



The West Orange Chamber of Commerce

Member Marketing Kit

Contents

2018 Advertising Opportunities (pg 2)

E-Publication Rates (pg 4)

Website Advertising Rates (pg 5)

2018 Sponsorship Opportunities (pg 7)



2018 Opportunities to Promote Your Business through Chamber Media Channels

E-publications – Headers, Ads, Hyperlinks and Articles

Take advantage of the numerous opportunities for promotion of your business or event through our bi-weekly E-publications, “Focus on You” and “News and Views.” These E-publications are distributed to over 3,500 email recipients.

Annual Sponsorship Opportunities

Place your company logo in the header of both E-publications. Cost \$1,500/year

Monthly Sponsorship Opportunities

Place your company logo below the Annual Sponsorship logo in both E-publications for one month or more. Cost \$150/month.

Advertising Opportunities

Do you have more you want to show than just your company logo? If so, show it in an ad, ranging from 1/4-page to full-page ads at reasonable rates and available in more than one edition. Cost \$25-\$100.

Inclusion in “Community Events” Section of E-Publication for Free Admission Events

(Complimentary, two times/year and reserved for Community Partner I and II member events which are open to the public with free admission)

Provide the WOCC with a promotional piece including a hyperlink to your organization’s website and we will include the name of your organization, event name, date and a hyperlink on the wochamber.com calendar.

Additional inclusions on E-publications and wochamber.com calendar are available for \$25/inclusion.

For no cost, the WOCC will include the name of your organization, event name, date and contact information in an E-publication and on wochamber.com calendar.

Inclusion in “Community Events” Section of E-Publication for ticketed events

(Complimentary, two times/year reserved for Community Partner I and II member events which are open to the public for ticketed events)

For no cost, the WOCC will include the name of your organization, event name and date with contact information in an E-publication and on wochamber.com calendar.

For \$25/inclusion, provide the WOCC with a promotional piece including a hyperlink to your organization’s website and we will include the name of your organization, event name, date and a hyperlink on wochamber.com calendar.

Inclusion in “Business Events” Section of E-Publication for free or ticketed events for Emerging, Enhanced, Elite, Exclusive and Trustee Level members

Provide the WOCC with a promotional piece including a hyperlink to your organization’s website and we will include the name of your organization, event name, date and a hyperlink on wochamber.com calendar.

Emerging Level members may take advantage of this opportunity at \$25/inclusion.

Enhanced Level members receive one complimentary inclusion/quarter.*

Elite Level members receive one complimentary inclusion/month.*

Exclusive and Trustee Level members receive complimentary, unlimited inclusions.

For no cost, the WOCC will include the name of your organization, event name and date with contact information an E-publication and on wochamber.com calendar.

**Additional inclusions on E-publications and wochamber.com calendar are available for \$25/inclusion.*

All benefits, services, marketing and fees are subject to change.



Inclusion in “Members in the News” Section of E-publications

Have you or has your company been recognized as a leader in your industry? Have you won an award? If so, we will publish this accomplishment. Industry Expert Articles: (Available to all level members, subject to priority and availability.) Submit an article on an issue that businesses need to know and we will include it in an upcoming E-publication.

Social Media Posts

Spread the word about your business to a valuable audience of Chamber members, local business leaders and community influencers by creating a post for WOCC social media channels. Send us information about your business, an upcoming promotion or event, or anything else you would like to promote. Include photos, videos or flyers and we will put together a post for use on WOCC social media to inflate your reach!

Looking for an even bigger impact? We are now offering **boosted** social media posts. For a low cost, we will pay to boost the post through Facebook or other channels to dramatically increase its reach and visibility. You can use our carefully crafted target region to have your message seen by users in the Chamber’s coverage area, or we can adjust the post’s targeting of various demographics to meet your specific needs.

Emerging Level members may purchase boosted social media posts at \$35/post.

Enhanced Level members receive one complimentary social media post/year. Boost your post or add additional boosted posts at \$35/post.

Elite Level members receive two complimentary social media posts/year. Boost your posts or add additional boosted posts at \$35/post.

Exclusive Level members receive four complimentary social media posts/year, including two **boosted** posts. Additional boosted posts are available at \$35/post.

Discover Community Profile and Business Directory Ads

Thousands of people, new residents and members receive this full color, annual publication promoting the communities and businesses in the West Orange Chamber service area.

Membership Address Database in Excel or Labels

Emerging Level members may purchase an excel database of members at \$100 or purchase an excel database and printed labels at \$150.

