



2023/2024

# SPONSORSHIP & PARTNERSHIP PACKET

A 501 c(6) NONPROFIT



# THANK YOU

**for choosing to partner with the  
Encinitas Chamber of Commerce!**

## OUR MISSION

**To advocate and promote a healthy and prosperous  
business environment, which improves the quality of life in  
the Encinitas Community.**

## YOUR BENEFITS

**Partnering with us connects you with the Encinitas community  
in a more personal way and helps expand your reach and align  
your business with some of the most prestigious and beloved  
local events in North County.**

## HOW IT WORKS:

**There are many sponsorship opportunities, each varying in  
scope and value to fit anyone's budget and business.**

OPTION

**A.**

- 1. Find the Partnership Level that's right for you**
- 2. Choose which event(s) you want to support.**

OPTION

**B.**

- 1. Select any Sponsorship Opportunity for any event**

# Partnership Levels

You have the opportunity to customize how you choose to partner with us. Each level comes with **RECOGNITION** in printed programs and signage at all major events and:

- Honorary seat on the Chamber Board of Directors
- Special acknowledgement in our weekly newsletter
- A listing on the Chamber's website as a partner
- Priority seating at all major events
- VIP invitations



## GOLD - STONE STEPS

### Investment of \$10,000

Bonus of \$500 Publication Opportunities



## RUBY - BEACON'S

### Investment of \$15,000

Bonus of \$1000 Publication Opportunities



## EMERALD - GRANDVIEW

### Investment of \$20,000

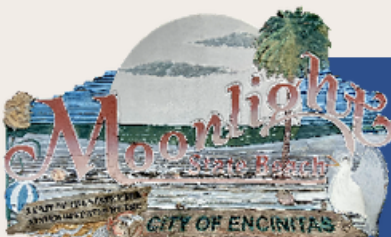
Bonus of \$1500 Publication Opportunities



## PLATINUM - SWAMI'S

### Investment of \$25,000

Bonus of \$2000 Publication Opportunities



## DIAMOND - MOONLIGHT

### Investment of \$30,000

Bonus of \$2500 Publication Opportunities



# Oktoberfest



Oktoberfest is a Munich-inspired event held in Encinitas where people can enjoy live music and entertainment, local vendors, food and drinks, etc.

## Event Details

- 15,000+ people (Families, Men, and women ages 21+) from San Diego County + beyond
- German Food and Beverages
- Street vendors
- Where: Mountain Vista Drive (Wandering Road to Rambling Road)
- When: September 24, 2023
- Time: 10:00 a.m. to 6 p.m.

## Sponsorship Opportunities

### **\$1,000 Friend Sponsor**

- 10'x10' vendor booth, Company logo on Sponsor signage at event, Company logo on website and in newsletter as Friend Sponsor

### **\$2,000 Patron Sponsor**

- 10'x10' vendor booth space in preferred location, Company Logo in Sponsor marketing materials as Patron Sponsor

### **\$3,500 Entertainment Sponsor**

- 10'x10' vendor booth space in prime location, Company logo on the Encinitas Chamber website as Entertainment Sponsor for 12 months (linked to your website), Company logo in the weekly e-blast during August and September as Entertainment Sponsor, Acknowledged as Entertainment Sponsor in some publicity and marketing materials, Entertainment Sponsor banner displayed on stage in the Family Tent
  - Marketing Reach: 15,000+



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# Oktoberfest



## Sponsorship Opportunities Continued

### **\$10,000 – Craft Beer Tent Sponsor:**

- 10' x 20' booth, 3rd choice of booth location, Company logo listed on all marketing and publicity and acknowledged as Craft Beer Sponsor, Company name and logo on the Sponsor banner displayed at the Craft Beer tent entrance, Company logo on Sponsor banner near stage
  - Marketing Reach: 25,000+

### **\$15,000 – Family Tent Sponsor:**

- 10' x 20' corner booth, 2nd choice of booth location, Company logo listed on all marketing and publicity and acknowledged as Family Tent Sponsor, Company name and logo on the Sponsor banner displayed at the Family Tent entrance, Company logo on Sponsor banner near stage, 1 year Encinitas Chamber of Commerce membership
  - Marketing Reach: 100,000+

### **\$20,000 – Presenting Sponsor:**

- 10' x 20' booth in prime location, 1st choice of booth location, Company logo embedded in event logo in all event marketing and publicity as Presenting Sponsor, Large company name and logo on Sponsor banner near stage, 1 year Encinitas Chamber of Commerce membership, Radio advertisement package, Plaque honoring your sponsorship presented at event
  - Marketing Reach: 750,000+



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# State Of The City



State of the City is an event where the Encinitas Mayor delivers their address on the State of Encinitas in the last year, currently, and their hopes and plans for the future. They recognize and celebrate the community and local businesses who have excelled in the past year.

