



2022-2023 MARKETING GUIDE



697 East Interstate 30, Rockwall, TX 75087
(972)771-5733 · www.rockwallchamber.org · www.visitrockwall.com



Rockwall Area Chamber of Commerce
**STRATEGIC
ALLIANCE
PARTNERS**

Platinum



I+I | TECHNOLOGY
IT SERVICES & SOLUTIONS



CLAY COOLEY
HYUNDAI ROCKWALL



Gold

Guaranty
Bank & Trust



Silver

ATMOS
energy



Bronze



Rockwall Area Chamber of Commerce **SUSTAINING SUPPORTERS** Committed to The Business Community

Chairman's Circle

1+1 Technology - American National Bank of Texas - Baylor Scott & White Medical Center
Clay Cooley Hyundai of Rockwall - Republic Services - Walmart Supercenter

President's Club

Alliance Bank - Guaranty Bank & Trust - My Computer Guy - Rockwall Chrysler Jeep Dodge
RoofKing Construction - Southwest Kia-Rockwall - Special Products & Manufacturing, Inc. - Texas Tech University at Rockwall

Executive Level

Academy Sports + Outdoors - Aero Climate Control Inc. - ATMOS Energy Corporation - Boyd Farm LLC - Chandler's Landing Marina
Collin College - Discount Tire Company - Dunaway - Everflow Plumbing - EVEXIAS Medical Centers - Farmers Electric Cooperative
Hill & Wilkinson Contractors - HomeBank Texas - Honda Cars of Rockwall - Lakeside National Bank - Luby Construction Group
Milestone Home Service Co. - Oncor Electric Delivery - Pegasus Foods - Revere Court of Rockwall - Sail with Scott
Spiderman Services - The Tanna Group - Truist - Woodhill Dental Specialties

Table of Contents

Page 4 - Thank you for Message from President/CEO

Page 5 - Chamber Team

Page 6 - Why join the Chamber

Page 7 - Legislative & Public Policy

Page 8 - Shop Local & Love Local

Page 9 - Chamber KEYS Professional Development & Luncheon Series

Page 10 - Chamber Digital Display

Page 11 - 2021 Media Kit

Page 12 - 2022 Spirit of Rockwall Giveaway Calendar

Page 13 - Digital Marketing & Community Guide

Page 14 - Annual Meeting and Awards Banquet

Page 15 - CaddyShack Par-Tee & Golf Tournament

Page 16 - RISD New Teacher & Employee Welcome Breakfast

Page 17 - Healthcare Appreciation

Page 18 - Rockin' on the Docks, Flavor of Rockwall

Page 19 - The Iron Clay Shoot

Page 20 - First Responder Appreciation Event

Page 21 - Professional Women's Alliance

Page 22 - PWA Taste of the Derby Ladies Luncheon

Page 23 - PWA Health & Wellness Conference

Page 24 - PWA La Tee Da, Winter Event

Page 25 - RVBA Veterans Business Alliance

Page 26 - RVBA Conference

Page 27 - Young Professionals Alliance

Page 28 - YPR Conference

Page 29 - Senior Services Alliance

Page 30 - SSA Health Fair

Facebook - @RockwallChamber

Twitter - @RockwallChamber

Instagram - @rockwallchamberofcommerce

LinkedIn - rockwall-area-chamber-of-commerce

YouTube - Rockwall Chamber

Email - Communicaitons@rockwallchamber.org

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**Thank you for your
consideration to
further your
investment in the
Rockwall Area
Chamber of
Commerce...**

Throughout the next pages, you will see numerous opportunities that we have available to get your business in front of your customers. From our event sponsorships to social media advertising to our new and improved digital display in our lobby, our team can help you find the right place to market your business. We look forward to working with you!

