



2022 Sponsorship & Advertising Opportunities Guide

2022 Sponsorship Opportunities

Market on the Square

Saturday, June 18, 8 a.m. to 2 p.m.

A longstanding New Oxford tradition featuring antiques, collectibles, crafts, farmers market vendors, food trucks, live entertainment and much more!

Platinum Sponsor (\$2,500) - **exclusive**

- Recognition in all print, media and web advertising and publicity
- Prime logo positioning on all physical advertising prior to/day of event
- Prime logo positioning on front of event tote bags distributed to attendees (500 count)
- Logo featured on event program distributed to vendors and attendees
- Complimentary booth space at event with sponsorship signage
- Promotion on social media leading up to and day-of, including promo video opportunity
- Audible recognition at event and mention in day-of media coverage

Gold Sponsor (\$1,000) - *limit of four businesses*

- Recognition in all print, media and web advertising and publicity
- Secondary logo positioning on all physical advertising prior to/day of event
- Secondary positioning on back of event tote bags distributed to attendees (500 total)
- Logo featured on event program distributed to vendors and attendees
- Complimentary booth space at event with sponsorship signage
- Promotion on social media leading up to the event and day-of, including promo video opportunity
- Audible recognition at event and mention in day-of media coverage

Silver Sponsor (\$500) - *limit of four businesses*

- Recognition in most print, media and web advertising/ publicity
- Logo included on most physical advertising
- Logo on the back of event tote bags distributed to attendees (500 total)
- Name featured on event program distributed to vendors and attendees
- Complimentary booth space at the event with sponsorship signage
- Promotion on social media leading up to and day-of the event, including promotional video opportunity
- Audible recognition at event and mention in day-of media coverage

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Bronze Sponsor (\$250)

- Recognition on Chamber website, quarterly newsletter and Facebook
- Name included on some physical advertising
- Name featured on event program distributed to vendors and attendees

Friend of Market on the Square (\$100)

- Name listed as a Friend of Market on the Square sponsor on all portable toilets the day of the event

Harvest Day Festival & Parade

Saturday, October 22, 10 a.m. to 4 p.m.

Parade Sponsor (\$1500) - *exclusive*

- Recognition in all print, media and web advertising/publicity
- Banner recognition at front of parade
- Prime logo positioning on all physical advertising
- Complimentary booth space at event with sponsorship signage
- Opportunity to promote business by participating in parade
- Promotion on social media leading up to the event and day-of the event, including opportunity to share two promo videos on the Chamber's Facebook page
- Half page ad in Harvest Hunt booklet

Health & Safety Sponsor (\$1,000) - *exclusive*

- Recognition in all print, media and web advertising/publicity
- Secondary logo positioning on all physical advertising, including sponsor banner in parade
- Complimentary booth space at the event with sponsorship signage
- Signage at crosswalks day-of the event
- Opportunity to promote business by participating in parade
- Promotion on social media leading up to and day-of the event, including opportunity to share one promo video on Chamber's Facebook page
- Quarter page ad in Harvest Hunt booklet

Children's Area Sponsor (\$1,000) - *exclusive*

- Recognition in all print, media and web advertising and publicity
- Secondary logo positioning on all physical advertising, including sponsor banner in parade
- Complimentary booth space by Children's Area at event
- Banner with logo displayed at Children's Area at event
- Opportunity to promote business by participating in parade
- Promotion on social media leading up to and day-of the event, including opportunity to share one promotional video on Chamber's Facebook page
- Quarter page ad in Harvest Hunt booklet

Silver Sponsor (\$500) - limit of four businesses

- Recognition in most print, media and web advertising/publicity
- Logo included on all physical advertising, including banner in parade
- Complimentary booth at event with sponsorship signage
- Opportunity to promote business by participating in parade
- Promotion on social media leading up to and day of the event, including mention in day-of social media posts/Facebook Lives
- Name mentioned in Harvest Hunt booklet

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Bronze Sponsor (\$250) -

- Recognition on Chamber website, in quarterly newsletter and on Facebook
- Name included on some physical advertising, including sponsor banner in parade
- Opportunity to promote business by participating in parade

Friend of Harvest Day (\$100)

- Name listed on portable toilets
- Opportunity to promote business by participating in parade

