



SPONSORSHIP & MARKETING OPPORTUNITIES

Henderson Chamber of Commerce
Personal Relationships. *Powerful Results.*





Sponsorship with the Henderson Chamber of Commerce (HCC) enables you to harness the power of the Chamber network, while best leveraging your valuable time and resources to attain your desired business goals and marketing objectives. The HCC offers several levels of customized Tiered Sponsorships to foster and develop relationships among Southern Nevada’s business elite, HCC board members, as well as civic and elected leaders. As an added value, each level of sponsorship also includes your annual HCC and Henderson Development Association (HDA) membership dues.

Diamond Sponsors: \$20,000+

Executive Platinum Sponsors: \$15,000+

Platinum Sponsors: \$10,000+

Gold Sponsors: \$7,000+

Silver Sponsors: \$3,750+

Executive HDA (Henderson Development Association) Sponsors: \$7,000+

HDA (Henderson Development Association) Sponsors: \$3,750+

Exclusive Networking Events:

All sponsors receive invitations to exclusive Tiered Sponsor networking events featuring VIP speakers and information – the number of annual invitations is based on level of investment.

Marketing & Promotion:

In addition to your custom package, sponsors also receive:

- Company logo displayed on Tiered Sponsor banners that are displayed at all HCC & HDA events.
- Company logo (hyperlinked to company website) on the HCC website.
- Recognition at Annual State of the Chamber Address.
- Company press releases highlighted in the Sponsor News page of HCC website and featured in one HCC newsletter.

Business Advocacy:

A portion of your sponsorship (up to 5%) also supports the HCC’s advocacy work to benefit its members and preserve a pro-business economy. The HCC retains fulltime lobbyist services on behalf of our members. This 5% is non-deductible.

Henderson Chamber of Commerce Event Sponsorships

Presenting Sponsor at HCC Networking Breakfast (one available per event) | \$700

Benefits:

- Recognition as Presenting Sponsor on all event marketing material; company logo recognition at event; podium recognition by emcee.
- Distribution of marketing collateral at each table and/or attendee seat.
- Provided 5-7 minutes to address attendees with optional PowerPoint presentation.
- Two admissions to the Networking Breakfast.

HCC Networking Mixer or Breakfast Sponsor (two available per event | \$400

Benefits:

- Recognition as Mixer or Breakfast Sponsor on all event marketing material; company logo recognition at event (to vary based on time of commitment).
- Display table for marketing collateral.
- Two admissions to the Networking Mixer or Breakfast.

Event Sponsor of Exclusive HCC Quarterly Tiered Sponsor Reception (multiple available per event | \$3,000+

Benefits

- Recognition as Event Sponsor on electronic invitations.
- Company logo recognition at event; recognition by emcee.
- Catering and beverages provided.
- Host opportunities available.
- Five admissions to the Reception.

HCC Networking Breakfast/Lunch/Mixer Post-Event Outreach Sponsor | \$1,200 for 6 Months (2 available), \$2,000 for 12 Months (1 available)

Available Sponsorships

Jan-Dec \$2,000 (1 available)

Jan-June \$1,200 (2 available)

July-Dec \$1,200 (2 available)

Benefits

This opportunity positions sponsors directly in front of event attendees with a chamber-created post-event survey email that receives their undivided attention. A survey is emailed to all Breakfast, Lunch and Mixer registered attendees following the events. Approximately 100-150 HCC members register for each monthly event.

- Company logo with URL linked in post-event survey email following all HCC Networking Breakfasts, Luncheons and Mixers within the sponsorship duration.

Sponsor at Henderson Development Association (HDA) or HCC Event (multiple available per event) | \$1,500

Benefits

- Recognition as Event Sponsor on all event marketing material; company logo recognition at event; podium recognition by emcee.
- Five admissions to the event.

HCC Members-Only Women's Golf Networking Group Series Sponsor (2 available) | \$600

Small group networking with fellow female HCC members and Golf Teaching Professional [Tiger Lily, PGA](#) at Chimera Golf Club. After either a golf lesson or 9 holes, enjoy mingling, appetizers and happy hour beverages. All golf levels are welcome!

