

2012 Sponsorship Opportunities



Small Business Awards



Annual Meeting and Awards Dinner



State of the City



Annual Golf Tournament

*Please contact the  
 Arlington Chamber of  
 Commerce to secure a  
 prime sponsorship.  
 Hurry - Availability is  
 limited!  
 817-543-4289*



## 2012 SPONSORSHIPS



An open letter to our Members, Corporate Investors, and President's Advisory Group:

### INTRODUCTION

Annually, the Arlington Chamber of Commerce announces the co-branding sponsorship opportunities available for our events and activities for the coming year. The information is provided at the request of our members who utilize these venues as marketing opportunities to reach specific targeted audiences.

We are committed to provide quality "best of class" events for our members, and in some cases, the community and region at large. These events also support the Chamber's Economic Development Initiatives or further our Public Policy Agenda. We have defined the targeted audience(s) for each event and trust we have put together attractive packages that will assist you in co-branding your corporate name and image with that of the Chamber. In each case, the appropriate member of our professional staff has been designated, who would be pleased to respond to any questions you may have.

### POLICY ON SPONSORSHIPS

In recognition of the support we receive from our members, please note that sponsorships are offered to our members on the following basis:

First, members of the President's Advisory Group have exclusive right to sponsorships during the month following our annual announcement.

Second, Corporate members are then offered the opportunity for sponsorship opportunities the second month following announcement.

Third, beginning 60 days later, our sponsorships are offered to all general members. In no case are sponsorships available to non-members of the Chamber.

### RIGHT OF FIRST REFUSAL

An additional benefit is that current year sponsors are afforded the "right of first refusal" in subsequent years. That provision is designed to protect your sponsorship investment in terms of your efforts to co-brand your firm with a particular event and its target audience. In each case, sponsors are guaranteed the right of renewal for 60 days after the event, before the sponsorship is offered to other members on the waiting list, based on our policy on sponsorships.

### CONCLUSION

In conclusion, we trust these sponsorship opportunities are helpful and enable you to co-brand with the Chamber. Please know that we would be pleased to respond any questions you may have.

Sincerely,

Wes Jurey  
President & CEO

Stephen Zimmer  
Chair of the Board (FY 2011)



# Sponsorship Opportunities 2012



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### INFORMATION REQUEST

Events & Meetings  
 Email: [events@arlingtontx.com](mailto:events@arlingtontx.com)  
 Phone: 817-275-2613 – Fax: 817-261-7067

## ANNUAL DINNER

**Event Description:** The Annual Meeting and Award’s Dinner is the Chamber’s premier event, featuring nationally known speakers, release of the Chamber’s Annual Report, recognition of community leaders, announcement of the “Star” Award recipient, as well as inductees into the Arlington Business Hall of Fame.

**Date:** September 27, 2012  
**Location:** University of Texas Arlington, Special Events Center  
**Expected Attendance:** 700-800

**Audience:** This event attracts Chamber members, elected and appointed officials, educators, community leaders, and our strategic partners.

**Benefit Line:** A sponsorship at this event offers businesses an opportunity for significant exposure to one of our largest audiences.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
Presenting Sponsor (1)	\$15,000	<ul style="list-style-type: none"> <li>◆ 2 premium tables: 20 reserved seats</li> <li>◆ 10 valet parking passes</li> <li>◆ Company logo on electronic “save the date”</li> <li>◆ Company logo on the printed dinner invitation</li> <li>◆ Company logo on event signage (supplied by the Chamber)</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company name and/or logo on all announcements regarding the event</li> <li>◆ Company logo in the program</li> <li>◆ Company logo and link to website on the Chamber’s registration page</li> <li>◆ Table sign recognition</li> <li>◆ Introductory comments at dinner (2 minutes maximum)</li> <li>◆ Social media exposure</li> </ul>

## ANNUAL DINNER

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Annual Report Sponsor (1)</b>	<b>\$7,500</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats</li> <li>◆ 5 valet parking passes</li> <li>◆ Company logo on the printed dinner invitation</li> <li>◆ Recognition as part of presentation</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo and link to website on the Chamber's registration page</li> <li>◆ Company logo in the program</li> <li>◆ Table sign recognition</li> </ul>
<b>Speaker Sponsor (1)</b>	<b>\$7,500</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats</li> <li>◆ 5 valet parking passes</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Company logo and link to website on the Chamber's registration page participation</li> <li>◆ Sponsor acknowledgement in recognition of speaker</li> <li>◆ Table sign recognition</li> </ul>
<b>Platinum Table Sponsor</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ 5 valet parking passes</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in program</li> <li>◆ Acknowledgement at Dinner</li> <li>◆ Table sign recognition</li> </ul>
<b>Gold Table Sponsor</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ 3 valet parking passes</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in program</li> <li>◆ Table sign recognition</li> </ul>
<b>Bronze Table Sponsor</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 1 reserved table: 10 reserved seats</li> <li>◆ 1 valet parking pass</li> <li>◆ Company logo in the program</li> <li>◆ Table sign recognition</li> </ul>

