



2017 Investment Guide

Invest in the Future of Your Business Community!

Monroe Chamber of Commerce
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Investment: Membership Dues

Investment Levels	Number of Employees	Annual Dues Amount
Second Location	Must have basic Business Membership	\$100
Basic Business	1-15 employees	\$325
Patron	15-30 employees	\$575
Patron +	15-30 employees and businesses that want to participate at a higher level	\$775
Benefactor	30-50 employees and businesses that want to participate at a higher level and receive more recognition	\$1250
Chairman's Circle	50-150 employees and businesses that want to provide leadership, participate at a higher level and receive more recognition	\$2,500
Board of Advisors	Over 150 employees and businesses that want to take an active role in leadership and development of standards, programs and incentives of the chamber. Members are invited to attend Chamber Board retreats.	\$5,000

Investment: Government Relations & Business Advocacy

Government Relations, Infrastructure & Business Advocacy

Invest in Progress for Northeast Louisiana. Our mission is to represent the voice of the business community and to protect the interests of our businesses on the local, state, and federal levels with initiatives and projects that improve the business climate. Your support allows us to maintain a strong presence in Baton Rouge and Washington, D.C. to obtain significant federal and state funding for area projects, and to advocate for positive business legislation. Sponsors are recognized in accordance with the level of giving.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5,000 Gold \$2,500 Silver \$1,000 Bronze \$500	Receive invitations to special events & receptions Recognized in <i>Inside The Chamber</i> Recognized in the <i>Mid-Week Report</i> in <i>The News-Star</i> Recognized in the Weekly Report	9 luncheons/2,500 attendees Distribution: 1,200 copies Circulation: 36,553 Distribution: 1,100 copies

Washington D.C. Advocacy Trips

Invest in progress for our region! We conduct advocacy trips to Washington D.C. each year to present our federal agenda to our congressional delegation. Our efforts have helped secure millions of dollars for the region. Results of our efforts include securing funding for projects like the Monroe Regional Airport Terminal, Kansas Garrett Interchange, Kansas Lane Extension, the Ouachita Parish Port and others. We work in partnership with Holland and Knight, our Washington D.C. based lobbyist.

Title Sponsor \$2,500 Gold \$1,000 Silver \$500	Receive invitations to join us in Washington D.C. Recognized in <i>Inside The Chamber</i> Recognized in the <i>Mid-Week Report</i> in <i>The News-Star</i> Recognized in the Weekly Report	Distribution: 1,200 copies Circulation: 36,553 Distribution: 1,100 copies
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Investment: Government Relations & Business Advocacy

Government Relations Updates

Invest in Progress for Northeast Louisiana. We host a series of legislative update luncheons to provide government leaders at the local, state and federal levels a platform to address the business community on various issues that impact our region and, more specifically, the business community.

Luncheon	Approximate Date	Exposure
Louisiana Speaker or Cabinet Level Speaker	August	250 Attendees
Public Affairs Research & Council for a Better Louisiana	April	150 Attendees
LABI	March	100 Attendees
Northeast Louisiana Legislative Delegation Update	June	400 Attendees
U. S. Senator (TBA) Update Luncheon (meet the Candidate)	March	300 Attendees
U.S. Senator Bill Cassidy	August	225 Attendees
State of Local Government Update Luncheon	November	300 Attendees
U.S. Congressman Ralph Abraham Update Luncheon	January	350 Attendees
State of the State Update Luncheon with Governor	February	500 Attendees

Sponsor Level	Benefits	Exposure/Distribution/Value
\$700	Recognized on event flyers Recognized in the Weekly Report Recognized in <i>Inside the Chamber</i> Receive a table of 8 at luncheon, seat at the head table & script recognition Recognized in the Mid-Week Report in <i>The News-Star</i>	Distribution 6,156 Distribution 1,026 Distribution 1,200 Value: \$225 Circulation 36,553

