

STONEHAM CHAMBER OF COMMERCE

connect with the chamber

2024 Member Benefits Package & Sponsorship Opportunities



DaMore Law and Elite Realty Experts Ribbon Cutting

Strengthening business and building community for a better Stoneham.

who we are

The Stoneham Chamber of Commerce is an independent, non-profit organization supported by our members, a diverse group of dedicated business professionals representing businesses of all sizes and industries.

We believe in advancing a strong business climate by being an advocate for business and a catalyst for community and economic development in Stoneham.

our vision

Stoneham is a thriving and inclusive community with a strong sense of place and connections among businesses, local government, community groups and residents supporting economic growth, innovation and quality of life.

Board of Directors

EXECUTIVE COMMITTEE

ERIC BERGSTROM PRESIDENT StonehamBank	ROB BROGNA MelroseWakefield Hospital	MEGAN HENAGHAN Nobility Hill Tavern
CLAUDIA PRODERO VICE PRESIDENT Ceramica Paint Studio	MONICA CANOVA RE/MAX Andrew Realty Services	DEVIN MARROCCO Cummings Properties
REEM RAJEH TREASURER Salem Five Bank	MEGAN CULLEN Winchester Hospital	CYNTHIA MEAD Zoo New England
KARYN MILLERICK CLERK The Dirty Doodle	VALERIE GIGLIO Giglio & Samson, Attorneys at Law	HEATHER MELL Greater Boston Stage Company
JEFF BUXTON PAST PRESIDENT BIZ-ID	ANTHONY GUARDIA Boys & Girls Clubs of Stoneham and Wakefield	ROSANNA RODRIGUEZ Northern Bank
		CHRIS SENNA C & S Properties

what we do

PROMOTION

The Chamber regularly coordinates with members to highlight events and milestones through multiple channels including the Chamber website, local print media, social media and Chamber publications, television shows, and email newsletters.

ADVOCACY & EDUCATION

The Chamber facilitates an open dialogue between businesses and local elected officials to advocate for the needs and issues impacting Stoneham's business community. Additional workshops and seminars are offered regularly.

CHAMBER EVENTS

The Chamber offers a multitude of events and programs designed to expand your network and connect you to other area professionals and community members including the Annual Chamber Golf Tournament, BBQ at the Zoo, Business After Hours, Regional Multi-Chamber Networking, and Networking Breakfasts.

COMMUNITY EVENTS

The Chamber hosts several annual events including the Health & Wellness Fair, Stoneham Town Day, Summer Concert Series, Halloween Stroll, Winter Craft Arts & Fair, Holiday Open House, Tree Lighting on the Common, and Holiday Parade. Each event offers members the opportunity to promote and enhance their reputation through exclusive and discounted sponsorship and exhibitor opportunities.

2024 CHAMBER CALENDAR

The Chamber hosts several events annually. Below are events that will happen in 2024 (dates subject to change). We will also offer several networking events throughout the year that have yet to be scheduled.

- Stoneham CultureHouse: Spring 2024
- Health + Wellness Fair: Saturday, April 6
- Annual Chamber Golf Tournament: Monday, May 6
- Summer Concert Series: Thursdays, Last Week in June - First Week in August
- Stoneham Town Day: Saturday, Sept. 21
- Halloween Storefront Painting: Saturday, October 19
- Halloween Stroll: Saturday, October 26
- Annual Meeting + Member Breakfast: Wednesday, Nov. 13
- More Cheer Happens Here Campaign: Nov. 25 - Dec. 10
 - Tree Lighting on the Common/Winter Arts + Crafts Fair Sunday, December 1
 - Holiday Open House: Saturday, December 7
 - Holiday Parade: Saturday, December 14



member benefits

The Chamber is a valuable resource for your business. We are here to help you see opportunities through connections and engagement with other organizations and the wider community. We want your business to thrive! Below are just a few of the many ways that we can help you to grow and sustain your business.

ATTEND NETWORKING EVENTS

Eighty percent of professionals consider networking important to career success. The Chamber regularly facilitates a variety of events designed to connect members to other professionals and the community including Breakfast Networking, Business After-Hours, Multi-Chamber Happy Hours, and Women In Business.

PARTICIPATE IN COMMUNITY EVENTS

Members receive discounts to be exhibitors at many community events like Town Day, the Winter Arts & Crafts Fair, and Health & Wellness Expo and exclusive opportunities at the Halloween Stroll, Summer Concert Series, and Tree Lighting on the Town Common. If you do not want to exhibit at an event, consider volunteering and meet other professionals and members of the community.

SHARE YOUR PROMOTIONS, EVENTS, & MILESTONES

The Chamber regularly coordinates with members to highlight events and milestones through multiple channels including the Chamber website, local print media, social media and Chamber publications, and email newsletters. Let us know how we can promote you! Share your news by emailing info@stonehamchamber.org or calling (781) 438-0001.



JOIN OUR EMAIL LIST & ADD US TO YOUR CONTACTS

Add info@stonehamchamber.org to your address book. The Chamber sends a bi-weekly newsletter, as well as special emails detailing events, opportunities, and information pertinent to businesses in Stoneham.

UPDATE YOUR DIRECTORY LISTING

As part of your membership, a landing page is created for you on our high traffic Stoneham Chamber Business Directory. Make sure your information is up-to-date and the content captures who you are and what you do. For assistance in updating and/or completing your profile, please contact info@stonehamchamber.org or call (781) 438-0001.

GET YOUR EMPLOYEES INVOLVED

Membership benefits and discounts are extended to your employees. Be certain that they are added to our email list and attend networking events, workshops, and more. Additionally, employees as well as children of employees are eligible to apply for our annual Chamber Scholarship Program.



JOIN A CHAMBER COMMITTEE

The Chamber has several committees in place that help promote and sustain the economic vitality of the community. This is your opportunity to get involved and help shape the future of the community where you live, work, and play. For more information, visit stonehamchamber.org/member/join-a-committee.

SIGN UP FOR OUR GIFT CERTIFICATE PROGRAM

The Chamber's Shop Local, Shop Stoneham Gift Certificate program is offered at no cost to members and redeemed gift certificates are reimbursed at 100 percent. Learn more at stonehamchamber.org/gift-certificates/for-businesses.



UTILIZE MEMBER GRAPHICS

A survey conducted by the Schapiro Group found that consumers were 49% more likely to think favorably of a business if they are a member of a chamber of commerce. Additionally, the Stoneham Chamber's popular community events like Stoneham Town Day, Summer Concert Series, Tree Lighting on the Common, and the Halloween Stroll are made possible through the generosity of our members. Make sure that your customers are aware of your membership. Display your member cling in your physical space and be sure to use member graphics on your website.

sponsorship & visibility opportunities

Chamber members looking for the most visibility for their business have a variety of options, based on budget and marketing goals. By sponsoring our annual events, your business receives online promotion, signage, public relations, and a high level of recognition while supporting our community. If you prefer to line up your involvement for the entire year in advance, take a look at our annual sponsorships.

ANNUAL SPONSORSHIP OPPORTUNITIES

Become an Annual Sponsor and benefit from consistent, year-round visibility at the Chamber's signature community events and marketing outreach.

Each annual sponsorship offers tiered recognition that includes:

Digital Assets: Inclusion in event logo/graphic used for all materials. Visibility on the Chamber website's event landing page(s). Inclusion in all related tweets, Facebook, and Instagram posts related to the event. Inclusion in emails related to the entire event series.

Print: Prominent logo placement on all event-related programs, banners, and posters. Prominent inclusion in all press releases acknowledging your sponsorship.

On-Site: Brand visibility at event and/or tabling opportunity. Acknowledgement in remarks,

Below are the benefits associated with each level of sponsorship. However, the Chamber is happy to tailor your partnership to what works best for your business' visibility needs. Annual sponsorships run from May 1 - April 30.

Chamber Champion

The Chamber Champion Package offers the highest level of exposure to the widest audience, keeping members connected with the community. You will have a presence at all our signature events, put your business in the spotlight, get your brand noticed, and use all of our technology to your advantage.

Annual investment: \$6,000.

EVENT SPONSORSHIPS

Platinum level sponsorships at the Chamber's signature events:

Health + Wellness Fair, Annual Golf Tournament, Summer Concert Series, Stoneham Town Day, Halloween Stroll, Tree Lighting on the Common, Winter Arts & Crafts Fair, Holiday Open House, and Holiday Parade.

