



2021 Marketing Opportunities



LA METRO CHAMBER

415 LISBON STREET

LEWISTON, ME 04240

LAMETROCHAMBER.COM

Discover Endless Possibilities

The LA Metro Chamber is 700 members strong, representing 40,000 employees across 16 communities in Androscoggin County. We are known for active members, lively breakfasts, and community minded events every month throughout the year. We have placed all of our marketing options in one convenient place, making it easy for you to see the opportunities that reach your ideal audience, align with your values and passions, and plan your marketing budget.

For 2021, all of the events are offered with a virtual participation option, and all in-person events are compliant with Maine CDC guidance at all times. You can feel confident that events won't be canceled at the last minute, and in-person components will be handled with care.

All exclusive opportunities are reserved on a first come, first served basis. We invite you to plan ahead and reserve your marketing opportunities soon, as they fill quickly.

Please contact:

Meredith Carson, Director of Marketing + Communications

Meredith@LAMetroChamber.com or 207.783.2249

Look for these icons that represent the specific audience reached in each of our marketing opportunities.



Business Owners + Executives



Influential, Rising Leaders



Community

Find It Fast

Monthly + Ongoing Signature Opportunities 3-9

Annual Signature Opportunities: 10-20

Digital Opportunities: 21-22



2021 MARKETING OPPORTUNITIES Chamber Breakfast



Chamber Breakfasts are held on the 2nd Thursday of the month and are one of the most well-recognized and consistently attended chamber events. Regularly covered by the media, this signature event is a prime opportunity for you and your team to network with professionals of all industries in our community.

As a sponsor, your business will be featured in front of hundreds of Chamber members, in-person and virtually. Breakfast also includes audio/video production that allows your brand to reach a broader audience in a virtual setting.

Opportunities

3-Month Presenting Sponsor: \$1,200 | Month Sponsor: \$500

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Member segmented event specific email marketing direct to inbox
- Exclusive speaking opportunity at the event or to share a 3-minute video
- Premier opportunity to place promotional materials in breakfast bags
- Logo placement during the event on screen and in the program
- Exclusive opportunity to provide branded door prizes

Ready to engage?

Please reach out to [Meredith Carson | Director of Marketing + Communications](mailto:Meredith@LAMetroChamber.com)
Meredith@LAMetroChamber.com or 207.783.2249

Business After Hours



Business After Hours is a networking opportunity for established professionals and rising leaders in a business-casual social environment. As a host, your brand will be in front of members and business professionals, allowing you to expand consumer awareness by showcasing your space, team, and services. To help you reach a broader audience in a virtual setting, you will also receive audio/video production throughout the night.

Opportunities

Business After Hours Host: \$750

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Support navigating production options
- Support coordinating food and beverages for your guests
- Support marketing the event and your business, expanding the impact and reach of your event

You will have the opportunity to select a venue for your after hours event, and can choose to partner with a nonprofit business member to highlight your core values and a cause you care about.

Ready to engage?

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Chamber Happy Hours



Chamber Happy Hours are unique, after-hour events happening around the region that provide a fun, casual networking space where guests learn more about you and your business. This gathering is an excellent opportunity for you and your team to connect with professionals of all industries and helps expand your brand awareness.

Opportunities

Happy Hour Host Sponsor: \$500

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Support marketing the event and your business, helping you expand your brand awareness and reach your target audience
- Premier opportunity to showcase your product, services, and space

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Professional Development Seminars



Our rising and management level professionals explore our Professional Development Seminars to support their career advancement and address their daily challenges. Through these seminars, your business will be highlighted through multiple channels, helping you create a partnership with an audience looking to learn from your expertise.

We will help coordinate + execute your session or series, allowing you to determine important, relevant business topics that will speak to your target audience. We actively look for opportunities to highlight your business and your experts, coordinating speaker opportunities with the sponsor when they are interested.

Opportunities

Series Sponsorship: \$500

One Session Sponsorship: \$200

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Tailored business topics to maximize your reach and impact
- Support marketing the event and your business, helping you expand your brand awareness and reach your target audience
- Premier recognition during the seminar or series

*1 series includes 3 sessions over 2-3 months

*Limited to one sponsorship per session

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Start-Up Saturdays



Start-Up Saturdays occur monthly on Saturday from 9:00-12:00 at the LA Metro Chamber. Be recognized as a supporter of entrepreneurs. Putting yourself in front of start-ups gives you the opportunity to promote your brand as an advocate for start-up innovation and business growth in our region.