## Event Details

- 300+ people (ages 25+) from North County San Diego
- Food and Beverage Vendors
- Where: Encinitas Community Center
- When: April 27, 2023
- Time: 5:30 p.m. to 8 p.m.

## Sponsorship Opportunities

### **\$1,000 – Table Sponsor:**

- Table of 8, Company logo on the table and in the program as Table Sponsor, Company logo on Sponsor banner, Recognition at the event
  - Marketing Reach: 2,100+

### **\$3,000 – Gold Sponsor:**

- Table of 12, Company logo on the table and in the program as Gold Sponsor, Company logo on Sponsor banner, Recognition at the event
  - Marketing Reach: 2,100+

### **\$5,000 – Event Sponsor:**

- 2 tables of 8, Company logo on your 2 tables and in front of the program as Event Sponsor, Company logo on all marketing and publicity as Event Sponsor, Company logo on Sponsor banner, Recognition in remarks
  - Marketing Reach: 40,000+

### **\$8,000 – Presenting Sponsor:**

- 2 tables of 10, Company logo embedded in event logo on all event marketing as Presenting Sponsor, Company logo on your 2 tables and in front of the program as Presenting Sponsor, Company logo on all marketing and publicity as Presenting Sponsor, Company logo on sponsor banner, Signage on stage as Presenting Sponsor, Recognition in remarks, Opportunity to speak during program
  - Marketing Reach: 60,000+



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# Health & Wellness Expo



The Health & Wellness Expo is a marketplace where members of the community can learn how to live their healthiest lifestyles. From diet and nutrition to various forms of physical fitness in and out of the gym this Expo aims to educate attendees on a sustainable and healthy way of life.

## Event Details

- 300+ people (Men and Women ages 25 to 40) from North County San Diego
- 40+ vendors
- Food and Beverages Available
- Raffle prizes
- Where: Encinitas Community Center
- When: February 2024
- Time: TBD

## Sponsorship Opportunities

### **\$1,000 – Table Sponsor:**

- Company Logo on Chamber website, welcome/sponsor banner, and on Health and Wellness Expo program. 6 ft exhibit table in a prime location. Social media mentions.
  - Marketing Reach: 5,500+

### **\$3,000 – Gold Sponsor:**

- Table Sponsor benefits plus: Company logo on print and online event publicity and ads, ad in newsletter, 6 ft exhibit table in a prime location.
  - Marketing Reach: 10,000+

### **\$5,000 – Event Sponsor:**

- Gold Sponsor benefits plus: 8 ft exhibit table in a prime location and featured newsletter article.
  - Marketing Reach: 600,000+

### **\$8,000 – Presenting Sponsor:**

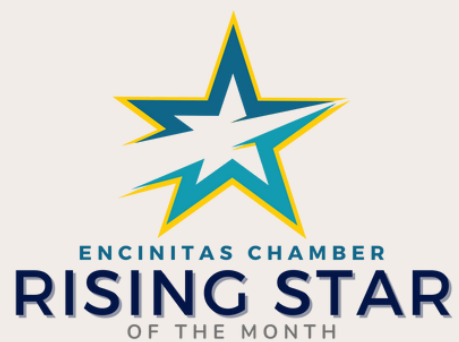
- Event Sponsor benefits plus: Company name and logo with "Presents" on all print and online publicity and ads, Reusable Bag with you listed as presenting sponsor and your logo, a verbalized thank you during announcements, large company logo on newsletters advertising the event, feature in the Coast News Chamber Chatter, 8 ft exhibit table in the #1 prime location.
  - Marketing Reach: 1,000,000+



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# Rising Star



Seniors from the local high schools are recognized for demonstrating character, integrity, love of learning, involvement in school and community activities and/or the ability to overcome challenging life circumstances without compromising their education.