- Recognition as Event Sponsor on all event marketing material; company logo recognition at event. Attendance is capped at 12.
- Welcome remarks prior to the lesson or round.
- Distribution of marketing collateral at each event (optional).
- One admission.

Signature Events

HCC Annual State of the Chamber Address Event Sponsor (multiple available per event) | \$3,500

Benefits

- Recognition as Event Sponsor on all event marketing material; company logo recognition at event; podium recognition by emcee (to vary based on time of commitment).
- Company/logo recognition in HCC PowerPoint presentation at luncheon.
- Reserved priority table seating for ten.

HCC Annual State of the Chamber Address Post-Event Outreach Sponsor (1 available) | \$500

Benefits

This opportunity positions sponsors directly in front of approximately 600 registered business, community and elected leaders with a post-event survey email that receives their undivided attention.

- Company logo with URL linked in post-event survey email following the HCC Annual State of the Chamber Address.
- One admission to the HCC Annual State of the Chamber Address.

Henderson's Annual Economic Development & HCC Small Business Awards Event Sponsor (multiple available per event) | \$3,000

Benefits:

- Recognition as Event Sponsor on all event marketing material; company logo recognition at event; podium recognition by emcee (to vary based on time of commitment).
- Recognition in printed awards program booklet and in print or digital ads in a local business publication (if applicable).
- Company/logo recognition in PowerPoint presentation at dinner gala.
- Reserved priority table seating for 10.

Henderson's Annual Economic Development & Small Business Awards Post-Event Outreach Sponsor (2 available) | \$500

Benefits

This opportunity positions sponsors directly in front of approximately (600) registered business, community and elected leaders with a post-event survey that receives their undivided attention.

- Company logo with URL linked in post-event survey email following Henderson's Annual Economic Development & Small Business Awards.
- One admission to the Awards dinner gala.

HCC Annual Swing for Success Golf Classic

This exclusive golf tournament supports the HCC and Nevada State College Foundation Scholarship Fund. It's an exciting opportunity to support an important cause while enjoying a tremendous golf experience with fellow business and community leaders.

Reference Swing for Success Sponsorship Packet.

HCC Business Expo – Event Sponsorship Opportunities Coming Soon

To learn more, please contact Lindsey Bengtson, Events Manager

lbengtson@hendersonchamber.com or call 702-565-8951. We will advise of event details and sponsorship opportunities when available.

Virtual Event Sponsorships

HCC Monthly New Member Briefing Sponsor (multiple available per event) | \$2,000 for 12 New Member Briefings

Benefits

- Recognition as New Member Briefing Sponsor on all event marketing material and on the Zoom platform.
- Company/logo recognition in New Member Briefing PowerPoint presentation.

HCC New Member Briefing and 30-Day Goal-Getter Challenge Post-Event Outreach & Mid-Program Sponsor

Available Sponsorships

Jan-June \$1,100 (1 available)

July-Dec \$1,100 (1 available)

Benefits

This opportunity positions sponsors directly in front of event attendees with a chamber-created post-event survey email that receives their undivided attention. Sponsors will have the opportunity to have a PDF slide or video advertisement included in the New Member Briefing presentation. Approximately (15-30) attendees register for each event.

- Company logo with URL linked in post-event survey following HCC New Member Briefings and 30-Day Goal-Getter Challenges for the duration of the sponsorship.
- PDF or video advertisement to be included in New Member Briefing presentation for the duration of the sponsorship.
- Video advertisements must be 30 seconds or less.

Government Affairs & Issues Mobilization Political Action (IMPAC) Sponsorships

The HCC works to educate and influence government through our Issues Mobilization Political Action Committee (IMPAC). IMPAC is a bipartisan group that makes direct contributions to candidates who promote and vote for an agenda of a favorable business climate. IMPAC operates separately from the HCC by independent HCC volunteer members and follows the mission of the HCC and its member businesses.

Board Seat | \$1,000

If you are interested in joining the IMPAC Board, seats are \$1,000 and require IMPAC Board interview and approval.

Pancakes & Politics Sponsor featuring Nevada's Federal Representatives| \$1,500 per event directed to IMPAC

Benefits:

- Recognition as Event Sponsor on all marketing material (to vary based on time of commitment).
- Company/logo recognition at event.
- Distribution of marketing collateral at each table and/or attendee seat.
- Four admissions to the event.

