

TAKE THE RIDE  
*Sturgis*®

**AREA CHAMBER OF COMMERCE & VISITORS BUREAU**

Sponsorship

&

Advertising

*2019*

TAKE THE RIDE  
*Sturgis*®

**AREA CHAMBER OF COMMERCE & VISITORS BUREAU**

***ADVERTISING***

## Official Sturgis Publication

**Circulation:** Sturgis, Black Hills and Online

**Cost:**

Full Page: \$1,500

Half Page: \$900

1/4 Page: \$600

1/8 Page: \$450

**Sales Deadline:** April 12, 2019

*30,000 copies printed. Distributed to locals, tourists, and Rally-goers. Delivered to area hotels, campgrounds, local businesses, surrounding Chambers and Visitor Centers.*

## Web Banner

**Circulation:** One of several (3 max) ad banners rotating on the Chamber's Site

**Sales Deadline:** Prior to each quarter.

Discount for partial quarters.

**Cost:**

1st Quarter (Jan, Feb, Mar) - \$300

2nd Quarter (Apr, May, Jun) - \$300

*(Special - Both 1st and 2nd Quarters for \$450)*

3rd Quarter (July, Aug, Sept) - \$700

4th Quarter (Oct, Nov, Dec) - \$500

**Design Fee:** \$100

**Note:** First reserved gets most prominent placement

## New Neighbor Network

**Quantity:** 200

**Cost:** \$25

*Promote your business to new residents of Sturgis! A welcome packet will be given via the Sturgis Water Department when new residents set up their service.*

## Flyer Display

**Cost:** FREE

*Bring visibility to your business by promoting your flyers at the Chamber Office.*

## Business Card & Brochure Display

**Cost:** FREE

*Bring visibility to your business by promoting your business cards and brochures at the Chamber.*

## Mailing Labels

**Quantity:** 300+

**Cost:** \$60

*Reach out to our members with your postcard, coupon, or advertisement by attaching our mailing labels.*

**Note:** We do NOT share our mailing list. Cost includes label printing.

## Mailings

**Cost:** \$100 + Postage

**Distribution:** Chamber Mailing List

*Reach out to our members with your postcard, coupon, or advertisement by dropping off your materials at the Chamber and having us mail them.*

## Digital Newsletter

**Email Quantity:** 600+

**Cost:** FREE

**Deadline:** Friday prior before 2 p.m.

**Distribution:** Chamber Mailing List (Email)

*Advertise an event, promotion, special, announcement, update, etc. The newsletter is emailed out every Monday.*

## E-Blast

**Email Quantity:** 600+

**Cost:** \$40

**Distribution:** Chamber Mailing List (Email)

*Advertise an event, promotion, special, announcement, update, etc. in your very own mail blast. Only your info is sent in the e-blast.*

# ADVERTISING FORM

## Publication:

Full Page: \$1,500

Half Page: \$900

1/4 Page: \$600

1/8 Page: \$450

**DEADLINE: APRIL 12, 2019**

## Website Banner Ad:

1st Quarter: \$300

2nd Quarter: \$300

Combo Special Price: \$450 for purchasing both 1st & 2nd quarters

3rd Quarter: \$700

4th Quarter: \$500

Design Fee: \$100

**DEADLINE: ONE MONTH BEFORE EACH QUARTER**

## Additional Advertising:

New Neighbor Network: \$25

Mailing Labels: \$60

Mailings: \$100 + Postage

E-Blast: \$40

Business Name: \_\_\_\_\_

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

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

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

\$ \_\_\_\_\_

Check # Enclosed: \_\_\_\_\_

Credit Card: *Call Chamber*

## RETURN FORM TO:

2040 Junction Avenue | Sturgis, SD | 57785

[Director@SturgisAreaChamber.com](mailto:Director@SturgisAreaChamber.com)

(605) 347-2556

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**AREA CHAMBER OF COMMERCE & VISITORS BUREAU**

***SPONSORSHIP***

# Why sponsor an event or program with us?

- ⇒ Enhance your business's visibility & image
- ⇒ Publicity
- ⇒ Access to new business relationships
- ⇒ Advertising
- ⇒ Creates customer/community loyalty
- ⇒ Generate strong leads

## MARCH

### ***Community Showcase***

Our community is filled with non-profits and healthcare organizations who do great work in our community. This event is a chance for these organizations to highlight that work, distribute information, and promote healthy living and volunteerism.

**\$200 - Event Sponsor** - Logo on all advertising

## APRIL

### ***Annual Banquet***

This Banquet allows us to connect with our members and our members to connect with each other. It's a celebration of the community and an opportunity to recognize some outstanding members through our award ceremony.

**\$500 - Title Sponsor** - Logo on all advertising & program | 8 tickets

**\$300 - Event Sponsor** - Logo on all advertising | 4 tickets

**\$50 - Program Sponsor** - Logo in event program

## MAY

### ***Spring City-Wide Yard Sale***

Yard Sales throughout Sturgis. An Official Yard Sale Map is created and distributed.

**\$300 - BOGO Sponsor** - Logo on all flyers + official map for both Spring AND Fall City-Wide Yard Sales

**\$200 - Title Sponsor** - Logo on all flyers + official map

**\$100 - Event Sponsor** - Logo on all flyers

### ***Wine & Stein***

This event allows guests to taste the best of our local wineries/breweries plus listen to live music.

**\$500 - Title Sponsor** Logo on all advertising | 4 tickets

**\$250 - Event Sponsor** Logo on all advertising | 2 tickets

**\$75 - Napkin Sponsor** Provide napkins with business logo

## JULY

### ***Northern Hills Ag Fest***

A committee of the Sturgis Area Chamber puts on an evening event during the Meade County Achievement Days to bring families to the fairgrounds for a free picnic and ag-related events.