## SMALL BUSINESS AWARDS LUNCHEON

**Event Description:** In recognition of the contributions made by small businesses to American society, every year since 1963, the President of the United States has designated a week during the spring as National Small Business Week. This event is co-hosted by the U.S. Small Business Administration and North Texas Small Business Development Center. Both public and private small business supporters will be honoring businesses, large and small, at the event.

**Date:** June 7, 2012  
**Location:** Hilton Arlington  
**Expected Attendance:** 350

**Expected Audience:** Our Annual “Salute to Small Business in North Texas” attracts a regional audience of small business participants and small business services providers.

**Benefit Line:** This event affords significant opportunities for exposure to and networking with this regional audience.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (1)</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats</li> <li>◆ Company name recognition on all promotional and printed materials</li> <li>◆ Company logo in advertisement in Ft. Worth Business Press</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo and link to website on the Chamber’s registration page</li> <li>◆ Opportunity to make comments (2 minutes maximum)</li> <li>◆ Table sign recognition</li> </ul>
<b>Gold Sponsor (3)</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ Company recognition on all promotional and printed materials</li> <li>◆ Company logo in advertisement in newspaper</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo and link to website on the Chamber’s registration page</li> <li>◆ Table sign recognition</li> </ul>

## SMALL BUSINESS AWARDS LUNCHEON

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Silver Sponsor (5)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ Company name &amp; logo recognition on all promotional and printed materials</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company name on website promoting the event</li> <li>◆ Table sign recognition</li> </ul>
<b>Bronze Sponsor</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ 1 reserved table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Table sign recognition</li> </ul>

## POLICY FORUM LUNCHEONS

**Event Description:** The Chamber’s Policy Forum series is designed to promote dialogue, educate the community and shape consensus on the issues that affect our economy and quality of life.

Each forum will feature a keynote speaker and panel discussions that cover the policy questions at the local, state and national level. These half-day events are key to forming the chamber’s public policy agenda over the next 10 years.

**Dates:** May 17, Oct. 4 and 1<sup>st</sup> Quarter 2013  
**Locations:** Arlington convention Center  
**Expected Attendance:** 150

**Expected Audience:** This luncheon series attracts business, community, civic and educational leaders, and government officials.

**Benefit Line:** Participants gain access and the opportunity to discuss issues and shape consensus on issues of importance to the business community.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Series Title Sponsor (1)</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>◆ 2 premium tables: 16 reserved seats</li> <li>◆ Company recognition on all promotional and printed materials</li> <li>◆ Company logo and link to website on the Chamber’s registration page</li> <li>◆ Recognition in program</li> <li>◆ Recognition and formal introduction at all series luncheons</li> <li>◆ Opportunity to make comments (2 minutes maximum)</li> <li>◆ Table sign recognition</li> </ul>
<b>Series Luncheon Sponsor (1)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 8 reserved seats</li> <li>◆ Company recognition on all promotional and printed materials</li> <li>◆ Recognition in program</li> <li>◆ Opportunity to make comments (2 minute maximum)</li> <li>◆ Table sign recognition</li> </ul>

## POLICY FORUM LUNCHEONS

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Series Table Sponsor</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>◆ 1 reserved table: 8 reserved seats</li> <li>◆ Company recognized as a table sponsor</li> <li>◆ Company recognition in program</li> <li>◆ Table sign recognition</li> </ul>
<b>Table Sponsor</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ 1 reserved table: 8 reserved seats at one luncheon</li> <li>◆ Company recognized as a table sponsor</li> <li>◆ Company recognition in program</li> <li>◆ Table sign recognition</li> </ul>
<b>Series Underwriter Sponsor</b>	<b>\$350</b>	<ul style="list-style-type: none"> <li>◆ 2 reserved seats</li> <li>◆ Company recognition as underwriter sponsor at event</li> <li>◆ Company recognition in program</li> </ul>
<b>Underwriter Sponsor</b>	<b>\$100</b>	<ul style="list-style-type: none"> <li>◆ 2 reserved seats at one luncheon</li> <li>◆ Company recognition as underwriter sponsor at event</li> <li>◆ Company recognition in program</li> </ul>

## 8<sup>th</sup> ANNUAL GOLF TOURNAMENT

**Event Description:** The Annual Golf Tournament is our premier executive networking event, held in appreciation of Arlington’s business community. Since inception, the tournament has “Sold Out” to capacity at 144 players.

