

MARKETING OPPORTUNITIES 2025



RUSSELLVILLE
AREA CHAMBER OF COMMERCE

The Natural Choice



OUR MISSION

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.

479-968-2530
RUSSELLVILLECHAMBER.COM



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708 WEST MAIN STREET
RUSSELLVILLE, AR 72801



FOCUS ON LIFE. WE'VE GOT THE REST.

Member
FDIC



OPEN AN
ACCOUNT
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FIRST STATE
Bank

Accepting New Patients



At Millard-Henry Clinic, our physicians and advanced practitioners serve patients of all ages with a wide range of healthcare services, ensuring comprehensive care for the whole family. Whether you need specialized care or routine preventive services, we are here to help you and your family live your healthiest life.

Our specialties include:

- Acute and chronic illness
- Cardiology
- Family medicine
- General surgery
- Immunizations
- Internal medicine
- Orthopedics
- Pediatrics
- Preventive medical care
- Women's health

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EVENTS



RUSSELLVILLE
AREA CHAMBER OF COMMERCE

The Natural Choice



Networking Events - Page 6

First Friday Breakfasts

Commerce & Connections

Networking Events - Page 7

River Valley Business Expo

Bowling for Business

Leadership & Government - Page 8

2025 Legislative Reception

Russellville Regional Leadership Academy

ATU Supporter Package - Page 10

Bash at the Ballpark

New 2025 ATU Basketball Event

Paint the Town Green & Gold

Workforce Support Package- Page 11

Be Pro Be Proud Draft Day

River Valley Skilled Trade Expo

Community Events - Page 12

1st Responder/Law Enforcement Appreciation Cookout

2025 National Civics Bee

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2025 Chamber/Alliance Annual Meeting

Advertising Packages

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Membership Value Investment Tiers



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SARAH HUCKABEE SANDERS GOVERNOR STATE OF ARKANSAS

"It was an honor to join the Americold team to open their newest expansion in Russellville. Low taxes, a friendly business environment, and my administration's focus on education and workforce give Arkansas a competitive edge. I'm glad companies like Americold see our advantage and are doubling down on the Natural State."



"It's an honor to join Taber Extrusions at the Farnborough International Airshow to announce its latest expansion in Russellville Arkansas. Taber Extrusions has operated in Arkansas since 1976, and we look forward to many more years of business success for them. Congratulations to the City of Russellville on this economic development win, which creates 70 new jobs in the River Valley region."



CLINT O'NEAL EXECUTIVE DIRECTOR ARKANSAS ECONOMIC DEVELOPMENT COMMISSION



Dear Chamber Members,

This year, we've made incredible strides in our mission to create lasting economic opportunities and improve the quality of life for the River Valley region.

Our dedication to job creation and workforce development remains steadfast, and this year's major milestones reflect that commitment. In 2024, we celebrated a landmark expansion with Taber Extrusions, whose growth brings not only new jobs but also solidifies our region as a critical player in the advanced manufacturing sector. Additionally, we were thrilled to host Governor Sanders at the ribbon cutting for Americold's newest facility in Russellville. Americold is a leader in cold storage whose significant investment in our community will further diversify our economic landscape and create long-term opportunities for our residents. Owens Corning also continues to thrive, serving as a new, key employer and contributing to our robust industrial foundation.

As we continue to grow, we recognize that a highly skilled workforce is essential for our region's competitiveness. This year, we have deepened our partnerships with local educational institutions and training centers, expanding vocational programs and aligning training opportunities with industry needs. By investing in our workforce, we're creating a path to prosperity for our residents and ensuring that our industries have the skilled employees needed to thrive.

The power of collaboration remains the heart of our strategy. Our success is only possible through partnerships with local leaders, businesses, educational institutions, government agencies, and residents. We are grateful to work alongside each of you, and I encourage all members to continue engaging with the Chamber and Alliance as we work toward a shared vision for our region.

As I look at all we've achieved this past year, I am deeply proud of the resilience, vision, and unity of our community. Together, we're creating a vibrant, diverse, and competitive regional economy that not only benefits us today but lays the groundwork for generations to come. Our purpose is to be faithful stewards of this region, investing in our community today so that we may enjoy a prosperous tomorrow. Economic development is truly a team sport.

Thank you for being a part of this journey!

