

**JOIN**

**CONNECT**

**GROW**



GREENWOOD - LEFLORE COUNTY



**Investment & Sponsorship Guide**



**BETH STEVENS**  
Executive Director  
Greenwood-Leflore Chamber of Commerce

# WELCOME

## **The Chamber is an organization of SOLUTIONS.**

We've been around for more than 100 years, and during that time, we've created solutions for our community and for our business partners. They include infrastructure, transportation, beautification, marketing, business and leadership development, education, a quality of life and so much more. We will always continue to strive for improvements in our community. We can do that and more with your help.

Our mission is simple: to build a better community. The stronger our membership, the more resources we can apply towards that mission. That's where you come in.

Our partnership with you is a win-win for everyone. As an engaged Chamber partner, you'll provide business leadership for the entire community. You'll also benefit from discounts, services, programs and opportunities designed to help ensure your success. Everything you need to know about us is found in this guide. Your membership and sponsorship opportunities abound, and they are customized to meet your needs and your budget.

Join or upgrade your investment today. Become involved in what we are doing and help us grow and improve the place we all call home. Let's get to work!

Looking to the future,  
Beth Stevens

**\$5000**

***Henderson Baird Leadership Circle***

**\$2500**

***President's Leadership Circle***

**\$1200**

***Community Investor Membership***

**\$600**

***Enhanced Marketing Membership***

**\$407**

***Cost Per Member Benchmark***

**\$295**

***Essential Membership***

## **NATIONAL STUDY:**

**Consumers are 63% more likely  
to buy from YOU, a chamber member.**

The results of the Shapiro study are clear:  
Positive perception increases among consumer and  
business owners when a business is identified  
as a member of their local chamber of commerce.



## HENDERSON BAIRD LEADERSHIP CIRCLE - **\$5,000.00**

**Leadership Circle** members receive all benefits the Chamber has to offer, in addition to the following benefits (see below).

A portion of your investment will help to back initiatives like leadership and workforce development and training, community improvement and education initiatives in partnership with our local schools, our NEW Women's Business Council and our Greenwood-Leflore Young Professionals Program, as well as improvements to our Chamber Welcome/Business Center.

Benefits	Value
<input type="checkbox"/> <b>Special Recognition as Henderson Baird Leadership Circle Level</b> on <a href="http://www.greenwoodschamber.com">www.greenwoodschamber.com</a> Website (includes permanent company logo and website link)	\$1,200.00
<input type="checkbox"/> <b>Priority Seating</b> at the Chamber Annual Meeting/Business Expo PLUS \$50 Expo Booth CREDIT	Priceless \$50
<input type="checkbox"/> \$1,500 <b>sponsorship credit</b> towards chamber event(s) of your choice	\$1,500.00
<input type="checkbox"/> FOUR complimentary admissions to any ONE <b>Chamber University</b> Seminar	\$40/ avg.
<input type="checkbox"/> FIVE complimentary memberships to the <b>Greenwood-Leflore Young Professionals</b>	\$200
<input type="checkbox"/> \$100 <b>scholarship CREDIT</b> for one <b>Leadership Greenwood</b> tuition for a qualified employee if nominated	\$100
<b>John Maxwell Leadership Development Opportunities:</b> <input type="checkbox"/> Opportunity to have a <b>certified John Maxwell DISC Personality Assessment Trainer</b> come and administer the <b>DISC Personality Assessment</b> for up to 10 employees/staff/board members, followed by a 2 hour DISC follow-up training to enhance communication and workplace productivity. (Additional DISC surveys available for \$50 each)	\$750
<input type="checkbox"/> Opportunity to have a certified John Maxwell Leadership Trainer customize a leadership development work session with your team based on one of the following activities: <input type="checkbox"/> <b>The Leadership Game</b> – a fast-paced interactive game that is perfect for staff/board members to work through ideas and communication issues to strengthen a company or non-profit (allow 2 hours) <input type="checkbox"/> An in-house <b>workshop customized</b> for your company employees/ leadership team/board on one of John Maxwell's best-selling books: <b>Leadership Gold, Becoming a Person of Influence or Everyone Communicates, Few Connect, The 17 Invaluable Laws of Teamwork</b> (Other John Maxwell books/programs can also be taught upon request)	\$500  \$1,000
<input type="checkbox"/> <b>TOTAL VALUE=</b> includes previous levels	<b>\$14,138.00 VALUE</b>

\*Highlighted Items Are Automatic Benefits With No Effort Required on Your Part

NEW

# JOIN GREENWOOD-LEFLORE CHAMBER OF COMMERCE CONNECT



PRESIDENT'S LEADERSHIP CIRCLE - **\$2,500.00**

## Hank Reichle - President, Stapleton

"The Greenwood-Leflore Chamber of Commerce is where business, government and citizens collaborate to make our community better in many ways, one being an improved life experience for all of us. As a resident of Greenwood and a local employer that needs to attract talent to our town, I say a sincere thank you to the Chamber staff and its supporters. Without them, the quality of life here just wouldn't be the same."

**Leadership Circle** members receive all benefits the Chamber has to offer, in addition to the following benefits (see below). Half of your investment will help to back initiatives like leadership and workforce development and training, community improvement and education initiatives in partnership with our local schools, our NEW Women's Business Council and our Greenwood-Leflore Young Professionals Program, as well as improvements to our Chamber Welcome/Business Center.