## Event Details

- 50+ people (Students, teachers, school staff, dignitaries, and families)
- 2nd Tuesday of each month (September - April)
- Time: 7:45 a.m.
- Where: Pina Encinitas

## Sponsorship Opportunities

### Gift Donor:

- 50 of the same gift cards (5 cards are given each month)
  - Marketing Reach: 400+

### Scholarship Donation Options\*:

- **\$100** – Donation toward a scholarship, Company logo on Chamber website advertising the event
- **\$250** – Donation toward a scholarship, Company logo on Chamber website and newsletters as a \$250 sponsor
- **\$500** – Donation toward a scholarship, Company logo on Chamber website and newsletters as a \$500 sponsor
- **\$1,000** – Donation toward a scholarship, Company logo on Chamber website and newsletters as a \$1,000 sponsor

\*Equivalent billing for our Salute to Education Program in May

- Marketing Reach: Up to 2,200+

### \$2,500 - Event Sponsor\*:

- Sponsor the food and drinks at the event
- Company logo on Chamber website and all marketing + publicity materials as a Breakfast Sponsor

\*Equivalent billing for our Salute to Education Program in May

- Marketing Reach: 8,500+

### \$4,000 - Presenting Sponsor\*:

- Sponsor the location of the event
- Large Company logo on Chamber website and all marketing + publicity materials as the premiere Event Sponsor

\*Equivalent billing for our Salute to Education Program in May

- Marketing Reach: 105,000+



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760-753-6041

COMMUNITY@ENCINITASCHAMBER.COM



# Salute To Education

# SALUTE TO EDUCATION

Salute to Education highlights outstanding achievements in education by teachers and students from local elementary, middle, and high schools.

## Event Details

- 75+ people (Students, teachers, dignitaries, and families)
- When: TBD
- Time: 5:30 p.m. to 7:30 p.m.

## Donation Opportunities

**\$100** – Donation towards a scholarship: Company Logo on programs, Company Logo on Chamber website advertising the event

- Marketing Reach: 1,200+

**\$250** – Scholarship for one student: Company Logo on programs, Chamber website, and newsletters as a \$250 sponsor

- Marketing Reach: 7,000+

**\$500** – Scholarship for one student & gift card for one teacher: Company Logo on programs, Chamber website, newsletters and post event newspaper as a \$500 sponsor

- Marketing Reach: 358,200+

**\$1,000** – Scholarship for 4 students & gift cards for two teachers: Large Company Logo on programs, Chamber website, newsletters and post event newspaper as a \$1,000 sponsor

- Impressions: 400,000+



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SOCAL is a collaborative program between Tri-City Medical Center, the San Diego North Economic Development Council, and Chambers of Commerce to elevate student awareness of career and educational opportunities across multiple industries. The vision is to give students and transitioning adults an opportunity to gain insights into career pathways, while allowing businesses and local organizations to participate in these students' career exploration.

## Sponsorship Opportunities

### **Silver Package - \$2500 (Chamber/EDC Members)**

#### **/ \$3000 (non-members)**

- ½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website
- Social media posts on Chamber pages including Facebook, Instagram, LinkedIn
- 30 day featured listing in Chamber Newsletter.

### **Gold Package - \$3000 (Chamber/EDC Members)**

#### **/ \$4000 (non-members)**

- ½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website
- Social media posts on Chamber pages including Facebook, Instagram, LinkedIn
- 60 day featured listing in Chamber Newsletter.
- Ad in Chamber Newsletter to promote your employment opportunities (newsletter circulation is 10,000 copies/month and is distributed to all our members and throughout the community.

### **Platinum Package - \$4000 (Chamber/EDC Members)**

#### **/ \$5000 (non-members)**

- ½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website
- Social media posts on Chamber pages including Facebook, Instagram, LinkedIn
- 90 day featured listing on Chamber job Board.
- Ad in Chamber Newsletter to promote your employment opportunities (newsletter circulation is 10,000 copies/month and is distributed to all our members and throughout the community.)
- Feature story on your business in Chamber Newsletter

