



Could your company's marketing use a boost?

We're here to help!

In this packet you will find

- **Website advertising**
- **Social media advertising**
- **e-news advertising**
- **Direct mail advertising**
- **Sponsorship opportunities**
- **Speaker opportunities**

Marketing your business through the Greater Phoenix Chamber is a cost-effective way to increase your brand awareness and attract new customers. The Chamber's marketing and advertising opportunities are tailored for business-to-business needs and provide our members with a variety of affordable marketing vehicles. As the largest Chamber in Arizona, our powerful reach can transform your marketing to target your audience. Look to the Greater Phoenix Chamber as an integral component of your marketing strategy!

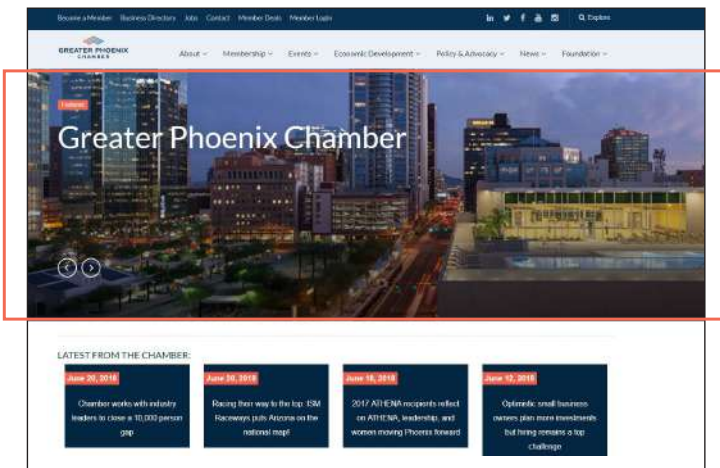
WEBSITE ADVERTISING

Our website welcomes an average of 23,000 visitors per month. Website advertising offers exposure to Chamber members, decision makers, the business community, researchers, media, visitors to the Valley and those relocating their businesses to Greater Phoenix. Consider strategically placed website advertising and get your message in front of these potential customers.

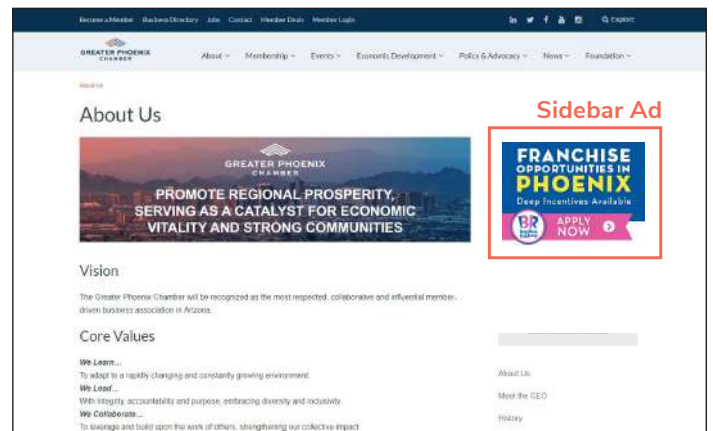
HOMEPAGE BANNER

Page views per month	4,800
Member rate per month	\$500
Member rate per 3 months	\$1,200
Specs	1200x600

HOMEPAGE BANNER PLACEMENT



INTERNAL PAGE SIDEBAR AD



INTERNAL PAGE AD

Page views per month	
Events Calendar	8,700
Contact	700
Join	450
Valley Young Professionals	450
Member rate per month	\$400
Member rate per 3 months	\$1,000
Non-member rate per month	\$800
Non-member rate per 3 months	\$2,000
Specs	375x375

SOCIAL MEDIA ADVERTISING

Share your upcoming event, corporate news or acquisition announcement through the Chamber's social media channels!

The Greater Phoenix Chamber's social media channels boast more than 24,000 followers — and counting. The Chamber's Facebook page, Twitter handle and LinkedIn page reach journalists, thought leaders and decision makers around Phoenix and across the country.