Benefits		Value
<input type="checkbox"/> <b>Special Recognition as President's Circle Level</b> on <a href="http://www.greenwoodmschamber.com">www.greenwoodmschamber.com</a> Website (includes rotating company logo and website link)		\$1,000.00
<input type="checkbox"/> <b>Executive Leadership Council Roundtable Council</b> Exclusive Access (Movers and Shakers of the Community meet quarterly to discuss issues, ideas) – Hosted by Chamber President		Priceless
<input type="checkbox"/> <b>\$750 sponsorship credit</b> towards chamber event(s) of your choice		\$750.00
<input type="checkbox"/> Special Recognition on each <b>Chamber Monthly eNewsletter</b>		Priceless
<input type="checkbox"/> \$50 scholarship CREDIT towards one <b>Leadership Greenwood</b> tuition for qualified employee of your choice		\$50
<input type="checkbox"/> Up to FOUR complimentary memberships to the <b>Greenwood-Leflore Young Professionals</b>		\$160
<input type="checkbox"/> <b>Legislative updates</b> from the state capitol during active legislative session		Priceless
NEW	<b>John Maxwell Leadership Development Opportunities:</b> <input type="checkbox"/> Opportunity to have a <b>certified John Maxwell DISC Personality Assessment Trainer</b> come and administer the <b>DISC Personality Assessment</b> for up to 8 employees/staff/board members, followed by a 2 hour DISC follow-up training to enhance communication and workplace productivity. (Additional DISC surveys available for \$50 each) <input type="checkbox"/> Opportunity to have a certified John Maxwell Leadership Trainer facilitate	\$650
	<b>The Leadership Game</b> – a fast-paced interactive game that is perfect for staff/board members to work through ideas and communication issues to strengthen a company or non-profit (For 8-12 employees/staff/board)	\$500
	<input type="checkbox"/> <b>TOTAL VALUE=</b> includes previous levels	<b>\$8,698.00 VALUE</b>

\*Highlighted Items Are Automatic Benefits With No Effort Required on Your Part

\*\*All benefits are available a la carte. If your investment level does not include a benefit that you are interested in, you may add that benefit for the cost of the value of that benefit. Please contact us for more information.



# ROW



## COMMUNITY INVESTOR MEMBERSHIP - **\$1,200.00**

### **Robert Toomey - President, Guaranty Bank**

"I have had the privilege of serving as a Chamber Board Member and as a participant of the Leadership Greenwood Class of 2017. Through these connections, I have seen first-hand the positive impact this organization has on our community. The Greenwood-Leflore Chamber of Commerce is the Delta's key to valuable networking for both small and large businesses."

**Community Investor** membership for those wanting to be invested in their community at a higher level. All the benefits of Essential and Enhanced Marketing Membership, PLUS:

Benefits	Value
<ul style="list-style-type: none"> <li>Enhanced Listing on the <a href="http://www.greenwoodmchamber.com">www.greenwoodmchamber.com</a> Website Business Directory – Includes Logo, Photo, Map Link, Detailed Description, Company Video (if available), Photos and Website Link</li> </ul>	\$350 Value
<ul style="list-style-type: none"> <li>Published article on your area of expertise OR highlight of your business in <b>Chamber newsletter</b> and on the <a href="http://www.greenwoodmchamber.com">www.greenwoodmchamber.com</a> <b>Blog</b></li> </ul>	\$75
<ul style="list-style-type: none"> <li>Twice a month display on <b>24-hour digital sign</b></li> </ul>	\$400
<ul style="list-style-type: none"> <li>One FREE boosted <b>social media video or promo</b> annually promoting your business/services on chamber social media pages 5,000+ followers</li> </ul>	\$250
<ul style="list-style-type: none"> <li>TWO complimentary employee memberships to the <b>Greenwood-Leflore Young Professionals</b></li> </ul>	\$80
<ul style="list-style-type: none"> <li>Two free tickets to <b>Delta Legislative Day</b> in Jackson</li> </ul>	\$50
<ul style="list-style-type: none"> <li>Opportunity to have a <b>certified John Maxwell Leadership Trainer facilitate The Leadership Game</b> – a fast-paced interactive game that is perfect for staff/board members to work through ideas and communication issues to strengthen a company or non-profit (For 8-12 employees/staff/board)</li> </ul>	\$500
<ul style="list-style-type: none"> <li><b>TOTAL VALUE=</b> includes previous levels</li> </ul> <p><small>** This membership is not available to companies of 75 employees or more.</small></p>	<b>\$5,588.00 VALUE</b>

**NEW**

\*Highlighted Items Are Automatic Benefits With No Effort Required on Your Part

\*\*All benefits are available a la carte. If your investment level does not include a benefit that you are interested in, you may add that benefit for the cost of the value of that benefit. Please contact us for more information.

# JOIN GREENWOOD CHAMBER CONNECT



## ENHANCED MARKETING MEMBERSHIP - **\$600.00**

### Jacob Clark, Clark Insurance Agency

"As a resident of Greenwood and a 16 year employee/ employer of Clark Insurance Agency, I believe the Chamber's work, staff and willingness to keep Greenwood thriving in the delta is second to none. Their continuous efforts on community events such as Bikes, Blues & Bayous and making it the largest bike ride in the state is evidence of their hard work. I encourage everyone to invest in the Chamber."