Enhanced Level members may purchase an excel database of members at a reduced cost of \$50 or purchase an excel database and printed labels at \$75.

Elite Level members receive a complimentary excel database of members and printed labels at \$50, upon request.

Exclusive and Trustee Level members receive unlimited, complimentary excel databases of members and one set of printed labels/quarter, upon request.

For more information on these and other opportunities, email Tyler Stover at tstover@wochamber.com or call 407-656-1304 ext. 8.

All benefits, services, marketing and fees are subject to change.



E-Publication Advertising Rates

Issues / Deadlines:

Ads are due 3 days prior to publication.

Member Rates

Full Page	\$100
1/2 Page	\$75
1/4 Page.....	\$50

Graphics

Artwork should be setup at appropriate pixel size in RGB color and sent as JPG or PNG.
 Email ads to tstover@wochamber.com

Each advertisement will run for 1 week and is populated to the WOCC Facebook & Twitter pages. A live archived version is also available via the Chamber website.

Terms

Payment is due in advance. Advertisers and Advertising Agencies assume liability for all contents of advertisements and responsibility for any claims arising there from made against the West Orange Chamber of Commerce. Publisher assumes no liability for errors and omissions in submitted advertisements.

1/4 Page 278px (w) x 118px (h)	1/4 Page 278px (w) x 118px (h)
1/2 Page 569px (w) x 150px (h)	
Full Page 569px (w) x 300px (h)	



All benefits, services, marketing and fees are subject to change.



The West Orange Chamber of Commerce Website Advertising Rates

Over 80,000 unique page views in 2017

Place your online ad in front of thousands of West Orange Chamber website visitors. Target specific markets and reap the rewards of utilizing a resource that caters exclusively to West Orange County's business needs.

Homepage Banner Ads - 728px(w) x 90px(h)

Static, non-rotating banner for \$125/month or \$1,500/year (always on the home page).
Only 2 banner spaces available.

Celebrating A Successful 2017
Posted on: Tuesday December 19th, 2017

By Keith Bradford, WOCC Chairman

It is hard to believe that we are already wrapping up this milestone 45th year of building business and facilitating opportunity at the West Orange Chamber. The Chamber reached new heights in 2017, as our membership continued to grow, premier events were bigger and better than ever, and we advocated for causes that will positively influence our members and the business community.

At the Member Celebration Brunch on December 8, I handed off the Chairman's gavel to Joe Alarie, so this will be the last of my articles as the Chamber Chairman. This wraps up a truly remarkable stretch for me, as I've been able to play...

[Read Full Article](#)

- DEC 22nd** Karaoke DJ with an 80's Twist!
07:00pm to: 10:00pm
Location: Hurricanes Grill and...
- DEC 29th** Friday Networking Group
08:00am to: 09:00am
Location: Peach Valley Cafe
Networking Group
- JAN** Citrus Bowl
05:00am to: 05:00am

45 Pillars of the West Orange Chamber - #45: Looking forward to the next 45 years
Posted on: Tuesday December 19th, 2017

As we wrap up this momentous 45th year of Facilitating Opportunity in West Orange County, we now begin to look toward the bright future of our prospering business community. The West Orange Chamber...

[Read Full Article](#)

New & Renewed Members
Posted on: Tuesday December 19th, 2017

NEW MEMBERS

EMERGING

Destination MCO
Izziban Sushi & BBQ - Metrowest
Lacey...

[Read Full Article](#)

[See more blog and news posts »](#)

