



YOUR MARKETING TOOLKIT

OPPORTUNITIES TO POWER YOUR BRAND

2023

**Kelowna
Chamber**

KELOWNACHAMBER.ORG
SALES@KELOWNACHAMBER.ORG
@KELOWNACHAMBER



CONNECTING WITH OUR NETWORK

1000+

**ACTIVE
CHAMBER
MEMBERS**



50+

**YEARLY
NETWORKING
EVENTS**



19,100+

**SOCIAL
MEDIA
FOLLOWERS**



3,200+

**MONTHLY
NEWSLETTER
SUBSCRIBERS**



9,400+

**MONTHLY
WEBSITE
PAGEVIEWS**



40%

**AVERAGE
NEWSLETTER
OPEN RATE**





THESE EXCLUSIVE MARKETING OPPORTUNITIES ARE AVAILABLE TO KELOWNA CHAMBER MEMBERS ONLY

With close to 1,000 members, 50+ events annually, and access to one of Canada's fastest growing regions, partnering with the Kelowna Chamber of Commerce makes more sense than ever before.

Members who invest in sponsorship with the Chamber gain access to key audiences, benefit from enhanced brand recognition, and develop new business connections.

If you're seeking a business sponsorship platform, we offer unique opportunities around our events, programs, and publications.

ENQUIRIES

sales@kelownachamber.org



ANNUAL BUSINESS EXCELLENCE AWARDS POWER YOUR BRAND

Our Business Excellence Awards is Kelowna's largest celebration of business and community excellence. For thirty plus years, the Chamber and its partners have been recognizing excellence through this structured awards program that pays tribute to business and community leaders who have achieved significant success.

\$12,000 | PRESENTING SPONSOR(S)

BRAND PROMOTION

- Event promotional budget through our media partners valued in excess of \$20,000
- Promotion through the Chamber's newsletter (3K+ subscribers) & social media platforms (to a combined 19,100+ followers)
- Exposure in excess of 250+ attendees at the Nominee Celebration event where finalists are announced
- Exposure in excess of 450+ attendees at Awards Gala
- Logo on media step banner at Gala and in prime position on Gala Program

SPONSORSHIP ACTIVATION

- Comp. table of 8 for the Gala & four tickets at head table
- 2 invites to pre-gala VIP reception
- Speaking opportunity at program milestones

\$2,000 | GALA VIP RECEPTION

BRAND PROMOTION

- Logo on Chamber webpage
- Exposure in excess of 450+ attendees at Awards Gala

SPONSORSHIP ACTIVATION

- 2 comp. tickets to the Gala and VIP reception
- Opportunity to speak to 50+ invited VIPs

\$3,000 | DIAMOND DINNER SPONSOR

BRAND PROMOTION

- Logo on Kelowna Chamber website with over 9,400 monthly page views
- Exposure to 19,100+ combined social media followers in winners' announcements

SPONSORSHIP ACTIVATION

- 4 comp. tickets to the Gala
- 2 invites to pre-gala VIP reception
- Speaking opportunity at program milestones
- Opportunity to provide corporate 30 sec promo video to run at Gala

Kelowna Chamber
**Business Excellence
Awards**

PRESENTED BY



ANNUAL BUSINESS EXCELLENCE AWARDS POWER YOUR BRAND

\$3,000 | NOMINEE CELEBRATION SPONSOR

BRAND PROMOTION

- Logo on Chamber website with over 9,400 monthly page views
- Exposure to 19,100+ combined social media followers

SPONSORSHIP ACTIVATION

- 2 comp. tickets to the Nominee Celebration
- Company official to speak at Nominee Celebration
- 2 comp. tickets to the Gala
- 2 invites to pre-gala VIP reception

\$2,400 | AWARD SPONSOR

BRAND PROMOTION

- Logo on Kelowna Chamber webpage
- Exposure to 19,100+ combined social media followers
- Exposure in excess of 300+ attendees at the Nominee Celebration
- Exposure in excess of 450+ attendees at Awards Gala

SPONSORSHIP ACTIVATION

- 2 comp. tickets to the Nominee Celebration
- 2 comp. tickets to the Gala
- 2 invites to pre-gala VIP reception
- Company Rep to announce winner at Awards Gala

\$500 - \$2,500 | GALA SPONSORS

BRAND PROMOTION & SPONSORSHIP ACTIVATION

- Logo in event promotions leading up to and at the Gala
- Varied sponsor benefits based on level of investment



ANNUAL GOLF TOURNAMENT NETWORK YOUR BRAND

The Kelowna Chamber of Commerce invites you to one of the valley's most anticipated business events of the year, the 38th annual golf tournament. This high profile event attracts a full complement of 144 golfers, and many of Kelowna's top business and community leaders.