**Enhanced Marketing** membership to market your business and gain more visibility – All the benefits of Essential PLUS:

Benefits	Value
☐ <b>Company logo</b> on the <a href="http://www.greenwoodmschamber.com">www.greenwoodmschamber.com</a> website Business Directory PLUS one <b>additional business category listing</b> on the website AND mobile app	\$250
☐ One complimentary set of <b>Chamber Mailing Labels</b> OR one <b>digital membership list</b> annually (\$75 value) and up to THREE Annual Mailouts/Use of Chamber <b>Bulk Mail Postage Permit</b>	\$300
☐ Once a month display on <b>24-hour digital sign</b>	\$200
☐ One FREE seat at the Chamber 101 <b>Member Orientation Lunch</b>	\$20
☐ TWO complimentary admissions to any ONE <b>Chamber University Seminar</b> (some exceptions may apply)	\$80 Value
☐ ONE <b>complimentary employee membership</b> to the Greenwood-Leflore Young Professionals	\$40
<b>TOTAL VALUE=</b> includes previous levels	<b>\$3,883.00 VALUE</b>
** This membership is not available to companies of 50 employees or more.	

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## ESSENTIAL MEMBERSHIP - **\$295.00**

### Takisha Bishop, God's Helping Hands Learning Academy

"The Greenwood-Leflore Chamber of Commerce has been such a welcoming experience. The guidance, support, and responsiveness have been major keys in the growth of God's Helping Hands Learning Academy. The Chamber goes the extra mile to get my name and business introduced into the business community.

I am proud to be a member of the Greenwood-Leflore Chamber of Commerce."

**Essential Membership** - scaled to grow with your business -

Benefits	Value
☐ One <b>business category listing</b> on www.greenwoodmschamber.com Website and on the Chamber Mobile App	\$40
☐ <b>Unlimited Business Referrals</b> – We track them for you!	\$200/annually
☐ <b>First Data Merchant Solutions</b> consultation/opportunity for discounted services	30% avg. mo. savings
☐ Access to <b>Chamber Auditorium meeting space</b> up to FOUR times per year	\$380
☐ Lobby Materials <b>Business Card Display</b>	\$45
☐ <b>Free link</b> from Chamber Website	\$40
☐ Invitation to all <b>networking events</b>	\$240 (attend 2 events)
☐ Invitation to <b>Chamber Annual Meeting</b> (Business Expo Visibility)	Expo booth visibility \$200
☐ Membership Decal & Shop Greenwood Decal	Priceless
☐ Monthly newsletter	3 linesx 12=36x\$3.00=\$108
☐ Ribbon Cutting/Groundbreaking	Media exposure + social media =\$350
☐ <b>Discounts on office supplies</b> at Dawkins Office Supply (online orders only)	\$150/yr. savings
☐ <b>UPS Shipping Discount</b>	Discounts Available – Ask Chamber Staff
☐ ONE use of the Chamber <b>Bulk Mail Postage Permit</b> (One Annual Mailout – Member pays postage, some restrictions may apply)	300 pc. Avg. \$60 savings + \$15 admin.
☐ Opportunity to put <b>coupons and discounts</b> on the Chamber's Website	Website-\$40 (1 sale)
☐ Periodic monthly Chamber <b>Social Media mentions or shares</b> (Facebook, Twitter)	\$250
☐ Free <b>Notary Services</b>	Priceless
☐ Opportunity to add customized <b>Job Postings</b> to your website profile, as well as in the monthly Chamber newsletter	\$20/per listing
<b>TOTAL VALUE=</b>	<b>\$2,993.00 VALUE</b>

\*\* This membership is not available to companies of 25 employees or more.

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# JOIN GREENWOOD COMMUNITY CENTER CONNECT



START-UP ENTREPRENEUR - **\$199.00**  
(First 2 Years ONLY (5 or fewer employees))

## Debra Adams, Co-Founder, Greenwood Community Center

"Since joining the Chamber of Commerce, our experience with the Chamber has been impeccable. The Chamber has provided us with different resources and businesses that we have been able to collaborate with to help meet the needs of the community effectively. Aside from the resources, it is a joy to volunteer in the many organized events sponsored by the Chamber and be an Ambassador for the Chamber."

**Start-Up Entrepreneur** memberships are especially for our first year entrepreneurs to help get your business launched and growing

Benefits	Value
☐ <b>Ribbon Cutting</b> for Business	\$350
☐ Unlimited Business <b>Referrals</b>	We track them for you. (\$200 annually)
☐ <b>Member listing</b> on <a href="http://www.greenwoodmschamber.com">www.greenwoodmschamber.com</a>	\$40
☐ <b>Website</b> Business Directory Listing	\$20
☐ FREE seat at the Chamber 101 <b>Member Orientation Lunch</b>	Priceless
☐ <b>Membership decal</b> for your physical office and digital decal for your virtual office - Shop Greenwood decal	Priceless - credibility
☐ Opportunity to participate on <b>volunteer</b> committees	\$15
☐ One FREE seat annually at <b>Chamber University</b> workshops designed to help improve and grow your business (some exceptions may apply)	\$20
☐ Information and access to <b>Small Business Entrepreneur Webinars</b>	\$25/each
☐ Access to Chamber Auditorium meeting space TWO times per year	\$200
☐ <b>Discounts on office supplies</b> at Dawkins Office Supply (online orders order)	\$150/year average savings
☐ <b>First Data/Clover Merchant Solutions</b> consultation/opportunity for discounted services on payment processing/gift cards, etc.	30% avg. monthly savings
<b>TOTAL VALUE=</b>	<b>\$1,020.00 VALUE</b>

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# ROW



## FRIEND OF THE CHAMBER - \$100.00

**Friend of the Chamber** is an investment for individuals who are interested in being a Chamber partner to help improve and support our community

### Benefits

☐ **Invitation** to all Chamber events

☐ **Volunteer opportunities** for events/programs

☐ Monthly e-newsletter

☐ Complimentary Listing on Chamber Website Directory

☐ Opportunity to be a **Chamber Ambassador**

*\*Highlighted Items Are Automatic Benefits With No Effort Required on Your Part*

*\*\*All benefits are available a la carte. If your investment level does not include a benefit that you are interested in, you may add that benefit for the cost of the value of that benefit. Please contact us for more information.*



### Betty Aden, Chamber Ambassador

"If you ever wanted to know anything about Greenwood and the fun events in the area, you should become a Chamber member. You can work to make Chamber events special, but the reward of meeting people through the Chamber and seeing the success of businesses grow and become known in our community exceeds all expectations. I love this organization. You will too. Come join us."