Campaign School Sponsor| \$1,500 per event directed to IMPAC

This is a half-day program designed to educate attendees on what it takes to become a winning candidate, as explained directly from industry experts including campaign strategists, lobbyists, current and former elected officials, and more. This popular seminar is the only public, non-partisan program of its kind in Nevada. Please note, this is a biennial program (e.g. 2023, 2025, 2027, etc.).

Benefits:

- Recognition as Event Sponsor on all marketing material.
- Company/logo recognition at event.
- Distribution of marketing collateral at each table and/or attendee seat.
- Two admissions to the event.

Legislative Reception Sponsor | \$3,000

Bringing together business and civic leaders at the HCC Legislative Reception in Carson City. Please note, this is a biennial program (e.g. 2023, 2025, 2027, etc.).

Benefits:

- Recognition as Event Sponsor on all marketing material (to vary based on time of commitment).
- Company/logo recognition at Reception.
- Five admissions to the Reception.

Post Legislative Luncheon Sponsor | \$1,500

HCC's contract lobbyist, Carrara Nevada, provides an overview of the key bills that state legislators acted and how they will impact local businesses, discuss HCC's role in the advocacy process to protect members and provides a glimpse of what the political and policy landscape may look like into the future for the State of Nevada. (e.g. 2023, 2025, 2027, etc.).

- Recognition as Event Sponsor on all marketing material.
- Company/logo recognition at event.
- Five admissions to the event.

Marketing & Advertising Opportunities

As a benefit of membership, the Henderson Chamber of Commerce offers many great marketing and advertising tools to assist members in promoting their company news, events, job openings, special offers, products and services. Customization is available – create your own marketing package by combining several of the offers outlined below!

Website Banner Ads

A banner ad supports visibility of your business, it can drive traffic to your website, and it shows your support of the HCC and local business community. Advertise your company on one or more pages of the HCC website. These rotating ad placements appear on the specified page of the HCC website and link out to your company website or a specified URL.

Website Stats as of Winter 2023

2,700 average new users per month

10,400 average pageviews per month

Homepage Banner Ad

3 months | \$750

6 months | \$1,350

Annual commencing on effective date of proposal | \$2,400

Events Calendar Page Banner Ad

3 months | \$500

6 months | \$900

Annual commencing effective date of proposal | \$1,600

Member Directory Page

3 months | \$250

6 months | \$450

Annual commencing effective date of proposal | \$800

Newsletter Banner Ads

The HCC sends out a weekly newsletter and offers a limited number of banner ad spaces. Your ad may promote company news, events, job openings, special offers, products, and services. Email banner ads link out to your company website or any specified URL related to your business.

Email Database Stats as of Winter 2023

32% average open rate

6,000 approximate number of HCC email subscribers

Top Placement Newsletter Banner Ads

Banner ads featured at the top of the newsletter.

À la carte | \$100 per placement

3 placements | \$275

6 placements | \$525

12 placements | \$1,000

Middle Placement Newsletter Banner Ads

Banner ads featured in the middle of the newsletter.

À la carte | \$75 per placement

3 placements | \$205

6 placements | \$390

12 placements | \$775

Bottom Placement Newsletter Banner Ads

Banner ads featured towards the bottom of the newsletter.

À la carte | \$50 per placements

3 placements | \$135

6 placements | \$255

12 placements | \$550

Social Media Sponsored Posts

Tap into our followers on social media! We offer this affordable tool for those members who would like to promote their business to the HCC's audiences on Facebook or LinkedIn.

Sponsored posts can be used to promote special offers, announce events and news, or promote your business or products.

HCC Social Media Audience as of Winter 2023

Facebook: 7,500

LinkedIn: 2,770

À la carte | \$50 per post, per channel

Member Spotlight Video

This marketing opportunity provides you an exciting way to promote your business. The member spotlight is like an “infomercial” via Zoom. A member of the HCC membership sales team will connect with you to film a 3-minute conversation where you can promote special offers, upcoming events, company news and promote your business. The video will be featured in our email newsletter and shared on all HCC social media channels.