**Date:** April 27, 2012  
**Location:** Tierra Verde Golf Club, Arlington, TX  
**Expected Attendance:** 144

**Expected Audience:** Business leaders, their clients, and guests

**Benefit Line:** The tournament serves as a way to offer executive-level networking. Foursomes are encouraged to fill their third and/or fourth slots with a new contact or business prospect. Sponsorships are available from the tee box to the green.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Title Sponsor (1)</b>	<b>\$6,000</b>	<ul style="list-style-type: none"> <li>◆ 8 playing positions and gift packages</li> <li>◆ Hole sponsorship on premier hole (includes corporate presence at tee box)</li> <li>◆ Opportunity to have company logo on selected golf apparel or accessory</li> <li>◆ Company banner prominently displayed, provided by sponsor</li> <li>◆ Company logo recognition as title-sponsor on all event publicity</li> <li>◆ Company logo on Chamber website and a link to the event sponsor’s website</li> <li>◆ Company logo in Chamber’s newsletter</li> <li>◆ Opportunity to make comments (2 minutes maximum)</li> <li>◆ Opportunity to place promotional item in gift bags and/or at tee box</li> <li>◆ Company name on event signage</li> <li>◆ Social media exposure</li> </ul>

## 8<sup>th</sup> ANNUAL GOLF TOURNAMENT

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Co- Sponsor (2)</b>	<b>\$4,000</b>	<ul style="list-style-type: none"> <li>◆ 8 playing positions and gift packages</li> <li>◆ Hole sponsorship on premier hole (includes corporate presence at tee box)</li> <li>◆ Company banner prominently displayed</li> <li>◆ Company logo on Chamber website and a link to the event sponsor's website</li> <li>◆ Company recognition as co-sponsor on all event publicity</li> <li>◆ Opportunity to place promotional items at tee box</li> </ul>
<b>Golf Cart Sponsor (1)</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>◆ 4 playing positions and gift packages</li> <li>◆ Hole sponsorship (includes corporate presence at tee box)</li> <li>◆ Company logo on all player golf carts</li> <li>◆ Company recognition as golf cart sponsor on event publicity</li> <li>◆ Company logo on Chamber website and a link to the event sponsor's website</li> <li>◆ Opportunity to place promotional items at tee box</li> </ul>
<b>Silver Sponsor (4)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>◆ 4 playing positions and gift packages</li> <li>◆ Company recognition in event publicity and at event</li> <li>◆ Company name on website</li> <li>◆ Opportunity to provide promotional items in gift bags</li> </ul>
<b>Meal Sponsor (1)</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>◆ 4 playing positions</li> <li>◆ 4 player gift packages</li> <li>◆ Company logo in event publicity</li> <li>◆ Company logo on Chamber website</li> <li>◆ Opportunity to place promotional item at awards ceremony</li> </ul>

## 8<sup>th</sup> ANNUAL GOLF TOURNAMENT

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Hole Sponsor (12)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 4 playing positions and gift packages</li> <li>◆ Hole sponsorship (corporate presence at tee box)</li> <li>◆ Company recognition in event publicity</li> <li>◆ Company name on website</li> </ul>
<b>Fireman Sponsor (1)</b>	<b>\$800</b>	<ul style="list-style-type: none"> <li>◆ Sponsorship of entry fees for 4 Arlington Firemen playing positions and gift packages</li> <li>◆ Opportunity to provide company shirts for guest firemen</li> <li>◆ Company name/recognition in event publicity</li> <li>◆ Opportunity to provide promotional item in player gift packages</li> </ul>
<b>Beverage Sponsor (1)</b>	<b>Provide Beverages</b>	<ul style="list-style-type: none"> <li>◆ 4 playing positions</li> <li>◆ 4 player gift packages</li> <li>◆ Company name recognition as beverage sponsor on event publicity</li> <li>◆ Company logo on Chamber website</li> <li>◆ Opportunity to place promotional item at awards ceremony</li> </ul>
<b>Beer Sponsor (1)</b>	<b>Provide Beer</b>	<ul style="list-style-type: none"> <li>◆ 4 playing positions and gift packages</li> <li>◆ Company recognition as beer sponsor on event brochure</li> <li>◆ Company recognition in event publicity</li> <li>◆ Opportunity to place promotional item at awards ceremony</li> </ul>

## ARLINGTON TO D.C.

**Event Description:** “*Arlington to D.C.*” is a Chamber-led coalition of business, educational and government leaders. The Chamber leads delegations to Washington D.C. (annually) to strengthen our relationships with state and federal agencies, and elected and appointed officials. “*Arlington to DC*” is a three-day delegation annual visit to our nation’s capitol.

