

Sponsorship Opportunities



**COLUMBIA**CHAMBER  
PARTNERS FOR A GREATER COLUMBIA

# *Yellow Jasmine Awards*

**February 7, 2017**  
**Marriott Columbia**



# Event Overview

## What are the Yellow Jasmine Awards?

The dedication of outstanding organizations and individuals – continually striving to be the best and improving their community in the process – makes the Columbia region such a vibrant place to visit, live and do business. The Columbia Chamber's Yellow Jasmine Awards recognizes dedication to excellence in the following categories: Trailblazer Award, Workplace Culture Award, Innovation Award, Small Business Award and Partner of the Year Award. Like the state flower, our businesses grow higher and more successful when given suitable support. Show your support for your fellow Partners and your community.

## Why Sponsor?

Our Partners represent some of the region's most important and influential corporate leaders, small business owners, young professionals, educators and more! Sponsor the Yellow Jasmine Awards now to show your support of the Chamber and our distinguished honorees.



## 2016 Social Media



17,742 People Reached



32, 143 Total Impressions  
551 Total Engagements

1,202 Yellow Jasmine Awards Web Page Specific Views

## eMarketing

9 eCommunications were sent out between 12/1 and 2/8 with an average open rate of 16.46%. That is 874 people!

*\*this number does not account for emails viewed on cellphones or in Outlook reading panes.*

## Additional Marketing

Public Service Announcements on 5 radio stations.  
Feature on WIS-TV.



# 2016 Event Details

## Details

February 11, 2016  
Columbia Marriott

## Attendees

Registered 174  
Attended 151

## Industry Attendance:

28.8%	Bank, Accounting, Credit Union
15.2%	Legal
12.8%	Government & Military
10.4%	Community Organizations
8.0%	Insurance
5.6%	Engineering & Architecture
5.6%	Other
4.8%	Education
2.4%	Services
2.4%	Tourism

## What are people saying?

*"For a luncheon, the timeliness of the ceremony was impeccable. I appreciate that you respect the busy, and often tedious, schedules we all work around. Your program was quick, efficient and yet still took the time to honor these deserving individuals."*

*"The length of the program was perfect."*

*"I enjoyed the keynote speaker's presentation. It was very informative and it was great to hear what's happening and about to happen in our great city."*

*"I enjoyed everything – it was interesting, quick, good food!"*

*"Program kept moving. Awards were timely but gave enough time for recognition."*

*"This past year, our residents and business community were tragically affected by the flood. Taking the time to recognize all that these individuals have done for our community was necessary and appropriate. I look forward to next year's Yellow Jasmine Awards."*

[View Pictures from the Yellow Jasmine Awards](#)



## Presenting Sponsor: \$5,000

Exclusive

### Visibility

- Exclusive recognition as the Presenting Sponsor
- Abundant pre-event visibility (all promotions) and on-site publicity
- Recognition on the Yellow Jasmine mailer and announcements (deadline applies)
- Logo on the Yellow Jasmine program
- Logo on the stage at the Yellow Jasmine Awards
- Your name included in the Yellow Jasmine Awards title

### Impact

- Opportunity to address audience and welcome them to the luncheon
- Special recognition from the podium during the luncheon

### Engagement

- Ten registrations to attend the luncheon
- Logo on front row reserved table at the luncheon
- First right of refusal to sponsor at this level in 2018
- Sponsorship fulfillment report

### Community Connection

- Prominent placement in all event advertising
- Company logo and hyperlink on Yellow Jasmine Awards website
- Exclusive announcement of your sponsorship on Twitter & Facebook
- Logo appears on the screens during the Yellow Jasmine Awards
- Recognition in Yellow Jasmine Awards specific eCommunications
- Recognition in all pre and post Yellow Jasmine Awards related press releases



## Reception Sponsor: \$3,000

Exclusive

### Visibility

- Exclusive recognition on event signage and printed materials
- Recognition in the Yellow Jasmine Awards mailer (deadline applies)
- Company name in the Yellow Jasmine Awards program
- Logo on reserved table at luncheon

### Impact

- Special recognition from the podium during the luncheon
- Logo printed on cocktail napkins

### Engagement

- Ten registrations to attend the luncheon
- Front row reserved table at the Awards luncheon
- Sponsorship fulfillment report
- First right of refusal to sponsor at this level in 2018

### Community Connection

- Company name on the Yellow Jasmine Awards webpage
- Exclusive announcement of your sponsorship on Twitter & Facebook
- Company name listed on the screens during the Yellow Jasmine Awards
- Recognition in Yellow Jasmine specific eCommunications



## Keynote Speaker Sponsor: \$2,500

Exclusive

### Visibility

- Exclusive recognition as the Keynote Speaker Sponsor
- Abundant pre-event (all promotions) and on-site publicity
- Recognition on event signage and printed materials
- Logo in the Yellow Jasmine Awards program
- Logo displayed on stage during the event