À la carte | \$750
2 videos | \$1,350

Guest Blog on HCC Website

Demonstrate expertise on a topic of your choice with a guest blog post on the HCC website. This offer provides the opportunity to raise your brand awareness, grow goodwill, earn more leads to your website through referral traffic, and boost SEO. You’ll have direct connection to the email inboxes of 5,900 plus Southern Nevada decision makers. This offer includes a social media promotion for every guest post – a \$200 value for 4 HCC social media channels, reaching a combined 14,800 social media followers.

Email Database Stats as of Winter 2023

32% average open rate
6,000 approximate number of HCC email subscribers

Website Stats as of Winter 2023

2,700 average new users per month
10,400 average pageviews per month

HCC Social Media Audience as of Winter 2023

Facebook: 7,500
LinkedIn: 2,770
Twitter: 2,400
Instagram: 2,200

The Essential: 1,000 words

À la carte | \$149
Two blog posts | \$268

The Deluxe: 1,750 words

À la carte | \$219
Two blog posts | \$394

The Works: 3,000 words

À la carte | \$360
Two blog posts | \$648

HCC Member Mailing List

Send direct mailings to HCC members with the complete HCC membership list of approximately 1,800 contacts.

List Use

The list use is a one-time use through our mailing house. A draft of the item you intend to mail to members must be submitted to us approval. Once approved, you will receive a confirmation giving you permission to use the mailing list through our mail house. You then negotiate directly with the mailing house for the printing, copying, mailing services that you require. The cost of these services are not included in the list use fee to the Henderson Chamber of Commerce and are payable directly to the mailing house.

Members | \$200

Mailing Labels

We offer printed labels that can be adhered to your mail piece. Please allow for 10-15 business days for our team to print the labels.

Members | \$100

Member Directory Print-Out

The non-editable HCC Member Directory print-out is for reference only and may not be distributed to any third parties. You are allowed to use this list to create your own distribution list by typing in the member contact info and building your own database.

Members | \$50

Henderson Chamber of Commerce Foundation Sponsorships

The Henderson Chamber of Commerce Foundation (HCCF) is a 501(c)(3) non-profit organization (88-0358312) that promotes and supports philanthropy, leadership development and educational programming through volunteerism and charitable giving.

The HCCF and its Board of Directors manage three primary programs: 1) Leadership Henderson 2) Launchpad, which is the longest operating business incubator in the state of Nevada 3) Community Cares, a charity focused initiative supporting members of the HCC.

HCCF Executive Sponsor – \$5,000 to \$10,000 Annually

HCCF Executive sponsors globally support the three primary HCCF programs outlined above. Funding is equally divided into the three programs or can be customized to support specific initiatives of sponsor's choosing. Funding supports the Foundation's administration, staffing, marketing and general operating needs.

Benefits:

- Recognition as HCCF Executive Sponsor on HCC/HCCF website and at HCCF focused events.
- Recognition as HCCF Sponsor at State of the Chamber with recognition from the podium.
- Volunteerism and engagement opportunities for sponsor staff.

Community Cares Sponsor – \$3,000 Annually

The Community Cares initiative provides dedicated support to project-specific needs of the HCC's charitable members. These projects generally occur on a quarterly basis and are selected by the Community Cares Committee comprised of HCCF Directors. Projects may consist of volunteer opportunities, fundraising or other specific needs of the selected charity. These projects are open to the HCC membership to participate. Community Cares sponsorships are directed to the administration of the program including staff time, marketing and general operating needs to sustain the initiative.

Benefits:

- Recognition as Community Cares Sponsor on all event marketing material and on Community Cares webpage.
- Participation to serve on Community Cares Committee upon committee approval.
- Volunteerism and engagement opportunities for sponsor staff.

Foundation Golf Classic – Non-profit Beneficiary TBD

Reference Foundation Golf Sponsorship Packet.

Leadership Henderson Sponsorships

The program is an eight-month course devoted to educating and empowering civic-minded professionals with the goal of building and maintaining a strong network of effective community leaders. Through panel presentations by community leaders and experts, simulations, site visits and hands-on experiences, participants learn about current issues pertaining to local economy, government, social services, health, gaming, business and education that affect the residents and businesses that call Southern Nevada home. The selection of annual class participants (both acknowledged and aspiring leaders) is based upon demonstrated leadership experience, potential and abilities. Applicants are interviewed and selected by Leadership Henderson alumni.