Darby

Burkey, IOM

President/CEO

Rockwall Area Chamber of
Commerce & Visitors Center

Darby@RockwallChamber.org

Our Team

Darby Burkey, IOM
President/CEO

Miranda Martinez
Director of Programs,
Initiatives and Events

Monique Gauwain
Operations Manager

Stephanie Barrett
Staff Accountant

Heather Parsley
Partnership
Engagement Coordinator

Beverly Wilson
Partnership
Development Manager

Kelsey Curbo
Tourism and
Programs Manager

Megan Adams
Administrative and
Communications
Coordinator

John Martinez
Intern



WHY JOIN THE CHAMBER

EXPAND YOUR NETWORK:

- Front Seat to legislative information
- Business Advocacy Committee works to voice our partners' feed-back
- 60 MPH Speed Networking designed to Meet People Here
- Business before & after hours
- Partner Appreciation programs
- Annual Golf Outings
- Annual Awards Dinner
- Various Programs throughout the year and opportunity to meet others.

BUSINESS SERVICES:

- Notary Republic
- Press release templates & additional resources
- Conference room at a discounted cost
- Discount Programs – Office Max & RX Savings Card
- Certificate of Origin under Business Services

INCREASE YOUR EXPOSURE:

- Website profile and ability to post jobs, events, Rockin' deals, and news releases. These metrics can be pulled from your account portal.
- Literature display
- Referrals, logged in your account portal.
- Love Local Community gift card that you can access at any moment.
- Listing in Community Guide
- Ribbon Cuttings/Special Event Recognition
- Partner Spotlights
- Custom advertising available

INFORMATION:

- The Chamber acts as a hub for information and streamlines relevant information for the business community.
- Provide information to visitors about the community and our partners.
- Access to analytics from your listing and posting

Government Affairs & Public Policy

The Chamber serves as the voice of business in Rockwall County. This means representing you and the things that are important to you.

Help us accomplish this by investing in our Government Affairs & Public Policy initiatives. This allows us to gather businesses and elected officials together and advocate on behalf of the business community.

Investment Levels

- Presenting - \$2,000
- Platinum - \$1,000
- Gold - \$750
- Silver - \$500
- Bronze - \$250





The Rockwall Area Chamber & Visitors Center Love Local

Community Gift Card:

Uniting Companies, Consumers, & Local Merchants to Grow Business in our Local Community.

As a member of the Rockwall Area Chamber, you are invited to participate in our Community Gift Card program.

Custom Branded for Rockwall County, they are digital gift cards that can be used at any participating merchants: restaurants, salons and spas, boutiques, hotels, etc.

They are a quick and easy way to keep spending local, strengthening our local businesses and building our community.

Leadership Rockwall

Be a part of our flagship program

We have a **robust** alumni list that includes current elected officials, community & business leaders. Class members spend 9 months going through a program that shows them all aspects of what makes Rockwall County run.

Investment Levels

- Presenting - \$2,500
- Platinum - \$1,000
- Gold - \$750
- Silver - \$500
- Tuition - \$1,500

Community Gift Card

Shop Local & Love Local

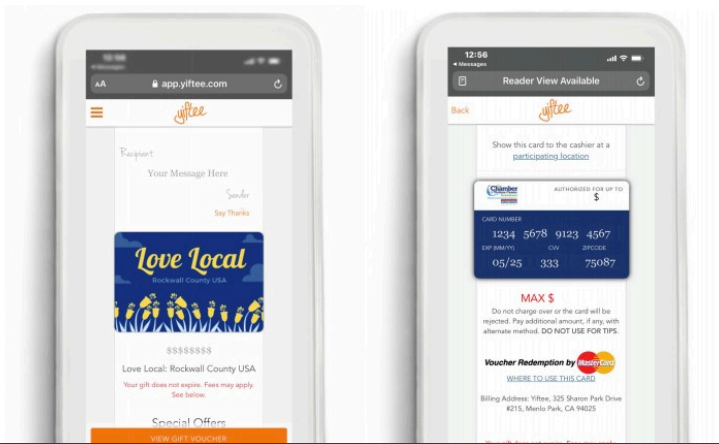
Community Gift Cards are a simple way for people and companies to give back and drive more business into our local stores.