Harvest Hunt

Saturday, October 8 - Sunday, October 23

Presenting Sponsor (\$1000) - *exclusive*

- Recognition in all print, media and web advertising/publicity
- Full color ad (5w x 8h) on back page of event booklet (at least 500 print run)
- Logo on front of event booklet
- Name on main end of town sign throughout event
- Promo on social media leading up to and during event, including opportunity to share a promo video on the Chamber's Facebook up to two times
- Complimentary booth space at Harvest Day Festival

Light Up New Oxford

Saturday, December 10 - Sunday, December 25

Presenting Sponsor (\$1000) - *exclusive*

- Recognition in all print, media and web advertising/publicity
- Logo placement and business name on all print and digital tour guides
- Ad included on tour guide and on Light Up New Oxford webpage on Chamber website
- Promotion on social media leading up to and throughout event, including opportunity to share a promo video on the Chamber's Facebook up to two times

Annual Awards Banquet

January 2022, Date TBD

Presenting Sponsors (\$450) - limit of two businesses

- Four complimentary tickets
- Logo on all print materials, including invitation and program
- Verbal recognition and chance to speak at event
- Opportunity to provide table favors for guests
- Logo included on table tents at event
- Promotion on social media and via email and press release(s)
- Recognition in Chamber publications, including newsletter and eblasts

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Award Sponsors (\$250) - one business per award

The following awards are available to sponsor: Non-Profit of the Year, Community Impact Award, Educator of the Year, Student Achievement Award

- Two complimentary tickets to event
- Company name on award
- Opportunity to present the award to recipient at event
- Name included on invitation and program
- Recognition as award sponsor in press releases and print materials

New Member Breakfasts

March, July & October 2022, Dates TBD

Presenting Sponsors (\$250) - two businesses per breakfast

- Two complimentary registrations
- Logo on promotional materials, including day-of program and recognition in the Chamber newsletter
- Logo and link to website on email blast advertising
- Opportunity to speak at the breakfast
- Opportunity to display and share promotional materials at the breakfast
- Two complimentary registrations
- Complimentary business card ad in the quarterly newsletter

Lunch & Learns

Quarterly

Presenting Sponsor (\$300)

- Two complimentary tickets
- Social media promotion leading up to event
- Promotional signage at event
- Opportunity to speak during luncheon and hand out promotional materials
- Recognition via e-blast and in Chamber's quarterly newsletter

Interested in sponsorship?

Members interested in sponsoring an event in 2022 are asked to fill out the **Sponsorship & Advertising Selection Form**. If you have questions about sponsorship, please contact Michaela Shaffer, Director of Membership & Marketing, at (717) 624-2800 or info@newoxford.org. Thank you for your interest in sponsorship!



**New Oxford Area
Chamber of Commerce**

27 Center Square, New Oxford, PA 17350

(717) 624-2800

info@newoxford.org • www.newoxford.org



2022 Advertising Opportunities

"The Circle" Newsletter Advertising

The New Oxford Area Chamber of Commerce is the proud publisher of the quarterly Chamber newsletter "The Circle." The newsletter is distributed to all Chamber members as well as local retail locations. We also keep a supply of the newsletter on-hand at the Chamber office for visitors and prospective members. "The Circle" is promoted on the Chamber's website, various social media platforms and eblasts.

- **Chamber Champion - \$225/issue (limit one per quarter)**
 - 8w x 8h color ad on back page
 - Company logo featured on front page of newsletter
 - Recognition on Chamber social media, eblast(s) & website for the quarter
 - Link to your website or social media page in digital edition
- **Half Page Ad - \$115/issue**
 - 8w x 4h color ad inside newsletter
 - Mention on Facebook post about newsletter
 - Link to your website or social media page in digital edition
- **Quarter Page Ad - \$60/issue**
 - 4w x 4h color ad inside newsletter
 - Mention on Facebook post about newsletter
 - Link to your website or social media page in digital edition
- **Business Card Ad - \$30/issue**
 - 3.5w x 2h color ad inside newsletter
 - Mention on Facebook post about newsletter
 - Link to your website or social media page in digital edition

*Ad design is available for an added fee of \$30 per new ad.