Corporate Sponsor | \$5,000

Benefits:

- Recognition as Corporate Sponsor at LH events and marketing material.
- Remarks by company representative at Class Retreat (optional).
- Two admissions to the Class Retreat Dinner.
- Logo recognition & website hyperlinked in HCCF Executive Director's email signature.
- Full page color ad in the Graduation Program.
- Priority table seating at Class Graduation.
- Recognition at State of the Chamber.

Class Retreat Sponsor | (2 available) \$3,000

Benefits:

- Recognition as Class Retreat Sponsor on LH webpage.
- Recognition as Class Retreat Sponsor on marketing material at the two-day Retreat.
- Distribution (optional) of marketing collateral.
- Two admissions to the Class Retreat Dinner.
- Remarks by company representative at Class Retreat (optional).
- Full page color ad in the Class Yearbook.

Class Retreat Dinner Sponsor | \$1,500

Benefits:

- Recognition as Class Retreat Sponsor on LH webpage.
- Recognition as Class Retreat Dinner Sponsor on marketing material at the dinner.
- Two admissions to the Class Retreat Dinner.
- Remarks by company representative at the dinner (optional).

Day Sponsor | (6 available) \$2,500

- Recognition as the Day Sponsor on marketing material for the assigned day.
- Full page color ad in the Class yearbook.
- Two admissions to the Class graduation.

Leadership – Thank Leadership It’s Friday (TLIF) Sponsor | (6 available) \$450

TLIF is a monthly mixer that we host for the current class, alumni of the program and professionals that are interested in learning more about the program. They are held at the end of each of our Leadership Days at various venues in the valley. Appetizers are provided and happy hour pricing on drinks. It’s a great opportunity for alumni to catch up with each other and to meet the current class, and for our TLIF sponsors it’s a great opportunity to meet the folks that are shaping our business community.

Benefits:

- Recognition as TLIF Sponsor on marketing material.
- Company representative admission to sponsored TLIF event to network with class and Alumni.
- Remarks by company representative at TLIF event (optional).

Class Graduation Sponsor | (3 available) \$2,000

Benefits

- Recognition at the event with 200+ attendees including on tables and stage.
- Two admissions to Class Graduation.
- Logo on our website, registration page, invitation with link to website.
- 1/2-page ad in the graduation yearbook distributed to all guests with recognition as the sponsor of the event. Sponsor to provide print-ready ad.
- Recognition in event emails to class members, guests and in social media posts.

Biddin’ for Bottles Sponsorships

Wine tasting fundraiser hosted by Leadership Henderson. Non-profit beneficiary TBD.

Event Sponsor | (3 available) \$3,000

Benefits

- Sponsor logo on wine glasses distributed to all guests.
- Six VIP admissions.
- Reserved table with refreshments at the After Party.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

Welcome & Registration Sponsor | \$1,500

Benefits

- Recognition at event with marketing table close to registration.
- Two VIP admissions.
- Reserved table with refreshments at the After Party.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

Auction Sponsor | \$2,500

Benefits

- Sponsor logo will appear on silent auction app.
- Company logo will appear on 2 text messages that will be sent during B4B.
- Four VIP admissions.
- Reserved table with refreshments at the After Party.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

Photo Booth Sponsor | \$2500

Benefits

- Company logo will be placed on each hardcopy photo that will be given to guests who are attending B4B.
- 4 VIP tickets.
- Reserved table with refreshments at the After Party.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

After Party Sponsor | \$1,500

Benefits

- Sponsor will receive logo on any promotional themed item for the after party.
- Two VIP admissions.
- Reserved table with refreshments at the After Party.
- Company listing in the printed program, event signage and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

Wine Sponsor | (6 available) \$1,250

Benefits

- Sponsors will receive logo on wine bags.
- Two VIP admissions.
- Reserved table with refreshments at the After Party.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

Cigar/Whiskey Patio Sponsor | \$800

Benefits

- Two VIP admissions.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

Fine Spirit Table Sponsor | \$800

Benefits

- Two VIP admissions.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.

VIP Sponsor | (15 available) \$600

Benefits

- Two VIP admissions.
- Company listing in the printed program, signage at the event and company name linked on the registration page.
- Opportunity to place collateral in guest goodie bags.