This marketing opportunity puts you in front of a demographic actively seeking the supports and services of new or scaling businesses- from branding, financing, marketing, to legal and HR. This audience likely has capital and cash flow needs, and is a great opportunity to build brand awareness and relationships with these entrepreneurs.

Opportunities

Full Year Sponsor: \$1,500

Single Saturday: \$200

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Support marketing the event and your business, helping you expand your brand awareness and reach your target audience
- Recognition at each seminar session
- Sponsors will be considered for presenting opportunities for specific content.

*Single Saturday can be coordinated with informational topic led by your business

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Uplift LA



Uplift LA is dedicated to the rising leaders of our region and grants you the opportunity to support strengthening our vibrant, professional + influential community by promoting career, social and community development.

Uplift LA is a catalyst for our community with an active group of rising professionals in the Lewiston Auburn Area. These members work with local nonprofits, businesses and the education sector, and provide collaborative engagement, networking opportunities, and professional growth for those who live, work, and play in LA.

Opportunities

Uplift LA Annual Sponsor- \$5,000 Exclusive Opportunity

- Premier logo placement on UpliftLAMaine.com website
- Annual sponsor recognition during all regular events and programming.

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Fun After 5



Uplift LA's Fun After 5 series were developed for after hours fun, in a casual setting for rising professionals and young families to gather over a common theme or purpose. Your brand will be front and center as our rising leaders network over local food + drinks.

Opportunities

Annual Sponsor: \$500

- Exclusive logo placement and recognition on marketing materials over the course of the year (4 events) and a co-hosting role at events
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page + Uplift LA calendar event page

Night Sponsor: \$250

- Logo placement and recognition on marketing materials
- Logo placement + brand story on the LA Metro Chamber calendar event page + Uplift LA calendar event page
- Co-hosting role for your night

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2021 MARKETING OPPORTUNITIES

Annual Awards Dinner



The LA Metro Chamber Annual Awards Dinner is an elegant annual event that has historically had more than 400 **business and community leaders** in attendance. To accommodate increased spacing and capacity limits, this event will be held in late Spring with outdoor and virtual participation options.

The celebration honors business and community leadership excellence in our region and reaches an audience of business owners, professionals, and C-suite + Director executives, making it one of our top marketing opportunities for your business. Through advanced promotion and recognition, you can align your brand with community and excellence and reach our regional decision-makers.

Opportunities

Presenting Sponsor: \$7,500 (Exclusive)

- Exclusive logo placement and recognition on marketing materials
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Exclusive speaking opportunity or a 5-minute video at the event
- Premier opportunity to provide elegant promotional products for attendees
- Banner hung in a prominent location at the awards, provided by your business
- After event recognition with two online links in a direct-to-inbox email to all attendees
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Reserved tickets for 6

Co-Presenter Sponsor: \$5,000 (2 Opportunities)

- Logo placement and recognition on marketing materials
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Opportunity to share a 3-minute video during the program
- Banner hung in a prominent location at the awards, provided by your business
- Opportunity to provide elegant promotional products for attendees
- After event recognition direct-to-inbox of all attendees with one online link
- Logo placement on the Chamber calendar event page
- Reserved tickets for 6

Headliner Sponsor: \$1,000 (Unlimited Opportunities)

- Logo placement and recognition on marketing materials
- Opportunity to provide elegant promotional products for attendees
- Logo placement on the Chamber calendar event page
- One (1) remote corporate pack

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2021 UPLIFT LA MARKETING OPPORTUNITIES

Kickball Tournament



Uplift LA's Kickball Tournament is a fun and competitive weekend-long event that will bring together 8 teams for days of play, a grand prize and bragging rights. This is an opportunity to increase your brand awareness with young professionals who work hard + play hard.