### Audra Ellis, Chamber Ambassador

"The chamber is the backbone of this community. I am thankful for all the personal and business relationships I have been able to develop through my chamber membership. I have also learned so much through the leadership that Beth and the team have provided that has helped me grow personally and professionally."





# SPONSORSHIP OPPORTUNITIES

## CHAMBER HONORS ANNUAL MEETING/BUSINESS EXPO/TASTE OF GREENWOOD - JANUARY/FEBRUARY:

One of the Chamber's biggest community events of the year, this celebration features our Business Expo and the popular Taste of Greenwood featuring area Chamber member's restaurants and caterers showcasing their best food dishes during the social hour. The annual meeting highlights the accomplishments of the Chamber and recognizes several award winners, including Ambassador of the Year, Young Professional of the Year, Community Pride Award, Small Business and Big Business of the Year and the Leflore County Hall of Fame honoree. Held in January or February (Date TBA each year)

Corporate Table for:	\$500
Individual Tickets:	\$60 per person
Business Expo Booth:	\$150 (includes two tickets to the event)
Event Attendance:	\$400+



## BUSINESS AFTER HOURS/BUSINESS BEFORE HOURS:

Hosting a BAH or BBH is a great opportunity to gain exposure for your business. It's a great event where the business community connects, and it's invaluable advertising for your business that you can't buy anywhere else. You host at your site and provide food/supplies, entertainment and door prizes. The Chamber provides the beverages and drink supplies, permits, volunteers, and sends out invitations to all Chamber members (more than 700 invitations sent). Must be scheduled at least ONE MONTH in advance.



## GREENWOOD-LEFLORE CHAMBER BUSINESS after hours

### Business After Hours:

Alcoholic Event:	\$550.00
Non-Alcoholic Event:	\$400.00
Event Attendance:	75-150

Business Before Hours: \$350.00  
(Includes coffee, juice and water)



### CHAMBER UNIVERSITY SEMINAR SERIES:

The Chamber offers a series of workshops and seminars throughout the year benefiting everyone from the small business owner or individual to the company or corporation needing a variety of training in workforce issues, leadership and manager development, marketing, customer service and so much more. (FYI: We are also happy to offer customized leadership development training exclusively for your employees and will be happy to come to your place of business for this training)

### LUNCH SPONSOR: \$150.00

Includes Signage at Event, Logo with promotion of event, opportunity to set up booth/display at workshop and give goodies to participants.

Event Attendance: 15-50



### LEADERSHIP GREENWOOD – A COMPREHENSIVE YEAR-LONG LEADERSHIP PROGRAM FOR UP-AND-COMING COMMUNITY LEADERS AGES 25-45

This newly-revamped program prepares community leaders for personal and professional leadership challenges, acclimates them to our community and provides a network of friends and professional acquaintances for them to tap into. The program begins in January and concludes in December.



Cost to participate: \$700.00





# SPONSORSHIP OPPORTUNITIES

## LEAP FOUNDATION

### YELL YOUTH LEADERSHIP PROGRAM

Our newly-formed LEAP Foundation is a separate 501c3 organization, and it supports our YELL (Young Emerging Leaders of Leflore) youth leadership program for high school juniors. Now in its 14th year, we have graduated more than 300 area high school juniors from this prestigious leadership program. Your contributions to help support and sponsor a youth for this program are tax-deductible through the Chamber's LEAP Foundation.



**YOUTH SPONSOR FOR YELL PROGRAM: \$250.00**  
Program Attendance: 25 students each year



### YELL GOLF SCRAMBLE – FIRST THURSDAY IN MAY

This fun annual event is held at the Greenwood Country Club, and 100% of the proceeds benefit the Chamber's YELL youth leadership program. Open to anyone who loves to play golf and have fun, we provide goody bags, lunch, complimentary beverages all afternoon and great prizes to the winners of both the net and gross divisions. Hosted by the Chamber's LEAP Foundation.



Title Sponsor:	\$2,500.00 Exclusive name on the event, advertising, entry forms, all signage, TWO team entries with all team benefits
Corporate Sponsor:	\$1,200.00 Name on entry forms, all signage, ONE team entry with team benefits
4-Man Team:	\$600.00 Includes cart and green fees, lunch, goody bags, beverages
Team+Hole Sponsor:	\$700.00 Includes team benefits PLUS signage at one golf tee box
Hole Sponsor	\$100.00 Signage at tee box on one course hole
Putting Contest	\$250.00 Multiple signage at putting contest hole
Beverage Cart	\$250.00 Signage on beverage carts
Lunch Sponsor	\$500.00 Sticker logo on lunch boxes
In Kind	Donation of product/food/beverage
Event Attendance:	80-100 people

## VIKING HALF MARATHON AND 5K RUN- LATE MARCH

The Viking Half Marathon/5K was the Delta's first half marathon and continues to be one of the most successful in Mississippi. Because of its flat, fast route, the Viking Half Marathon attracts many skill levels of runners, from the most advanced to the beginner. This event draws people from Mississippi and surrounding states. The attendance ratio is about 25% local, 60% statewide and 15% regional. This event is promoted in Mississippi, Arkansas and Tennessee via digital marketing/social media, targeted print ads, television and via running groups. Estimated audience reach through promotion is 3 million+.