\$5,000 | PRESENTING SPONSOR

BRAND PROMOTION

- Integration of your brand through our media partners, brand marketing that is in excess of \$5,000 in value
- Internal promotion through the Chamber's various communication channels for four months, including our newsletter with over 3,200 readers
- Exposure to 19,100+ followers on social media platforms
- Post event promotion through the Chamber's social media platforms and newsletter
- Promotion on Kelowna Chamber webpage

SPONSORSHIP ACTIVATION

- Logos on site signage on day of event
- Golf foursome including cart and lunch
- Opportunity to set up a "greeting tent" to meet and mingle with participants and sponsors upon arrival
- Opportunity to place branded items in player swag bags
- Six comp. tickets to dinner
- Speaking opportunity at banquet
- Logo on game sheet



ANNUAL GOLF TOURNAMENT SPONSORSHIP OPPORTUNITIES

\$5,000 | PREFERRED MEDIA SPONSOR

- Company logo on game sheet, Chamber webpage, pre-event promotions

\$2,000 | DINNER SPONSOR

- Company logo on game sheet, Chamber webpage, pre-event promotions
- Announced recognition at awards banquet
- Option to put item in swag bags

\$1,500 | CART SPONSOR

- Company signage on all carts
- Logo on game sheet, Chamber webpage, and pre-event promotions
- Option to put item in swag bags

\$1,500 | PUTTING CONTEST

- Company logo on game sheet and prizing, Chamber webpage, & pre-event promotions
- Signage with sponsor name & logo at putting green
- Must provide mini fridge and beer
- Company rep at putting green contest required

\$500 | AUCTION SPONSOR

- Company logo on game sheet, Chamber webpage, pre-event promotions and mention at awards banquet.

\$750 | SWAG BAG SPONSOR

- Logo insert in each bag. Company logo on game sheet, Chamber webpage, pre-event promotions and mention at awards banquet.

PRIZE OR SWAG BAG DONATION

- Contribute a tournament prize (min. value \$100) or to the swag bags and have your company name announced at the event

\$850 | HOLE SPONSOR

- Signage with sponsor logo at tee box
- Logo on game sheet, Chamber webpage, and pre-event promotions
- Company rep required at hole sponsored

\$650 | HOLE-IN-ONE SPONSOR

- Signage with sponsor logo at tee box
- Logo on game sheet, Chamber webpage, and pre-event promotions
- Company rep required at hole sponsored
- *Hole-in-One sponsors also supply insurance for prize value (cash or item), min \$10,000.*

\$750 | LUNCH SPONSOR

- Company logo on game sheet, Chamber webpage, pre-event promotions and announced recognition at awards banquet.



Speaker Series

Presented by
 **Okanagan**
School of Business

SPEAKER SERIES ENGAGE OUR NETWORK

The Okanagan School of Business Speaker Series invites members of Kelowna's business community to explore topics of interest within our community and region through in-depth discussion with community and business leaders and experts across all sectors.

\$9,500 | ~~SERIES PRESENTING SPONSOR~~

- Logo in media step banner
- Logo in all pre-event promotions
- Event listing on webpage as "presented by"
- 8 speaker events over the fall-spring year
- Rep. brings greeting at each luncheon
- 6 comp. tickets to each event, 2 at Head Table
- Up to 2 banners in prominent position
- Literature on each table

\$1,000 | SINGLE EVENT SPONSOR

- Logo on pre-event promotion
- Event listing on webpage as "sponsored by"
- Logo in event PowerPoint
- Opportunity to introduce guest speakers
- 2 comp. tickets at head table
- 1 banner in banquet room

\$1,000 | SUPPORTING SPONSORS

- Sponsor bundle of 4 speaker events
- Logo listed in event PowerPoint
- 2 comp. tickets to each of 4 events
- 1 banner in banquet room

\$1,000 | COMMUNITY CONNECTIONS SPONSORS

- 1 comp. ticket to speaker event
- Logo in pre-event promotions
- 2 comp. tickets + side promo table for designated charity
- Charity receives announced recognition and donation on behalf of the speaker

\$500 | THANKING OF SPEAKER

- Opportunity to thank guest speaker
- 2 comp. tickets to event
- Logo in pre-event promotions





BDO TOP 40 PROGRAM

CONNECT WITH TOP TALENT

Forty outstanding individuals are chosen from a large nominee pool, adjudicated independently of the Chamber, and announced throughout a 20-week period across a range of print and electronic media. A celebration of all Honourees is held at the conclusion of the program.

\$8,000 | ~~SERIES PRESENTING SPONSOR~~

- Speaking opportunity at celebration event
- Logo as ~~presenting sponsor~~ in program identity
- Logo as ~~presenting sponsor~~ on pre-program promotion and title listed on Chamber webpage
- 4 comp. tickets to community celebration event

\$1,500 | ~~COMMUNITY CELEBRATION EVENT SPONSOR~~

- Speaking opportunity at ~~Community Celebration (CC) event~~
- 2 comp. tickets to CC event
- Option for banner at event
- Logo in pre, during, and post event promotions
- Logo on Chamber webpage





MONTHLY BUSINESS MIXER

\$3,500 | ANNUAL PRESENTING SPONSOR

- 10-12 events/year
- Logo as 'Presenting Sponsor' in pre-event promotion
- Ten comp. tickets to each event
- Banner at event
- Greet guests/members
- Door prize opportunity

SOLD

\$250 (+ F&B COST) | VENUE HOST

- Speaking Opportunity at Event
- Logo & name recognition as 'Host' on pre-promotion through Chamber social media channels
- Comp. tickets to the event
- Pop up banner(s) at event

NOTE: Host Applications taken on a continual first-come basis. Different host options available.



