



2009 Chairman's Circle

The Program

How to become a 2009 Chairman's Circle Member

1. Chose your company's agreed to support level for 2009
2. Choose the desired sponsorships and advertising program that meets the minimum requirements of the chosen level.
3. Sign and forward the agreement to the Camarillo Chamber of Commerce
4. Chamber will invoice you for a combination of your dues, advertising and program support agreement.

Annual Investment Amounts

Platinum Chairman's Circle

\$10,000 or more

Total dues, sponsorship, program and advertising commitment in 2009

Minimum \$5,000 in sponsorships

Gold Chairman's Circle

\$7,500 to \$9,999

Total dues, sponsorship, program and advertising commitment in 2009

Minimum \$2,500 in sponsorships

Silver Level Chairman's Circle

\$5,000 to \$7,499

Total dues, sponsorship, program and advertising commitment in 2009

Minimum \$1,500 in sponsorships

Bronze level Chairman's Circle

\$2,500 to \$4,999

Total dues, sponsorship, program and advertising commitment in 2009

Minimum \$1,000 in sponsorships.

How it works: It's simple. Chairman's Circle members agree to a Circle Level for their next year's commitment to the Camarillo Chamber. The amount chosen includes the annual investment (dues) the member would normally pay; the additional amount is applied to various sponsorships, support of Chamber programs, and an advertising program selected by the member from a menu of choices.

**Please refer to: •List of benefits
•Sponsorship and advertising choices**





2009 Chairman's Circle

Benefits

Combine Chamber membership with high-profile sponsorships or effective advertising programs.

Choices based on pre-planned annual company decisions

Exposure year round: In addition to the member's regular annual membership investment and its resulting benefits, Chairman's Circle commitment insures the member the sponsorship or publication support programs that match the member's needs.

Show support of major events and projects

Pre-planning: By packaging the annual investment with sponsorship commitments, members can budget their Chamber support commitments well in advance.

Benefits for different levels of Chairman's Circle

Receive these benefits *plus* the benefits of the chosen sponsorship or advertising program

Membership in Camarillo Business Leaders Roundtable

ALL CHAIRMAN'S CIRCLE LEVELS

Business owner or senior management person becomes a member in the Camarillo Business Leaders Roundtable. The Roundtable brings together leaders of business, government, education, military for discussions of key issues three to four times per year in comfortable settings (usually breakfast, lunch or after hours venues). From each Chairman's Circle member, one owner or senior executive can be chosen (with alternatives) to participate.

Exposure in Camarillo Business Journal

Distribution to Camarillo business, government and organization managers; estimated 4000-5000 readers per month.

PLATINUM, GOLD AND SILVER. Prominent listing in all issues of the Chamber's newsletter, Camarillo Business Journal, (12 issues per year) with a company logo or symbol.

BRONZE: Listing of business name in all issues of the Camarillo Business Journal.

Extensive Exposure on high traffic CamarilloChamber.org

Chairman's Circle listing

ALL LEVELS: Chairman's Circle listing on the Chamber web site with logo or photo plus a free link from the Chairman's Circle section. Logo also rotates through the home page of the website.

GOLD AND PLATINUM. Expanded profiles and photos.

Business Directory listings

ALL LEVELS: Enhanced listing in the **business directory of CamarilloChamber.org**, (as part of Tier II Membership—see below.)

ALL LEVELS: Logo on the search page. (to help searchers find your business)

All benefits of Tier II Membership

ALL CHAIRMAN'S CIRCLE MEMBERS are Tier II members as well...

- ✓ Enhanced Listing on CamarilloChamber.org (extended listing, copy on search page, bullets, photos, logo on member page, added search terms)
- ✓ Labor poster (required by law)
- ✓ 4 passes to Business After Hours (mixers)
- ✓ 2 passes to Business @ Breakfast
- ✓ Business Resources Ad in Camarillo Business Journal or \$100 trade for 6-month program

Cost to regular members \$175

Total estimated value \$532

Cost to Chairman's Circle members – Included., no cost

Exposure in Camarillo Profile and Business Directory annual magazine-style publication

Distributed to 10,000 businesses, homes, visitors, new residents, CSUCI students and faculty

PLATINUM AND GOLD: Listing with logos in Chairman's Circle section.