Custom-branded for Rockwall County, they are digital gift cards that can be used at any participating merchants: **restaurants, salons and spas, boutiques, hotels, ect.**

They are a quick and easy way to keep spending local, strengthening our local businesses and building our community. Your sponsorship allows us to market the card and offer campaigns throughout the year.

Investment Levels

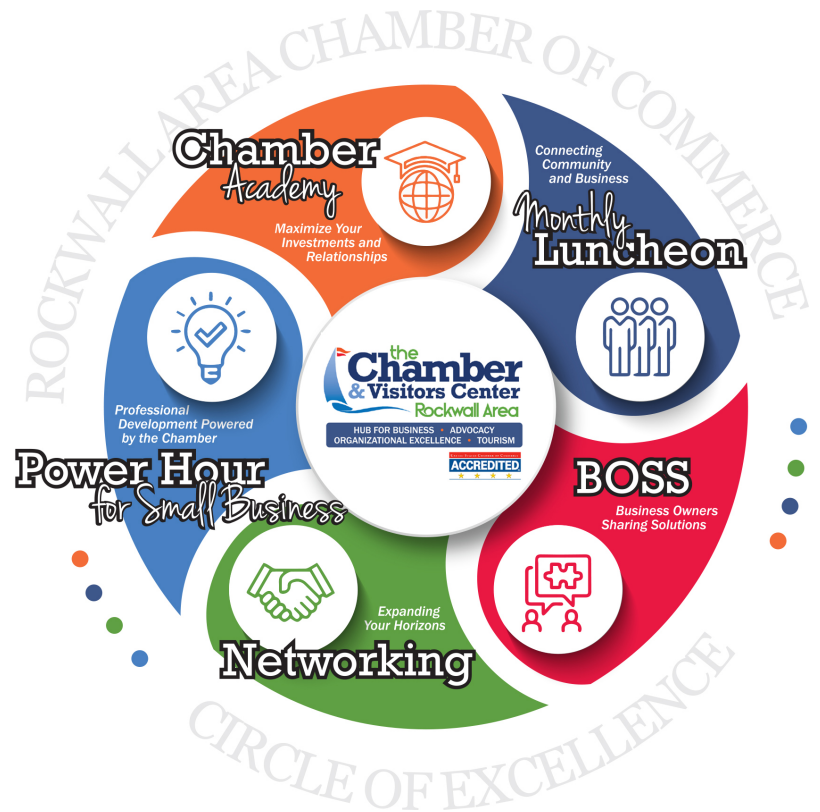
- Platinum - \$2,500
- Gold - \$1,000



Power Hour Training for Small Business Professional Development & Luncheon Series

Have your business's name on our Professional Development & Luncheon Series

With Power Hour, you can keep educating yourself with timely topics that matter to you and your business. These sessions take place in a small group setting and are then broadcast on YouTube & Social Media, reaching hundreds.



INVESTMENT LEVELS \$2,000

Our monthly luncheon series is our regular monthly Chamber meeting. The topics will be ones that matter to the community at large. From State of the City updates, to hearing from our High School Football Coaches. We have a variety of topics lined up for these can't miss programs. These are geared for anyone doing business in the Rockwall Area.





2023 MEDIA KIT

SHOP LOCAL COMMUNITY GUIDE AND PARTNER DIRECTORY

The new all 2021 Shop local Community Guide is going digital which allows a greater reach and permits us to utilize the latest technologies for a searcheable, interactive, mobile-friendly publication. The Community guide will be published on the Rockwall Chamber Website, sent via email and shared by social media, Which allows your ad to be directly linked to your company's website.

AD PRICE:

Back Cover	\$2,995
Inside Covers/Page 3	\$2,595
Two Facing pages	\$3,000
Full Page Prime (first 10 pages)	\$2,295
Full Page	\$1,995
1/2 Page	\$1,495
1/4 Page	\$1,195
1/8 Page	\$695
Hyperlink	\$95
Biz card	\$395
Exclusive, Digital Cover Sponsor	\$1,595
Full color logo on the front cover of the digital guide, a hyperlink plus a full page digital ad for one quarter.	