**\$500 - Diamond Sponsor** Logo on all advertising | Banner displayed

**\$250 - Black Hills Gold Sponsor** Business name listed on all advertising | Banner displayed

**\$100 - Sterling Silver Sponsor** Banner displayed

## AUGUST

### ***Community Picnic***

The Community Picnic is an event to congratulate and thank the people of Sturgis for hosting the Rally.

**\$200 - Event Sponsor** Logo on all advertising | Banner displayed

## SEPTEMBER

### ***Ag Appreciation Banquet***

This event draws 300+ farmers/ranchers to celebrate the agriculture community.

**\$500 - Platinum Sponsor** Logo on all advertising | 10 tickets | Banner displayed

**\$350 - Event Sponsor** Logo on all advertising | 4 tickets | Banner displayed

**\$200 - Entertainment Sponsor** Logo on all advertising | 2 tickets | Banner displayed

**\$200 - Table Sponsor** Name displayed at table | 10 tickets

**\$50 - Friend of Ag** Business name listed in banquet program

### ***Fall City-Wide Yard Sale***

Yard Sales throughout Sturgis. An Official Yard Sale Map is created and distributed.

**\$200 - Title Sponsor** - Logo on all flyers + official map

**\$100 - Event Sponsor** - Logo on all flyers

## OCTOBER

### ***Chamber's Crypt***

This event has become a regional draw while retaining its popularity with locals. The Chamber sets the stage and the Sturgis High School Drama Club provides the action.

**\$250 - Event Sponsor** Logo on all advertising | Treat/coupon in Trick-or-Treat Bag

**\$100 - Trick-or-Treat Sponsor** Provide treat/coupon for Trick-or-Treat Bag

## NOVEMBER

### ***Winter Frostival***

A weekend of Christmas lights, Christmas music, a parade and holiday shopping.

**\$500 - Frosty Sponsor** Logo on all advertising

**\$350 - Parade Sponsor** Logo on all parade advertising; Business name on all Frostival advertising

**\$250 - Snowball Sponsor** Business name listed on all advertising

## DECEMBER

### ***Scrooge Night***

A night of last minute holiday shopping throughout the Sturgis Area.

**\$150 - Ebenezer Sponsor** Logo on all advertising

## ADDITIONAL PROGRAMS

### ***Leadership Sturgis (February- April)***

This popular eight week program is designed to provide participants with a better understanding of the community, networking opportunities, and enhanced leadership skills.

**\$200 - Title Sponsor** Logo on all advertising | Flyer/brochure included in student packets

**\$100 - Packet Sponsor** Flyer/brochure included in student packets

### ***Cracker Barrels & Candidate Forums (1st Quarter)***

Each year the Chamber hosts 1-2 Cracker Barrel Forums for our local legislators to provide an update on important state issues. Additionally, the Chamber hosts candidate forums and policy discussions for elections that may occur throughout the year.

**\$250 - Sponsor** Logo on all advertising | Announced at event



# SPONSORSHIP PACKAGES

## Gold Package : \$2,750 (\$3,700 Value)

### **Community Picnic** (Event Level - \$200)

- Logo on all advertising
- Banner displayed at event

### **Ag Appreciation Banquet** (Event Level - \$350)

- Logo on all advertising
- Banner displayed at event
- 4 tickets

### **Northern Hills Ag Fest** (Diamond Level - \$500)

- Logo on all advertising
- Banner displayed at event

### **Chamber's Crypt** (Event Level - \$500)

- Logo on all advertising

### **Wine and Stein** (Title Level - \$500)

- Logo on all advertising
- 4 tickets

### **Winter Frostival** (Frosty Level - \$1000)

- Logo on all advertising

### **Scrooge Night (Ebenezer Level - \$150)**

- Logo on all advertising

### **Exclusive to premium and platinum sponsors** (Value - \$500)

- Logo and sponsor recognition in weekly newsletter

## SILVER Package: \$1,200 (\$1,850 Value)

### **Leadership Sturgis (Title Level - \$200)**

- Logo on all advertising
- Brochure in student packets

### **Community Showcase (Event - \$200)**

- Logo on all advertising

### **Annual Banquet (Friend - \$300)**

- Logo on all advertising
- 2 tickets

### **Spring or Fall City-Wide Yard Sale (\$200)**

- Logo on all advertising

### **Community Picnic (Event - \$200)**

- Logo on all advertising
- Banner displayed at event

### **Cracker Barrel Forums (Sponsor- \$250)**

- Logo on all advertising

### **Exclusive to premium and platinum sponsors** (Value - \$500)

- Logo and sponsor recognition in weekly newsletter

## BRONZE Package: \$300 (\$450 Value)

### **Leadership Sturgis (Packet Sponsor - \$100)**

- Flyer/brochure in student packets

### **Annual Banquet (Program Sponsor - \$50)**

- Logo in event program

### **Cracker Barrel s / Candidate Forums (Sponsor- \$250)**

- Logo on all advertising | Announce at event

**Want to create your own package? Give us a call!**

# SPONSORSHIP PACKAGE APPLICATION

**DEADLINE: FEBRUARY 1, 2019**

- ( ) GOLD PACKAGE : \$2,750 (*\$3,700 Value*)
- ( ) SILVER PACKAGE : \$1,200 (*\$1,850 Value*)
- ( ) BRONZE PACKAGE : \$300 (*\$450 Value*)

Business Name: \_\_\_\_\_

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

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

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

Package Level: \_\_\_\_\_

\$ \_\_\_\_\_

Check # Enclosed: \_\_\_\_\_

Credit Card: *Call Chamber*

RETURN FORM TO:

2040 Junction Avenue | Sturgis, SD | 57785  
Director@SturgisAreaChamber.com  
(605) 347-2556