Including Volunteer and Marketing Opportunities

Jim Price, Chairman of the Board
Marshall Ramsey, President
The mission of the Morristown Area Chamber of Commerce is to create, nurture and expand diverse economic growth, and be an advocate for business in Hamblen County and the Lakeway region.

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825 W. 1st N. Street, Morristown, TN 37814
P.O. Box 9 Morristown, TN 37815
(423) 586-6382
www.morristownchamber.com
Dear Chamber Members,

Preparing for the future of the Lakeway area is one of the key tasks of the Morristown Area Chamber of Commerce. Improving the availability of well-trained workers is a large part of this task. 2020 started out with early success in this mission. On January 3rd, Governor Lee visited Morristown to award a $1,000,000 grant to further vocational education in the Lakeway Region. The Chamber partnered with TCAT, 23 local industries, and 8 school systems in 2019 to work on the proposal that culminated in the grant being awarded. This is a demonstration of having a vision for the future and working toward bringing that vision to fruition. As 2020 unfolds, we as a community, need to lay the groundwork to drive continued progress and prosperity in this region.

Recently there has been a shortage of housing in certain price ranges in the Lakeway area. This need has been noticed. There are at least 3 new housing developments launching this year which will bring much needed inventory to our housing market.

We have held multiple ribbon cuttings already this year, which is a strong sign of vibrancy and growth. It is heartening to speak to the owners of these businesses and hear why they have chosen to place their business in the Lakeway area. A common theme emerged, “Morristown is growing, and we felt we had to be a part of that.”

Speaking of growth, we are looking forward to Van Hool beginning construction on their site soon. Simultaneously, we will begin prepping the next site at the E TN Progress Center for future industrial expansion. As they say, luck favors the prepared.

Good news has been reported concerning the SR 66 connection to exit 4 of I-81. The sinkhole has been filled nearly to grade and will soon receive a clay cap. The expectation is to have the entire route completed by September with two lanes opening sooner. The completion of this connector will make the Merchant’s Greene area even more attractive to future businesses.

There are many Chamber sponsored events coming up during 2020. Involvement of our members is what makes this a great and effective Chamber of Commerce. Please look at the events on our schedule and pick something that speaks to you. Please get involved and help us become even stronger as an organization. Thank you to everyone who has already pitched and attended or helped with the many events we have had so far. Please continue to stay involved and supportive of your Chamber.

Jim Price, Chairman of the Board 2020
Through the efforts of our Economic Development Division, led by Vice Chair John McClellan from Commercial Bank, the Chamber’s industrial and retail marketing programs work to bring in new industries and retail and commercial businesses. Our industrial services team offers assistance to current industries seeking to expand and recognizes and thanks our existing industries for what they do for our economy by providing jobs and capital investment. We work with our strategic partners including Walters State, TCAT, the Hamblen County Schools and HC*Excell on workforce development programs to provide quality workers for our business and industry. We recognize our tourism development efforts as a significant contribution to the local economy. By promoting the recreational and historical assets of our area, as well as capitalizing on our scenic beauty and shopping and cultural opportunities, we work to attract both visitors and retirees to our community.