**Dates:** Washington, D.C.: May, 2012  
**Expected Delegates:** 20 plus

**Expected Audience:** The Washington, D.C. trip is attended by the Officers of the Board of Directors, and representatives of the City and County, UTA, Tarrant County College, Workforce Solutions Tarrant County, and Arlington I.S.D. Our delegation meets with key federal elected and appointed officials.

**Benefit Line:** Sponsorships are available to assist in the promotion of a coalition that advocates for resources in support of our economic development agenda.

<b>Sponsor Level # of Sponsors</b>	<b>Amount</b>	<b>Sponsorship Benefits</b>
<b>Platinum Sponsor (1)</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>◆ 2 representatives (hotel and air transportation not provided)</li> <li>◆ Recognition as <i>Arlington</i><sup>™</sup> Sponsor on all promotional materials</li> <li>◆ Company recognition on Chamber website and a link to the event sponsor’s website</li> <li>◆ Signage at all events</li> <li>◆ Featured speaking opportunity at meal events and reception in Austin (1 minute maximum)</li> </ul>
<b>Gold Sponsor (2)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>◆ 1 representative (hotel and air transportation not provided)</li> <li>◆ Recognition as <i>Arlington</i> Sponsor on all promotional materials</li> <li>◆ Company recognition on Chamber website and a link to the event sponsor’s website</li> <li>◆ Signage at events</li> <li>◆ Acknowledgement at all events</li> </ul>

## MORNING WITH THE MAYOR

**Event Description:** This event is an open roundtable discussion, conducted quarterly, for members of the President’s Advisory Group and Corporate Leadership Council with the Mayor and City Manager.

**Dates:** December 8, 2011, March 22, 2012, June 21, 2012 and September 6, 2012

**Location:** Moritz Boardroom

**Expected Attendance:** 40

**Expected Audience:** President’s Advisory Group and Corporate Leadership Council

**Benefit Line:** Opportunity to hear updates regarding City projects and to interact with the Mayor and City Manager to discuss issues of importance.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (1)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ Company recognition on invitation for the four events</li> <li>◆ Company recognition at event</li> <li>◆ Opportunity to introduce the Mayor at all four events</li> </ul>
<b>Quarterly Sponsor (4)</b>	<b>\$350</b>	<ul style="list-style-type: none"> <li>◆ Company recognition in invitation for the event</li> <li>◆ Company recognition at event</li> <li>◆ Recognition at the event</li> </ul>

## CORPORATE LEADERSHIP COUNCIL LUNCHEON

**Event Description:** The President & CEO meets quarterly with the Chamber's Corporate Investors to provide briefings on Chamber projects and initiatives, as well as business and economic reports.

**Dates:** March 6, 2012, June 12, 2012, September 11, 2012  
**Time:** 11:30 am – 1:00 pm  
**Location:** Moritz Boardroom  
**Expected Attendance:** 40

**Expected Audience:** Corporate Investor Council Members

**Benefit Line:** The luncheon affords members an informal networking opportunity while providing direct access to the Arlington Chamber's services to help assist in business, enhance the profession, influence public policy and economic agendas.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (1)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ Welcome remarks at each luncheon</li> <li>◆ Acknowledgement in all invitations</li> <li>◆ Recognition at each luncheon</li> </ul>
<b>Luncheon Sponsor (4)</b>	<b>\$250</b>	<ul style="list-style-type: none"> <li>◆ Acknowledgement in invitation</li> <li>◆ Acknowledgement at the luncheon</li> </ul>

## Christkindl Sponsorship Opportunities

**Event Description:** 2<sup>nd</sup> Annual Christkindl German Holiday Market.

**Date:** November 30 – December 16, 2012  
**Location:** Arlington, Texas (Road to Six Flags adjacent to Ballpark)  
**Expected Attendance:** 100,000+  
**Expected Audience:** Families from all over North Texas and the region

**Benefit Line:** Christkindl is an enchanting family market in the tradition of those held throughout Germany during the Christmas season. Set up as an Old World- style charming festival, this outdoor market offers exquisite handmade gifts, unique ornaments, themed, live entertainment and the opportunity to devour German delicacies like brats, goulash, potato pancakes, gingerbread, cookies, German beers and Gluhwein (a warm spiced wine).