Dr. Megan Selman
Chief Executive Officer
Russellville Chamber of Commerce
Russellville Regional Economic Development Alliance



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OVERALL ANNUAL SPONSOR

\$3,000

LOGO ON EVENT-SPECIFIC ADVERTISING

MONTHLY SPONSOR

\$500

PROMINENT LOGO ON EVENT-SPECIFIC ADVERTISING

OPPORTUNITY TO RUN A 30-SECOND COMMERCIAL AT EVERY EVENT

OPPORTUNITY TO RUN A 30-SECOND COMMERCIAL AT SPONSORED EVENT

PLACE PROMOTIONAL ITEMS ON TABLES AT ALL EVENTS

PLACE PROMOTIONAL ITEMS ON TABLES AT SPONSORED EVENTS

NAME ANNOUNCED AT ALL EVENTS

NAME ANNOUNCED AT SPONSORED EVENTS

10 TICKETS PER EVENT

5 TICKETS PER SPONSORED EVENT



COMMERCE & CONNECTIONS HOST

MUST HAVE A LEADER LEVEL MEMBERSHIP OR HIGHER (\$2500)

NO CHARGE FOR HOSTING, BUT MUST PROVIDE LOCATION AND FOOD/DRINK

CHAMBER PROVIDES MARKETING AND ADVERTISING FOR EVENT



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ARENA FLOOR BOOTH SPACE - MEMBERS ONLY

EARLY BIRD - \$500

LATE BIRD - \$650

HALLWAY/WALKWAY RING AROUND THE ARENA BOOTH

\$450

NON-MEMBER BOOTH

\$850

PREVIEW PARTY SPONSOR

\$2,500

2 COMPLIMENTARY BOOTHS WITH ELECTRICITY

OPPORTUNITY TO RUN A 30-SEC COMMERCIAL AT PREVIEW PARTY

LARGE LOGO ON EVENT-SPECIFIC ADVERTISING

ANNOUNCEMENTS DURING THE PREVIEW PARTY

EXPO BANNER OUTSIDE OF BUSINESS LOCATION LEADING UP TO THE EVENT

PLATINUM SPONSOR

\$1,500

1 COMPLIMENTARY BOOTH WITH ELECTRICITY

LOGO ON EVENT-SPECIFIC ADVERTISING

HOURLY ANNOUNCEMENTS THE DAY OF EXPO

EXPO BANNER OUTSIDE OF BUSINESS LOCATION LEADING UP TO THE EVENT

GOLD SPONSOR

\$750

LOGO ON EVENT-SPECIFIC ADVERTISING

PERIODIC ANNOUNCEMENTS THE DAY OF EXPO

EXPO BANNER OUTSIDE OF BUSINESS LOCATION LEADING UP TO THE EVENT

KINGPIN SPONSOR - 1

\$2,000

LARGE LOGO ON EVENT-SPECIFIC ADVERTISING

1 - BOWLING TEAM

LARGE LOGO RECOGNITION AT THE EVENT

ANNOUNCEMENTS DURING THE EVENT

SPARE SOCK SPONSOR - 1

\$1,500

SMALL LOGO ON EVENT-SPECIFIC ADVERTISING

1 - BOWLING TEAM

LOGO ON SOCKS OR SOCK PACKAGING

ANNOUNCEMENTS DURING THE EVENT

**NEW EVENT IN 2025!
MORE DETAILS TO COME!**

STRIKE SPONSOR

\$1,000

SMALL LOGO ON EVENT-SPECIFIC ADVERTISING

1 - BOWLING TEAM

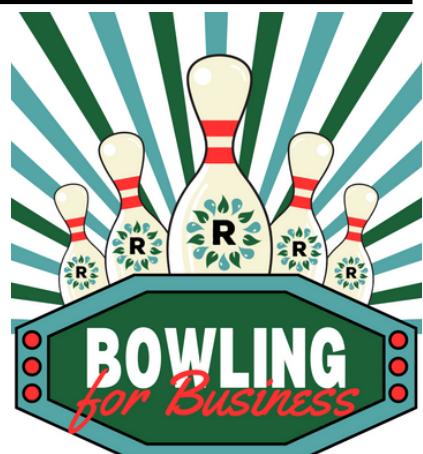
ANNOUNCEMENTS DURING THE EVENT

LANE SPONSOR

\$500

NAME ON EVENT-SPECIFIC ADVERTISING

SIGN ON LANE DURING EVENT



**5 PERSON BOWLING TEAM
\$350**



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\$750 - INDIVIDUAL TUITION

OVERALL SPONSOR	OPENING RETREAT	GRADUATION LUNCHEON	KICKOFF LUNCHEON	SESSION
\$2,000	\$1,000	\$1,000	\$1,000	\$500
LARGE LOGO IN NOTEBOOKS & ON SCREEN	RECOGNITION IN FRONT OF THE CLASS	RECOGNITION ON ALL GRADUATION SOCIAL MEDIA POSTS	RECOGNITION IN FRONT OF THE CLASS	LOGO ON AGENDA AT SESSION OF YOUR CHOICE
RECOGNIZED AT EVERY SESSION	RECOGNITION ON ALL SOCIAL MEDIA POSTS ABOUT THE RETREAT	RECOGNITION IN FRONT OF THE CLASS & COMPANIES AT GRADUATION	RECOGNITION ON ALL SOCIAL MEDIA POSTS ABOUT THE KICKOFF LUNCH	RECOGNITION ON ALL SOCIAL MEDIA POSTS ABOUT THE SESSION
RECOGNITION ON SOCIAL MEDIA POSTS				