AD SPECS:

Full Page:	7.5"w X10"h Image area 8.375"w X10.75"h + Trim 8.625"w X11"h + Trim + Bleed
Half Page:	7.5"w X4.875"h
Quarter Page:	3.625"w X4.875"h
Eighth Page:	3.625"w X2.3125"h
Biz card:	2" w x 2" h

Full Color, 300dpi, pdf

Reaching
Over 100,000 Viewers



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52 *Days of Giveaways*

The Best of Rockwall County

PREMIUM SPONSORS

INVESTMENT LEVELS

Presenting(4)	\$3,000
Montly Sponsor (12)	\$2,000
Calendar Purchase	\$100



This is also a wonderful opportunity for great exposure to the community at large.

Put your name on the hottest new opportunity in Rockwall!

Each Monday throughout 2023 participants win items like gun safes, fishing rods & reels, spa treatments and weekend getaways. Our Grand Prize is valued at over \$10,000. Only 500 copies will be offered, so secure your sponsorship early. This is the Chamber's premiere fundraiser.

Digital Marketing & Directory Ads

If your business is not advertising online, you simply are not reaching your audience. Let the Rockwall Area Chamber of Commerce's monthly reach of over 30k on social media and 5k via email do the work for you! The Annual Community Guide went digital in 2021, you will get even more exposure in this sought after publication.

Email | Reach of 1.4k+ | 30% Average Open Rate Monday Newsletter Advertisement

\$125/ Two Consecutive Weeks
\$200/ Four Consecutive Weeks
Stand Alone Email (Entire database) \$150/ea.
Stand Alone Email (Affiliate database) \$75/ea.

Website Ad | 3k-8k Visitors/Month RockwallChamber.org & VisitRockwall.com

\$150/One Month
\$300/ Three Consecutive Months
\$500/ Six Consecutive Months

*Home Page, Event Page & Directory Page available.

Social Media | 8.5K + Followers | 3 Platforms Social Media Post

\$75/ One Post
\$125/ Two Posts

*Still & Video options available

Option for enhanced marketing listings are available at \$150 annual fee

DIGITAL MARKETING OPPORTUNITIES

Monday Newsletter	\$75
Banner Ads	\$150
Social Media Ads	\$75

Annual Meeting & Awards Banquet

Winter 2023

The Rockwall Area Chamber of Commerce Annual Meeting celebrates the accomplishments of the Chamber and our Partners from the previous year. This is the place to meet and get to know the diverse cross-section of our partnership. Solopreneurs sit at tables next to CEO's of multimillion dollar corporations, all gathered for the same reason: to recognize every partner and celebrate the accomplishments of the business community.

INVESTMENT OPPORTUNITIES

Presenting	\$7,500
Platinum	\$3,500
Award Sponsor	\$2,500
Milestone Award Sponsor	\$2,500
Entertainment Sponsor	\$2,500
Program Sponsor	\$2,500

Photo Booth Sponsor	\$2,500
Décor Sponsor (2)	\$2,500
Reception Sponsor	\$2,000
Valet Sponsor	\$2,000
Coat Check Sponsor	\$2,000
Interactive Voting Sponsor	\$2,000
Sustaining Supporter Table	\$1,500



CAVENDER'S
DON'T JUST WEAR IT. LIVE IT.

HBTX
HOMEBANK TEXAS

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April 27

CaddyShack

Par-Tee & Golf Tournament

Some traditions fade away, others come back with full force! The CaddyShack Par-Tee & Golf Tournament returns in all its glory to Boyd Farms Event Center & Buffalo Creek Golf Club. We kick off the festivities with the Par-tee, an evening of networking, fellowship, food, drinks, music, and auction. The next day, Rockwall's best golfers take to the course to compete for bragging rights as the best in the county.