Our Investor Relations Division, under the leadership of Kristina Veit with Express Employment Professionals works hard to provide numerous opportunities for our members to interact with each other to share information and get the word out about their businesses. Whether it be at our Annual Meeting, the Golf Tournament, a Membership Breakfast, Business After Hours or the Business Showcase, the Chamber brings members together. In addition, the Investor Relations Division hosts monthly Lunch & Learns from March—November that provide learning opportunities, workshops and seminars for the varied interests of our members. The April Small Business Awards of Excellence Luncheon is one of the most popular Chamber events and gives us a chance to salute our successful members in the retail, healthcare, service, non-profit, finance-insurance-real estate and hospitality leisure sectors. This Division also boasts one of the most visible Chamber groups—our Ambassadors Club. These dedicated volunteers serve as the face of the Chamber at Ribbon Cuttings and other networking events, keeping busy and sharing the Chamber story wherever they go.
Rhonda Krenzer with Executive Places is Vice Chair of the Quality Business Climate Division. Volunteers in this division of the Chamber work to assure our community has the infrastructure and amenities needed to cultivate and grow successful businesses. These include good roads and transportation routes that are crucial to moving goods and people. By continuing to monitor the progress on road construction projects and studying and evaluating future transportation needs, we can keep our community’s needs in the forefront at the Tennessee Department of Transportation. Maintaining open dialogue and good relationships with local, state and federal officials is key to keeping the membership updated on issues of interest to the business community. Through meetings with elected officials and candidate forums, open to the public, we can contribute to the development of an informed electorate. Establishing programs to make the community an appealing place for young professionals to live and work is vital. Addressing concerns of young talent, including housing, entertainment, shopping, dining and employment are an important element addressed by this division. We continue to develop plans for enticing new residents to discover the benefits of living in Morristown and Hamblen County. With these successful programs, such as our fall Craft Beer Festival we will grow our population and thus our workforce and new families will add to the economic base in our community.

Steve Amos with First Peoples Bank is guiding our Organizational Development Division this year. With his leadership and the involvement of many experienced volunteers the Chamber will continue to rest on solid financial ground with broad financial support from our strong membership base. Updated by-laws and a working strategic plan will keep the organization on track to achieve the goals set by each administration. To assure continued strength of leadership in the Chamber and the community, the Leadership Morristown Program will be planned and executed by outstanding alumni of the program who will recruit participants from the membership and give them the opportunity to achieve and excel in leadership roles. “Graduate Sessions” will be held quarterly to allow our Leadership Alumni stay updated and informed about community issues,
Where Will You Serve in 2020?

We have the following opportunities for you to

- Assisting in the planning and execution of the Industrial Appreciation Breakfast
- Working with our Tourism Crew to help promote events and welcome visitors
- Assisting with the Tennessee State Disc Golf Championships
- Hosting new residents and retirees relocating to the community
- Serving on the Transportation Committee
- Participating in legislative events/attending candidate forums
- Organizing HYPE (Helping Young Professionals Excel) activities
- Being notified of and attending HYPE activities
- Serving as a Mentor for a Young Professional
- Being mentored through the HYPE Mentor/Mentee program
- Volunteering at the Craft Beer Festival
- Working on the Annual Meeting
- Attending the Annual Meeting
- Helping organize the Golf Tournament
- Playing in the Golf Tournament (individual or team)
- Hosting a Membership Breakfast
- Hosting a Business After Hours
- Serving as a Chamber Ambassador
- Attending Ribbon Cuttings
- Working on the Small Business Awards of Excellence
- Working on the Business Showcase
- Having a booth display in the Business Showcase
- Participating in a Lunch & Learn
- Presenting a Lunch & Learn
- Planning a Leadership Morristown session (alumni only)
- Participating in Leadership Morristown (tuition required)

Name ____________________________________________________________________________________

Company ________________________________________________________________________________

Phone ________________________________________  Fax _____________________________________

Email address ___________________________________________________________________________

Please fax to 423-586-6576 or email: manager@morristownchamber.com

Or mail them to  Morristown Area Chamber of Commerce

P.O. Box 9 Morristown, TN 37815
Let us help you market your business through the Chamber!

On the following pages you will read about events and activities that are on-going throughout the year involving our Chamber members. These events are open to all Chamber members and include a diverse range of interests. By lending your financial support, you can help the Chamber produce quality programming as well as put the name of your business in front of hundreds of prospective clients, customers and suppliers.

We encourage you to review these options and choose those that will best serve your needs and your budget. We look forward to hearing from you.
Industrial Appreciation Breakfast

Major Sponsor   $500  12 Available
- Your name and/or logo in color on Event Signage and Program
- Exclusive invitation for 2 company representatives
- Recognition during the remarks
- Special sponsor nametags for company representatives
- Picture will be taken with one of the recognized industries for publication in the Citizen Tribune
- Recognition in the Morristimes E-newsletter

Corporate Sponsor $250  20 Available
- Your name on Event Signage and Program
- Recognition during remarks
- Exclusive invitation for one company representative
- Special nametag for company representatives identifying him/her as a sponsor
- Recognition in the Morristimes E-newsletter

Membership Breakfast $300 (plus cost of food)  8 Available
- Invitation with logo will be published in the Morristimes
- E-mail blasts with company logo sent to the entire membership
- RSVPs will be taken and nametags will be distributed at the event (estimated 70-100 people will attend)
- Sponsors receive a 15-20 minute time frame during the event to promote their business to the attendees
- A listing of all attendees can be provided to your business for optional follow-up business contact.

Before the event, the Chamber staff will help you determine room set up and provide you with a list of Chamber members who have expressed an interest in catering these events. The Chamber will also supply a sound system, nametags and registration assistance during the event.
Small Business Awards of Excellence

Media Sponsor $1500  1 Available
- Opportunity to be guest speaker at luncheon
- Bio insert in program
- Sponsor name/logo prominently displayed on all promotional material
- Onstage thank you and introduction
- Special nametags for company representatives
- Media Exposure in Citizen Tribune and Morristimes E-newsletter.
- Two complimentary tickets to the event

Event Sponsor $750  4 Available
- Sponsor name/logo prominently displayed on all promotional material
- Sponsor name/logo displayed on table tent card and program
- Onstage thank you and introduction
- Special nametags for company representatives
- Media Exposure in Citizen Tribune and Morristimes E-newsletter—Event Sponsor representative will be included in media photos of ALL award winners
- Two complimentary tickets to the event

Theme Sponsor $400  1 Available
- Your name and/or logo will be displayed on appropriate theme merchandise
- Your name/logo will be displayed on table tent card and in program
- Media Exposure in the Morristimes E-newsletter
- Special nametag for company representatives
- Onstage recognition
- Two complimentary tickets to the event

Award Sponsors $350  7 Available
- Sponsor name/logo will be displayed on table tent card and in program
- Media Exposure and photo with award recipient in Citizen Tribune and Morristimes E-newsletter
- Special nametag for company representatives
- Onstage recognition
- One complimentary ticket to the event

“Friends of Small Business” $100 Unlimited
- Name appears on a banner displayed at the event
- “Thank You” recognition in Morristimes newsletter
Membership Golf Tournament

Title Sponsor $1,500 (plus cost of player gift)  3 available

- Name and logo listed/announced on all tournament promotional materials, advertising, PSA’s and on registration form
- Exclusive right to provide player gift with sponsor name and/or logo to all players and have company representative on site to present the gift to the golfers.
- Headlined in all advertising and marketing, pre and post tournament
- Two banners displayed at the Tournament
- Free registration fee for one team (4 players)
- Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament.

Lunch Sponsor $1,500 or in-kind  1 available

- Name listed on tournament promotional materials and on registration form
- Name included in all advertising, pre and post tournament
- Name and logo listed on banner displayed at the Luncheon Area
- Free registration fee for two (2) golfers
- Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament
- Name announced during pre-tournament activities

Flight Sponsor $1,000  4 available

- Name listed on tournament promotional materials and on registration form
- Name included in all advertising, pre and post tournament
- Name and logo listed on banner displayed at the Leaderboard
- Recognition in the Chamber E-Newsletter, Morristimes prior to and after the tournament
- Free registration fee for two (2) golfers
- Name announced during tournament awards presentation ceremony

Hole Sponsor $250  36 available

- Business sign placed on Tee Box
- Discounted entry fee for 1 participating golfer
- Name listed in post-event Morristimes E-Newsletter

Contest Sponsor $500  1 Available

- Sign displayed at contest area.
- Name announced during pre-tournament activities
- Recognition in the Chamber E-Newsletter Morristimes prior to and after the tournament