SOCIAL MEDIA OPTIONS

Members

One FREE post on Facebook, Twitter and LinkedIn.

Members & Non-members

Three posts on Facebook, Twitter and LinkedIn (or any combination)\$500 / \$1000



facebook.com/phxchamber



linkedin.com/company/greater-phx-chamber



twitter.com/phxchamber



youtube.com/user/PhoenixChamber

PROMOTIONAL OPPORTUNITIES

Sponsor an Event or Program

The Greater Phoenix Chamber is Arizona's largest chamber and leading business organization. We provide value to members through our role as a community organization, our ability to elevate local and national thought leaders, and the core services that we provide to developing and established businesses. Event sponsorship provides high-level of exposure for all sponsors. With a range of sponsorship levels, you can customize the exposure that fits your needs. We work to pair your investment with an event or program that compliments the efforts of your business.

Chamber Events

The Chamber holds nearly 20 large-scale events every year that bring the business community together for celebration, education and exploration.

Each Fall, the annual Economic Outlook program looks ahead to the coming economic trends at the local, state and international level, while the ATHENA Awards honor Valley businesswomen. In the Spring, our fancy turns to highlighting the companies that exemplify excellence with the annual IMPACT Awards.

Throughout the year, the Valley Voices series brings national issues into focus with captains of industry, political figures, sports icons and trendsetters to stimulate discussions and entertain.

Awards programs: The Chamber hosts two annual awards programs every year; one to honor women in business and one to recognize the work of local companies that are moving Phoenix forward.

- ATHENA Awards 700+ attendees
- IMPACT Awards 550+ attendees

Community events: The Chamber's community events serve as platform for subject matter experts and thought leaders to elevate impactful ideas in business. These events also provide opportunities to make meaningful business connections.

- Annual Luncheon 250+ attendees
- Economic Outlook 750+ attendees
- Valley Voices 200+ attendees

ECONOMIC OUTLOOK '19
THANK YOU TO OUR SPONSORS

COX

aps **BANK OF ARIZONA** **Southwest**

Arizona Commerce Authority
CopperPoint Insurance Companies
Fennemore Craig, P.C.
Video West, Inc.

Arizona State University • Cognizant Technology Solutions
Ernst & Young, LLP • Ideas Collide • Maricopa County IDA
Potsinelli • ProMéxico Phoenix • Quarles & Brady, LLP
Southwest Gas Corporation • SRP

MEDIA PARTNERS

ARIZONA CAPITOL TIMES KJZZ KTAR NEWS
REPUBLIC MEDIA UNIVISION ARIZONA



Chamber Events continued

Public affairs events: The Public Affairs events highlight the work of the Chamber's Public Affairs program in representing the voice of business at all levels of government. These events grant attendees access to Arizona's elected leaders.

- Legislative Kick-off Reception 500+ attendees
- Legislative Wrap-Up Breakfast 250+ attendees
- Mayor's State of the City Address 1,100+ attendees

Premier events: These invitation-only, executive-level events feature an intimate setting, allowing the audience to connect with our guest speakers. With access to key community leaders and speakers, our members get a sneak peek at exclusive insight into Phoenix's business community.

- Premier Leadership Series 125+ attendees
- Political Insider Series 125+ attendees

Networking Events and Member Programs

The Chamber's monthly networking events and member programs provide opportunities to expose your brand to potential clients.

Host or sponsor an event: Hosts or sponsors will have an opportunity to make a five-minute presentation to the group, and distribute your company's marketing materials. The GPCC will provide event planning and staff support.

Donate a door prize: Donations with a minimum value of \$20 will earn the donor verbal recognition during the member program. All door prizes valued over \$200 will earn the donor logo/company name placement on the event registration page, verbal recognition during the program and one tweet recognizing the donor prior to the event.