PAR-TEE INVESTMENT LEVELS

Presenting	SOLD
Entertainment	\$2,000
Auction Sponsor	\$1,500
Bunker Sponsor	\$250

CADDYSHACK GOLF TOURNAMENT INVESTMENT LEVELS

Presenting Sponsor(2)	\$3,500
Hole In One Sponsor (4)	\$1,500
Driving Range Sponsor	\$1,500
Longest Drive Sponsor	\$1,500
Closest to the Pin Sponsor	\$1,500
Beverage Cart Sponsor (2)	\$1,500
Lunch Sponsor	\$1,500
Toilet Bowl Challenge Sponsor	\$1,500
Snack Sponsor	\$1,500
After Tourney Food Sponsor	\$2,000
Expo & Team Sponsor	\$1,500
Team	\$1,000



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INVESTMENT LEVELS

Co – Presenting (2)	\$3,500
Platinum	\$1,500
Gold	\$1,000
Silver	\$750
Bronze	\$500
Expo	\$650

August 2023

RISD New Teacher & Expo Breakfast

Employee Welcome Breakfast

If children are the future, our local teachers help every parent mold them into contributing citizens to our local economy. Each year we partner with Rockwall ISD to kick off their New Teacher & Employee Orientation by traditionally holding a breakfast in their honor. We provide gifts, prizes, and a fantastic program to thank them for joining our community and educating our area future leaders. You have the opportunity to have an expo booth at the event. Space is limited.

Healthcare Appreciation

New to 2021, this event will be the least we can do for the frontline workers of the COVID-19 pandemic – our local healthcare workers. This event will look much different from what you are used to. No big luncheon, no big party. Just a simple drop off thank you that you have the opportunity to take part in. We will thank them on behalf of our local business community.

INVESTMENT LEVELS

Presenting	\$3,000
Co-Presenting	\$2,000
Platinum	\$1,500
Gold	\$1,000
Silver	\$750
Bronze	\$500

Our New Event!

Lemonade Day

May 2023

A new event for us, Lemonade Day is a fun, experiential program that teaches youth how to start, own and operate their very own business, a lemonade stand! You can help our future leaders experience entrepreneurship by sponsoring this program.

INVESTMENT LEVELS

Presenting Sponsor	SOLD
Main Squeeze Investor	\$3,000
Fresh Squeeze Investor	\$2,000
Financial Literacy	\$2,000
Youth Entrepreneur of the Year	\$1,350
Best Lemonade Stand Contest	\$1350
Best Tasting Lemonade Contest	\$1350
Stand Permit Sponsor	\$1350
Lemon Drop Investor	SOLD
Lemon Head Investor	\$750
Pucker Investor	\$275





INVESTMENT LEVELS

Co-Presenting Sponsors (2)	SOLD
Ammo Sponsor	\$3,000
Ammo Box/Bag Sponsor	\$3,000
Food Sponsor	\$2,000
Shuttle Sponsor (2)	\$2,000
Entertainment Sponsor	\$1,500
Gun Rack Sponsor	\$1,500
Raffle Sponsor(2)	\$2,000
Prize Sponsor	\$1,500
Award Sponsor	\$1,500
Station/Team	\$1,000



September 29th

The Iron Clay Shoot

Take your best shot at The Iron Clay Shoot. Our business community gathers at the Texas Gun Ranch for an afternoon of business and fun on the range. Come early for lunch and stay late to enjoy live music and casino with chances to win fabulous prizes!