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (3)</b>	<b>\$25,000</b>	<ul style="list-style-type: none"> <li>◆ Value in excess of \$50,000</li> <li>◆ Logo on television commercials and PSAs (exclusive sponsorship through WFAA (Channel 8))</li> <li>◆ Logo on WFAA.com website event messages</li> <li>◆ Company name &amp; logo recognition on all printed materials (City Water bill insert, posters, postcards, flyers and newspaper ads promoting the event)</li> <li>◆ Logo in on-site event signage and walking brochure</li> <li>◆ Company ad message in on-site brochure</li> <li>◆ Company logo on event websites</li> <li>◆ Social media exposure</li> </ul>
<b>Co-Sponsor (4)</b>	<b>\$15,000</b>	<ul style="list-style-type: none"> <li>◆ Value in excess of \$25,000</li> <li>◆ One-day exclusive on-site event sponsor – dedicated sponsor for that day – event theme can be customized</li> <li>◆ Brand mention on the radio promotion</li> <li>◆ Company name &amp; logo recognition on all printed promotional ad materials</li> <li>◆ On-site event banners, posters, flyers and ads promoting the event)</li> <li>◆ Company logo on event websites</li> <li>◆ Social media exposure</li> </ul>
<b>Promotional Sponsor (4)</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>◆ Value in excess of \$15,000</li> <li>◆ Company recognition on printed promotional materials</li> <li>◆ On-site event recognition (signage throughout Christkindl)</li> <li>◆ Logo in on-site event walking brochure</li> <li>◆ Company recognition on event websites</li> <li>◆ Social media exposure</li> </ul>

## Christkindl Sponsorship Opportunities

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Tree Sponsor (1)</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>◆ Value in excess of \$15,000</li> <li>◆ Sponsorship sign at Christkindl main holiday tree</li> <li>◆ Company recognition on all on-site promotional and printed materials</li> <li>◆ Logo in on-site event walking brochure</li> <li>◆ Company recognition on event websites</li> <li>◆ Social media exposure</li> </ul>
<b>On-site Sponsor (5)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>◆ Value in excess of \$5,000</li> <li>◆ Company recognition on all on-site promotional and printed materials</li> <li>◆ On-site event walking brochure</li> <li>◆ Company recognition on event websites</li> </ul>
<b>Gift Sponsor - 1</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ Logo on on-site event posters</li> <li>◆ Logo in on-site event walking brochure</li> <li>◆ Company recognition on event websites</li> </ul>
<b>Gift Sponsor -2</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ Company recognition on event Websites</li> </ul>

## ENTREPRENEURSHIP AWARDS DAY

**Event Description:** The Arlington Chamber of Commerce in partnership with Arlington Independent School District celebrates Arlington’s future entrepreneurs. The event showcases educational innovation in STEM (Science, Technology, Engineering and Mathematics) disciplines.

**Date:** March 31, 2012  
**Location:** UT Arlington, Texas Hall  
**Expected Attendance:** 1,500+

**Expected Audience:** Students, their families & faculty

**Benefit Line:** Opportunity to show support to students and school system

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Sponsor</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ Company recognition on all marketing materials (to be distributed to every 3<sup>rd</sup> – 6<sup>th</sup> grade student within AISD)</li> <li>◆ Signage at the event</li> <li>◆ Logo/recognition on Chamber website</li> <li>◆ Logo in event program</li> <li>◆ Acknowledgement at the event to honor the entrepreneurs</li> <li>◆ Social media exposure</li> </ul>
<b>Award Sponsor</b>	<b>\$750</b>	<ul style="list-style-type: none"> <li>◆ Sponsored gift packages for top award winners</li> <li>◆ Acknowledgement at event to honor the entrepreneurs</li> <li>◆ Opportunity to sponsor mascot at event</li> </ul>
<b>Underwriter Sponsor</b>	<b>\$250</b>	<ul style="list-style-type: none"> <li>◆ Signage at the event</li> <li>◆ Acknowledgement at event to honor the entrepreneurs</li> </ul>

## THE POLICY PROJECT PHASE III

**Event Description:** The Policy Project is an action oriented initiative that is examining public policy issues concerning Arlington today. Led by a 100 member steering committee, the project's participants are charged with developing recommendations for a 21<sup>st</sup> century approach to Arlington's economic sustainability in a global marketplace. Launched in 2009, The Policy Project is engaging Chamber members with leaders from education, government, neighborhood associations, the faith based community, youth serving organizations, and health and human service providers, focused on identifying the priority issues our community will face in the coming decade, and developing actionable recommendations and plans for implementation. Phase III is the final phase of the Project, consisting of a series of "Town Hall Meetings", concluding with a summit that will report on the final recommendations of the two year project.

