

Annual Southern Lehigh Area Chamber's Restaurant Week

Sun. April 23rd – Sat. April 29th

SPONSORSHIP OPPORTUNITIES

The Southern Lehigh Chamber of Commerce, a proud partner of the Greater Lehigh Valley Chamber of Commerce, is excited to announce our **Restaurant Week** for the Southern Lehigh Area. This is a great opportunity for our restaurants to see an increase in sales and/or new faces to their establishments and our area. Our hope is that these new guests will become regular attendees at your eateries.

The intention remains twofold: 1. For restaurants, it is a week during a relatively slow time of year to boost their sales by both encouraging new customers to experience their food and persuade returning customers to bring their friends/family - by offering fixed menus with special prices. 2. For the Southern Lehigh business community, it is a chance for visitors to be exposed to the area and surrounding shopping district – an opportunity for visitors to experience the Southern Lehigh Area!

Be a part of this year's success with this opportunity to put your name in front of thousands of people!

Advertising and Promotional Avenues for the event have included / may include the following:

- Lehigh Valley Press advertisement
- Gift card giveaway on WAEB AM 790
- Advertising on iHeart radio with gift card giveaways where hosts will mention event
- Facebook event pages and posts on SLCC and GLVCC pages
- Videos from local sponsors informing and education people about the event
- Ad in Connections magazine – the Chamber's monthly publication
- Eblasts to the Affiliated Chambers members
- Events poster hanging in participating restaurants, sponsors, and high pedestrian areas
- Media mentions online in up to 18 additional PA or Lehigh Valley community event calendar
- Mention in weekly full Chamber eblast
- Press Release sent to over 200 media contacts across the greater Lehigh Valley
- Social media publication of YOUR testimonials; videos or written out experiences
- Save the Date Cards given out to patrons at participating restaurants in weeks leading up to Restaurant Week with website information
- WFMZ coverage with participating chefs on air

SPONSORSHIP LEVELS (please commit by the middle of March)

*****Checks should be made Payable to "GLVCC"**

PRESENTING SPONSORSHIP

\$1200 (ONLY ONE! Chamber Exclusive)

- Logo in prominent location on Southern Lehigh Chamber of Commerce's event webpage promoting Restaurant Week - referencing you as the PRESENTING SPONSOR with clickable links to your website
- Your business name and logo as a PRESENTING SPONSOR on all Restaurant Week marketing materials
 - Flyers
 - Press Release
 - Half sheets
 - Webpage (with clickable links)
- Mention of you as the PRESENTING SPONSOR in the media release with the opportunity to add a quote
- Social media (Facebook, LinkedIn, Instagram, etc.) mentions/tags in our boosted posts on the Southern Lehigh Chamber's page as the PRESENTING SPONSOR, as well as the event page associated with the event and on the Lehigh Valley Chamber's page
- Opportunity to create a 30-second ad showing support of the event and highlighting your company's services to be shared on social media
- Logo on recap reel on Affiliated Chambers Instagram & TikTok
- Sponsor shout-outs on Facebook Page and in Facebook Event
- Sponsor listed on co-hosted event (listed on Facebook Page and Greater Lehigh Valley Chamber Facebook Page)
- Create a video to be promoted on Facebook Page and in Event Page
- Complimentary Boosted Post on Facebook Page (\$100 value)
- Complimentary Geo-based Eblast (\$200 value, must schedule at least 1 month in advance)

GOLD SPONSORSHIP

\$600 Members / \$1200 Future Members

- Your company logo on all Restaurant Week marketing materials

- Flyers
- Press Release
- Webpage (with clickable links)
- Half sheets
- Social media (Facebook, LinkedIn, Instagram, etc.) mentions/tags in our boosted posts on the Southern Lehigh Chamber's page as the GOLD SPONSOR, as well as the event page associated with the event and on the Lehigh Valley Chamber's page
- Opportunity to create a 30-second ad showing support of the event and highlighting your company's services to be shared on social media
- Logo on recap reel on Affiliated Chambers Instagram & TikTok
- Sponsor shout-outs on Facebook Page and in Facebook Event

SILVER SPONSORSHIP

\$450 Members / \$900 Future Members

- Your company logo on all Restaurant Week marketing materials
 - Flyers
 - Press Release
 - Webpage (with clickable links)
 - Half sheets
- Social media (Facebook, LinkedIn, Instagram, etc.) mentions/tags in our boosted posts on the Southern Lehigh Chamber's page as the SILVER SPONSOR, as well as the event page associated with the event and on the Lehigh Valley Chamber's page
- Logo on recap reel on Affiliated Chambers Instagram & TikTok
- Sponsor shout-outs on Facebook Page and in Facebook Event

BRONZE SPONSORSHIP

\$300 Members / \$600 Future Members

- Your company logo on all Restaurant Week marketing materials
 - Flyers
 - Press Release
 - Webpage (with clickable links)
 - Half sheets
- Social media (Facebook, LinkedIn, Instagram, etc.) mentions/tags in our posts on the Southern Lehigh Chamber's page and event Facebook page
- Logo on recap reel on Affiliated Chambers Instagram & TikTok
- Sponsor shout-outs on Facebook Page and in Facebook Event

SUPPORTING SPONSORSHIP

\$200 Members / \$400 Future Members

- Your company logo on all Restaurant Week marketing materials
- Social media (Facebook, LinkedIn, Instagram, etc.) mentions/tags in our posts on the Southern Lehigh Chamber's page and event Facebook page
- Logo on recap reel on Affiliated Chambers Instagram & TikTok
- Sponsor shout-outs on Facebook Page and in Facebook Event

Please commit to sponsorship and arrange payment by contacting the Southern Lehigh Chamber of Commerce:

Jessica O'Donnell: jessicao@lehighvalleychamber.org, Hayden Rinde: haydenr@lehighvalleychamber.org