Beverage/Snack Cart Sponsor $500  3 available

- Sign placed on Beverage Cart/Beverage Stations during the tournament
- Business name included in all advertising, pre and post tournament
- Name included in pre-tournament Morristimes E-Newsletters and the post-event Morristimes
- Option of having company representative drive cart
Presenting Sponsor  $2,000  1 Available

- Expanded booth space at the entrance to display company information and promotional items
- Company name and/or logo included in all media and Chamber advertising of the Expo
- 2 company banners displayed at the event
- 15 complimentary admission tickets to the Expo to be used at sponsor’s discretion

Major Sponsor  $1,500  2 Available

- A centrally located and expanded booth space
- Inclusion on media and Chamber advertising of the Expo
- 8 complimentary admission tickets to be used at sponsor discretion

Event Sponsor  $350  15 Available

- Complimentary booth space
- Inclusion on media and Chamber advertising of the Expo
- 4 complimentary admission tickets to the Expo to be used at sponsor’s discretion

Event Sponsor  $500  10 available

- 2 Complimentary tickets to the event (estimated attendance—300-350) with seating at premier tables
- Company name/logo included on promotional materials, tickets and in the Power Point presentation shown during the event
- Recognition from the event emcee multiple times during the event
- Opportunity to set up a display table in the lobby the evening of the event

Presenting Sponsor:  $2,000  1 Available

- Company logo included on 300+ participant shirts
- Company name and logo on all advertising and tournament website
- Opportunity to welcome golfers at players meeting
- Present trophies and checks to winners after final round
**Presenting Partner**  $5,000  1 available
- Large exclusive banner displayed at event
- Name at top of ALL event advertising & marketing including banners at event, social media, website, print and broadcast media
- VIP Tent
- 12 Tasting Packages

**Stage & Entertainment Partner**  $2,500  3 available
- Exclusive branding on banner at music stage
- Mention in advertising & marketing
- VIP Tent
- 12 Tasting Packages

**Mug Partner**  $2,500  1 available
- Name/Logo on 1000 mugs sold at event and in packages
- Mention in advertising & marketing
- 8 Tasting Packages

**Kid’s Zone Partner**  $1,500  1 available
- Banner & yard signs at Childrens’ area
- Mention in advertising & marketing
- 6 Tasting Packages

**Cornhole Partner**  $1,500  1 available
- Banner and yard signs at cornhole area
- Name/Logo on 6 cornhole boards
- Keep 2 cornhole boards following the festival
- 6 Tasting Packages

**VIP Partners**  $1,000  20 available
- Reserved tent space with personalized banner, tables and chairs
- 12 Tasting Packages
- Mention in advertising & marketing

**Gameday Partner**  $500  10 available
- Name on entry banner
- Mention in advertising & marketing
- 4 Tasting Packages

**Community Partner**  $250  Unlimited
- 10 x 10 vendor booth
- 2 tasting packages
- Inclusion on entry banner

**Booth Vendor**  $100  Unlimited
- 10 x 10 vendor booth

Please visit us at [www.morristowncraftbeerfestival.com](http://www.morristowncraftbeerfestival.com) as more sponsorship opportunities may become available.
Major Sponsor  $1,000  2 Available
- Logo included on all promotional materials announcing events (monthly)
- Logo displayed on HYPE Website
- Opportunity to present a welcome/announcements during events.
- Opportunity to have a sponsor table at events
- Opportunity to host the group at sponsor’s businesses or other location.
- Logo included in Chamber publications and social media sites promoting HYPE activities
- Recognition in press releases about HYPE activities

Program Sponsor  $500  4 Available
- Logo included on all promotional materials announcing events.
- Opportunity to present a welcome/announcements during 2 events/year.
- Logo included in Chamber publications and social media sites promoting HYPE activities
- Logo included on HYPE Website

Support Sponsor  $250  8 Available
- Logo included on HYPE website
- Logo included on team t-shirts

