual PC banquet and PC holiday party. You will also be invited to play in the annual PC golf event.

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Greater Omaha Chamber

Extraordinary Visibility Quarterly E-sponsorship Benefits

Thank you for sponsoring the Greater Omaha Chamber's e-newsletters, e-vites and website during the ____ quarter 2012. This sponsorship provides more than 1.6 million impression opportunities for your business during the quarter.

You will receive:

Exclusive banner ad on a minimum of 9 weekly e-newsletters sent to more than 12,000 opt-in Chamber subscribers once a week.

Exclusive banner ad on a minimum of 9 weekly e-vites sent to more than 12,000 opt-in Chamber subscribers once a week.

Website banner ad for 90 days that rotates with only one other ad on the bottom of OmahaChamber.org. The entire site received **1,391,645** views in second quarter 2011.

E-vite banner ad requirements:

- Sponsor to provide full color art, 600 pixels wide x 50 pixels high; 72 dpi; JPEG only, no animated gifs
- URL(s) for linking banner. E-vite banner can link to Chamber-member business website.
- New banner ad can be provided monthly, if desired.

E-newsletter banner ad requirements:

- Sponsor to provide full color art, 600 pixels wide x 50 pixels high; 72 dpi; JPEG only, no animated gifs
- URL for linking banner. E-newsletter banner can link to Chamber-member business website.
- New banner ad can be provided monthly, if desired.

Website banner ad requirements:

- Sponsor to provide full color art, 732 pixels wide x 42 pixels high; 72 dpi; JPEG only
- URL for linking banner. Banner must link to Chamber-member website.
- New banner ad can be provided monthly, if desired

Cost

\$8,000 per quarter

A competing industry will not immediately precede or follow your quarter.
The same business cannot sponsor consecutive quarters.

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**Greater Omaha Chamber
2012 BOSS Omaha Corporate Leaders
Golf Invitational Lead Sponsorship
Sponsor Benefits**

Thank you for sponsoring the Greater Omaha Chamber's BOSS Omaha Corporate Leaders Golf Invitational. Business Owner Success Series (BOSS) is a program designed to connect business owners, presidents and CEOs through a series of events scheduled throughout the year. The Corporate Leaders Golf Invitational is an opportunity to bring business leaders together in a casual setting. The 2012 golf invitational will be held at the Omaha Country Club followed by lunch and a brief award ceremony. The event will kick off with a pairings dinner for the golfers and their guests. Dates for both events will be finalized in the very near future.

Exclusive Benefits of Sponsorship

- As the lead sponsor, a representative from your company will be invited to play in the golf invitational.
- You and your company will be recognized as the lead sponsor at the pairings dinner and the golf invitational.
- A banner with your company name will be on display.
Your company name will be included on all printed and digital documentation designed to promote the event. Your logo on digital promotional materials will link to your website where members can access further information about your company.

Sponsorship for the 3rd annual Omaha Corporate Leaders Golf Invitational is available for **\$10,000**.

As the Omaha Corporate Leaders invitational Golf Outing sponsor, you will gain visibility with decision makers and community leaders.

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**Greater Omaha Chamber
2012 Business Owner Success Series (BOSS)
Brief e-Newsletter Supporting Sponsorship
Sponsor Benefits**

2012 BOSS Brief e-Newsletter Sponsorship

Thank you for sponsoring the Greater Omaha Chamber's BOSS Brief. BOSS is a program designed to connect business owners, presidents and CEOs through a series of events scheduled throughout the year. The BOSS Brief is a monthly e-newsletter that brings a message from David G. Brown, president and CEO of the Greater Omaha Chamber, to registered members of BOSS. The e-newsletter is designed to offer information about the Omaha business community and the Greater Omaha Chamber. It also updates our BOSS membership about upcoming events and activities.

The inaugural BOSS Brief was issued in February. The next will be sent the first week of May. E-Newsletters will be sent to members every month for the remainder of the year. Monthly sponsorships are available for **\$400** per month. An annual sponsorship is available for **\$3,000**

Visibility for Your Business

A banner ad that promotes your business will be placed at the top of each e-Newsletter. This banner ad will link to your website where members can access further information about your company.

Exclusive Benefits of Sponsorship

As the BOSS Brief sponsor, you will gain visibility with decision makers and community leaders.