Northern Exposure Regional Advocacy Trip

Invest in building relations for progress! Every May, chambers of commerce, economic development organizations, local businesses, local elected officials, and individuals from all north Louisiana parishes join the Monroe Chamber and journey to Baton Rouge to honor our legislators and state elected officials for the betterment of our area. This is a time to discuss the needs & concerns of Northeast and North Central Louisiana with our legislators and state leaders. Our mission is to secure funding and advocate on behalf of our businesses. Sponsors are recognized in accordance with the level of giving.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$2,500	Receive 12 tickets and all benefits of other levels	Value-\$720
Gold \$1,500	Receive 8 tickets and all benefits of other levels	Value-\$480
Silver \$1000	Receive 4 tickets Recognized in all brochures, signs, banners, press releases Recognized on promotional flyers Recognized in <i>The News-Star</i> Recognized in <i>Weekly Report</i> , once per week in the 6 weeks prior to event Recognized in <i>Inside the Chamber</i> Recognized in the <i>Legislative Directory</i> Recognized in the <i>Mid-Week Report</i> in <i>The News-Star</i>	Value-\$240 Distribution 500 Distribution 6,156 Distribution 38,000 Distribution 7,200 Distribution 1,200 Circulation 250 Circulation 36,553

Investment: Business And Workforce Development

Business and Community Development Initiatives

These initiatives include the promotion of the community and regional businesses. We provide information on business tax incentives, federal and state assistance programs, and provide networking events and assistance with entrepreneurship and business resources.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5000 Gold \$2,500 Silver \$1,000 Bronze \$500	Recognized in the Weekly Report Recognized in Inside the Chamber Recognized in the Mid-Week Report in The News-Star Recognized in the Chamber's Annual Membership Directory	Distribution 1,200 Distribution 1,200 Circulation 36,553 Circulation 36,553

Thomas H. Scott Award of Excellence

Celebrate the success of local business. This event allows us to recognize and honor businesses that make a capitol investment in Ouachita Parish, create new jobs and support the community through involvement in community improvement initiatives.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5000 Gold \$2,500 Silver \$700	Recognized on event flyers Recognized in the Weekly Report Recognized in Inside the Chamber Recognized in the Mid-Week Report in The News-Star Recognized in the Chamber's Annual Membership Directory Complimentary tickets to reception according to level of sponsorship	Distribution 6,156 Distribution 1,200 Distribution 1,200 Circulation 36,553 Circulation 36,553 Value-\$40 - \$320

Top 20 Under 40 Event

Celebrate the success of our NELEA Young Professionals. The event allows us to recognize twenty young leaders who are making a difference in our community.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5000 Gold \$2,500 Silver \$700	Recognized on event flyers Recognized in the Weekly Report Recognized in Inside the Chamber	Distribution 6,156 Distribution 1,200 Distribution 1,200

Leadership Ouachita Scholarship

Help identify and foster young leaders in Ouachita Parish. The Leadership Ouachita Program strengthens the community by broadening the leadership of emerging leaders. Support a member of your staff or provide a scholarship for a deserving candidate.

Sponsor Level	Benefits	Exposure/Distribution/Value
\$1300	Recognition in the Weekly Report Recognition in Inside the Chamber Recognized in the Mid-Week Report in The News-Star	Distribution 1,200 Distribution 1,200 Circulation 36,553

Leadership Ouachita Program

Invest in leaders for tomorrow! This adult leadership program strengthens the community by broadening our parish's leadership base. Sponsors are recognized in accordance with their level of giving.

Sponsor Level	Benefits	Exposure/Distribution/Value
Title Sponsor \$3000	The program named after your company	
Silver \$1,000 Bronze \$500	Your business will be featured in press releases Recognized at the Leadership Ouachita graduation Recognized on promotional event flyers Recognized in the Weekly Report Recognized in Inside the Chamber Recognized in the Mid-Week Report in The News-Star Recognized in the Chamber's Annual Membership Directory Complimentary tickets to the Leadership Ouachita graduation	Attendance 150 Distribution 2,052 Distribution 1,200 Distribution 1,200 Circulation 36,553 Circulation 36,553 Value-\$100—\$400

Investment: Business And Workforce Development

Workforce Solutions Luncheon

Invest in our future. Join business leaders, workforce professionals and human resource directors to discuss and hear issues and solutions to the workforce challenges of Northeast Louisiana.