Opportunities

Tournament Sponsor: \$2,500

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page + Uplift LA calendar event page
- Top position of your logo on event banner
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Attendance to the event's award ceremony (4 tickets)

Co-sponsor \$1,000, limited to two

- Logo placement and recognition on marketing materials
- Logo placement on the LA Metro Chamber calendar event page + Uplift LA calendar event page
- Logo on event banner
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Attendance to the event's award ceremony (2 tickets)

Regional Team Sponsor: \$500- Limited to 8

- Logo t-shirts for team, up to 10 players
- Logo placement and recognition on marketing materials
- Logo placement on the LA Metro Chamber calendar event page + Uplift LA calendar event page

Food Truck Sponsor: \$1000

- Premiere branded banner on food truck, provided by your company
- Exclusive branded napkins/cups at the food truck during service

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Taste the Harvest



Taste the Harvest, an autumn celebration of local food and agriculture. This annual event brings our community together and highlights our incredible food products and producers of our region. This event is the perfect way for your business to develop a strong partnership with the local food + products community and allows you to reach LA's consumers who, like you, value good food.

Opportunities

Presenting Sponsor: \$3,500 (one opportunity)

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Reserved tickets for six (6)

Co-Presenting Sponsor: \$2,500 (three opportunities)

- Logo placement and recognition on marketing materials
- Reserved tickets for four (4)
- Logo placement on the LA Metro Chamber calendar event page

Headliner: \$1,000 (three opportunities)

- Logo placement and recognition on marketing materials
- Reserved ticket for two (2)
- Logo placement on the LA Metro Chamber calendar event page

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Downtown Trick-or-Treat



Downtown Trick-or-Treat is an exciting, safe, community-centered Halloween celebration with partner businesses in the Downtown Lewiston Auburn area. This event is a draw for area children and their families - allowing you to establish a strong brand presence among the family-friendly audience.

Opportunities

Presenting Sponsor: \$1,500 (Exclusive)

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- A table in one of two plazas and the opportunity to hand out treats
- Premier opportunity to supply branded trick-or-treating bags, putting your brand in the homes of families across our community

Co-Presenting Sponsor: \$1,000 (Limited to two)

- Logo placement and recognition on marketing materials
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- A table in one of two plazas and the opportunity to hand out treats
- Logo placement on the Chamber calendar event page

Partners: \$500 (unlimited)

- Logo placement and recognition on marketing materials
- A table in one of two plazas and the opportunity to hand out treats
- Logo placement on the Chamber calendar event page

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Maximize your reach to area entrepreneurs and position yourself as a leading supporter of entrepreneur growth in our community. Through the Top Gun LA Entrepreneurship Accelerator Program, you have the opportunity to invest in innovation, economic growth, and entrepreneurship in the region while reaching our full contact list in weekly promotions, social media callouts, and entrepreneur segmented communications.

NEW THIS YEAR: Changes to program format will provide Session Sponsors and Regional Presenting Sponsors to be recognized weekly for 10 weeks to the full, statewide Top Gun presenting and participant audience.

Opportunities

Regional Presenting Sponsor: \$2,500

- Exclusive logo placement and recognition on Top Gun marketing materials
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Exposure to participants and presenters statewide for 10 weeks
- Reserved tickets to the Top Gun Kick-off breakfast (2 tickets)
- Recognition at Top Gun LA events

Regional Pitch-Off Sponsor \$1,500

- Logo placement and recognition on Top Gun marketing materials
- Headlining recognition at the Top Gun L/A Pitch-Off Breakfast
- Reserved tickets to the Top Gun Kick-off breakfast (2 tickets)

Regional Welcome Sponsor: \$1,500

- Logo placement and recognition on Top Gun marketing materials
- Entrance table and hosting role at the Top Gun L/A Pitch-Off Breakfast

Session Sponsor: \$500

- Logo placement and recognition on marketing materials
- Recognition in the Top Gun communications to the cohort
- Exposure to participants and presenters statewide for session sponsored
- Recognition in the Weekly Round-Up (per session)

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Top Gun LA Session Opportunities

February

- Kick off Session
- Customer Discovery
- Strategic Marketing/Customer Adoption
- Pitching

March

- Branding
- Make a Customer Not a Sale
- Wrapping Your Head Around The Numbers
- The Four Colors of Money

April

- Avoiding Legal Pitfalls
- Building the Team / Company Culture
- Life After Top Gun Roundtable – Goal Setting with mentors

May

- Regional Pitch-offs + Showcase

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40 Under 40 Awards



Optimize your reach + celebrate the accomplishments and advancements of our regions' influential leaders. Uplift LA's 40 Under 40 awards allow you to position your brand as innovative, socially connected, and passionate about professional development. Supporting Uplift LA grants you the opportunity to showcase the work of LA's up + coming leaders, welcome them into the region, and help tell their story.