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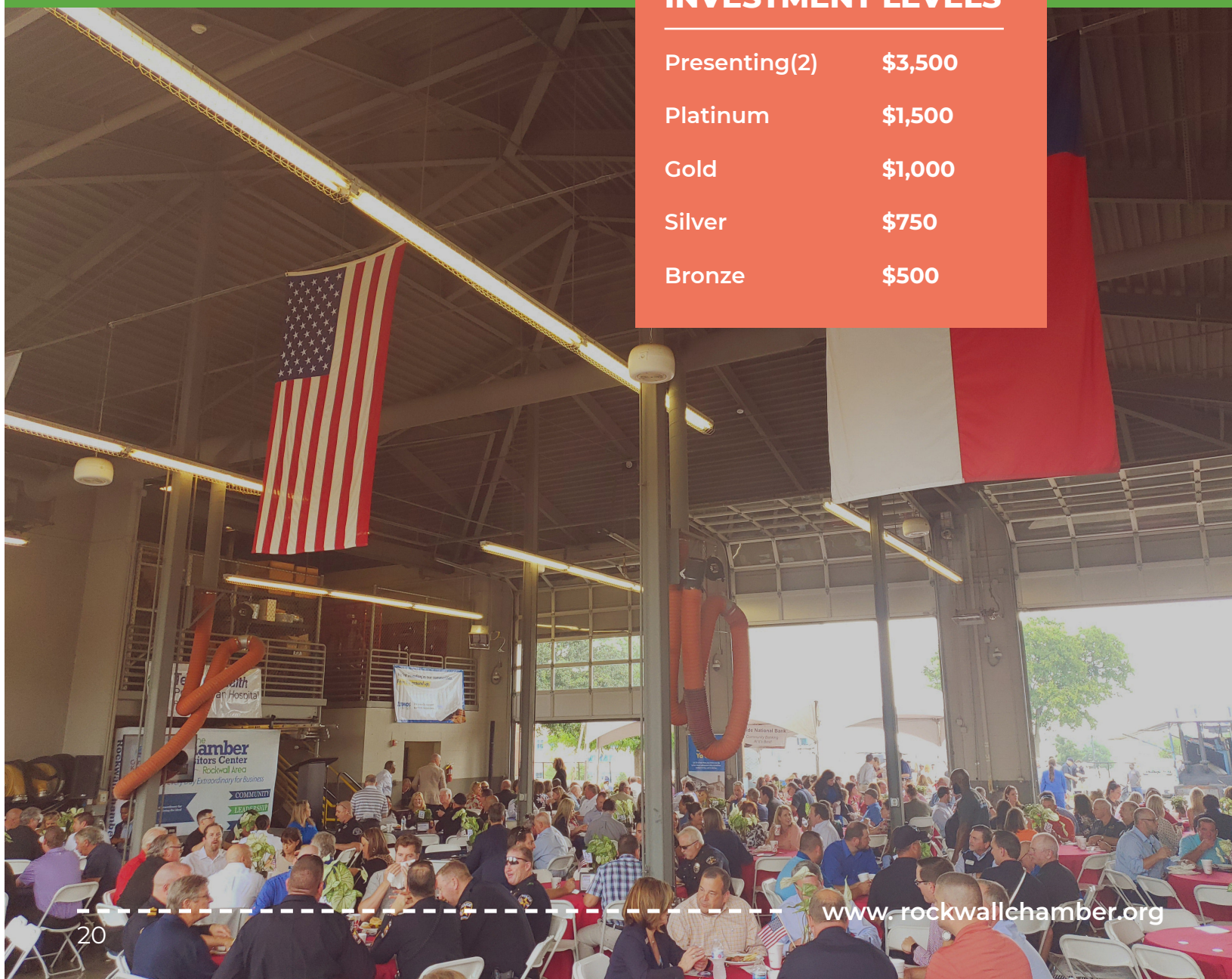
First Responder Appreciation Event

October

The cornerstone of a thriving community is safety. This wouldn't be possible without the tireless and often thankless efforts of our local First Responders. For over five years, it has been our duty to make sure our business community thanks these local heroes, with lunch, gifts and raffles, along with a meaningful message.