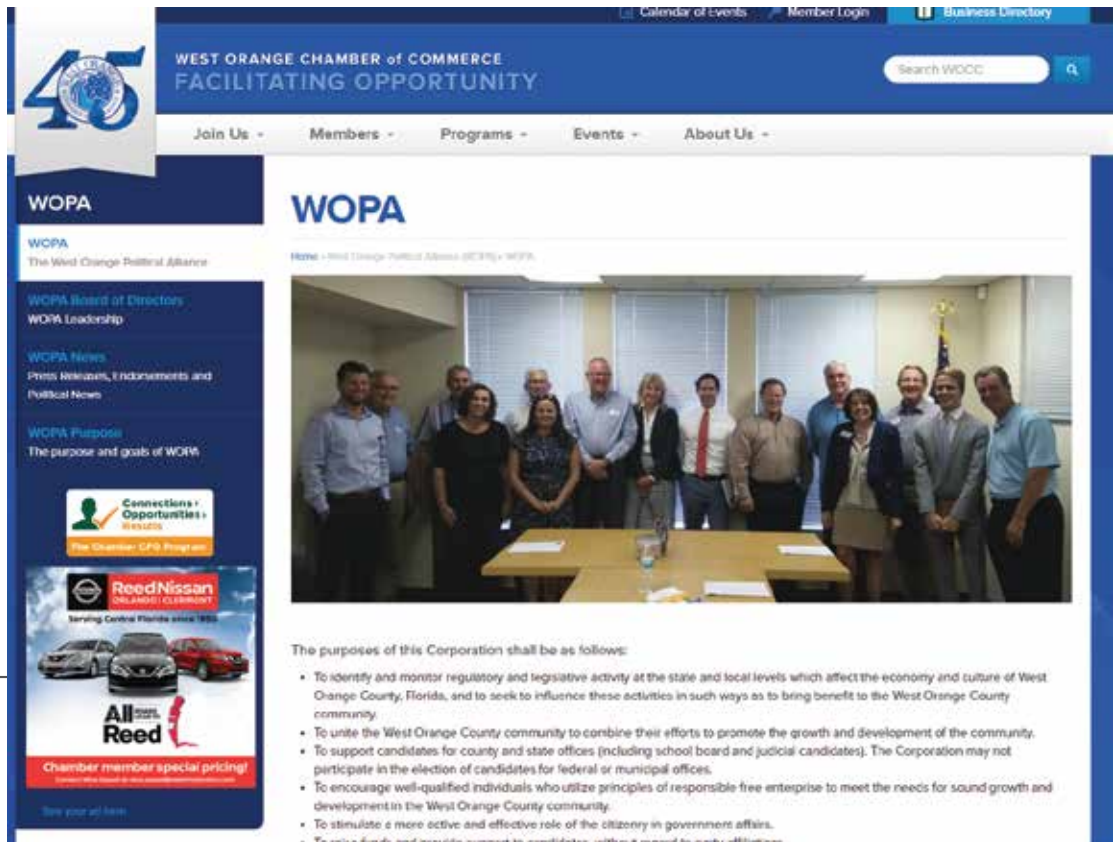


PRIME LOCATION

All benefits, services, marketing and fees are subject to change.

Secondary Page Ads - 530px(w) x 510px(h)

Random rotation of up to 12 ads throughout site - 1 spot for \$35/month or \$400/year.



The screenshot shows the website for the West Orange Chamber of Commerce (WOCC). The header includes the WOCC logo, navigation links (Join Us, Members, Programs, Events, About Us), and a search bar. The main content area features a large photo of a group of people in a meeting room. To the left of the photo is a sidebar with navigation links for WOPA (The West Orange Political Alliance), including sections for Board of Directors, Leadership, News, and Purpose. Below the sidebar is a secondary page advertisement for Reed Nissan, which includes the text "Connections + Opportunities + Resources" and "The Chamber's CPQ Program". The advertisement also features the Reed Nissan logo and the text "Serving Central Florida since 1958" and "All from the same place. Reed Nissan Chamber member special pricing!".

SECONDARY PAGE
ADVERTISEMENT

Banner ads can be JPG, PNG or GIF. Please keep ad file sizes reasonable (there are no limits, but use common sense). The Chamber reserves the right to reject any ad based on technical or content conditions. Advertiser may change ad copy 2 times per contract term.

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Become a Chamber Event Sponsor.

The West Orange Chamber offers many opportunities for you to broaden your advertising reach in 2018. The Chamber's digital presence has the ability to reach over 3,500 like-minded business professionals and entrepreneurs through our e-publications and thousands of followers via Facebook & Twitter. Our mobile-responsive website logged over 20,000 unique users in 2017. Numerous events also coincide with invitations, newspaper ads, radio spots, etc.

Our advertising vehicles offer a targeted and multi-level enhancement to your current marketing program. With event sponsorship pricing starting at \$200, there are programs to fit every budget. Each of our sponsorship options allow you to reap the rewards of partnering with an organization that caters exclusively to the business needs of West Orange County.

Opportunities at Chamber Events



Chamber Connections (New Member Orientation and Refresher): \$200-\$1,200

This is your opportunity to be one of the first to meet and address new members of the Chamber (and long-standing members too). See your name and logo in prominent placement on invitations for these events sent by mail, e-pub, email and wochamber.com.



Lunch and Learn: \$500-\$1,000

Sponsorship opportunities include Session, Series and Food & Beverage. Another great opportunity to address attendees! The Chamber facilitates informative sessions presented by top professionals from within the Chamber or the community, affording a great way to gain knowledge and grow your business. Invitations are distributed in the e-pub, via email and on the Chamber website.