Luncheon		Date	Exposure
Workforce Solution Luncheon Vision for the Future-Monroe City Schools		October August	150 Attendees 250 Attendees
Sponsor Level	Benefits	Exposure/Distribution/Value	
\$700	Recognized on event flyers Recognized in the Weekly Report Recognized in <i>Inside the Chamber</i> Receive a table of 8 at luncheon, seat at the head table & script recognition Recognized in the Mid-Week Report in <i>The News-Star</i>	Distribution 6,156 Distribution 1,026 Distribution 1,200 Value: \$225 Circulation 36,553	

Ouachita 101

Invest in our future. Our efforts focus on helping acclimate new residents to Ouachita Parish as quickly as possible. This event is held at CenturyLink and attracts almost 100 area vendors representing the arts, education, non-profit organizations, medical and healthcare, wellness, commercial ventures, activities for children, youth athletics and a host of other organizations. All have joined together to introduce new residents to Ouachita Parish.

Sponsor Level	Benefits	Exposure/Distribution/Value
Gold \$1,000 Silver \$500 Bronze-\$250	Recognition in the Monroe Weekly Report Recognition in Inside the Chamber Recognized in the Mid-Week Report in The News-Star	Distribution 1,200 Distribution 1,200 Circulation 36,553

2016 Northeast Louisiana Career Fair

Help connect NELA businesses to qualified jobseekers. Each year, the Monroe Chamber hosts the NELA career fair that provides an opportunity for area businesses to meet with over 800 jobseekers in one day. The event attracts jobseekers from a 150 mile radius of Monroe.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5,000	Event named after your company Receive benefits of other levels	Attendance-800 jobseekers 42 businesses represented
Gold \$2,500 Silver \$1,000 Bronze \$500	Booth at the event Recognition in the Monroe Weekly Report Recognition in Inside the Chamber Recognized in the Mid-Week Report in The News-Star	Distribution 1,200 Distribution 1,200 Circulation 36,553

Accent on Excellence

Invest in Excellence in Education. This breakfast is an opportunity for the Monroe City Schools, the Ouachita Parish Schools, Louisiana Delta Community College and the University of Louisiana at Monroe to present an annual report to the community on the progress of their students, highlight their successes and brag about their achievements. In addition, the event provides an opportunity to bring a prominent education leader to the community to give the keynote address. Sponsors are recognized in accordance to their level of giving.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5,000	Event named after your company Receive table of 8 & recognition at breakfast Receive benefits of other levels	Attendance 350 Value \$160
Gold \$2,500 Silver \$1,000	Your company featured in press releases and signage Receive table of 8 & recognition at breakfast Recognition in the Monroe Weekly Report Recognition in Inside the Chamber Recognized in the Mid-Week Report in The News-Star Featured on promotional flyers	Distribution 1,200 Distribution 1,200 Circulation 36,553 Circulation 6,156

Investment: Advertising & Marketing

Annual Meeting & Banquet

Celebrate our community's success! Held in January each year at the Monroe Civic Center, the event recognizes the Chamber's incoming leadership and features a celebration of recent accomplishments and highlights opportunities that lie ahead. Sponsors are recognized according to their level of giving.

Sponsor Level	Benefits	Exposure/Distribution/Value
Platinum \$5,000	Event named after your company & you will introduce the keynote speaker Your logo will be featured on programs and invitations Receive benefits of other levels	Distribution 1,200
Gold \$2,500	Your company will be featured on the program You will be recognized on promo flyers distributed 6 times Recognition in the Monroe Weekly Report Recognition in Inside the Chamber Recognized in the Mid-Week Report in The News-Star Receive a table of 8 for your company Your company recognized in all press releases	Distribution 1,200 Distribution 6,156 Distribution 1,200 Distribution 1,200 Circulation 36,553 Value: \$300

Holiday Gala & Auction

This can't miss event is the chamber's holiday social event of the year! Held in December at Bayou DeSiard Country Club the live auction and dance includes great food, spirits and live music. The holiday auction and gala attracts over 400 of the community's leading citizens. This is a great way to showcase your business products and services. Sponsors will be recognized according to their level of giving.