Opportunities

Premier Event Sponsor: \$5,000 (1 opportunity)

- Exclusive logo recognition in 40 Under 40 marketing materials
- Promotion on Facebook in Uplift LA and/or LA Metro Chamber posts
- Premier logo placement on 40 Under 40 awards ceremony materials
- Premier opportunity to place branded items in honoree gift bags, putting your brand in the households of rising professionals throughout our community
- Introduction + exclusive speaking opportunity or a 3-minute video at the event
- After event recognition with two online links in a direct-to-inbox email to all attendees
- Top logo placement and recognition on Uplift LA's Event website
- Premier reserved tickets for 10

Event Sponsor: \$2,500 (3 opportunities)

- Logo recognition on 40 Under 40 marketing materials
- Promotion on Facebook in Uplift LA and/or LA Metro Chamber posts
- Logo placement on 40 Under 40 awards ceremony materials
- The opportunity to place branded items in honoree gift bags
- Recognition during the event ceremony
- After event recognition in a direct-to-inbox email to all attendees
- Logo placement and recognition on Uplift LA's Event website
- Premier reserved tickets for 6

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40 Under 40 Awards



Opportunities (continued)

Supporting Event Sponsor: \$1000 (two opportunities)

- Logo recognition on 40 Under 40 marketing materials
- Promotion on Facebook in Uplift LA and/or LA Metro Chamber posts
- Logo recognition on 40 Under 40 awards ceremony materials
- The opportunity to place branded items in honoree gift bags
- Recognition during the event ceremony
- After event recognition direct-to-inbox of all attendees
- Logo placement and recognition on Uplift LA's Event website
- Premier reserved tickets for 4

Friend of Event Sponsor: \$500 (unlimited opportunities)

- Recognition during the event ceremony
- Logo placement and recognition on Uplift LA's Event website
- Premier reserved tickets for 2

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2021 MARKETING OPPORTUNITIES

Chip Morrison Scholarship Scramble



The Annual Chip Morrison Scholarship Scramble is the single largest fundraiser for college scholarships that benefits our local students and helps them reach their educational aspirations. For many students, a college education is not possible without financial assistance.

This event is the perfect way for your business to develop a strong relationship with business leaders, education champions + local organizations dedicated to improving student learning in higher education. All marketing opportunities include the option to provide logo-imprinted gifts to golfers and prominent mention in the Tournament Day program.

Opportunities

Tournament Sponsor: \$5,000 (one opportunity)

- Exclusive logo/name on gift to be provided to golfers
- Recognition in all publicity
- Banner at registration & recognition at reception
- Team entrance included
- Preferred parking spaces

Co-Sponsor: \$2,500

- Logo/name on gift to be provided to golfers
- Recognition in all publicity
- Recognition at reception
- Team entrance included

Hat Sponsor: \$2,500 (one opportunity)

- Logo/name on hat to be gifted to golfers
- Recognition in all publicity

Tournament Reception Sponsor: \$1,500 (one opportunity)

- Hosting recognition at reception

Lunch Sponsor: \$1,500 (one opportunity)

- Signage at the lunch

Cart Sponsor: \$1,000 (two opportunities)

- Signage on each cart

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2021 MARKETING OPPORTUNITIES

Chip Morrison Scholarship Scramble



Opportunities (continued)

Registration Sponsor: \$1,000 (one opportunity)

- Signage at the registration welcome area

Contributing Sponsor: \$1,000 (one opportunity)

- Signage at the tournament

Closest to the Pin Sponsor: \$500 (two opportunities)

- Signage at the hole site

Long Drive Sponsor: \$500 (two opportunities)

- Signage at the hole site

Hole Sponsor: \$400 (eight opportunities)

- Signage at one tee/recognition at one hole

Green Sponsor: \$200 (twelve opportunities)

- Signage at one green

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2021 MARKETING OPPORTUNITIES

Stuff the Bus



Kick-off the holiday season with Stuff the Bus! We created this community-wide initiative to collect new toys and clothing for local families. As our exclusive partner, your business will be highlighted through multiple channels, showcasing your community-minded values that reach well beyond our region.