**Dates:** March – September, 2012  
**Locations:** TBD  
**Expected Attendance:** Town Hall Meetings – 100-150  
 Community Summit – 300

**Benefit Line:** Participants provide guidance and direction to the long term strategic initiatives of the Chamber and the Chamber's strategic partners.

**Sponsor Recognition:** Sponsors will receive significant recognition relative to the Policy Project's outreach, as we have engaged more than 100 participants on the Project Steering Committee and more than 100 organizations on the Community Advisory Committees.

**Policy Project Events during 2011:** During Phase III, The Policy Project will conduct a series of Town Hall Meetings, each focused on one of The Policy Project's six primary topical areas, inclusive of (1) our economic sustainability; (2) maintaining a competitive workforce; (3) community redevelopment; (4) infrastructure & mobility; (5) quality of life; and (6) advocacy.

Following the Town Hall Meetings, we will conclude Phase III with a Community Wide Summit, in September.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Policy Project Title Sponsor (1)</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>◆ Exclusive naming rights of The Policy Project on the Project website and on all printed/ marketing materials</li> <li>◆ Recognition as the title sponsor at all Town Hall Meetings and the Community Summit</li> <li>◆ Opportunity to make comments at all Town Hall Meetings and the Community Summit</li> <li>◆ Signage at all events</li> <li>◆ Company logo with link on The Policy Project home page</li> <li>◆ Reserved seating at all Policy Project events</li> <li>◆ Welcome letter and material distributed at each Town Hall Meeting and Community Summit</li> <li>◆ Acknowledgement at all events</li> <li>◆ Company participants in all events</li> </ul>

## THE POLICY PROJECT PHASE III

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Summit Presenting Sponsor (1)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>◆ Recognition as presenting sponsor at the summit</li> <li>◆ Recognition as summit sponsor on the Project website and all printed/ marketing materials</li> <li>◆ Opportunity to makes comments at the summit</li> <li>◆ Signage at the summit</li> <li>◆ Reserved seating at the summit</li> <li>◆ Welcome letter and material distributed at the summit</li> <li>◆ Company participation in the summit</li> </ul>
<b>Town Hall Meeting Sponsors (6)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ Recognition as presenting sponsor at one of the six town hall meetings</li> <li>◆ Recognition as a town hall sponsor on the Project website and all printed/ marketing materials</li> <li>◆ Opportunity to make comments at the town hall meeting</li> <li>◆ Signage at the town hall meeting</li> <li>◆ Reserved seating at the town hall meeting</li> <li>◆ Welcome letter and material distributed at the town hall meeting</li> <li>◆ Company participation in the town hall meeting</li> </ul>
<b>Project Founders</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ Recognition on the Project website</li> <li>◆ Recognition and correspondence in marketing materials</li> <li>◆ Reserved seating at events</li> <li>◆ Company participation in events</li> </ul>
<b>Project Supporters</b>	<b>\$250</b>	<ul style="list-style-type: none"> <li>◆ Recognition on printed/ marketing materials</li> <li>◆ Company participation at all events</li> </ul>

## ANNUAL “STATE OF THE CITY” LUNCHEON

**Event Description:** This annual event is preceded by a reception and is highlighted by Arlington Mayor Robert Cluck’s annual “State of the City” address.

**Date:** October 11, 2012  
**Location:** Arlington Convention Center  
**Expected Attendance:** 300-400

**Expected Audience:** Business leaders, educational leaders, and elected and appointed officials

**Benefit Line:** Opportunity to showcase to all businesses within the City.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (1)</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>◆ 2 premium table: 20 reserved seats</li> <li>◆ Company name &amp; logo included on on-line registration page/website</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company name and/or logo on all announcements regarding the event</li> <li>◆ Company logo in the program</li> <li>◆ Social media exposure</li> <li>◆ Opportunity to make brief comments (2 minutes maximum)</li> <li>◆ Table sign recognition</li> </ul>
<b>Platinum Sponsor (4)</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats</li> <li>◆ Company recognition included on on-line registration page/website</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company name and/or logo on all announcements regarding the event</li> <li>◆ Company logo in the program</li> <li>◆ Recognition at event</li> <li>◆ Table sign recognition</li> </ul>
<b>Gold Sponsor</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Recognition at event</li> <li>◆ Table sign recognition</li> </ul>
<b>Bronze Sponsor</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Table sign recognition</li> </ul>

## ANNUAL “STATE OF THE DISTRICT” LUNCHEON

**Event Description:** This event is preceded by a reception and is highlighted by the Arlington ISD Superintendent’s annual “State of the District” address.

