



2023-2024

OPPORTUNITY GUIDE

BUILDING BUSINESS FOR A STRONG COMMUNITY



204 KANUGA RD, HENDERSONVILLE, NC
828-692-1413 | HENDERSONCOUNTYCHAMBER.ORG



BUSINESS DEVELOPMENT

Economic Outlook Breakfast

\$1500 Title Sponsorship (limit of 3, non-competing)

\$300 Table of 8

\$40 Individual

Each year the Chamber hosts an economic outlook breakfast in the first quarter. Presenting sponsorship covers the cost of a speaker and includes one table, recognition in all marketing materials and an opportunity to address the attendees. The expected attendance is 120-160 community and business leaders.

Chairman's Reception

\$1,000 Exclusive Presenting Sponsor

\$300 Co-Presenting Sponsor (limit 3, non-competing)

This annual event provides the opportunity for executive-level networking with the outgoing Chair of the Chamber Board of Directors. The event will feature an executive briefing/update on local business trends, entertainment, and networking. Presenting sponsors will be recognized on the event invitation and program, and will receive an invitation to this exclusive event.

Retirement Industry Group

\$1,200 Presenting Sponsorship Lunches (includes 3 lunches & Reception)

\$500 Presenting Sponsorship Reception (limit of 2, non-competing)

\$300 Supporting Sponsorship

\$250 Quarterly Sponsorship

The Retirement Industry Group consists of local businesses associated with the retirement industry - retirement homes, retiree services, home health providers, hospitals and more. Sponsor will have the opportunity to speak for 3 minutes at the opening of the meeting and will have their logo included on meeting announcements. The expected attendance is 16 - 28 representatives in the retirement industry.

Bowling Tournament

\$1,000 Presenting Sponsorship (limit of 4, non-competing)

\$250 Team of 5

\$250 Catering Sponsorship

This annual event raises funds for the Chamber's small business and general fund. Held each November, the event is a great opportunity for networking, team building and fun. Presenting sponsors will have their logo featured on all event materials and a team in the tournament. Expected audience is 125 bowlers who represent 20 plus companies in our community.



National Flags

\$150 per year (up to 5)

The Chamber flies national flags honoring international businesses that have a presence and provide jobs in Henderson County. These include Germany (Continental-Teves and Elkamet), Japan (Blue Ridge Metals and Kyocera), Great Britain (SELEE Corp.), Finland (UPM-Raflatac), and Sweden (Ohlins). Sponsor funds are used to maintain and replace flags as needed.

Shop Local Programs

Shop & Dine Henderson County

\$5,000 Presenting

\$250 Campaign Sponsorship (limit of 8)

The Chamber encourages local citizens to “Shop & Dine Henderson County” by hosting a shopper drawing for a Henderson County purchased gift package. Sponsor will be included in marketing and promotional materials.

CEO Reception

\$1,000 Sponsorship (limit of 2, non-competing)

\$300 Supporting Sponsorship (cash or equivalent donation of goods or services)

The Chamber hosts a CEO Reception in the fall. This is an opportunity for upper management individuals to get together to network, share ideas and problem solve. This is a “by invitation only” event. Sponsors will have the opportunity to address the attendees and will have their logo included on all promotional materials.

Seminar Series

\$1,000 Presenting Sponsorship (limit of 2, non-competing)

\$100 Sponsorship (monthly)

The Chamber hosts a number of seminars featuring timely topics presented by local business leaders. Sponsor will get recognition in email announcements for the seminar and the opportunity to welcome participants at the seminar. Estimated 12 seminars/workshops per year.

New Member Breakfast

\$1000 Presenting Sponsorship

\$100 Sponsorship (limit of 4)

The Chamber welcomes new members to the organization by hosting an annual breakfast that is designed to help members make the most of their investment in the Chamber. Sponsors are included on event materials and have a speaking part in the program. The expected attendees are from new members, Ambassadors and Board of Directors.



BUSINESS DEVELOPMENT

Small Business Week

\$2,000 Presenting Sponsorship (limit of 4, non-competing)

Each year the Chamber's Small Business Committee organizes a number of events coinciding with the national small business week celebration. These include the Business and Professional Women's Lunch, the Small Business Celebration Breakfast, the Blue Ridge Business Growth Awards, seminars and other events. Presenting sponsor recognition is included in all marketing materials associated with the week and event signage is allowed at each event as well as a reserved table of 8 at the breakfast.