Monthly Eblast Advertising

- \$100/month
- 4w x 4h ad featured at bottom of weekly eblasts to members
- Ad included in at least four eblasts per month
- Perfect for B2B marketing
- Clickable link to website or social media page
- Limit of 3 months per year, per business/organization

Website Banner Advertising

- **Footer Banner - \$50/month**
 - Ad featured in footer of Chamber website (visible on every page)
 - Specifications: 650 x 150 pixels
 - Clickable link to business website or social media page
- **Event Header Banner - \$200/month**
 - Ad featured on header of event-related pages (Market on the Square, Harvest Hunt/Harvest Day and Light Up New Oxford) during times of increased traffic to event-specific pages
 - Specifications: 468 x 60 pixels
 - Clickable link to business website or social media page

Member 2 Member Eblast

Have an event or promotion you want fellow members to know about? We can help! Submit the content and images for the eblast, and we will send the message to all Chamber members on behalf of your business. Content is accepted at the discretion of the Chamber. The price for 2022 is \$125.

Facebook Boosted Post

Have an event, initiative or news you want to promote? The Chamber is pleased to introduce a new advertising options for members - a boosted Facebook post. Let us know what information you want to share, and we'll create the content for the post and tailor it for your target audience. In addition to the potential customers reached via the boosted post, we will also share your post with our 2000+ Facebook followers and almost 500 Instagram followers. The price per boosted post is \$50 for 2022.

Interested in advertising?

Members interested in advertising with us in 2022 are asked to fill out the **Sponsorship & Advertising Selection Form**. If you have questions about sponsorship, please contact Michaela Shaffer, Director of Membership & Marketing, at (717) 624-2800 or info@newoxford.org. Thank you for your interest in sponsorship!



New Oxford Area Chamber of Commerce

2022 Sponsorship & Advertising Selection Form

Thank you for your interest! If you are looking at a sponsorship or advertising opportunity that is exclusive to one business, please contact us at info@newoxford.org prior to confirm availability before sending payment.

Market on the Square - Saturday, June 18, 2022

- Platinum Sponsor (\$2,500) *exclusive*
- Gold Sponsor (\$1,000) - limit 4
- Silver Sponsors (\$500) - limit 4
- Bronze Sponsor (\$250)
- Friend of Market on the Square (\$100)

Harvest Day Festival & Parade - Saturday, October 22, 2022

- Parade Sponsor (\$1,500) *exclusive*
- Children's Area Sponsor (\$1,000) *exclusive*
- Health & Safety Sponsor (\$1,000) *exclusive*
- Silver Sponsors (\$500) - limit 4
- Bronze Sponsor (\$250)
- Friend of Harvest Day Festival (\$100)

Harvest Hunt - Saturday, October 8 - Sunday, October 23

- Presenting Sponsor (\$1,000) *exclusive*

Light Up New Oxford - Saturday, December 10 - Sunday, December 25

- Presenting Sponsor (\$1,000) *exclusive*

Annual Awards Banquet - January 2023

- Presenting Sponsor (\$450) - limit 2
- Award Sponsor - \$250 *exclusive*
- Business of the Year (fulfilled)*
- Non-Profit of the Year
- Community Impact Award
- Educator of the Year
- Student Achievement

New Member Breakfasts - March, July, October

- Presenting Sponsors - \$250 - two per breakfast
- March 2022
- July 2022
- October 2022

Lunch & Learns - Quarterly

- Presenting Sponsor - \$300 *exclusive*
- Q2 2022
- Q3 2022
- Q4 2022

"The Circle" Quarterly Newsletter

- Chamber Champion (\$225) *exclusive*
- Q2 2022 Q3 2022 Q4 2022 Q1 2023

Half Page Ad (\$115)

- Q2 2022 Q3 2022 Q4 2022 Q1 2023

Quarter Page Ad (\$60)

- Q2 2022 Q3 2022 Q4 2022 Q1 2023

Quarter Page Ad (\$30)

- Q2 2022 Q3 2022 Q4 2022 Q1 2023

Monthly Eblast Sponsor

- 1-month (\$100) - Chamber will contact you to determine month ad will run based on availability

Website Banner Advertising

- 1-month footer ad (\$50) - Chamber will contact you to determine what month ad will run based on availability
- 1-month event header ad (\$200) - Market on the Square
- 1-month event header ad (\$200) - Harvest Day Festival
- 1-month event header ad (\$200) - Light Up New Oxford

Member to Member Eblast

- 1x (\$125)

Facebook Boosted Post

- 1x (\$50)

Please indicate if you would like to provide support for any of the following and designate an amount.

- \$ _____ - Unrestricted Support
- \$ _____ - Market on the Square Support
- \$ _____ - Harvest Day Support
- \$ _____ - Tree Lighting Support

Business/Organization Name: Signature:

Date:
