



RUSSELLVILLE
AREA CHAMBER OF COMMERCE
The Natural Choice

MARKETING OPPORTUNITIES 2024



The mission of the Russellville Area Chamber of Commerce is to stand as a voluntary organization of businesses and professional men and women who have joined together for the purpose of promoting the civic, economic, professional, cultural, and industrial progress of our community.

708 WEST MAIN STREET
RUSSELLVILLE, AR 72801



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WWW.RUSSELLVILLECHAMBER.COM

Phone: 479-968-2530 | chamber@russellvillechamber.com

EVENTS

RIVER VALLEY BUSINESS EXPO



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WORKFORCE SIGNING DAY



P G . 5

PACK THE BERM



P G . 6

LAW ENFORCEMENT & FIRST RESPONDER APPRECIATION LUNCHEON



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ANNUAL MEETING



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RUSSELLVILLE REGIONAL LEADERSHIP ACADEMY



P G . 9



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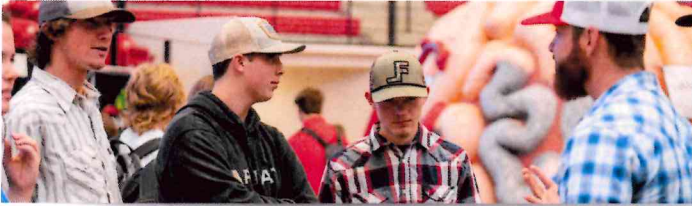
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CHAMBER CLASSIC GOLF TOURNAMENT



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SKILLED TRADE EXPO



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FIRST FRIDAY BREAKFAST



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PAINT THE TOWN GREEN & GOLD



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AUGUST

River Valley
BUSINESS EXPO
Russellville Area Chamber of Commerce

RIVER VALLEY BUSINESS EXPO

Manufacturing, retail, hotels, utilities, and marketing firms are just some of the industries present at the Annual River Valley Business Expo. The Expo Preview Party offers participants and guests the opportunity to get a firsthand look at the booths, vote on best booth, meet with new and old friends, and partake in some really great food from area restaurants. The following morning, join the Chamber for an exciting day of activities, hundreds of give-a-ways, and food and entertainment demonstrations. Sponsorships and exhibitor space are available for this event.

BOOTH PRICING

ARENA FLOOR BOOTH SPACE - MEMBERS ONLY	EARLY BIRD \$375	LATE BIRD \$425
HALLWAY/WALKWAY RING AROUND THE ARENA BOOTH - MEMBER	\$315	
NON-MEMBER BOOTH	\$650	

PREVIEW PARTY

\$2,000

- 2 complimentary booths with electricity ✓
- Large logo on event-specific advertising ✓
- Announcements during the Preview Party ✓
- Opportunity to run a 30-second commercial at the Preview Party ✓
- Expo banner outside of business location leading up to the event ✓

PLATINUM

\$1,000

- 1 complimentary booths with electricity ✓
- Logo on event-specific advertising ✓
- Hourly announcements day of Expo ✓
- Expo banner outside of business location leading up to the event ✓

GOLD

\$750

- Logo on event-specific advertising ✓
- Periodic announcements during the Expo ✓
- Expo banner outside of business location leading up to the event ✓

SILVER

\$500

- Logo on event-specific advertising ✓
- Periodic announcements day of Expo ✓



MAY

WORKFORCE SIGNING DAY

The Workforce Development Program at the Russellville Area Chamber of Commerce supports economic vitality by creating opportunities for businesses, employees and job seekers in the Russellville Area through a strong partnership with local industry and local centers for training/education. This event honors students in Russellville and the surrounding area who are graduating and remaining in the community to work. This will be the culmination of months of applications, interviews, and decisions made by area employers and students who are being matched for both full employment and apprenticeships. The Chamber of Commerce is the host and organizer of this event through our Workforce Development Program, as we work with local industries and educational/training institutes to identify students from surround high schools, colleges, and training programs who are graduating and remaining in Russellville for employment.

GOLD	SILVER	BRONZE
\$1,500	\$1,000	\$500
Large logo included on event signage ✓	Small logo included on event signage ✓	Company name included on event signage ✓
Large logo included on the sponsor board at the event ✓	Small logo included on the sponsor board at the event ✓	Company name included on the sponsor board at the event ✓
Logo included on the event website ✓	Company name included on the event website ✓	
Large logo recognized on all print material ✓	Company name or logo recognized on all print material ✓	
Company recognized on stage during the event and receive a plaque/award ✓		



PACK THE BERM (2024 1X EVENT)

APRIL

Bash at the Ballpark continuation TBA

Pack the Berm is a springtime, community event that brings kids of all ages together to celebrate and enjoy softball! Join us on the campus of Arkansas Tech University for some great food, fun, pictures with Jerry the Bulldog, and lots of give-a-ways. Attendees will also have an opportunity to meet the Tech softball team and get autographs and photos with your favorite player. Sponsorships are available for Chamber members. Admission and food are provided by Pack the Berm sponsors are free to all attendees.

DIAMOND

\$1,000

- Prominent logo on event-specific advertising ✓
- Features on radio marketing ✓
- Scheduled live announcements during the game ✓
- Hands-on involvement on the day of the event, including a 6-foot table for promotional giveaways, activities, or advertising ✓

GOLD

\$500

- Logo on event-specific advertising ✓
- Hands-on involvement on the day of the event, including a 6-foot table for promotional giveaways, activities, or advertising ✓

GREEN

\$250

- Listed on event-specific advertising ✓



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SEP. 11

1ST RESPONDER/ LAW ENFORCEMENT APPRECIATION COOKOUT

The Annual Law Enforcement & First Responder Appreciation Cookout Lunch provides the opportunity for us to come together and thank our local heroes. This special luncheon is dedicated to showing our deep appreciation for those who selflessly serve our community.

GOLD

\$1,000

- Large logo on sponsor banner ✓
- Large logo on invitation ✓
- Can volunteer to serve at & set up for event ✓
- Name announced at the event ✓
- Can bring a company banner to hang at the event ✓

SILVER

\$500

- Small logo on sponsor banner ✓
- Name on invitation ✓
- Can volunteer to serve at & set up for event ✓
- Name announced at the event ✓

BRONZE

\$250

- Name on sponsor banner ✓
- Can volunteer to serve at & set up for event ✓



DECEMBER

ANNUAL MEETING

The Annual Meeting is the Chamber's opportunity to gather the general membership to showcase the economic progress and development of our community. The meeting conveys the various business focused initiatives and projects facilitated by the Chamber staff. A keynote presentation by a prominent Arkansas leader will highlight the meeting, followed by the recognition of the Chamber's Red Coat Ambassador of the Year and Lifetime Status recipients, and Russellville's Citizen of the Year. Tickets will be available, and the cost will cover the meal and program.

TICKETS - \$50

PRESENTING

\$1,000

- Prominent logo on all event-specific advertising and table, program, and screen during the event ✓
- Table with 8 tickets ✓
- Opportunity to run a 30-sec commercial before the event starts ✓

TABLE

\$500

- Name on all event-specific advertising and table, program, and screen during the event ✓
- Table with 8 tickets ✓



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SEPT-JUNE



LEADERSHIP RUSSELLVILLE

TUITION - \$650

Russellville Regional Leadership Academy has been a program of the Russellville Area Chamber of Commerce since 1986. Since the program was started, the Leadership program has over four hundred men and women that have graduated from this program. It is an annual program of the Russellville Area Chamber of Commerce designed to identify, educate and motivate potential leaders to become involved in the future of our community. It is aimed at developing a pool of well-informed and well-motivated men and women qualified to assume present and future leadership roles in the Russellville area.

OVERALL	RETREAT	GRADUATION LUNCHEON	CLASS INTRODUCTION LUNCH	SESSION
\$2,000	\$1,000	\$1,000	\$500	\$350
<ul style="list-style-type: none"> Large logo in notebooks and on the screen ✓ Recognized at every session ✓ Recognition on all social media posts about Leadership ✓ 	<ul style="list-style-type: none"> Recognized in front of the class ✓ Recognition on the social media post about the retreat ✓ 	<ul style="list-style-type: none"> Recognition in front of the class and companies at the graduation luncheon ✓ Recognition on the social media post about the graduation luncheon ✓ 	<ul style="list-style-type: none"> Recognition in front of the class at the lunch ✓ Recognition on the social media post about the introduction lunch ✓ 	<ul style="list-style-type: none"> Logo on session agenda (you may choose from the session list) ✓ Recognition on the social media post about the class introduction lunch ✓



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OCTOBER



CHAMBER CLASSIC GOLF TOURNAMENT

The Chamber Classic Golf Tournament is a classic, three-man scramble aimed at combining fun with business. Company and organization teams will pair up. Each golfer will have the opportunity to win cash prizes and awesome hole-in-one prizes on the Par 3's. Lunch, beverage and snack carts, as well as, goody bags will be provided for all golfers. Sponsorships are available.