### Impact

- Special recognition from the podium during the luncheon
- Opportunity to address the audience and present keynote speaker

### Engagement

- Eight registrations to attend the luncheon
- Reserved seating at the luncheon
- Sponsorship fulfillment report
- First right of refusal to sponsor at this level in 2018

### Community Connection

- Company name and hyperlink on the Yellow Jasmine Awards webpage
- Exclusive announcement of your sponsorship on Twitter & Facebook
- Logo appears on the screens during the Yellow Jasmine Awards
- Recognition in Yellow Jasmine Awards specific eCommunications



Contact Alexa Stillwell | [astillwell@columbiachamber.com](mailto:astillwell@columbiachamber.com) | 803.733.1138



## Award Sponsor: \$2,000

Five Exclusive Opportunities Available

### Visibility

- Exclusive recognition as an Award Sponsor for specified award
- Abundant pre-event (all promotions) and on-site publicity
- Company name listed in the Yellow Jasmine Awards program
- Opportunity to present one of the following awards: Trailblazer Award, Workplace Culture Award, Innovation Award, Small Business Award and Partner of the Year Award
- Company name on reserved table at luncheon
- Official digital photo with company representative and award winners

### Impact

- Special recognition from the podium during the luncheon
- Logo on specified award

### Engagement

- Eight registrations to attend the luncheon
- Premier reserved seating at the luncheon
- Sponsorship fulfillment report
- First right of refusal to sponsor at this level in 2018

### Community Connection

- Company name and hyperlink on Yellow Jasmine Awards webpage
- Company name listed with sponsored award nominations processes (deadline applies)
- Logo appears on the screens at the beginning of specified award presentation
- Recognition in Yellow Jasmine Awards specific eCommunications



## Program Sponsor: \$1,750

Exclusive

### Visibility

- Exclusive recognition as the Program Sponsor
- Company name in the Yellow Jasmine Awards program
- Company name on reserved table at Awards luncheon

### Impact

- Recognition from the podium during the Yellow Jasmine Awards
- Color sponsor message on inside back cover of luncheon program (deadline applies)

### Engagement

- Eight registrations to attend the luncheon
- Reserved seating at the luncheon
- Sponsorship fulfillment report
- First right of refusal to sponsor at this level in 2018

### Community Connection

- Company name on the Yellow Jasmine Awards webpage
- Company name listed on the screens during the Yellow Jasmine Awards
- Recognition in Yellow Jasmine Awards specific eCommunications

## Gold Sponsor: \$1,250

Twenty Available

### Visibility

- Recognition as a Gold sponsor
- Recognition on event signage and printed materials
- Company name in the Yellow Jasmine Awards program

### Engagement

- Ten tickets to attend the luncheon
- Reserved table at the luncheon

### Community Connection

- Company name listed on the screens during the luncheon

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## Silver Sponsor: \$900

Thirty Available

### Visibility

- Recognition as a Silver sponsor
- Recognition on event signage and printed materials
- Company name in the Yellow Jasmine Awards program

### Engagement

- Eight tickets to attend the luncheon
- Reserved seating at the luncheon

### Community Connection

- Company name listed on the screens during the luncheon

## Bronze Sponsor: \$500

Unlimited Number Available

### Visibility

- Recognition as a Bronze sponsor
- Company name in the Yellow Jasmine Awards program

### Engagement

- Four tickets to attend the luncheon
- General reserved seating at the luncheon

### Community Connection

- Company name listed on the screens during the Yellow Jasmine Awards

# Sponsorship Details

## Exclusives:

Presenting | \$5,000

Reception | \$3,000

Keynote Speaker | \$2,500

Award | \$2,000 (5 exclusives)

Program | \$1,750

## Limited:

Gold                  Silver

\$1,250                \$900

20                     30

## Unlimited

Bronze | \$500



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# Yellow Jasmine Awards

February 7, 2017 • Columbia | 11 AM Reception | Noon Lunch

SPONSORSHIP FORM

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## Sponsorship Opportunities

- Presenting - \$5,000
- Keynote Speaker - \$2,500
- Program - \$1,750
- Silver - \$900
- Reception - \$3,000
- Awards - \$2,000
- Gold - \$1,250
- Bronze - \$500

## Registration Information

- Partner - \$35
- Potential Partner - \$50

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Special Dietary Needs \_\_\_\_\_

Twitter \_\_\_\_\_ Facebook \_\_\_\_\_

\$ \_\_\_\_\_ Total

- Check included
- Check by mail
- Visa
- AMEX
- MC
- Discover

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Ver # \_\_\_\_\_ Signature \_\_\_\_\_ Billing Zip \_\_\_\_\_