GREATER PHOENIX CHAMBER
ATHENA AWARDS

ATHENA TITLE SPONSOR
SNP[®]

ATHENA AWARDS SPONSORS
Cigna. PETSMART Charities
University of Phoenix[®] WELLS FARGO

GOLD SPONSOR
fray's

SILVER SPONSORS
fingerpaint CopperPOINT FAIRTALE BROWNIES
[w] VIDEOWEST Walmart
See money. Live better.

BRONZE SPONSORS
Arizona State University • Maricopa Integrated Health System
OnSite Care

COPPER SPONSORS
Forrest Anderson Plumbing and Air Conditioning Inc.
Freeport McMoran • Slalom Consulting

MEDIA PARTNER
REPUBLIC MEDIA
PARTNERING WITH COMMUNITY NETWORKERS

DIRECT MAIL ADVERTISING

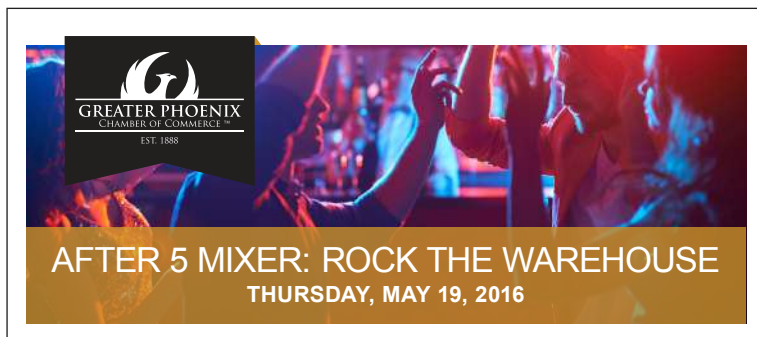
Print is not dead, and the Chamber offers a variety of avenues for direct mail marketers to get their message in front of thousands of Valley businesspeople on a regular basis.

INVOICE MAILERS

Take advantage of the opportunity to reach potential customers by including your pre-produced, 3.5"x8.5" marketing piece in our monthly invoice mailings.

We require 300 pieces delivered to us no later than two weeks prior to the first day of the month, and only after we have approved a proof of the piece to be inserted.

GPC members pay just \$300 for this opportunity. Non-members pay \$600.



ROCK THE WAREHOUSE

THURSDAY, MAY 19, 2016 | 5 – 7 p.m.
CLASSIC PARTY RENTALS
3103 E Broadway Rd #400, Phoenix, AZ 85040

THIS PARTY IS FOR YOU!
As a thank you for being a member of the Greater Phoenix Chamber of Commerce, you and your employees are invited to a high-energy evening event hosted by Classic Party Rentals. Enjoy live music, complimentary cocktails and appetizers from numerous local caterers while making business connections all over the Valley. The best part is that this evening of amazing entertainment is absolutely free.

You don't want to miss this experience! Get ready to rock!

Parking information: Free valet will be available. Make sure to bring tip money!
Questions? Contact Aimee Hill at 602.495.2198 or ahill@phoenixchamber.com



E-NEWS ADVERTISING

The Greater Phoenix Chamber's robust online presence includes a series of targeted e-newsletters. Due to the demand for placement within our newsletters, the Chamber requires a one-month notice for inclusion in e-newsletters. There are two advertising options within the Chamber's newsletters (with the exception of upcoming events):

CONTENT ADVERTISEMENT

Member rate per placement / 3 placements \$200 / 500
 Non-member rate per placement / 3 placements \$400 / 1000

IMAGE ADVERTISEMENT

Member rate per placement / 3 placements \$200 / 500
 Non-member rate per placement / 3 placements \$400 / 1000
 Specs 250x181

E-News Ad Placement

EVENTS & ANNOUNCEMENTS

Food options to beat the heat
 Summer's winding down but the heat isn't letting up. It's too hot to be in the kitchen so let Chamber members take care of the cooking for you. **Waldo's BBQ, Mad Greens, Flower Child, Smash Burger, Whataburger, Burger Theory** and **Domino's** are ready to help you get dinner on the table.
[READ MORE >](#)

Phoenix Police Department commander reveals why he chose Valley Leadership
 Commander Matt Giordano is using a give-and-take approach to his time with **Valley Leadership Class 38**. He's excited about the diverse group of professionals in his class, and looks forward to sharing the variety of work he and his colleagues do each day. In a brief video, Giordano discusses his approach to police work and why he's dedicating his time to Valley Leadership Class 38.