Title Sponsor:	SOLD
Corporate Sponsor:	\$2,000.00 All promo materials, email blasts, website, advertising, signage, T-shirts
Course Sponsor:	\$1,000.00 Website, eMail blasts, signage at each mile marker, T-shirts
Race Shirt Sponsor:	\$500.00 Signage at start/finish, logo on race shirts, website
Volunteer Shirt Sponsor:	\$250.00 Logo on volunteer shirt, website
Post-Race Party:	\$1,000.00 Signage at finish line/post race event, logo on shirts, website, booth at finish area
In Kind	Donation of product/food/beverage
Event Attendance:	400-650





# SPONSORSHIP OPPORTUNITIES

## GREENWOOD GRAVEL GRIND - LAST SATURDAY IN APRIL

The newest and most exciting event, this adventure cycling ride takes cyclists of all skill levels from the flatland of the Delta into the beautiful hills of Carroll County. Get off the highway and cycle the backroads and enjoy some of the most beautiful scenery you'll ever see. Distances of 30 and 62 miles available.

The HOTTEST trend in cycling is growing rapidly. 2019 was the first year for this event in Greenwood, and the demand is already growing for expansion of this event. The attendance ratio was about 5% local and the remainder was statewide and out-of-state. This event is promoted heavily in Mississippi, Alabama and Arkansas via targeted digital geo-marketing, social media and promotion to specialized cycling groups throughout the region. Estimated audience reach through promotion is 1 million+.

**Presenting:** \$3,000.00

Start/Finish Banner with logo, comp entry, logo on shirts, all promotional marketing and social media, logo on website, promotional material in race packets, social media callouts

**Platinum:** \$1,000.00

Comp entry, logo on all shirts/marketing materials/website/social media/social media callouts

**Gold:** \$500.00 Logo on event shirts; logo on marketing/website/social media

**Silver:** \$250.00 Logo on website; promo material in race packets; social media callouts

**Event Attendance:** 100-250 Cyclists from multiple states



## STARS AND STRIPES FESTIVAL: (THURSDAY BEFORE JULY 4)

Held downtown between the two bridges on the scenic Yazoo River, this community festival features live music, a veteran's tribute, activities for the kids, food vendors, a boat parade and a giant fireworks show at dark from Veteran's Bridge. This festival is FREE to entire community, and is only made possible by donations from the community. The Stars and Stripes Festival is almost exclusively a local audience with a reach of Greenwood proper and an approximate 50 mile radius of Greenwood/Leflore County. Estimated audience reach through promotion is 50,000+.

Any donation amount accepted: \$1,000, \$500, \$250, \$100, \$50, \$25

All sponsors/donors will have their name listed on the sponsor banners placed at the park during the event. \$500 and above will have their logos on the sponsor banners.

**Event Attendance:** 2,000+





## BIKES, BLUES AND BAYOUS – (FIRST SATURDAY IN AUGUST)

BBB is Mississippi's largest cycling event, and draws crowds from several surrounding states as well as other states throughout the country. An average of 20 states is represented each year, making your brand recognition a great opportunity for sponsorship of this event. Attendance ratio is estimated at 10% local, 60 % statewide and 30% from other states. This event is promoted heavily in Mississippi, Arkansas, Texas, Louisiana, Tennessee, and Alabama, with an extended reach into Georgia, Florida and other southern states via targeted digital marketing/social media, regional cycling groups/clubs and bicycle shops, targeted television and print ads, as well as running/fitness/cycling expos throughout the south. Estimated audience reach through promotion is 8 million+.



Presenting Sponsor:	\$5000	Name on Event as "Presented by..." All media promotions, website videos plus all below benefits
Platinum Sponsor:	\$1500	Signage at Bike Expo, website, t-shirts, email blasts, signage at start/finish, all advertising
Gold Sponsor:	\$500	Signage at Bike Expo, website, email blasts, t-shirts, promo videos
Silver Sponsor	\$250	Signage at Bike Expo, website, t-shirts, signage at start/finish
Bronze Sponsor	\$100	Signage at Bike Expo and start/finish, t-shirts
Museum Party	\$750	Signage at Bike Expo, website, t-shirts, promo videos, eblasts, signage at start/finish
Hotel	\$500	Hotel referrals, signage at start/finish, t-shirts, promo videos
Restaurant	\$200	Website, t-shirt, menu link featured on website, dining referral
Tent	\$150	Signage on one of our signature post-race party tents
Port-A-John	\$50	Your name/logo with a creative design
Event Attendance	1,100+	

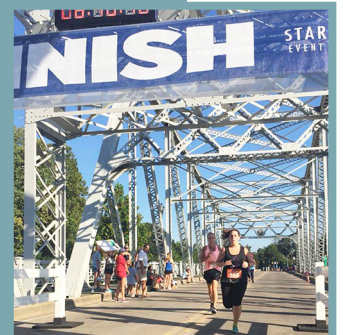
# SPONSORSHIP OPPORTUNITIES

## 300 OAKS ROAD RACES: (THIRD SATURDAY IN SEPTEMBER)

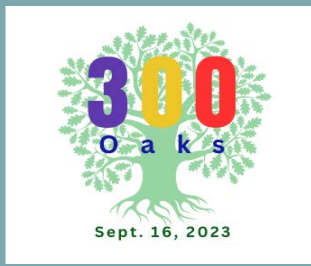
One of Mississippi's three oldest road races, this event features a 10k run, 5k run, 5k walk and a One-Mile Color Me Greenwood Color Run. More than 500 participants enjoy a fun fall morning of running/walking through the beautiful tree-lined neighborhoods of Greenwood. All events chip-timed. Post-race party includes awards, grilled burgers/hotdogs, live music, cold beverages and more.