Small Business Celebration Breakfast

\$1,200 Presenting Sponsorship (limit of 2, non-competing)

\$500 Supporting Sponsorship (limit of 2, non-competing)

\$250 Table of 8

This Small Business Week related event recognizes the importance of small businesses to our local economy, focusing on both the economic and social contributions. Presenting sponsorship covers the cost of a speaker and includes one table, recognition in all marketing materials and an opportunity to address the attendees. The expected attendance is 80 small businesses, Board of Directors and community leaders.

Blue Ridge Business Growth & Rising Star Awards

\$1,500 Event Sponsorship (limit of 2, non-competing)

\$500 Supporting Sponsorship

\$500 Catering Sponsorship

\$200 Beverage Sponsorship

The Blue Ridge Business Growth & Rising Star Awards are presented to Chamber member businesses that have experienced significant business success in the previous year and have helped grow our local economy. The awards are used to recognize these companies for employment growth, revenue growth and/or a combination of the two. Recipients are recognized during the Small Business Week reception. The expected audience is 80 attendees from 15-25 businesses.

Business Plan Contest

\$1,000 Presenting Sponsorship (cash only)

\$500 Supporting Sponsorship (cash or equivalent donation of goods or services)

The Chamber hosts a business plan contest annually. Sponsorships and/or donation of goods and services are sought and are awarded to the winner of the contest.



AM Power Hour

\$1,000 Presenting Sponsorship

\$400 Host Sponsorship

This event is similar to the Business After Hours – only held as a morning/breakfast activity. Hosts provide breakfast food, coffee and juice for attendees. Adequate parking for 40 cars is needed. Hosts will have five minutes to promote their business and will be highlighted in email marketing materials used in promoting the activity. The Presenting sponsorship includes recognition and program time at all AM Power Hour events. There are eight to ten AM Power Hours per year. The expected audience is 30-50 members.

Business After Hours

\$5,000 Annual Sponsorship

\$1,000 Host Sponsorship

\$300 Raffle Sponsorship

Business After Hours is a monthly networking event that draws between 100-200 attendees. Monthly sponsors are responsible for the sponsorship fee, food and beverage and other site requirements. For more information on available months and event requirements, contact the Chamber. The annual sponsorship includes recognition and program time at each Business After Hours event. The expected audience is 80-150 members.

MEGA Business After Hours

\$2,500 Presenting Sponsorship (limit of 3, non-competing)

\$500 Additional Sponsorship

The Chamber's largest event, MEGA Business After Hours serves as the annual member appreciation event. Previous years have seen crowds grow to 500+ attendees. Held in late July or early August. Sponsors are included in event marketing and presenting sponsors will have program time at the event.

Regional Networking

\$750 (2 per event, non-competing)

Each year the Chamber hosts one or more Regional Networking events with other Chambers of Commerce. These events foster regional cooperation while also providing an excellent networking opportunity. Sponsors are included in event marketing and will have program time at the event.

Joint Leads Breakfast

\$500 Presenting Sponsor

Each year the Leads Groups of the Chamber host a joint breakfast meeting that showcases Leads Group benefits and promotes cross-Leads networking. Members from all Leads Groups are invite as well as any Chamber members who have an interest in leads generation opportunities. Sponsors are included in event marketing and will have program time at the event.



Professional Women's Luncheon

\$2,000 Presenting Sponsorship (limit of 2, non-competing)

\$1000 Supporting Sponsorship (limit of 2, non-competing)

\$600 Table of 8

\$60 Individual

This Small Business Week related event recognizes the important contributions made by professional business women in our community. Table sponsorship includes recognition during the program, recognition in the printed program as an ATHENA Partner, and a table for eight attendees. Expected attendance is 200 plus.

ATHENA Nominees Reception

\$2,000 Presenting Sponsorship (limit of 2, non-competing)

The ATHENA Reception honors the nominees for the ATHENA award which is presented at the Business and Professional Women's Luncheon in May. The expected audience would be the nominees, nominators, Board of Directors and community leaders.

ATHENA Networking Dinner & Breakfast

\$1,500 Presenting Sponsorship (both events, limit of 1, non-competing)

\$1,000 Sponsorship (single event, limit of 2 per event, non-competing)

\$250 Supporting Sponsor

The ATHENA Networking Dinner and/or Breakfast events offer the opportunity to continue the work and mission of the ATHENA Leadership Program. Past recipients assist with table discussions and mini-workshops developed around the ATHENA Leadership model, with the goal of developing and fostering women in leadership. Presenting sponsors receive a table at each event sponsored and a speaking part at the end. The expected attendance is 80 plus members.