**Date:** August 13, 2012  
**Location:** Mac Bernd Professional Development Center  
**Expected Attendance:** 200-250

**Expected Audience:** Educational, business, civic, and community

**Benefit Line:** Opportunity to showcase to educators and businesses within the district.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Board Sponsor (1)</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>◆ 2 premium table: 20 reserved seats</li> <li>◆ Company recognition included on website</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company name and/or logo on all announcements regarding the event</li> <li>◆ Company recognition in the program</li> <li>◆ Company logo in advertisement in newspaper</li> <li>◆ Opportunity to make comments (2 minutes maximum)</li> <li>◆ Table sign recognition</li> </ul>
<b>Superintendent Sponsor (4)</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats</li> <li>◆ Company name &amp; logo included on website</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company recognition on all announcements regarding the event</li> <li>◆ Company logo in the program</li> <li>◆ Recognition at event</li> <li>◆ Table sign recognition</li> </ul>
<b>Principal Sponsor</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Recognition at event</li> <li>◆ Table sign recognition</li> </ul>
<b>Teacher Sponsor</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ 1 Preferred Table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Table Sign Recognition</li> </ul>

## ANNUAL “STATE OF THE COUNTY” LUNCHEON

**Event Description:** This event is preceded by a reception and is highlighted by an address by Tarrant County Judge B. Glen Whitley on the “State of the County.”

**Date:** February 16, 2012  
**Location:** Cacharel Grand Ballroom  
**Expected Attendance:** 250-300

**Expected Audience:** Business, civic, and community

**Benefit Line:** Opportunity to showcase to city/county businesses, civic and city leaders

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (1)</b>	<b>\$3,000</b>	<ul style="list-style-type: none"> <li>◆ 2 premium table: 20 reserved seats</li> <li>◆ Company recognition included on website</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company name and/or logo on all announcements regarding the event</li> <li>◆ Company recognition in the program</li> <li>◆ Company logo in advertisement in newspaper</li> <li>◆ Opportunity to make comments (2 minutes maximum)</li> <li>◆ Table sign recognition</li> <li>◆ Social media exposure</li> </ul>
<b>Platinum Sponsor (4)</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats</li> <li>◆ Company name &amp; logo included on website</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company recognition on all announcements regarding the event</li> <li>◆ Company logo in the program</li> <li>◆ Recognition at event</li> <li>◆ Table sign recognition</li> </ul>
<b>Gold Sponsor</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Recognition at event</li> <li>◆ Table sign recognition</li> </ul>
<b>Bronze Sponsor</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ 1 Preferred Table: 10 reserved seats</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Company logo in the program</li> <li>◆ Table Sign Recognition</li> </ul>

## MONTHLY CHAMBER SPONSORSHIPS

**Event Description:** This informal networking event offers members the opportunity to network, build relationships and to present information on their business and services. Members exchange business cards with prospective clients and customers.

- Business Over Breakfast - 2<sup>nd</sup> Tuesday of each month, 8:00am – 9:30am
- Chamber After Hours – 4<sup>th</sup> Tuesday of each month, 5:30pm – 7:30pm
- Chamber Connection – 3<sup>rd</sup> Friday of each month, 11:30am – 1:00pm
- North Arlington Business Council – 2<sup>nd</sup> Wednesday (every other month) 11:30am – 1:00pm
- South Arlington Business Council – 2<sup>nd</sup> Wednesday (every other month) 11:30am – 1:00pm

**Locations:** Locations vary

**Expected Attendance:** 30 – 110+

**Expected Audience:** Prospects, Chamber Members & approved guests

**Benefit Line:** Sponsorships offer businesses the opportunity to display materials and literature. In kind for catering is welcomed.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Title Sponsor (per event title) (1 per event – 5 total events)</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>◆ Company logo on website promoting the event for entire year</li> <li>◆ Social media event recognition</li> <li>◆ Acknowledgement at all events</li> <li>◆ Featured speaking opportunity at all events</li> <li>◆ Opportunity to market business to attendees</li> </ul>
<b>Event Host (per event title)</b>	<b>Provide Food</b>	<ul style="list-style-type: none"> <li>◆ Company logo on website promoting the event</li> <li>◆ Featured speaking opportunity at event</li> <li>◆ Acknowledgement at event</li> </ul>

## 2012 ANNUAL INSPIRED-WOMEN LUNCHEON

### Sponsorship Opportunities

**Event Description:** Annual Inspired-Women Luncheon presented by the Women's Alliance. Our keynote speaker will encourage you and inspire you.