One of the community's oldest and most beloved events, this event has a strong local presence with an additional statewide participation. 300 Oaks brings in about 60% local participation and about 35% statewide, with the remainder being from out of state. This event is promoted via digital marketing/social media, television and running/fitness groups statewide. Estimated audience reach through promotion is 2 million+.

Corporate Sponsor:	\$1,800.00	Name on all ads, signage, Website, T-shirts (4 comp entries)
Pre-Race Party:	\$500.00	Name/signage at the registration/pre-race party on Friday night, website
Adult T-Shirt Sponsor:	\$450.00	Logo on all adult t-shirts, website, signage at start/finish
Youth T-Shirt Sponsor	\$350.00	Logo on all youth shirts, website, signage at start/finish
Volunteer Shirt:	\$300.00	Logo on all volunteer shirts, website, signage at start/finish
In-Kind		Donation of product/food/beverage



Event Attendance: 500+



## HOLIDAY OPEN HOUSE – (EARLY NOVEMBER)

Area merchants and restaurants open their doors for the official start to the holidays in Greenwood. Featuring a delightful weekend of shopping, food/drink, trolley and carriage rides and entertainment, this event encourages shopping locally, and is filled with specials, discounts and holiday delights for young and old.



Retail Participation:	\$175.00
Restaurant Participation:	\$75.00
Carriage Sponsor (signage on carriage)	\$200.00

Participation includes name on all advertising, posters/postcards, tv/radio/print advertising/social media



## AGFEST – (MID-NOVEMBER)

This annual event is filled with family fun as the Chamber celebrates and recognizes the agriculture industry in our community. A catfish dinner, kid-friendly ag-related activities, expo booths, live entertainment and a featured guest speaker are all part of this event. The Young Farmer of the Year is also recognized and honored at the event.

**\$1,000**

Includes your name prominently displayed on sponsor banners and event program, mention in advertisement of the event, an EXPO booth/display and 10 complimentary tickets to the event. Also includes your logo on the AgFest promo poster and the website, as well as 24-hour rotating logo signage on the Chamber outdoor electronic sign for 3 weeks prior to event. Also includes your logo on the Chamber Website as a presenting sponsor.

**\$500**

Includes your name on sponsor banners and event program, an EXPO booth/display and 8 complimentary tickets to the event. Also includes your logo on the AgFest promo poster.

**\$250**

Includes your name on sponsor banners, event programs and 5 complimentary tickets to the event. Also includes your logo on the AgFest promo poster.

**\$100**

Includes your name on event program and 2 complimentary tickets to the event. (Individuals Only)

Event Attendance: 350+



# SPONSORSHIP OPPORTUNITIES

## RED AND GREENWOOD WEEKEND – OUTDOOR HOLIDAY MOVIE NIGHT AND THE ROY MARTIN DELTA BAND FESTIVAL AND PARADE

A weekend of fun holiday activities begins the week AFTER Thanksgiving. On Friday, Greenwood's most famous holiday tradition comes alive as the Roy Martin Delta Band Festival and Christmas Parade, the state's largest and oldest parade, fills the streets of Greenwood. Floats, giant inflatables, bands, mascots and more delight young and old. Following the parade, enjoy a giant holiday fireworks show on the banks of the Yazoo River, sponsored by the Greenwood Convention and Visitor's Bureau. On Saturday, enjoy more special holiday activities around town.



Roy Martin Diamond Level Sponsor

\$2,000+ Feature Band, Event Sponsor

Roy Martin Platinum Level Sponsor

\$1,500 Feature Band, Event Sponsor

Roy Martin Gold Level Sponsor

\$1,000 Feature Band, Inflatable Sponsor

Roy Martin Silver Level Sponsor

\$500 Beauties, Event Sponsor

Roy Martin Bronze Level Sponsor

\$250 School Float Sponsor

Parade Patron Sponsor

\$100

Parade Friend Sponsor

\$50

Parade Friend Sponsor

\$25

# MEMBERSHIP FORM

## INFORMATION

Member Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Name of Main Representative: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Brief Description Of Your Business (Key Words): \_\_\_\_\_

## CONTACTS

List all representatives at your company you would like to receive updates, news and correspondence from the Chamber:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

## LEVEL

### Please Select Your Membership Investment Level:

\_\_\_ \$5,000 Henderson Baird Leadership Circle (Includes a \$1,500 sponsorship credit to event(s) of your choice)

\_\_\_ \$2,500 President's Leadership Circle (Includes a \$750 sponsorship credit to event(s) of your choice)

\_\_\_ \$1,200 Community Investor (This level not available for companies of 75+ employees)

\_\_\_ \$600 Enhanced Marketing Member (This level not available for companies of 50+ employees)

\_\_\_ \$295 Essential Member (This level not available for companies of 25+ employees)

\_\_\_ \$199 Start-Up Entrepreneur (First TWO years only – 5 or fewer employees)

\_\_\_ \$100 Friend of the Chamber (Individual Membership)

A la carte Add Ons: (Benefits from higher levels can be added for the additional fee listed if not included in membership level benefits)

**Sponsorship Interests:** (See sponsorship section of this guide for sponsorship opportunities. Complete the Sponsor Form in this guide and include it with your membership application)

## BILLING

Billing Frequency: \_\_\_ Annual \_\_\_ Semi-Annual \_\_\_ Quarterly \_\_\_ Monthly

Payment Method: \_\_\_ Check \_\_\_ Debit/Credit Card

Card Information: Name on Card: \_\_\_\_\_ Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Would You Like Recurring Billing? \_\_\_ YES \_\_\_ NO (We will automatically renew your membership with no hassles!)