Requirements:

- Sponsor to provide full color art, 600 pixels wide x 50 pixels high; 72 dpi; JPEG only, no animated gifs

- Link to sponsor website or promotional landing page

Monthly

Month Preference _____

Annual

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**Greater Omaha Chamber
2012 Business Owner Success Series (BOSS)
E-vite Supporting Sponsorship
Sponsor Benefits**

2012 BOSS E-vite Sponsorship

Thank you for sponsoring the Greater Omaha Chamber's BOSS e-vite. BOSS is a program designed to connect business owners, presidents and CEOs through a series of events scheduled throughout the year. The BOSS e-vite is how we communicate upcoming BOSS events to our members.

Our first 2012 BOSS event was held in March. The next event is scheduled for May. An e-vite will be sent two weeks before each event. A second e-vite will be sent one week before each event. Your sponsorship includes both e-vites.

E-vite sponsorships are available for **\$400** per e-vite. An annual sponsorship is available for **\$3,000**, which will include events added throughout the year.

Visibility for Your Business

A banner ad that promotes your business will be placed at the top of each e-vite. This banner ad will link to your website where members can access further information about your company.

Exclusive Benefits of Sponsorship

As the BOSS e-vite sponsor, you will gain visibility with decision makers and community leaders. As the sponsor, you will receive current BOSS membership roster for the month(s) you are an e-vite sponsor.

Requirements:

- Sponsor to provide full color art, 600 pixels wide x 50 pixels high; 72 dpi; JPEG only, no animated gifs
- Link to sponsor website or promotional landing page

Monthly

Month Preference _____

Annual

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**Greater Omaha Chamber
2012 Business Owner Success Series (BOSS)
Mid-year and/or End-year Update Supporting Sponsorship
Sponsor Benefits**

2012 BOSS Mid-year and/or End-year Update Sponsorship

Thank you for sponsoring the Greater Omaha Chamber's BOSS mid-year/end-year updates being held in the Chamber's downtown boardroom. BOSS is a program designed to connect business owners, presidents and CEOs through a series of events scheduled throughout the year.

The BOSS mid-year/end-year updates provide David G. Brown, president and CEO of the Greater Omaha Chamber, a vehicle to recap business development efforts that have occurred during the year within the state, our local community and our Chamber. There are two BOSS updates in 2012, one on May 6, the other on Nov. 10.

BOSS mid-year/end-year update sponsorships are available for \$1,500 for either event or \$2,500 for the two events.

Visibility for Your Business

Your logo will be seen by BOSS members in attendance. Your logo will also appear on the invitation as the event sponsor and will link to your website where members can access further information about your company.

Exclusive Benefits of Sponsorship

As the BOSS mid-year/end-year update sponsor, you will gain visibility with decision makers and community leaders. As the sponsor, you will receive a current BOSS membership roster.

May November Both

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**Greater Omaha Chamber
2012 Ribbon Cuttings and Grand Openings
Supporting Sponsorship - \$6,000
Sponsor Benefits**

2012 Ribbon Cutting and Grand Opening Sponsorship

Thank you for considering sponsorship of the Greater Omaha Chamber's ribbon cuttings and grand openings. We have worked with our members for decades to ensure their ribbon cuttings and grand openings are a very special and memorable event. We help promote the events, provide assistance in contacting and scheduling the media, and ensure the Small Business Ambassadors attend and participate. This is one of the most visible things we do for members.

Our participation in these events is a way we can raise the overall visibility of member businesses.

In 2009, we participated in 34 ribbon cuttings, in 2010 we participated in 45 and in 2011 we participated in 61. Some of the businesses involved include:

- Pinnacle Bank
- AAA Nebraska
- Joslyn Art Museum
- NP Dodge
- No Frills Supermarkets
- Crave
- Cantina Laredo
- SAC Federal Credit Union
- Hotel Decco

Lead sponsor for 2012 - \$6,000 (There is a 20 percent discount on a two-year agreement)

Every ribbon cutting and grand opening will be highlighted on our website. Your logo will be displayed as the lead sponsor any time ribbon cuttings and grand openings are referenced.

We will promote the sponsorship at our events and activities. We will work hard to ensure there is a lot of visibility for the business being recognized and for you. You will be invited to send a representative(s) to each ribbon cutting and grand opening and participate as we recognize and congratulate the business. You will receive a monthly list of new Chamber members.

The sponsorship funding will assist us in offering the very best product available. For more information, please contact Kyle Fisher on (402) 637-8007.

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