+

MARKETING & PROMOTION

Top level logo placement corresponding to your level of sponsorship on:

Chamber website home page (25K hits annually), bi-weekly ChamberNews emails (2k subscribers), quarterly Chamber Newsletter (distribution to 550 local businesses and leaders).

Chamber Partner

The Chamber Partner Package marks your business as a leader. Your engagement demonstrates that you are an anchor in our community, and you also serve to create an opportunity for economic growth. You create connections that empower our local businesses. Annual investment: \$5,000.

EVENT SPONSORSHIPS

Gold level sponsorships at five (5) of the Chamber's signature events of your choice:

Health + Wellness Fair, Summer Concert Series, Stoneham Town Day, Halloween Stroll, Tree Lighting on the Common, Holiday Open House and Holiday Parade.

+

MARKETING & PROMOTION

Logo placement corresponding to your level of sponsorship on:

Chamber website home page (25K hits annually), bi-weekly ChamberNews emails (2k subscribers), quarterly Chamber Newsletter (distribution to 550 local businesses and leaders).

Chamber Advocate

The Chamber Advocate Package promotes your company as a business leader that is committed to the prosperity of the community that you serve. Your commitment and involvement facilitate your success and provide you with access to the leaders in the business community while you create connections. This package includes your choice of 4 sponsorships from the levels provided below. Annual investment: \$4,000.

EVENT SPONSORSHIPS

Silver level sponsorships at four (4) of the Chamber's signature events of your choice:

Health + Wellness Fair, Summer Concert Series, Stoneham Town Day, Halloween Stroll, Tree Lighting on the Common, Holiday Open House, and Holiday Parade.

+

MARKETING & PROMOTION

Top level logo placement corresponding to your level of sponsorship on:

Chamber website home page (25K hits annually), bi-weekly ChamberNews emails (2k subscribers), quarterly Chamber Newsletter (distribution to 550 local businesses and leaders).



À LA CARTE SPONSORSHIP OPPORTUNITIES

The Chamber A La Carte Package is designed to let you select the sponsorships you are interested in. Through the Chamber's wide variety of sponsorship and advertising opportunities, businesses can connect with other members and the community. There are multiple levels of investment across an array of programming; you can tailor your support to meet your specific engagement goals while helping to elevate the business environment in Stoneham.

Signature Community Event Opportunities

The Stoneham Chamber offers several annual community events that serve as great visibility opportunities for your business. Sponsorship benefits correspond to sponsorship levels, however, we are happy to work within your business needs and budget. Please note, many community events have a title sponsorship opportunity.



The following is an overview of sponsorship levels for the Chamber's signature events: Health + Wellness Fair, Annual Golf Tournament, Summer Concert Series, Stoneham Town Day, Halloween Stroll, Tree Lighting on the Common, Holiday Open House, and Holiday Parade.

PLATINUM

- Recognition as a platinum sponsor in event logo.
- Top tier visibility on event landing page on Chamber website.
- Your company name/logo on social media event pages and posts (Facebook boosted posts, Twitter, and Instagram).
- Regular promotion of your sponsorship in bi-weekly ChamberNews email.
- Recognition in all event marketing materials including logo in programs.
- Your logo displayed prominently on event banners and on all promotional posters.
- Acknowledgement in all related press releases.
- Acknowledgement of sponsorship in quarterly Chamber Newsletter.
- Tabling opportunities at non-vendor events (eg, Halloween Stroll, Summer Concert Series).
- Two vendor spaces in location of choice with table, chairs, and canopy provided (if applicable).
- Signage acknowledging your sponsorship for display in your business.

\$1,000 PER EVENT (\$1,200 NON-MEMBER)

SIGNATURE EVENT OPPORTUNITIES

GOLD

- Recognition as a gold sponsor in event logo.
- Second tier visibility on event landing page on Chamber website.
- Your company name/logo on social media event pages and posts.
- Regular promotion of your sponsorship in bi-weekly ChamberNews email.
- Recognition in event marketing materials including logo in programs.
- Your logo displayed on event banners located and on all promotional posters.
- Acknowledgement of sponsorship corresponding to sponsorship level in all related press releases.
- Acknowledgement of sponsorship in quarterly Chamber Newsletter.
- Tabling opportunity at non-vendor events (eg, Halloween Stroll, Summer Concert Series).
- One vendor space in location of choice with table, chairs, and canopy provided (if applicable).