Did someone refer or solicit you for membership? Please share: \_\_\_\_\_

\*NOTE: Any sponsorship or dues over \$500 paid via debit/credit card will be charged an additional 3.5% fee. We gladly welcome your check!



# COMMITTEE PREFERENCES

Please indicate which committee(s) you wish to serve on this year!

Our volunteers are essential to the success of our Chamber, and we want YOU to be involved with us.

Committees meet periodically throughout the year as needed. You will be notified via email and/or text of an upcoming committee meeting.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

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

Email: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**CHAMBER AMBASSADOR** Meet and greet at Chamber events, including annual meeting, ribbon cuttings, Business After Hours, receptions and more. Also assist with registration and other duties at chamber events, volunteering at the Chamber office when needed. Monthly Ambassador lunches are held on the First Friday. Great exposure for you and your business!

**AGRICULTURE** Planning and carrying out the annual AgFest event, Young Farmer of the Year award, serve as support to the local agriculture committee and find ways to promote agriculture and meet the needs of the ag community.

**RACE COMMITTEE (300 Oaks and Viking Half Marathon)** - Two of the state's best road races! Work involves organizing volunteers, registration, pre- and post-race activities, and race events in general. The Viking Half is in late March, and 300 Oaks is in mid-September.

**BIKES, BLUES & BAYOUS** The state's largest cycling event and one of the region's BEST. More than 1,100 riders descend on Greenwood the first Saturday in August for this popular ride. Committee works on organizing event and auxiliary activities that coincide throughout the weekend.

**DELTA BAND FESTIVAL** This committee organizes and produces the Christmas Parade each year, including solicitation for parade entries, lineup and logistics, beauties reception and more.

**STARS AND STRIPES/FOOD TRUCK FESTIVAL** This event held between the two downtown bridges in late June is a free community event that involves live music, kids activities, food trucks, fireworks at dark and a boat pa-rade on the Yazoo River. This committee helps to organize the event, including solicitation of live music, and other activities for the evening.

**GOLF SCRAMBLE** This event held in early May is the Chamber's ONLY fundraiser for the YELL youth leadership program. The committee helps to solicit sponsors and teams for the scramble, and helps to organize and carry out the event with the help of the golf pro at the Greenwood Country Club.

**GREENWOOD GRAVEL GRIND** Off-road cycling at its finest., Committee works on organizing event and auxiliary activities that coincide throughout the weekend.

**RETAIL/RESTAURANT** Retail and restaurant promotion and activities through events such as the Spring and Fall shopping events, Tax-Free Holiday, Holiday Open House, the Shop Greenwood program and other Chamber events throughout the year.

**WOMEN IN BUSINESS COUNCIL** This council will help to plan and carry out seminars, lunches and networking activities that are of interest to business women and entrepreneurs.

**KEEP GREENWOOD & LEFLORE COUNTY BEAUTIFUL** The purpose of this committee is to help sustain and promote a community that is clean and beautiful. This will be accomplished through a variety of means, including clean-up events, education for students and adults on recycling and other programs, beautification projects and neighborhood awareness campaigns.

# SPONSORSHIP FORM

Member Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Name of Main Representative: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate the event(s) you would be interested in sponsoring. We will contact you for more information.

\_\_\_ CHAMBER HONORS ANNUAL MEETING/BUSINESS EXPO/TASTE OF GREENWOOD

\_\_\_ Corporate Table for 8 \$500.00    \_\_\_ Individual Tickets \$60.00 per person    \_\_\_ Business Expo Booth \$150.00

\_\_\_ BUSINESS AFTER HOURS/BUSINESS BEFORE HOURS

\_\_\_ Alcoholic Event: \$550.00    \_\_\_ Non-Alcoholic Event: \$400.00    \_\_\_ Business Before Hours: \$350.00

\_\_\_ CHAMBER UNIVERSITY SEMINAR SERIES

\_\_\_ Lunch Sponsor \$150.00

\_\_\_ LEAP FOUNDATION (501C3):

\_\_\_ YELL YOUTH LEADERSHIP PROGRAM

\_\_\_ Youth Sponsor \$250.00    \_\_\_ LEAP Contribution (Any Amount) \$ \_\_\_

\_\_\_ GOLF SCRAMBLE

\_\_\_ Title Sponsor: \$2,500.00    \_\_\_ Corporate Sponsor: \$1,200.00    \_\_\_ 4-Man Team: \$600.00    \_\_\_ Team+Hole Sponsor: \$700.00

\_\_\_ Hole Sponsor: \$100.00    \_\_\_ Putting Contest: \$250.00    \_\_\_ Beverage Cart: \$250.00    \_\_\_ Lunch Sponsor: \$500.00

\_\_\_ In Kind - Donation of product/food/beverage \_\_\_

\_\_\_ VIKING HALF MARATHON AND 5K RUN-

\_\_\_ Title Sponsor: SOLD    \_\_\_ Corporate Sponsor: \$2,000.00    \_\_\_ Course Sponsor: \$1,000.00    \_\_\_ Race Shirt Sponsor: \$500.00