SILVER AND BRONZE: Listing of business name in Chairman's Circle section

Exposure in Wednesday Update (weekly e-newsletter)

Goes to email list of 1500+ every week

PLATINUM AND GOLD: Listing in Wednesday Update every issue, plus one-annual business profile in Wednesday Update.

SILVER AND BRONZE: One annual mention in Wednesday Update



Priority seats and exposure at major Chamber events

PLATINUM AND GOLD: Two tickets to **Top Ten Awards** and two to the **Annual Membership Meeting**

SILVER: One seat at the **Top Ten Community Awards** and one at the **Annual Chamber Membership Meeting**.

BRONZE: One seat at the Annual Chamber Membership Meeting

ALL LEVELS: Annual membership meeting--recognition from Chairman; listing in program, company name and logo on pre-event PowerPoint.

Priority seats and exposure at Quarterly Luncheons

Luncheons focus on major business priorities and attract 150 to 200 area business and government leaders.

PLATINUM: Two seats at each and priority seating.

GOLD: One seat at each.

ALL LEVELS: Listing of business name in printed programs for quarterly luncheon (minimum of 4 per year), on poster, in pre event PowerPoint.

Free Chamber Conference Room usage

PLATINUM AND GOLD: Three no-charge uses of Chamber conference room during the year

SILVER: Two no-charge uses of conference room.

BRONZE: One no-charge use of conference room.

Each use includes up to 4 hours during business hours or 2 hours after business hours.

Exposure at all events including Business @ Breakfast and Business After Hours

ALL LEVELS: Chairman's Circle poster will be displayed at all events with names and logos of all Chairman's Circle Members

Special Chairman's Circle plaque shows commitment

Shows commitment to business and to the community.

ALL LEVELS: Attractive Chairman's Circle membership plaque indicating the level of commitment.

**Receive these benefits *plus*
Benefits of the chosen sponsorship or advertising program.**



2009 Chairman's Circle Sponsorship, Program and Advertising Menu

Choose from this list to reach the selected Platinum, Gold, Silver or Bronze levels

Each Chairman's Circle level requires a minimum sponsorship commitment:

Platinum--\$5,000; Gold--\$2,500; Silver--\$1,500; Bronze--\$1,000

Remainder of Chairman's Circle commitment can be made up of dues and advertising program.

Quarterly Luncheons sponsorships

Each event and program has a detailed sponsorship sheet with benefits shown.

- | | |
|--|-------------------------|
| <input type="checkbox"/> CSUCI Connection luncheon (February 2009) | \$2500 and \$1000 level |
| <input type="checkbox"/> Business and Legislators Forum and year round business advocacy program sponsorship (Forum in April or May 2009) | \$5000 and \$3000 level |
| <input type="checkbox"/> State of the City Luncheon (September, 2009). | \$2500 and \$1000 level |
| <input type="checkbox"/> Economic Outlook Luncheon (November 2009) includes advertising in 2010 Camarillo Economic Profile — and sponsorship of Economic Profile website page. | \$3500 and \$1500 level |

Special event and program sponsorships

Each event and program has a detailed sponsorship sheet

- | | |
|---|--|
| <input type="checkbox"/> Top Ten Community Awards (April 4, 2009) | \$750 to \$1500 level sponsorships |
| <input type="checkbox"/> Annual Membership Meeting (June) Primary annual meeting of Chamber members | \$2500 to \$1500 level sponsorships |
| <input type="checkbox"/> Business @ Breakfast (10 events in 2009) 2nd Friday each month includes Networking @ Breakfast events | \$350 per event in 2009 |
| <input type="checkbox"/> B2B Trade Show (April 2009) | Event sponsor \$2500; Key sponsor \$1000; Show sponsor \$500 |
| <input type="checkbox"/> Strategies for Success Business training, workshops, and seminars throughout the year | Key sponsor \$2500 Event sponsors \$500 |
| <input type="checkbox"/> Business Leaders Round Table Meetings of business leaders to discuss key issues facing business in Camarillo, Ventura County and California. Dates to be determined. | Annual sponsorships \$1000. Sponsorship of each occasion (2-4 per year) \$500 |