**Date:** November 9, 2012

**Location:** TBD

**Expected Attendance:** 300-400

**Expected Audience:** Women business and community leaders.

**Benefit Line:** Women's Alliance programming is designed to provide opportunities for our members in the areas of education, mentoring and networking.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Presenting Sponsor (1)</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>◆ 2 premium table 20 reserved seats/registrations</li> <li>◆ Company name &amp; logo recognition on all promotional and printed materials</li> <li>◆ On-site event video display (logo)</li> <li>◆ Company logo on event web site</li> <li>◆ Opportunity to make comments (2 minute maximum)</li> <li>◆ Table sign recognition</li> <li>◆ Social media exposure</li> </ul>
<b>Co-Sponsor (2)</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats/registrations</li> <li>◆ Company name &amp; logo recognition on all promotional and printed materials</li> <li>◆ On-site event video display (logo)</li> <li>◆ Company logo on event web site</li> <li>◆ Opportunity to make comments (2 minute maximum)</li> <li>◆ Table sign recognition</li> <li>◆ Social media exposure</li> </ul>
<b>Floral Sponsor (1)</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats/registrations</li> <li>◆ Company name &amp; logo recognition on all promotional and printed materials</li> <li>◆ On-site event video display (logo)</li> <li>◆ Company logo on event web site</li> <li>◆ Table sign recognition</li> <li>◆ Social media exposure</li> </ul>
<b>Speaker Sponsor (1)</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats/registrations</li> <li>◆ Company recognition on all promotional and printed materials</li> <li>◆ On-site event video display (logo)</li> <li>◆ Company recognition on event website</li> <li>◆ Table sign recognition</li> <li>◆ Social media exposure</li> </ul>

## 2012 ANNUAL INSPIRED-WOMEN LUNCHEON

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
<b>Gold Sponsor (3)</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>◆ 1 premium table: 10 reserved seats/registrations</li> <li>◆ Company recognition on all promotional and printed materials</li> <li>◆ On-site event video display (logo)</li> <li>◆ Company recognition on event website</li> <li>◆ Table sign recognition</li> <li>◆ Social media exposure</li> </ul>
<b>Silver Sponsor (5)</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>◆ 1 preferred table: 10 reserved seats/registrations</li> <li>◆ Company recognition on all promotional and printed materials</li> <li>◆ On-site event video board display (logo)</li> <li>◆ Company recognition on event website</li> <li>◆ Table sign recognition</li> </ul>
<b>Bronze Sponsor</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>◆ 1 reserved table: 10 reserved seats/registrations</li> <li>◆ On-site event presentation screen display (logo)</li> <li>◆ Table sign recognition</li> </ul>
<b>Underwriter Sponsor</b>	<b>\$100</b>	<ul style="list-style-type: none"> <li>◆ 2 reserved seats at one luncheon</li> <li>◆ Company recognition as underwriter sponsor at event</li> <li>◆ Company recognition in program</li> </ul>

## RELOCATION PACKAGE

**Description:** People interested in moving to Arlington often request information about our City. The Chamber assembles **Relocation Packages** containing information about housing, schools, hospitals, retirement facilities and other services helpful to Arlington newcomers.

The Relocation Sponsorship Program offers:

1. **Chamber Members only** may place a preprinted flier in the Arlington Chamber of Commerce Relocation Packet at a cost of \$700.00 (prepaid) for one year.
2. The flier will consist of a single sheet or one threefold piece that cannot exceed 8 – ½” x 11”.
3. The content of the flier must not be presented in such a manner as to construe Chamber endorsement of the organization or product being presented. Any use of the Chamber’s name must be cleared through the Chamber’s President & CEO prior to use.
4. The Chamber member will furnish Chamber with 150 fliers quarterly for the term of the contract. The fliers will be inserted inside the Chamber’s Relocation Packets each month.

I agree to the above terms:

\_\_\_\_\_  
Chamber Member

Arlington Chamber of Commerce

\_\_\_\_\_  
Beginning Date

\_\_\_\_\_  
Ending Date

\_\_\_\_\_  
Telephone

Wes Jurey  
\_\_\_\_\_  
President & CEO

\_\_\_\_\_  
Signature of Chamber Member

\_\_\_\_\_  
Signature of President & CEO

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date