GOLF TEAM \$350 - 3-PERSON SCRAMBLE

ONLY ONE SPOT AVAILABLE

HAPPY GILMORE CART

\$1,500

- Decorate two beverage carts any way you would like ✓
- Get to drive the cart around the course during the event ✓
- Logo on event-specific advertising ✓

CADDYSHACK HOLE

\$750

- Complimentary team ✓
- Logo on event-specific advertising ✓
- Space around the hole for a table/tent (provided by the business) for promotional giveaways or advertising ✓

BAGGER VANCE HOLE

\$500

- Logo on event-specific advertising ✓
- Logo on one hole sign ✓

TIN CUP HOLE

\$250

- Logo on one hole sign ✓



SKILLED TRADE EXPO

The River Valley Skilled Trade Expo is for Junior High and High School students in the River Valley area. When it comes to securing employment after high school, knowledge is power, whether it comes from a traditional college degree or vocational/technical training. The Skilled Trade expo is geared toward students who are looking for high-demand, high-wage jobs that often don't require a college degree. At the Expo, students will have an opportunity to explore hands-on vocational training opportunities that could help provide them with a path to building a secure and fulfilling future.

OCTOBER

ENGINEER

\$1,500

- 2 complimentary booths with electricity ✓
- "Sponsored by" recognition on Expo name ✓
- Verbal recognition at the event throughout the Expo ✓
- Video board commercial/video, Logo scroll on video board ✓
- Media recognition with logo and sponsorship level ✓
- Expo bag inserts with company information ✓

FOREMAN

\$500

- 1 complimentary booth with electricity ✓
- Verbal recognition at the event throughout the Expo ✓
- Logo scroll on video board ✓
- Media recognition with logo and sponsorship level ✓
- Prominent expo booth location ✓
- Expo bag inserts with company information ✓

TECHNICIAN

\$250

- 1 complimentary booth with electricity ✓
- Logo scroll on video board ✓
- Media recognition with logo and sponsorship level ✓
- Expo bag inserts with company information ✓

BOOTH PRICING

MEMBERS	\$100
NON-MEMBERS	\$250
ELECTRICITY AT BOOTH	\$50



**FEB, MARCH,
SEP, OCT**



FIRST FRIDAY BREAKFAST

Multiple times a year, the Chamber will host an event that combines breakfast, business networking and an informational business program. Attendees will have the opportunity to meet one another and share ideas while enjoying a delicious breakfast. This informative and exciting function is an early-morning must for anyone seeking to network with other business owners and professionals. Sponsorships are available for this event.

TICKETS - \$10 PER MEMBER

Only one available spot for Annual FFB package and Monthly FFB Package - Secure your spot!

ANNUAL FFB

\$3,000

- Prominent logo on event-specific advertising ✓
- Opportunity to run a 30 sec. commercial at every event ✓
- Can put promotional materials on tables at every event ✓
- Name announced at every event ✓
- Up to 10 tickets per event ✓

MONTHLY FFB

\$500

- Logo on event-specific advertising ✓
- Opportunity to run a 30 sec. commercial ✓
- Can put promotional materials on tables ✓
- Name announced at the event ✓
- 5 free tickets per event ✓



AUGUST

ARKANSAS TECH UNIVERSITY
**PAINT
TOWN**
GREEN & GOLD
RUSSELLVILLE AREA
CHAMBER OF COMMERCE

PAINT THE TOWN GREEN & GOLD

The Russellville Area Chamber of Commerce's and Arkansas Tech University's Annual Paint the Town Green & Gold celebrates the new school year at Arkansas Tech University. We ask local businesses to decorate the interior and/or exterior of their business to help us welcome students back to Tech! If you have that competitive edge, this is the event for you! The winners will be recognized on social media, announced at the first ATU home football game and in the local media.

OVERALL

\$500

- Logo on event-specific advertising ✓
- Hands-on involvement at the March to Main including space for a 6-foot table (provided by business) for promotional giveaways, activities, or advertising ✓

COMMUNITY

\$250

- Hands-on involvement at the March to Main including space for a 6-foot table (provided by business) for promotional giveaways, activities, or advertising ✓



**JAN, APRIL,
JUNE, JULY,
NOV**



COMMERCE & CONNECTIONS

Commerce and Connections is a business after hours event created exclusively for our esteemed Chamber members, providing a unique opportunity to forge valuable business connections, expand their professional network, engage in meaningful conversations, exchange ideas, and cultivate relationships that can fuel business growth.