Sponsor Level	Benefits	Exposure/Distribution/Value
Title Sponsor \$5,000	Exclusive Recognition as Title Sponsor Reserved Seating for 8 Name and Logo on invitation and Auction Booklet Quarter Page B/W ad-Winter <i>Inside the Chamber</i> Magazine Thank you recognition-Chamber Weekly Report, Delta Style, News-Star Company mentioned in all Press Releases	Value \$480 Mailed to 1200 individuals
\$2,500	Your company receives 8 tickets to the event Your company featured on all invitations and Auction Booklet Quarter Page B/W ad-Winter <i>Inside the Chamber</i> Magazine Thank you recognition-Weekly Report, Delta Style, The News-Star Recognized in all press releases	Value: \$240 Distribution 1,000 Distribution 1,200 Circulation 36,553 Circulation 36,553
\$1,500	Your company receives 6 tickets to the event Your company featured on all invitations and Auction Booklet Thank You Recognition in the Weekly Report, Delta Business & News-Star Recognized in all press releases	Value: \$120.00 Distribution 1,000 Circulation 36,553 Circulation 36,553

Relocation Guide/Membership Mailings/Newsmagazine Envelopes

These envelopes are used to mail relocation packets requested numerous times throughout the year. They go to people who are visiting or relocating to our area. We also use these envelopes to deliver our Membership Directory to the entire membership in the spring each year. In addition, Inside the Chamber, the Chamber's newsmagazine is mailed out twice each year to the entire membership. Great exposure for your business!

Sponsor Level	Benefits	Exposure/Distribution/Value
\$1,500	Your company's logo will be printed on the front of the envelope Sponsors can insert information in relocation packets to promote your business	Distribution 7,300 Reach 7,300 individuals

Golf Tournament

Enjoy a great networking event with the most prominent business leaders in the community and market your business at the same time! This annual event is held every September and attracts over 40 teams with both morning and afternoon flights.

Sponsor Level	Benefits	Exposure/Distribution/Value
\$2,500	Listed as title sponsor, including company logo on all promotional material Two 4-man golf teams Corporate tent placed between holes 3-16 at the tournament Recognition in the Weekly Report and Mid-Week (<i>News-Star</i>) Opportunity to place material in golfer's ditty bags	Distribution 7,300 Value \$900 Circulation 36,553
\$1,000	One 4 man golf team Company name listed on all printed materials Recognition in the Weekly Report and Mid-Week (<i>News-Star</i>) Corporate tent placed between holes 3-16 Opportunity to place promotional items in golfer's ditty bags	Value-\$450 Distribution 7,300 Circulation 36,553
\$500	Company name on all printed materials Recognition in the Chamber's Weekly Report and the Mid Week (<i>News-Star</i>) Opportunity to place promotional items in golfer's ditty bags	Distribution 7,300 Circulation 36,553

Monroe Chamber Weekly Report

The Monroe Chamber Weekly Report is a newsletter style publication highlighting Chamber activities, calendar of events, and community news. It is faxed, emailed, and mailed every week to the entire Chamber membership and their company representatives. It is also posted on our website. This is a great opportunity to advertise your business products or new service.

Sponsor Level	Benefits	Exposure/Distribution/Value
\$300 weekly	Quarter page ad featured prominently on the first page of the <i>Weekly Report</i>	Distribution 1,200

Inside the Chamber

A publication featuring chamber activities and events, regional economic trends, new business openings, local and parish government updates, business and community development issues, calendar of events, and business resource development information. The ad should be formatted as a jpeg or high resolution pdf file in black and white (except outside back covers which is full color)

Sponsor Level	Benefits	Exposure/Distribution/Value
\$300	1/4 page (3 5/8" X 4 5/8")	Distribution 1,200 per issue
\$500	1/2 page (7 1/2" X 4 5/8")	Distribution 1,200 per issue
\$850	Inside full page black & white (7 1/2" X 9 1/2")	Distribution 1,200 per issue
\$1,000	Inside front cover (8" X 10 1/2")	Distribution 1,200 per issue
\$1000	Inside back cover (8" X 10 1/2")	Distribution 1,200 per issue
\$1,500	Back cover (full color) 8" X 10 1/2"	Distribution 1,200 per issue