The Chamber’s “Lunch & Learn” Program is held on the 3rd Monday of each month, March—November. We invite member businesses to present 30—40 minute programs on a topic of which they have expertise. These topics should be of interest to the general membership or to a specific segment of the membership. They are not designed to be a “sales pitch” for the presenting business, but should be educational and informative. The programs are held in the Board Room of the Chamber and the Chamber provides lunch for a nominal fee. Attendance is limited to 45. If your company would be interested in presenting a Lunch & Learn Program, please check the box on page 12 and include the topic you wish to present. For more information, contact Debra Williams, 423-586-6382 or manager@morristownchamber.com.
# What Will You Sponsor in 2020?

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<thead>
<tr>
<th>Event Type</th>
<th>Sponsorship Levels</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Industrial Appreciation Event</td>
<td>_____ Major Sponsor (12 available) - $500</td>
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<td></td>
<td>_____ Corporate Sponsor (20 available) - $250</td>
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<tr>
<td>Membership Breakfasts</td>
<td>_____ (8 Available) $300 plus cost of food</td>
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<td>Business After Hours</td>
<td>_____ (8 Available) $300 plus cost of food</td>
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<tr>
<td>Small Business Awards</td>
<td>_____ Media Sponsor (1 available) - $1,500</td>
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<td></td>
<td>_____ Event Sponsor (4 available) - $750</td>
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<td></td>
<td>_____ Theme Sponsor (1 available) - $400</td>
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<td></td>
<td>_____ Award Sponsors (7 available) - $350</td>
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<td></td>
<td>_____ Friend of Small Business (30 available) $100</td>
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<tr>
<td>Golf Tournament</td>
<td>_____ Title Sponsor (3 available) - $1,500</td>
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<td>_____ Lunch Sponsor (1 available) - $1,500/in-kind</td>
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<td></td>
<td>_____ Flight Sponsor (4 available) - $1,000</td>
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<td>_____ Contest (1 available) - $500</td>
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<td>_____ Beverage/ Snack Cart (3 available) - $500</td>
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<td>_____ Hole Sponsor (36 available) - $250</td>
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<tr>
<td>Business Showcase</td>
<td>_____ Presenting Sponsor (1 available) - $2,000</td>
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<td>_____ Major Sponsor (2 available) - $1,500</td>
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<td>_____ Event Sponsor (15 available) - $350</td>
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| Annual Meeting                      | _____ Event Sponsor (10 available) - $500               |            |
| Tennessee State Disc Golf           | _____ Presenting Sponsor (1 available) - $2,000          |            |
| Championship                        | _____ Program Sponsor (2 available) $1,000               |            |
|                                     | _____ Support Sponsor (4 available) $500                 |            |
| HYPE                                | _____ Presenting Sponsor (1 available) - $2,000          |            |
|                                     | _____ Program Sponsor (2 available) $1,000               |            |
|                                     | _____ Support Sponsor (4 available) $500                 |            |
| Morristown Craft Beer Festival      | _____ Presenting Partner (1 available) $5,000            |            |
|                                     | _____ Stage Partner (3 available) - $2,500               |            |
|                                     | _____ Mug Partner (1 available) $2,500                   |            |
|                                     | _____ Kid’s Zone Partner (1 available) $1,500            |            |
|                                     | _____ Cornhole Partner (1 available) $1,500              |            |
|                                     | _____ VIP Partner (20 available) $1,000                  |            |
|                                     | _____ GameDay Partner (10 available) $500                |            |
|                                     | _____ Community Partner (unlimited) $250                 |            |
|                                     | _____ Booth Vendor (unlimited) $100                      |            |

Please attach this form to your contact information form on the next page and return it to the Chamber.
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<tr>
<th>Name</th>
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<td>Company</td>
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<td>Phone</td>
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*Please include the Sponsorship Opportunities form on the previous page and fax to 423-586-6576 or email: manager@morristownchamber.com*

*Or mail them to Morristown Area Chamber of Commerce*

*P.O. Box 9 Morristown, TN 37815*