



## Inaugural Shop Local Week

***Sunday, September 8<sup>th</sup> – Saturday, September 14<sup>th</sup>, 2024***

### **SPONSORSHIP OPPORTUNITIES**

The Nazareth Area Chamber, a proud partner of the Greater Lehigh Valley Chamber of Commerce, is excited to announce the Inaugural Nazareth Shop Local Week taking place September 8<sup>th</sup> to September 14<sup>th</sup>! We are thrilled to introduce this exciting initiative aimed at engaging all types of businesses no matter how big or small, while catering to the diverse needs of our community. The primary intention behind this event is to foster a strong sense of community pride while supporting and promoting local businesses throughout the week. By coming together and rallying behind one another, we can create a thriving local economy and a stronger, more connected community. Join us in celebrating and supporting our community businesses during this special week of unity and collaboration.

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

*Advertising and Promotional Avenues for the event have included / may include the following: (Over \$2,000 worth of advertising!)*

- Print Advertising – The Morning Call, The Nazareth Key
- Radio Advertising – B-104/i-Heart Radio, WAEB – Chat with the Chamber
- Nazareth Area Chamber's Shop Local Page – which will include the deals and menus for viewing
- The Nazareth Small Business Week Website: [www.lehighvalleychamber.org/nazsmallbizweek](http://www.lehighvalleychamber.org/nazsmallbizweek)
- Facebook – Nazareth Area Chamber, Greater Lehigh Valley Chamber
- Greater Lehigh Valley Chamber's Print Newsletter, "Connections" (mailed to over 7,000 members) – Ad and mention in monthly article written by the Nazareth Area Chamber's Chair
- Event Poster distributed to participating businesses, event sponsors and high pedestrian areas in town
- Media Mentions – varies from year to year but have included the Morning Call, The Nazareth Key, Valley Ledger, etc.

### **Levels of Involvement**

#### **PRESENTING SPONSORSHIP      **\$1,500 (ONLY ONE! Chamber Exclusive)****

- o Your logo prominent on all Shop Local Week posters / fliers and print advertisements – recognized as a PRESENTING SPONSOR
- o Mention of you as a PRESENTING SPONSOR level in the press release + Opportunity to provide a quote for the press release as presenting sponsor
- o Social Media posts on the Nazareth Area Chamber's Facebook page and the event page as a PRESENTING SPONSOR
- o Logo & Listing/Link on the Nazareth Shop Local Week Website ([www.lehighvalleychamber.org/nazsmallbizweek](http://www.lehighvalleychamber.org/nazsmallbizweek))
- o Recognition in a Shop Local Week-specific e-blast to the Nazareth Chamber Membership
- o Opportunity to create a 3-minute video to be shared on the Nazareth Area Chamber's Facebook page to promote the event (*Must provide video*)
- o Exposure on our Lehigh Valley Chamber App!

**GOLD SPONSORSHIP                      \$800 Chamber Rate / \$1,600 Future Member Rate**

- o Your logo on all Shop Local Week posters / fliers and print advertisements - recognized as the GOLD SPONSOR
- o Mention of your sponsorship level in the press release
- o Social Media posts on the Nazareth Area Chamber's Facebook page and the event page as the GOLD SPONSOR
- o Logo & Listing/Link on the Nazareth Shop Local Week Website ([www.lehighvalleychamber.org/nazsmallbizweek](http://www.lehighvalleychamber.org/nazsmallbizweek))
- o Recognition in a Shop Local-specific e-blast to the Nazareth Chamber Membership
- o Exposure on our Lehigh Valley Chamber App!

**SILVER SPONSORSHIP                      \$600 Chamber Rate / \$1,200 Future Member Rate**

- o Your business logo on all Shop Local Week posters / fliers and print advertisements – recognized as a SILVER SPONSOR
- o Mention of your sponsorship level in the press release
- o Social Media posts on the Nazareth Area Chamber's Facebook page and the event page as a SILVER SPONSOR
- o Listing/Link on the Nazareth Shop Local Week Website ([www.lehighvalleychamber.org/nazsmallbizweek](http://www.lehighvalleychamber.org/nazsmallbizweek))
- o Recognition in a Shop Local -specific e-blast to the Nazareth Chamber Membership
- o Exposure on our Lehigh Valley Chamber App!

**BRONZE SPONSORSHIP                      \$400 Chamber Rate / \$800 Future Member Rate**

- o Your business name listed on all Shop Local Week posters / fliers and print advertisements – recognized as a SILVER SPONSOR
- o Mention of your sponsorship level in the press release
- o Social Media posts on the Nazareth Area Chamber's Facebook page and the event page as a BRONZE SPONSOR
- o Listing/Link on the Nazareth Shop Local Week Website ([www.lehighvalleychamber.org/nazsmallbizweek](http://www.lehighvalleychamber.org/nazsmallbizweek))
- o Recognition in a Shop Local Week-specific e-blast to the Nazareth Chamber Membership
- o Mention of you as the Bronze Sponsor in the media release and any outgoing content with a written description

**SUPPORTING SPONSORSHIP \$250 Chamber Rate / \$500 Future Member Rate**

- o Mention of your sponsorship level in the press release
- o Social Media posts on the Nazareth Area Chamber's Facebook page and the event page as a SUPPORTING SPONSOR
- o Listing/Link on the Nazareth Shop Local Week Website ([www.lehighvalleychamber.org/nazsmallbizweek](http://www.lehighvalleychamber.org/nazsmallbizweek))
- o Recognition in a Restaurant Week-specific e-blast to the Nazareth Chamber Membership

**SPONSORSHIP LEVELS – Please make checks payable to the “GLVCC”.**

**Have any further questions and you can arrange payment by contacting the Nazareth Area Chamber of Commerce:**

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