Take control of your health with My Lab ReQuest™ from Sonora Quest Laboratories
 Arizona law allows consumers to order tests from a licensed clinical laboratory without physician orders. In response to the new law, **Sonora Quest Laboratories** developed My Lab ReQuest™ - empowering consumers to order tests from a select menu of wellness, health profiles and tests, including screening for environmental/pollen allergies, diabetes, heart health, immunity and infectious diseases.
[LEARN MORE >](#)

Hospice of the Valley Speaker's Bureau educates community groups
Hospice of the Valley Speaker's Bureau gives educational presentations to community organizations, service clubs, civic and faith groups, businesses, schools, senior centers, retirement communities and homeowners associations. Topics include: dispelling myths about hospice and palliative care, living with chronic disease, dementia care, health care decisions (living wills), understanding grief and mourning, how to talk to your doctor, and caring for the caregiver. Speakers also discuss Ryan House, which cares for children with life-threatening conditions, and New Song Center for Grieving Children, which offers grief support for families.
[LEARN MORE >](#)

ATHENA AWARDS
 Wednesday, October 26, 2016
 Celebrating outstanding Valley Businesswomen!
[RSVP](#)

CORPORATE GIFTS, SIMPLIFIED.
 Rewards & Incentives
 Mail Via® Gift Cards
 available at 10 Convenient Locations.
[Buy Gift Cards >](#)

E-news Options

viewer reach

BusinessBuzz

Sent once a month on Monday morning, this email provides a quick overview of what's happening in the week ahead. Packed with information, it's a quick read that reaches over 3,600 business members.

4,200

Economy in Focus

Sent the last Monday of the month, this email highlights key economic trends in Greater Phoenix.

4,700

Policy in Focus

Sent the last Thursday of the month, this email is targeted toward businesspeople interested in the Chamber's public affairs efforts, economic development activities and new business developments around the Valley.

2,000

Small Business in Focus

Sent every other Wednesday morning, this email provides a great snapshot of the Chamber's upcoming events and programs.

2,400

Valley Young Professionals

Sent the second Tuesday of the month, this email targets young professionals between the ages of 25-39 interested in business networking and leadership development. This email includes upcoming VYP events, featured articles and special member offers.

2,000

Women in Focus

Sent the third Thursday of the month, this email includes Q&As with business women in our community, leadership tips and information about our upcoming monthly Professional Women's Alliance luncheon.

2,300

Let us build a customized marketing plan for you!

Not sure where to begin? Consider the examples below. We will work with you to mix and match the marketing you want and create a customized package that suits your needs and budget.

SOCIAL MEDIA STARTER PACKAGE

If you want to focus your marketing resources on social media, try this package.

1 Free Post on Facebook, LinkedIn and Twitter

6 Social Media posts – 4 on Facebook, 2 on Twitter

Billed at the rate of 3/\$500\$1,000

Subtotal\$1,000

Final member price\$900 (10% discount!)

Non-member price\$1,800

DIGITAL AND PRINT COMBO PACKAGE

Get your message to your target audience through a variety of channels.

3 Social Media Posts

Billed at the rate of 3/\$500\$500

1 Newsletter Ad

Billed at the rate of 1/\$200\$200

1 Ad on GPC's Homepage Banner

Billed at the rate of \$400/Month\$400

1 Placement in Monthly Invoice Mailers

Billed at the rate of 1/\$300\$300

Subtotal\$1,400

Final Price\$1,190 (15% discount!)

Non-member price\$2,800

Questions about marketing with the Chamber?

Please contact Miranda Cain-Morton at mcain@phoenixchamber.com | 602.495.2484