2025 Legislative Reception

FEBRUARY 18TH @ RED & BLUE EVENTS VENUE, LITTLE ROCK



PRESENTER	INVESTOR	SUPPORTER
\$1,000	\$500	\$250
LARGE LOGO ON EVENT-SPECIFIC ADVERTISING	SMALL LOGO ON EVENT-SPECIFIC ADVERTISING	NAME ON EVENT-SPECIFIC ADVERTISING
UP TO 5 GUESTS AT THE EVENT	UP TO 3 GUESTS AT THE EVENT	UP TO 2 GUESTS AT THE EVENT



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Champions of our community.

Russellville Area Chamber of Commerce

Arvest proudly invests in you, who help keep our communities strong. Local involvement, local management – Arvest Bank.

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special needs across their life span.

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Supporter Package

Support 3 events with one sponsorship!

**PAINT
TOWN**
the
GREEN & GOLD



2025 New Basketball Event

More Details To Come!



DIAMOND

\$1,000

LARGE LOGO ON EVENT-SPECIFIC
ADVERTISING

FEATURES ON RADIO MARKETING

SCHEDULED LIVE
ANNOUNCEMENTS DURING THE
EVENTS

HANDS-ON INVOLVEMENT ON THE
DAY OF THE EVENTS INCLUDING
SPACE FOR A 6-FOOT TABLE FOR
PROMOTIONAL GIVEAWAYS,
ACTIVITIES OR ADVERTISING

GOLD

\$500

SMALL LOGO ON EVENT-SPECIFIC
ADVERTISING

SCHEDULED LIVE
ANNOUNCEMENTS DURING THE
EVENTS

HANDS-ON INVOLVEMENT ON THE
DAY OF THE EVENTS INCLUDING
SPACE FOR A 6-FOOT TABLE FOR
PROMOTIONAL GIVEAWAYS,
ACTIVITIES OR ADVERTISING

GREEN

\$250

NAME ON EVENT-SPECIFIC
ADVERTISING

SCHEDULED LIVE
ANNOUNCEMENTS DURING THE
EVENTS



Workforce Supporter Package

WORKFORCE CHAMPION

\$5,000

LARGE LOGO ON PROMOTIONAL MATERIAL FOR WORKFORCE DEVELOPMENT AND INSPIRE RIVER VALLEY MATERIALS

1-YEAR AD ON JOBFINDER

OPPORTUNITY TO HAVE A PANEL SEAT OR SPEAK AT WORKFORCE DEVELOPMENT AND INSPIRE RIVER VALLEY EVENTS

SEAT ON THE RUSSELLVILLE REGIONAL WORKFORCE DEVELOPMENT COMMITTEE

WORKFORCE PARTNER

\$2,500

SMALL LOGO ON PROMOTIONAL MATERIAL FOR WORKFORCE DEVELOPMENT AND INSPIRE RIVER VALLEY MATERIALS

6-MONTH AD ON JOBFINDER

OPPORTUNITY TO HAVE A PANEL SEAT OR SPEAK AT WORKFORCE DEVELOPMENT AND INSPIRE RIVER VALLEY EVENTS

WORKFORCE TEAMMATE

\$1,000

NAME ON PROMOTIONAL MATERIAL FOR WORKFORCE DEVELOPMENT AND INSPIRE RIVER VALLEY MATERIALS

6-MONTH AD ON JOBFINDER



2025 BE PRO BE PROUD DRAFT DAY & SKILLED EXPO

INTERVIEW AREA SPONSOR - \$7,500 (ONE AVAILABLE)

CAREER EXPO SPONSOR - \$7,500 (LIMITED SPOTS AVAILABLE)

KICK-OFF BREAKFAST SPONSOR - \$5,000 (ONE AVAILABLE)

HOSPITALITY SUITE & RECRUITER LUNCH SPONSOR - \$3,500 (LIMITED SPOTS AVAILABLE)

DRAFT DAY EVENT SPONSOR - \$2,500 (LIMITED SPOTS AVAILABLE)