ATHENA Program Partner

\$100 Sponsorship

ATHENA Program Partners will have their name listed in the Business & Professional Women's Luncheon Program along with the bios for the ATHENA nominees. Program partners help offset any additional costs associated with the luncheon and speaker.

ATHENA Empower Hour

\$1,000 Exclusive Annual Sponsorship

\$300 Individual Sponsorship

The ATHENA Empower Hours is a women-centric networking opportunities hosted quarterly at rotating locations. Sponsors will be included on all event marketing and given time on the program to speak. Expected attendance is 40 plus members.



Apple Festival 8K & Chamber Challenge 5K

\$7,500 Presenting Sponsorship

\$1,500 Platinum Medal Sponsorship

\$500 Gold Medal Sponsorship

\$250 Silver Medal Sponsorship

\$500 T-Shirt Sponsorship

\$100 Team of 4

This event is held each year in conjunction with the NC Apple Festival. 300-400 runners as well as 40+ staff and volunteers are expected at the race. The race is designed to accommodate individual runners (8K) as well as corporate wellness teams of four (4) runners (5K). All event sponsors receive booth space at the start/finish line, recognition on event materials, inclusion on event t-shirt, and race entries.

Vision Henderson County Alumni Meetings

\$500 Meeting Sponsorship (meets quarterly)

The Vision Alumni Association holds quarterly meetings that provide alumni with information on timely community issues. The meetings also offer alumni the chance to build/renew relationships and discover volunteer opportunities. Sponsors are allowed up to 5 minutes on the program and are recognized in meeting announcements and marketing materials. Attendance varies from 40 to 100 plus.

Outdoor Industry Open House

\$1,000 Presenting Sponsorship (limit 2, non-competing)

Each year the Chamber promotes the local outdoor recreation industry by hosting an open house at a location which highlights the industry. Attendance can range from 60 - 100+ members and includes a participatory activity such as hiking, kayaking, zip-lining, etc. Sponsors receive recognition at the event and in all promotional materials.

Business Morning Update

\$2,000 Media Sponsor

\$200 Host

The Business Morning Update is a monthly meeting held on the 2nd Wednesday of each month at the Hendersonville Elk's Lodge from 7:45 am until 9:00 am. The event is attended by 60 - 100 business/community leaders and features 3 short presentations regarding timely issues & updates impacting the business community. Media Sponsors will be recognized in promotional material each month via email to over 3,000 members and given time on the program to promote their business/organization once a quarter. Host sponsors will be allowed time on the program to promote their business/organization during their hosted month.



Camp Field Day

\$1,500 Presenting Sponsorship (limit 3, non-competing)

\$750 Supporting Sponsorship

\$500 Camp Activity Sponsorship

\$300 Team of 4

Enjoy a friendly competition involving archery, riflery, rock climbing and other field day activities. Culminates in gathering around the campfire to give our awards and enjoy s'mores. A great opportunity for networking, team building and fun while learning about the camp industry's economic impact in Henderson County. Presenting Sponsors are recognized on all event materials, will receive time on the program to speak during the luncheon, and will receive a complimentary team. Activity sponsors will receive day-of recognition. Expected attendance is 120 plus.

Young Professionals of Henderson County

\$1,200 Title Sponsorship (limit 2, non-competing)

\$200 Host

The Young Professionals of Henderson County offers monthly networking opportunities to professionals under 40. The focus of the group is to offer a platform for young professionals to develop a network in Henderson County and develop real-world skills through skills building activities. Sponsors will be recognized in promotional materials and given time on the program to speak at each networking event.

Newcomer's Guide to Henderson County, NC

\$1,500 back page

\$1,200 inside covers

\$900 full pages

The Newcomer's Guide to Henderson County is published annually and is distributed to everyone who calls, comes in, or requests via our website, information on relocating to our area. Copies are also distributed through the Henderson County Travel and Tourism office. All ads are full color, full page and artwork should be delivered to the Chamber print-ready. If ad-design assistance is needed, it can be provided at an additional charge, please contact the Chamber for rate details.