Publication and Program Sponsorships

| | |
|--|---|
| <input type="checkbox"/> Business Plan and Annual Report (July/August 2009) This is the annual report to membership and to interested public and is used as a chamber informational tool. Printing of about 2500 copies planned. | \$2000 (full page sponsor), \$1000 (half page). Limited sponsorships available |
| <input type="checkbox"/> Restaurant & Special Events Guide (Jan. 2009 and every 6 months) 10,000 copies per year distributed to hotels, university, Premium Outlets and other key distribution points. Sponsors receive primary exposure in Guide. | Key sponsor \$1000 per issue Supporting sponsors \$500 per issue (sponsors cannot be restaurants or hotels) |
| <input type="checkbox"/> Annual Camarillo Business Survey (November 2009) Publication in November and mailed to 2000 members and Camarillo business leaders. Reports on the Chamber's survey of members on business satisfaction and issues. | Primary sponsor \$1500 Supporting sponsors \$500 |
| <input type="checkbox"/> Old Town Camarillo Guide (Next published early 2009) Guide to businesses in Old Town Camarillo, distributed by Old Town businesses and at the Chamber. | Key sponsor \$1000. |
| <input type="checkbox"/> CSUCI Welcome Pack (May 2009) Distributed to 1000 students, staff and faculty | Key sponsor \$1000 Participants \$250 |

Advertising Program

Pre-planned advertising programs help earn Chairman's Circle levels if sponsorship requirements for the level are met.

| | |
|--|--|
| <input type="checkbox"/> Camarillo Business Journal (newsletter of the Chamber) The most widely distributed business publication in the Camarillo area is read by an estimated 4000 to 5000 leaders of business, government, education, non-profits. | Programs available from monthly Business Resources Ad to full page ads. See rate sheet. Minimum required for Chairman's Circle program is \$500 per year. |
| <input type="checkbox"/> Wednesday Update weekly e-newsletter Published every Wednesday to 1,500+ readers; gives news of Chamber events, programs, advocacy positions, breaking news. | Banner ad is \$375 for 3 months; member messages \$75 per month. See rate sheet. Minimum required for Chairman's Circle program is \$500 per year. |
| <input type="checkbox"/> CamarilloChamber.org high traffic chamber website. The number one on-line business resource for Camarillo. Receives over 10,000 users per month. Top source for business look-ups. | Banner ads and rotating programs start at \$750. See rate sheet. Minimum required for Chairman's Circle program is \$1000 per year. |



Other Chairman's Circle Options

Annual Event Attendance Package A

Prepay for the year.

Package is in addition to other sponsorship benefits

\$500 for the package

2 tickets to every quarterly luncheon (4 events),
2 tickets to the Annual Membership Meeting
2 tickets to two other Business Advocacy events

Value is \$540.

Annual Event Attendance Package B

Prepay for the year.

Package is in addition to other sponsorship benefits.

\$750 for the package

Package A plus
Business @ Breakfast for two (20 passes)

Value is \$890

2009 Chairman's Circle Planner

Member Name:

| Category | Detail list events, programs, publications, ad outline | Level of event sponsorship | Amount |
|--|--|-------------------------------|--------|
| Basic annual investment (dues) | | | \$ |
| Quarterly luncheons | | | \$ |
| | | | \$ |
| | | | \$ |
| Special events | | | \$ |
| | | | \$ |
| Publications and program sponsorships | | | \$ |
| | | | \$ |
| Advertising program in Camarillo Business Journal, Wednesday Update, CamarilloChamber.org | | | \$ |
| | | | \$ |
| Other Options | | | \$ |
| TOTAL INVESTMENT | | | \$ |

Platinum \$10,000 or more
Silver \$5,000 to \$7,499

Gold \$7,500 to \$9,999
Bronze \$2,500 to \$4,999