Opportunity for Leader-level membership tier or above



No charge for sponsoring but business provides location and food/drinks



Chamber provides marketing & advertising for the event



**EVERY OTHER
YEAR - 2024 OFF
YEAR**

LEGISLATIVE RECEPTION

The Russellville Regional Alliance for Economic Development and Russellville Area Chamber of Commerce host a legislative reception to honor the members of the General Assembly. This event is conducted every other year.

PRESENTER

\$1,000

Large logo on event-specific advertising ✓

Up to five guests at the event ✓

HOST

\$500

Small logo on event-specific advertising ✓

Up to three guests at the event ✓

SUPPORTER

\$250

Name on event-specific advertising ✓

Up to two guests at the event ✓



Membership Value Investment Plan

FEATURES	Investor	Partner	Benefactor	Leader	Supporter	Contributor	Starter
TOTAL INVESTMENT	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Sponsorship & Advertising Allocations	\$7,500	\$5,000	\$2,500	\$1,250	NA	NA	NA
Invitation to Legislative Reception (every other year event)	✓	✗	✗	✗	✗	✗	✗
Ad in Annual Report/Marketing Guide	✓	✓	✗	✗	✗	✗	✗
Table at Annual Meeting (8)	✓	✓	✗	✗	✗	✗	✗
30 sec commercial spot played during Annual Meeting	✓	✓	✗	✗	✗	✗	✗
Free registration to Washington Fly-In (hotel & airfare not included)	✓	✓	✓	✗	✗	✗	✗
Complimentary logo with link on Chamber website	✓	✓	✓	✗	✗	✗	✗
A seat on the Chamber Board of Directors	✓	✓	✓	✗	✗	✗	✗
Free attendance for employees to First Friday Breakfast	5 seats	3 seats	2 seat	1 seat	✗	✗	✗
Eligible to Host Commerce & Connections	✓	✓	✓	✓	✗	✗	✗
Recognition at the 1st Friday Breakfast upon joining	✓	✓	✓	✓	✓	✗	✗
Use of Chamber's website to promote events on the community calendar	✓	✓	✓	✓	✓	✓	✗
Membership listing in applicable category on the Chamber's online membership directory	✓	✓	✓	✓	✓	✓	✓
Employees eligible to participate in Leadership Program	✓	✓	✓	✓	✓	✓	✓
Employees eligible to be a Red Coat Ambassador	✓	✓	✓	✓	✓	✓	✓
Social media post for ribbon cuttings	✓	✓	✓	✓	✓	✓	✓
Post job openings on the Chamber's Job Finder website	✓	✓	✓	✓	✓	✓	✓
Invitation to all Chamber events & programs	✓	✓	✓	✓	✓	✓	✓
Recognition in the weekly Chamber email	✓	✓	✓	✓	✓	✓	✓

ALL ALLOCATIONS MUST BE USED IN THE CALENDAR YEAR



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ADVERTISING

2024 Annual Report w/ 2025 Sponsorship & Advertising Guide

Back Cover	\$1,750	<input type="checkbox"/>
Inside Cover	\$1,500	<input type="checkbox"/>
Full Page	\$1,000	<input type="checkbox"/>
1/2 Page	\$650	<input type="checkbox"/>
1/4 Page	\$350	<input type="checkbox"/>
1/8 Page	\$250	<input type="checkbox"/>

Weekly Email Ads

6 x 4" Ad - 1 Year	\$600	<input type="checkbox"/>
2 x 4" Ad - 1 Year	\$400	<input type="checkbox"/>
2 x 4" - 6 months	\$200	<input type="checkbox"/>

Program Sponsor

Workforce Development	\$250	<input type="checkbox"/>
Education	\$250	<input type="checkbox"/>
Leadership	\$250	<input type="checkbox"/>
Economic Development	\$250	<input type="checkbox"/>
Small Business Development	\$250	<input type="checkbox"/>
Quality of Place	\$250	<input type="checkbox"/>

E-mail Blast/ Social Media Post/ Webcast Sponsor

1 email sent to the entire Chamber email list	\$200	<input type="checkbox"/>
1 social media post on all Chamber social pages	\$100	<input type="checkbox"/>
1 webcast episode	\$250	<input type="checkbox"/>