Annual Meeting

- \$3,000 Presenting Sponsorship***
- \$1,500 Entertainment Sponsorship***
- \$1,000 Toast the Chairman Sponsorship***
- \$1,000 Supporting Sponsorship**
- \$600 Table of 8**
- \$200 Social Sponsorship**
- \$75 Individual**

Each year the Chamber celebrates its successes and presents numerous awards at the Annual Meeting. Sponsors defray the cost for the event. *Includes a table for eight and recognition on all event materials.

Annual Awards

- Small Business Leader** **\$2,000 Sponsorship*** *includes table of 8 at Small Business Breakfast*
(includes quarterly & annual awards)
- Ambassador of the Year** **\$2,000 Sponsorship*** *includes table of 8 at Annual Meeting*
(includes quarterly & annual awards)
- ATHENA** **\$3,000 Sponsorship*** *includes table of 8 at Professional Womens Luncheon*
(annual award)
- Industrialist of the Year** **\$1,000 Sponsorship**
(annual award) **\$1,500 Includes a table of eight at the Annual Meeting**
- Education Champion** **\$1,000 Sponsorship**
(annual award) **\$1,500 Includes a table of eight at the Annual Meeting**
- Camp Industry Leadership** **\$1,000 Sponsorship**
(annual award) **\$1,500 Includes a table of eight at the Annual Meeting**
- Environmental Sustainability** **\$1,000 Sponsorship**
(annual award) **\$1,500 Includes a table of eight at the Annual Meeting**
- Non-Profit of the Year** **\$1,000 Sponsorship**
(annual award) **\$1,500 Includes a table of eight at the Annual Meeting**

E-Newsletter

- \$3,000 Annual Sponsorship**
- \$100 display advertisement per week (limit 2 per week)**

The Chamber's E-Newsletter is published each Tuesday and keeps members up to date on Chamber and community topics of interest. The E-News is received by more than 2,500 members and reps.



Total Resource Campaign

\$1,000 Presenting Sponsorship (limit of 2, non-competing)

\$200 Campaign Report Session Host

The Chamber's Total Resource Campaign is vital to the organization's ongoing success and financial viability. The presenting sponsor is recognized on all campaign materials and is invited to speak at report sessions. Report session sponsors provide hors d'oeuvres and beverages for campaign report sessions (10 – 14 members). Report session sponsors are recognized at the meeting and given an opportunity to promote their business.

Board of Directors Retreat

\$500 Presenting Sponsorship

\$200 Supporting Sponsorship

\$300 Catering Sponsorship

Each December the Chamber's Board of Directors gather to strategically plan the next year's Program of Work. This activity helps the organization better serve its membership and efficiently use its volunteer and staffing resources. Sponsorships defray the cost of facilitation, food and beverage. Sponsors are recognized on program materials, can hang a banner at the retreat and can give comments at the opening of the retreat or during lunch.

Board Lunches

\$300

The Chamber's Board of Directors meet on the 3rd Monday of each month to determine policies and the direction of the organization. Your business can provide lunch for the meeting and remove this expense from our operating budget. You will receive up to 5 minutes at the start of the meeting to promote your business and be thanked by the Chairman for your support.

Parking Spaces

\$600 First Year (limit 2)

\$300 Renewal

Greet guests as they arrive to the Chamber with a "Parking provided by (Your Logo)" sign in an available space.

SurPrize Patrol

\$500 Annual Sponsorship

\$100 Sponsorship (limit of 4)

Every quarter, Chamber Ambassadors visit selected business and organizations as a way to say "Thank You!" for their continued support and investment in Henderson County and for the Chamber. This event is a fun way to get out to the businesses in our community, share what is going on at the Chamber and receive updates from our members.



Industrial Appreciation Pig Pickin'

\$1,000 Presenting Sponsorship

\$600 Supporting Sponsorship (non-competing)

\$250 Beverage/Dessert Sponsorship

The Chamber's Industrial Division hosts this event each year to show our appreciation to our manufacturing community. Includes recognition during program as well as signage and inclusion in promotional materials. This is an exclusive event for manufacturers, distributors, community VIP, Board of Directors and Sponsors.



Government Relations Program

Candidates Forum - \$500 Sponsorship (limit of 4, non-competing)

Legislative Briefings - \$500 Sponsorship (limit of 3, non-competing)

State Legislative Outlook Breakfast - \$750 (limit of 2, non-competing)

Each year the Chamber's Public Policy Committee hosts a candidates forum for various political offices. Sponsorship includes program recognitions, recognition on marketing materials and signage at event. Briefings are held with elected officials who present on timely, business-related issues. Sponsorship covers cost of hosting guests (elected officials and staff). Sponsor is recognized during the event and included on all event materials.