\$750 PER EVENT (\$900 NON-MEMBER)

SILVER

- Recognition as a silver sponsor in the event logo and marketing materials.
- Third tier visibility on event landing page on Chamber website.
- Your company name on Chamber event page.
- Regular promotion in bi-weekly ChamberNews email.
- Recognition in all event marketing materials including name in programs.
- Your name displayed on event banners and on all promotional posters.
- Acknowledgement in all related press releases.
- Acknowledgement of sponsorship in quarterly Chamber Newsletter.

\$500 PER EVENT (NON-MEMBER \$600)

BRONZE

- Recognition as a bronze sponsor in event marketing materials.
- Fourth tier visibility on event landing page on Chamber website.
- Your company name on social media event page.
- Regular promotion in bi-weekly ChamberNews email.
- Recognition in all event marketing materials including name in programs.
- Your name displayed on event banners and on all promotional posters.
- Acknowledgement in all related press releases.
- Acknowledgement of sponsorship in quarterly Chamber Newsletter.

\$250 PER EVENT (NON-MEMBER \$300)

MARKETING OPPORTUNITIES

CHAMBER NEWS BI-WEEKLY EMAIL

A bi-weekly newsletter sent to more than 2,000 local business, owners, employees, and Stoneham residents that contains information about upcoming events, workshops, opportunities, and pertinent news. Have your business acknowledged as a sponsor with your logo in each newsletter.

Quarterly \$125 | Annual Sponsorship \$500

MEMBER-TO-MEMBER PROMOTION

Send a one-time email blast to the Chamber distribution list of 2,000+ members and partners. Limited number available.

First Email Free for Members | \$50 Per eBlast

CHAMBER WEBSITE

The Chamber website has more than 25,000 impressions each month. Place an ad on the Chamber's homepage to take advantage of this high traffic site.

Quarterly: \$250 | Annually: \$850

CHAMBER NEWSLETTER

Our quarterly newsletter is mailed to more than 500 businesses, offices, and households in Stoneham. Place a business card sized ad in the newsletter or a promotional flyer as an insert. Copies of the insert must be provided to the Chamber.

Annual Ad: \$150 | Insert: \$50

DOWNTOWN BANNER

Each year, the Chamber commissions an artist to design banners for the Stoneham Square business district. Sponsor a banner and have your business name displayed.

Member: \$250 | Non-Member \$300

SELECT YOUR SPONSORSHIP PACKAGE

ANNUAL SPONSORSHIP

___ Chamber Champion (\$6,000) ___ Chamber Partner (\$5,000) ___ Chamber Advocate (\$4,000)

À LA CARTE SPONSORSHIP

	Platinum \$1,000 \$1,200	Gold \$750 \$900	Silver \$500 \$600	Bronze \$250 \$300
Annual Golf Tournament				
Health + Wellness Fair				
Stoneham Town Day				
Summer Concert Series				
Halloween Stroll + Window Painting				
Annual Meeting + Member Breakfast				
Tree Lighting + Winter Craft Fair				
Holiday Open House				
Holiday Holiday Parade				

MARKETING

ChamberNews Weekly Email ___ Quarterly \$125 ___ Annual Sponsorship \$500
Chamber Website ___ Quarterly: \$250 ___ Annually: \$850
Chamber Newsletter ___ Annual Ad: \$150 ___ Insert : \$50
Downtown Banner ___ Member: \$250 ___ Non-Member \$300
Member-to-Member Promotion ___ 1st Email Free for Members ___ \$50 Per eBlast

Business Name:

Total amount: ____

Contact:

Payment method:

Email:

___ Invoice me

Phone:

___ Check (Stoneham Chamber of Commerce, 335
Main Street, Suite 202, Stoneham, MA 02180)

___ Credit Card

Credit Card Number: _____

Exp. Date. _____ Security Code: _____



stoneham chamber of commerce

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