### **Diamond Package - \$6000 (Chamber/EDC Members)**

#### **/ \$7500 (non-members)**

- ½ Day Video shoot (3 professions/roles) – includes video editing and inclusion on SOCAL Website
- Social media posts on Chamber pages including Facebook, Instagram, LinkedIn
- 90 day featured listing on Chamber job Board.
- Ad in Chamber Newsletter to promote your employment opportunities (newsletter circulation is 10,000 copies/month and is distributed to all our members and throughout the community.)
- Feature story on your business in Chamber Newsletter
- Recognition as a capacity building partner in the Chamber's workforce development program

Learn more at [socalworkforce.org](http://socalworkforce.org)



Hunter Industries Shipping & Receiving Clerk 2:41

Show Imaging Warehouse Technician 3:00

Hunter Industries Warehouse Supervisor 2:40

Genentech Intern Pharmaceutical Technical... 3:29

Electrical Instrumentation Technician 2:25



# Partnership Publication Opportunities

## Business & Community eNewsletters

- **\$500** – Partner: Quarter year with large logo on eNewsletter (6) issues and 1 featured write up
- **\$1,000** – Partner: Half year with large logo on eNewsletter (12) issues and 2 featured write up
- **\$3,000** – Partner: Full year with large logo on eNewsletter (24) issues and 4 featured write up

## Social Media

- **\$500** – Partner: Full year bi-monthly; (6) featured posts
- **\$1,000** – Partner: Full year monthly; (12) featured posts
- **\$3,000** – Partner: Full year weekly; (52) featured posts

## Chamber Chat Podcast

Ask about our sponsorship and guest opportunities to be featured on our bi-monthly podcast.



## Iconic Encinitas Magazine

### Advertising Insertion Rates

Back Cover.....	\$9,995
Inside Front Cover.....	\$4,995
Inside Back Cover.....	\$4,995
Full Page Ad.....	\$995
Half Page Ad.....	\$695
Quarter Page Ad.....	\$495
Eighth Page Ad.....	\$295
Map Point QR- Code.....	\$595
In AD QR-Code.....	\$395

### Feature Article Insertion Rates

Two-Page Feature.....	\$2,495
Four-Page Feature.....	\$3,498

### Rewards App Insertion Rate

Subscription (Six Month).....	\$1,895
Scavenger Hunt Insertion.....	\$350
Scavenger Hunt Renewal.....	\$150
Custom Scavenger Hunt.....	\$1,200

# MEMBERSHIP

## Benefits

For Businesses and professionals who need:

- **Connections**
- **Resources**
- **Exposure**
- **Involvement**
- **Professional Development**
- **Prestige**
- **And More!**

The Encinitas Chamber of Commerce is your partner in achieving continued growth and business success. Below is an overview of the many benefits you will gain by becoming a member:

### NETWORKING & CONNECTIONS

Monthly networking events provide amazing opportunities to connect and build relationships with local businesses and professionals in the local community. We have a wealth of talented individuals who collectively make up our more than 300 membership base. Monthly Moonlight Mixers, Coffee Connections, Chamber on Tap, regular community events, and Committee seats give members ample opportunity to connect.

### BUSINESS RESOURCES

Members gain access to our expansive archive of business resources to help with needs such as permits, business filings, funding sources, certificates of origin and current issues. Members can connect with other members who are experts in fields such as accounting, marketing & business services, insurance, mentorship, real estate, and career coaching.

### ADVOCACY

Nurtured relationships and active engagement with key local and state entities help us to better serve your needs and advocate on your behalf. Involvement in our Government Affairs committee can bring you closer to the issues and give you a first-hand approach to solving concerns in our business ecosystem.

### LOCAL RECOGNITION & EXPOSURE

As a member, you will garner recognition from local government officials and dignitaries with a Ribbon Cutting Ceremony. You also can be featured on our website, in press releases, newsletters, blogs, social media, podcasts and at community events. Additionally, since we are a Chamber and Visitors Center, members get dual exposure; member collateral and business cards displayed in the office are a first source of referrals.

### COMMUNITY INVOLVEMENT

Members can get involved in many community events and initiatives that benefit the local population reaching seniors, students, professionals, and other businesses in need. Sponsorship of these events is a fantastic platform to create additional awareness and build a connection to your community.

### EDUCATION

Workshops, informational seminars, and other educational offerings from industry experts are a gateway for businesses to tackle problems, grow professionally, and work smarter. You not only can be an attendee but could also be a presenter/facilitator.

**BECOME A MEMBER TODAY!**