Raleigh Advocacy Trip

\$1,000 Community Advocacy Partner (limit of 3, non-competing)*

\$500 Transportation Sponsorship

\$500 Breakfast Briefing Sponsorship

\$500 Dinner Sponsorship

The Chamber joins other WNC Chambers for an annual trip to Raleigh to meet with local legislators and key department personnel. The trip provides an opportunity to advocate for local projects and programs and to communicate the importance of economic and business issues. *Includes 1 trip attendee (hotel & reception).



WORKFORCE DEVELOPMENT

Golf Tournament

\$4,000 Presenting Sponsorship

\$1,000 Social Sponsorship

\$900 Team of 4 and Hole Sponsorship

\$800 Team of 4

\$150 Hole Sponsorship

\$1,000 "Lunch on the Course" Sponsorship (cash or equivalent donation of goods or services)

\$1,000 Reception Sponsorship (cash or equivalent donation of goods or services)

This annual tournament raises funds for the Hendersonville Area Chamber of Commerce Foundation (501c3) and its workforce development efforts. Presenting sponsorship include a team of four players and recognition on all event materials.

NC Scholars Luncheon

\$1,500 Presenting Sponsorship

\$100 Sponsorship

The NC Scholars Luncheon, held in the spring, honors high school students who have earned the "Scholars" designation with a luncheon, program and recognition. Sponsors are recognized on all event materials. The expected attendance is 190 students, 250 parents and educators.

Chamber Trivia Challenge

\$1,000 Presenting Sponsorship (limit of 2, non-competing)

\$250 Social Sponsorship with team

\$150 Team of 4

\$100 School Team of 4 Sponsorship (limit 1 per school)

\$500 Catering Sponsorship

This annual event raises funds for the Chamber's education and workforce development efforts. Held in March, the brain-challenging tournament is a great opportunity for networking, team building and fun. Your business can also opt to provide a team to one of our area schools. Schools are available on a first come basis, and first choice requests will be honored if the school is available.



Junior Leadership Program

\$1,500 Program Sponsorship

\$150 Day Sponsorship (limit of 6)

\$500 Leadership Graduation Sponsorship

The Junior Leadership Programs provides 23 area high school juniors with the opportunity to learn about our community and participate in skills enhancing leadership development. There are eight courses included in the program and sponsors help defray the cost.

Teacher of the Year Award

\$500 Presenting Sponsorship

(Limit of 5, non-competing)

Each year all 23 Henderson County Public Schools select their Teacher of the Year. The Chamber partners with the schools to honor these outstanding teachers with a Henderson County Appreciation Gift Package. Your support helps us secure these packages. Each sponsor of this program will receive recognition through Chamber media outlets and be included in the presentation of the gift packages.

New Teachers Breakfast

\$1,500 Presenting Sponsorship (limit of 3, non-competing)

\$500 Supporting Sponsorship

\$100 Sponsorship

The New Teachers Breakfast is held each fall as a way to honor and thank new teachers for coming to our area to practice their profession. The expected attendance is 100 plus new teachers and administration.

ALL IN FOR HENDO

\$2,500 Business Champion

\$1,000 Business Partner

\$500 Business Supporter

Every year, our community, and the business community, presented with new challenges and opportunities. All In For Hendo is the Chamber's rapid reaction fund to address un-budgeted and unforeseen challenges.



2023-2024 TOTAL RESOURCE CAMPAIGN COMMITTEE MEMBERS

Jeremy Wilde	AdventHealth Hendersonville
Nikki Hopkins	Atlantic Bay Mortgage Group
Jared Bellmund	ALLCHOICE Insurance
Roy Dickerson	Baabals Ice Cream Shoppe & Family Grill
Candi Guffey	Beverly Hanks & Associates
Ragan Ward, Co-Chair	Park National Bank
Bob Williford	Henderson County Chamber of Commerce
Amy Muniz	Henderson County Chamber of Commerce
Pete Juergens	Horizon Heating & Air
Fair Nabers Waggoner, Co-Chair	United Community Bank
Toni Warren	Warren Restoration
Alison Alexander	WithersRavenel