INVESTMENT LEVELS

Presenting(2)	\$3,500
Platinum	\$1,500
Gold	\$1,000
Silver	\$750
Bronze	\$500



www.rockwallchamber.org

Professional Women's Alliance

The Professional Women's Alliance (PWA) is a committee of the Rockwall Area Chamber of Commerce that empowers and unites women through business and community events. We are committed to strengthening women as professionals and civic leaders. Membership is open to local professional women.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gathering. It is a wonderful opportunity at the price of \$650.

**MEMBERSHIP
\$50 PER YEAR
FOR CHAMBER
PARTNER**



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INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$50

PWA Taste of the Derby Ladies Luncheon

Run for the roses with the best female business leaders in Rockwall at the PWA, Taste of the Derby Luncheon. Attendees have the opportunity to network with other women who are business-focused, take in a little shopping from local vendors and hear from an amazing speaker that will pump you up and give you actionable lessons you can implement in your life that day.

PWA Health & Wellness Conference

Fall

From empowering yourself in the workplace to reaching your max potential to how to use your skills to advance your career, our ladies conference brings together the best of our female business leaders to learn and grow together.

INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$65

INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$100

PWA La Tee Da, Winter Event

By late November, we all have the itch to gather and start celebrating the holiday season, and what better way than with some of your best friends! At La Tee Da, we bring you some of Rockwall's greatest vendors, best bites and most festive drinks for an evening of shopping, socializing and sharing business. Each attendee will receive a 2022 Spirit of Rockwall Giveaway Calendar, which offers 52 fabulous prizes throughout the year.



INVESTMENT LEVELS

Presenting	SOLD
Hometown Holiday Supporter (2)	\$5,000
4x2 Signage on the Rink	\$2,500
Vendor	\$1,000

Skate the Lake:
Rockwall on Ice

The City of Rockwall, Visit Rockwall and the Rockwall Area Chamber of Commerce has collaborated to bring you Rockwall's own family friendly holiday entertainment! We will invite visitors to our community through strategic regional marketing campaigns. Our goal is to help families from all over the metroplex experience the Spirit of Rockwall and create a new holiday tradition for their family.

Rockwall Veteran Business Alliance

Rockwall Veteran Business Alliance (RVBA) is a committee with a mission to promote commerce and growth within the Veteran business community. To educate and bring awareness to Veteran-owned businesses and provide mentorship to new and developing Veterans in the professional environment.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gatherings. It is a wonderful opportunity at the price of \$650.

**MEMBERSHIP
\$50 PER YEAR**





INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$65

RVBA

Conference

Many don't know, but about 10% of the Rockwall Community are Veterans. And out of the 10%, we have countless business owners and managers who finished serving their country and came back home to add value to their community. We'll bring the Veteran business community together for an afternoon of professional development to help them grow their business.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gatherings. It is a wonderful opportunity at the price of \$650.

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Young Professionals of Rockwall

The Young Professionals of Rockwall (YPR) actively provides opportunities and resources to maximize personal and professional growth through networking, social and philanthropic events, and business development in the Rockwall community and beyond.

**MEMBERSHIP
\$50 PER YEAR**





INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Admission	\$65

YPR Conference

November

Rockwall has a vibrant young professional community and each year we bring them together for an afternoon of education, networking and building community.

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Senior Services Alliance

The Senior Services Alliance (SSA) is a committee of chamber business professionals focused on being a resource to educate and serve the senior community and their families. Businesses that cater to our area seniors are encouraged to join SSA to get involved and contribute to this mission.

Becoming an affiliate sponsor is a great way to brand to your niche group at each of the gatherings. It is a wonderful opportunity at the price of \$650.

**MEMBERSHIP
\$50 PER YEAR**



www.rockwallchamber.org



INVESTMENT LEVELS

Presenting	\$2,000
Platinum	\$1,000
Gold	\$750
Silver	\$500
Bronze	\$250
Vendor	\$150
Free to attend	

SSA
Health Fair

September

SSA is proud to partner with the City of Rockwall to offer a day of fun, fellowship & food to our senior community, 50 and older. Paired with free health screenings and informative speakers geared towards health and wellness.

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