BOOTH AT EVENT IF 100 OR LESS EMPLOYEES - \$250

BOOTH AT EVENT IF MORE THAN 100 EMPLOYEES - \$500



*SPONSORSHIPS PAID DIRECTLY TO BE PRO BE PROUD
CANNOT USE SPONSORSHIP CREDITS*



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1st Responder & Law Enforcement

Appreciation Cookout

GOLD SPONSOR

\$1,000

LARGE LOGO ON SPONSOR SIGN

LARGE LOGO ON EVENT-SPECIFIC ADVERTISING

CAN VOLUNTEER TO SERVE & SET UP AT COOKOUT

NAME ANNOUNCED DURING EVENT

CAN BRING A COMPANY BANNER TO HANG AT THE EVENT

SILVER SPONSOR

\$500

SMALL LOGO ON SPONSOR SIGN

SMALL LOGO ON EVENT-SPECIFIC ADVERTISING

CAN VOLUNTEER TO SERVE & SET UP AT COOKOUT

NAME ANNOUNCED DURING EVENT



BRONZE SPONSOR

\$250

NAME ON SPONSOR SIGN

CAN VOLUNTEER TO SERVE & SET UP AT COOKOUT

PRESENTING SPONSOR

\$1,500

LARGE LOGO ON EVENT-SPECIFIC ADVERTISING

RECOGNITION IN EVENT MEDIA RELEASES

OPPORTUNITY TO PROVIDE SHORT REMARKS AT START OF LOCAL COMPETITION

OPPORTUNITY TO PASS OUT PRIZES DURING AWARDS PRESENTATION

RECOGNITION DURING THE EVENT



COMMUNITY SPONSOR

\$750

SMALL LOGO ON EVENT-SPECIFIC ADVERTISING

RECOGNITION IN EVENT MEDIA RELEASES

RECOGNITION DURING THE EVENT

2025 NATIONAL CIVICS BEE

HOSTED IN PARTNERSHIP WITH THE US CHAMBER AND ARKANSAS STATE CHAMBER, THIS IS A LOCAL COMPETITION FOR 6TH-8TH GRADE STUDENTS. TWENTY LOCAL STUDENTS WILL ADVANCE TO THE LIVE COMPETITION HELD AT ATU ON MARCH 20. THE WINNER WILL THEN ADVANCE TO THE STATE COMPETITION IN LITTLE ROCK IN MAY 2025.

SUPPORTING SPONSOR

\$325

RECOGNITION IN EVENT MEDIA RELEASES

RECOGNITION DURING THE EVENT



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2025 Annual Meeting



INDIVIDUAL TICKETS - \$65

PRESENTING SPONSOR
\$1,500
1 TABLE WITH 8 TICKETS
LARGE LOGO ON EVENT-SPECIFIC ADVERTISING
OPPORTUNITY TO RUN A 30-SECOND COMMERCIAL DURING EVENT

TABLE SPONSOR
\$750
1 TABLE WITH 8 TICKETS
NAME ON EVENT-SPECIFIC ADVERTISING

Advertising

2026 MARKETING GUIDE
BACK COVER - \$2,000
INSIDE COVER - \$1,500
FULL PAGE AD - \$1,000
1/2 PAGE AD - \$750
1/4 PAGE AD - \$500

WEEKLY EMAIL ADS
1-YEAR 6X4 AD - \$1,000
1-YEAR 2X4 AD - \$750
6-MONTH 6X4 AD - \$500
6-MONTH 2X4 AD - \$250

1 E-MAIL BLAST - \$250
1 SOCIAL POST - \$250
JOB FINDER ADS
EXCLUSIVE BANNER AD 1-YEAR - \$1,500
1 - YEAR PAGE AD - \$1,000
6 - MONTH PAGE AD - \$500



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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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ARKANSAS TECH UNIVERSITY

APPLY TODAY!

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A photograph of a young graduate in a black cap and gown, wearing a yellow stole, smiling and holding a dark green diploma cover above their head. The background is a blurred graduation ceremony with other students and an American flag on the right.

Arkansas Tech University
Russellville, Arkansas

ATU™ ARKANSAS TECH
UNIVERSITY



Specialized heart care for a healthy life.

We put our whole heart into caring for yours. From emergency care in our chest pain center to interventional care in our cath lab, we have the skills and technology to provide a range of cardiology services. Whatever your needs, our experienced team will help you access the right care, right here in your community.

Walks in the park. Laughing with friends. These are the things that matter in life. We are here so you don't miss a beat. We're here so you can live your healthiest life.

See all we have to offer at
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