SPONSORSHIP OPPORTUNITIES

~~\$1,500 | PRESENTING SPONSOR~~

- Logo on promotional materials, Chamber webpage, pre-event promotions and on event signage as presenting sponsor
- Speaking opportunity at event
- Trade show booth with priority placement included
- 6 Comp. Tickets

~~\$750 | CONNECTING SPONSOR~~

- Logo on promotional materials, Chamber webpage, pre-event promotions and on event signage
- Banner at event
- Trade show booth included

CONNEXPO BAG SPONSOR

- Full cash sponsor of produced branded swag bag or combination of sponsorship investment of \$250 + provision of a minimum of 150 reusable bags for attendees
- 4 comp. tickets
- Company logo on event signage

FOOD AND/OR BEVERAGE SPONSOR

- Donation or partial investment of food and/or beverages to be served at event (min contra value \$1,000)
- Company logo on event signage
- Trade show booth included

\$250 | TRADE SHOW BOOTH SPACE*

- 10 x 10 booth space, 6 ft table and 2 chairs
- 2 comp. tickets to attend post-event mixer

*Trade show booth space reserved for Kelowna Chamber members



KELOWNA CHAMBER PRESIDENTS DINNER

PRESENTED BY
ROGERS
BUSINESS™

As we recognize Past Chamber Presidents and welcome new board members at our annual Presidents Dinner, we also recognize the volunteers who power the Kelowna Chamber. Attendees include past board chairs along with business and community leaders. Approx. 120-150 attend this annual event.

\$3,000 | ~~PRESENTING SPONSOR~~

- Opportunity to welcome all guests as "Presenting Sponsor"
- Logo and name recognition
- Brand recognition on all pre, during and post event communications
- 4 comp. tickets to event
- Option to provide banner in room

\$1,500 | DINNER SPONSOR

May be split into 3 courses for \$500 each

- Logo and name recognition at event
- 2 comp. tickets to event

\$750 | AUCTION SPONSOR

- Logo and name recognition at event
- 2 comp. tickets to event

ITEM DONATION | AUCTION

Contribute an auction donation (min. value \$100) and have your company name announced at the event.



BUSINESS SMARTS SHARE YOUR EXPERTISE

\$2,400 | SERIES PRESENTING SPONSOR

One hour seminars/workshops presented by Chamber members for members & non-members. Topics rotate through business, management, marketing, social media, and special member interests

- Logo & branding as series sponsor in all pre-event promotion and on Chamber webpage
- Chamber social media channels.
- Recognition at start of each session
- Opportunity to bring greetings at each event
- Up to 6 comp. tickets to participate in session

PRESENTER SPONSOR DETAILS

As a Chamber member (Classic & above) you can sponsor a single session by providing subject matter expert for minimum one-hour workshop.

- Logo in all pre-event promotion
- Logo on Kelowna Chamber webpage
- Exposure to 19,100+ combined social media followers





SALES LEAD NETWORK

PRESENTED BY

PUSHOR MITCHELL
LAWYERS LLP

\$1,200 | ~~PRESENTING SPONSOR~~

SOLD

- Brand promotion as ~~presenting sponsor~~ on Chamber webpage and program promotion
- Option for ~~banner and tent cards~~ on tables at meetings

SPECIAL PRESENTATIONS/ WEBINARS/ ROUND TABLES

Events such as Budget Briefing Breakfast. For example: 20 min presentation and analysis of budget highlights for businesses attending

\$500 (EACH) | PRESENTING SPONSOR

- Logo on Chamber webpage and pre-event promotions
- Option for two pop-up banners at event
- Sponsor rep to bring greetings
- Option to provide literature on each table

ADDITIONAL OPPORTUNITIES

BEHIND THE SCENES/ MEETINGS OR CONFERENCES

Current or new initiatives undertaken by the Chamber will include sponsorship and host opportunities that will be defined as business plans and budgets are confirmed.

ADVERTISING RATES

\$250 / MO. | WEB ADS

300 px by 250 px - Square (rotating)
Upper left section pane on Chamber homepage

E-NEWSLETTER ADS

1,200 px by 400 px - Rectangle

Top Position

1 issue \$150
2 issues \$125/issue = \$250
4 issues \$100/issue = \$400

Body Position (Middle)

1 issue \$125
2 issues \$100/issue = \$200
4 issues \$80/issue = \$320

Camera ready artwork must be supplied for any advertisements

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