Lead and Feed: \$2,500

Be part of this wildly popular event hosted by a Chamber member restaurant. Over 60-75 business Members attend to broaden their opportunities to build and renew business relationships. Your company name and logo will be displayed in e-pubs, emails & online advertising this event.



Celebrating Extraordinary Women: \$500-\$5,000

This women's-only event series brings together West Orange's most influential women, as they gather to build relationships and get to know one another on a more personal level. The Celebrating Extraordinary Women events feature inspiring speakers who will provide insight into their unique experiences as leading women in community, business and philanthropy.

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Signature and Premier Events



The Big Orange Awards: \$1,500-\$10,000

Annually, the Chamber presents prestigious awards to outstanding Chamber and Community Leaders of West Orange. This premier event attracts attendees from all over Central Florida.



Best Fest "The Taste of West Orange": \$1,500-\$10,000

This is the largest food sampling and business expo in West Orange County celebrating 13 years and featuring the best restaurants, caterers and businesses in the area. This event attracts over 1,400 attendees and keeps on growing year after year.



WOCC Annual Golf Classic: \$200-\$10,000

There is no better place to do business than on the golf course! Enjoy a relaxed day on the links while networking with fellow Chamber members. Included are great food, drinks and most importantly, a beautiful course.



Member Celebration Brunch: \$1,000-\$3,000

One of the largest and most fun events of the year, this bubbly brunch is a celebration of our active members and volunteers, and includes the showering of gratitude to our members and the passing-of-the gavel ceremony.



West Orange Hob Nob and Straw Poll: \$2,500-\$10,000

Take advantage of the opportunity to get up close and personal with candidates and elected officials at this Premier political event. The WOCC Hob Nob & Straw Poll attracts over 600 attendees and is always a favorite among candidates from local to national races.

All benefits, services, marketing and fees are subject to change.

Luncheons, Business After Hours, and more!

Business After Hours: \$600 plus food/beverage costs

Every month the Chamber facilitates a Business After Hours. The event affords the attendee a great relationship building opportunity with appetizers, beverages and networking games. This event is a mainstay in the Chamber world. A sponsor plays host to 100 - 200 attendees showcasing their office space or store front, as well as all other sponsor perks.

Luncheons: \$2,000-\$10,000

Become a Presenting Sponsor of one of our topical Luncheons throughout the year. Topical Luncheons will focus on economic development, governmental entities and pro-business issues. Opportunities include Series and Session Sponsors.

Trustee Luncheon: \$500 - \$2,000

Sponsor a private luncheon and take the opportunity to address the representatives of the most prominent levels of Chamber membership.

Education Awards Ceremony: \$500 - \$1,000

This program includes honoring over 50 S.O.A.R. "Students of Achievement and Renown" award recipients, presentation of Danniell J. Petro/West Orange Chamber of Commerce Scholarship beneficiaries and the West Orange Program for Tomorrow's Entrepreneurs (W.O.P.T.E.) graduation ceremony. This event attracts nearly 200 attendees from all over West Orange County.

All benefits, services, marketing and fees are subject to change.

“I Had No Idea I Could Sponsor That!”

Leadership West Orange & WOPTE Session Sponsors: \$500 - \$4,000

Leadership West Orange and Youth Leadership are dynamic programs designed to educate future leaders of West Orange County.

New Member And Prospective Packets: \$1,000

Have your company logo on the outside of all the new member and prospective packets with a promotional piece about your business placed in each packet. With an average of 40 new/prospective members per month, this is a guaranteed way to get your business noticed.

The Red Coats Are Coming: \$1,000

Sponsor the Chamber Ambassador Activities throughout the year. Business name and/or logo recognition at ground breakings, grand openings, ribbon cuttings, anniversaries and Chamber events throughout the year.

Lectern Sponsor: \$500

See your name and or logo on the front of the lectern at an event of your choice.

Audio-Visual: \$500 - \$2,000

The Chamber will be incorporating video into selected events. Have your business name and or logo at the beginning and at the end of the video with your business receiving credit as the Producing Sponsor.

Sign And Or Printing Sponsor/in-kind: TBD

You provide the signs and or banners we need for our events and your business name and logo appears on all signage.

Name Your Sponsorship: 250 - \$5,000

Programs, Valet, Desserts, Beverages, Shuttle Cars....if you can think it up, we can create a package for you.

Become a WOCC sponsor today and let us Facilitate Opportunity for you!

Reserve your sponsorship today. Call (407) 656-1304.

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