Opportunities

Exclusive Partner: \$2,500

- Exclusive logo placement and recognition on marketing materials
- Exclusive logo placement + brand story (provided by you) on the LA Metro Chamber calendar event page
- Radio recognition on WIGY Breakfast Club and on-air advertising spots
- Social media recognition as the exclusive event sponsor.

Other Ways to Participate:

- **Bus Stop + Public Drop-Off location:** You will collect gifts from the public, and we will promote your business as a public drop-off Bus Stop. Our elves will pick up the gifts with the bus!
- **Bus Stop Location:** You will organize a toy and gift drive among your employees, and our elves will pick up the gifts with the bus. After we pick up, we will recognize your business for donating!
- **Drop-Off Location:** You will collect items from within your business and drop them off at one of the drop-off locations or the Chamber. We will recognize you or your business for donating!

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2021 MARKETING OPPORTUNITIES

E-News Marketing



As a sponsor for our e-news you can count on the LA Metro Chamber to highlight your business through our email marketing efforts to our 3000+ membership contacts.

Opportunities

Final Friday (1 email per month)

Exclusive Placement Sponsor \$500 (1 opportunity per month)

- Exclusive top linked logo placement and recognition
- 2 sentence brand story (provided by you)

Premier Member Sponsor \$250 (2 opportunities per month)

- Linked logo placement and recognition

Monday Round Up (1 email per week)

Exclusive Placement Full Month Sponsor \$650 (one opportunity per month)

- Exclusive top linked logo placement and recognition
- 2 sentence brand story (provided by you)

Premier Member Sponsor 1 Week \$150 / 4 Weeks \$450

- Linked logo placement and recognition

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2021 MARKETING OPPORTUNITIES

Additional Membership Opportunities



Members in good standing are invited to extend their membership with the following expanded web-based marketing and promotional opportunities, which last for 12-months upon payment.

Opportunities

Expanded Business Description in Online Directory: \$100

- Expand beyond the business description included in your membership tier in your online directory, searched thousands of times throughout the year at LAMetroChamber.com

Representative Listing in Online Directory: \$15/listing

- Expand the number of representatives listed on your business listing at LAMetroChamber.com

Location Listings in Online Directory: \$20/location

- Add additional locations beyond the primary location listed in the business director at LAMetroChamber.com

Premier Logo Placement on LAMetroChamber.com: \$100/month COMING IN APRIL 2021

- We love to recognize our members and would love to highlight them on our website! Feature your logo on our website for only \$100 per month!

Logo Placement on LAMetroChamber.com: \$50/month COMING IN APRIL 2021

- We love to recognize our members and would love to highlight them on our website! Place your logo on our website for only \$50 per month!

Ready to engage?

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Build. Lead. Thrive.

As a member of the LA Metro Chamber of Commerce, you are part of one of the state's largest chambers. This membership gives you access to a broad network and audience of 800+ members across 16 communities - representing more than 40,000 employees!

At the LA Metro Chamber, we connect and convene businesses, rising professionals, and the residents of the communities of our region. Each of our seminars, events, and community initiatives provides you unique opportunities to target your customer segment and showcase your company's values, priorities and expertise.

Business has changed- and so have we.

You plan your marketing budget in advance, desire a clear return on investment for your marketing dollars, and want to align your marketing with your image. We are proud to introduce this Marketing Options Booklet for 2021, giving you all of the information to plan your quarterly or monthly marketing spending, who will see it, and what your business will be aligned with.

In 2021, we are committed to hosting safe and inclusive events, and you can be assured that in-person events will be distanced and CDC compliant. For most in-person offerings, virtual-join options will be offered, giving you confidence that your marketing investment will be realized as our events are held on time.

We are grateful for your membership, and hope this new approach to leveraging your partnership with the Chamber supports planning ahead for your business.

In service,

A handwritten signature in black ink, reading "Shanna Cox".

Shanna Cox
President + CEO



We have placed all of our marketing options in this one convenient booklet, making it easy for you to see the opportunities that will reach your ideal audience and align with your values and passions.

For 2021, all of the events offered come with a virtual participation option, and all in-person events are compliant with Maine CDC guidance at all times. You can feel confident that our events won't be canceled at the last minute, and in-person components will be handled with care.

To reserve your marketing opportunities please contact

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