\_\_\_ Volunteer Shirt Sponsor: \$250.00    \_\_\_ Post-Race Party: \$1,000.00    \_\_\_ In Kind: Donation of product/food/beverage

\_\_\_ STARS AND STRIPES  
FESTIVAL

Any donation amount accepted: \_\_\_ \$1,000.00    \_\_\_ \$500.00    \_\_\_ \$250.00    \_\_\_ \$100.00    \_\_\_ \$50.00    \_\_\_ \$25.00

# SPONSORSHIP FORM

## \_\_\_ BIKES, BLUES AND BAYOUS

\_\_\_ Presenting Sponsor: \$5,000.00    \_\_\_ Platinum Sponsor: \$1,500.00    \_\_\_ Museum Sponsor: \$750    \_\_\_ Gold Sponsor: \$500.00  
\_\_\_ Hotel Sponsor: \$500    \_\_\_ Silver: \$250.00    \_\_\_ Restaurant Sponsor: \$200.00    \_\_\_ Tent Sponsor: \$150.00  
\_\_\_ Bronze: \$100.00    \_\_\_ Port-A-John Sponsor: \$50.00    \_\_\_ In Kind Donation of product/food/beverage

## \_\_\_ 300 OAKS ROAD RACES

\_\_\_ Corporate Sponsor: \$1,800.00    \_\_\_ Pre-Race Party: \$500.00    \_\_\_ Adult T-Shirt Sponsor: \$450.00  
\_\_\_ Youth T-Shirt Sponsor: \$350.00    \_\_\_ Volunteer Shirt: \$300.00    \_\_\_ In-Kind Donation of product/food/beverage

## \_\_\_ HOLIDAY OPEN HOUSE

\_\_\_ Retail Participation: \$175.00    \_\_\_ Restaurant Participation: \$75.00

## \_\_\_ AGFEST

\_\_\_ \$1,000.00    \_\_\_ \$500.00    \_\_\_ \$250.00    \_\_\_ \$100.00

## \_\_\_ LEADERSHIP GREENWOOD

\_\_\_ \$700 Participating Fee

## \_\_\_ RED AND GREENWOOD WEEKEND/ROY D. MARTIN CHRISTMAS PARADE

\_\_\_ Roy Martin Diamond: \$2,000.00    \_\_\_ Roy Martin Platinum: \$1,500.00    \_\_\_ Roy Martin Gold: \$1,000.00  
\_\_\_ Roy Martin Silver: \$500.00    \_\_\_ Roy Martin Bronze: \$250.00    \_\_\_ Parade Patron: \$100.00  
\_\_\_ Parade Friend Sponsor: \$50.00    \_\_\_ Parade Friend Sponsor: \$25.00

## WE WILL BE HAPPY TO BILL YOU FOR YOUR SPONSORSHIP(S)!

Billing Frequency: \_\_\_ One Time Billing    \_\_\_ Bill us per event    \_\_\_ Other \_\_\_\_\_

Payment Method: \_\_\_ Check    \_\_\_ Debit/Credit Card

Card Information: Name on Card: \_\_\_\_\_ Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\*NOTE: Any sponsorship or dues over \$500 paid via debit/credit card will be charged an additional 3.5% fee. We gladly welcome your check!

# TESTIMONIALS



## **Justin Braswell, Vice President - Bank of Commerce**

"The Bank of Commerce invests in the Chamber of Commerce because the chamber is the cornerstone of our community's economic development. We chose the President's Leadership Circle to support the Chamber in all the great things they do for the people of this city and county. The Bank of Commerce is rooted deep in this community and appreciates every opportunity we have to serve our community."

## **Beth Williams, Managing Director Viking Hospitality Group Past Chamber President**

"Our association with the Greenwood Chamber of Commerce benefits our businesses in numerous ways throughout the year. The many events hosted by the Chamber bring in guests from out of town that stay at The Alluvian Hotel and Spa and participate in classes at the Viking Cooking School. In addition, the many retail promotions sponsored by the Chamber encourage locals and visitors throughout the Delta to visit our retail areas and Giardina's restaurant. Our employees benefit from the Chamber's many educational and leadership opportunities and pleased to be able to give back to our community through volunteer involvement in the Chamber. We are proud to be active members of The Greenwood Chamber of Commerce."

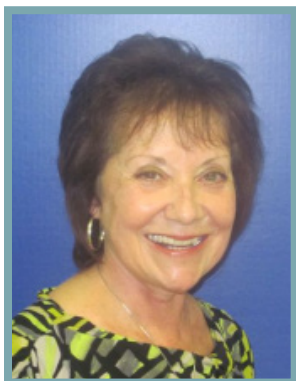


## **Jean Cadney, Vice President of Human Resources Greenwood Utilities Past Chamber President**

"Our Chamber is a business agent, a training agent, a sales manager, a public relations firm, an information center and the list goes on... the chamber creates experiences that bring people together. You'll make connections for life."

## **Suresh Chawla, President Delta Lodging LLC Past Chamber President**

"The Chamber's annual events bring in thousands of dollars of revenues to our hotels annually. The business referrals from the Chamber bring in thousands more. Our chamber membership produces one heck of a Return on Investment!"



## **Betty DuBard, Co-owner - Dubard Realty**

"Being a Chamber member for the past 30 years, I can attest to the impact our Chamber has had on my business and the quality of life on our community. We have one of the strongest Chambers I have encountered in my research of other areas. It shows how unified our business community is in making Greenwood the best place to work and live!"



402 Hwy. 82 West • Greenwood, MS 38930  
662.453.4152

[www.greenwoodmschamber.com](http://www.greenwoodmschamber.com)  
Serving The Business Community Since 1917