

2023
2024

GREATER CWC CHAMBER
SPONSORSHIP GUIDE



love local

GREATER CWC Chamber & Visitor Programs

GREATER CWC Chamber & Visitor Programs



1006 12th St, Cayce | 803.794.6504 | cwcchamber.com

CONTENTS

03

GREATER CWC
PACESETTERS

04

CHAMBER TEAM

06

A YEAR IN REVIEW

08

PACESETTER BENEFITS

09

SPONSORSHIP
AT A GLANCE

10

SPONSORSHIP
OPPORTUNITIES

26

SPONSORSHIP
SELECTIONS & NOTES

28

UPCOMING EVENTS

A WORD FROM THE CHAMBER PRESIDENT & CEO

"Become a leader in the advocacy of small businesses of the Greater CWC by supporting the Chamber mission through programs and initiatives that present opportunities for education, networking and community engagement. The Chamber mission would not be possible without the support of our Greater CWC PaceSetters and program sponsors."



TIMOTHY M. JAMES
PRESIDENT & CEO



PALMETTO PRIME PACESETTER



NEPHRON PHARMACEUTICALS

Nephron Pharmaceuticals Corporation provides patients reliable access to affordable, high-quality medications through our innovative approach to sterile manufacturing.

4500 12th St. Ext., West Columbia, SC 29172



LEXINGTON MEDICAL CENTER

Lexington Medical Center in West Columbia, SC is a modern medical complex and anchor of a comprehensive health care network providing quality health services that meet the needs of our community.

2720 Sunset Blvd., West Columbia, SC 29169



HOUSE OF RAEFORD

Our overriding commitment at House of Raeford Farms is to do what's right, to be a good corporate citizen, to elevate our industry—and even to strive to set the standard for others.

441 Sunset Court, West Columbia, SC 29169



BLUE CROSS BLUE SHIELD OF SC

As the only South Carolina-owned and operated health insurance carrier, we have been offering security to Palmetto State citizens for more than 70 years. We are also one of South Carolina's largest employers.

1-20 at Alpine Rd. AX-340, Columbia, SC 29219



KAY PROFESSIONAL SERVICES

We've been serving Richland and Lexington Counties and the surrounding areas since 2008, and we've kept the same core principles of quality, reliability, and integrity. We take pride in getting our work done right the first time.

199 Alta Vista Ct., Lexington, SC 29073

CONGAREE PACESETTER



GUIGNARD PACESETTER



STONE RIVER

BOARD OF DIRECTORS

2023-2024

NEPHRON PHARMACEUTICALS

LINDSEY MILES
BOARD CHAIR

PALMETTO PRIME
PACSETER

STATE FARM INSURANCE

BUTCH WALLACE
BOARD VICE CHAIR

M.B. KAHN CONSTRUCTION

HAYLEY BOWERS
BOARD PAST CHAIR

MIDLANDS TECHNICAL COLLEGE

TOM LEDBETTER
SECRETARY

BURKETT, BURKETT, BURKETT CPAS

DYLAN MICHIAELS
TREASURER

DOMINION ENERGY

JASON EVANS

CONGAREE
PACSETER

BLUE CROSS BLUE SHIELD OF SC

GREG WATERSTRADT

PALMETTO PRIME
PACSETER

LEXINGTON MEDICAL CENTER

THOMAS TAFEL

PALMETTO PRIME
PACSETER

MOORE TAYLOR BRADLEY LAW

NICK RILEY

SUN SOLUTIONS

TODD COCKRELL

CONGAREE
PACSETER

PAG MARKETING

KATHLEEN HOOVER

COLDWELL BANKER REALTY

JEFF LAWLER

FIRST COMMUNITY BANK

JAMIE ADDISON

GUIGNARD
PACSETER

PALMETTO OUTDOOR

MICHAEL MAYO

SERVPRO OF LEXINGTON

HEATHER YOUNG

FIRST RELIANCE BANK

BRENT MACKIE

GUIGNARD
PACSETER

THE GILES AGENCY

BRAD GILES

BOARD OF ADVISORS

2023-2024

CITY OF WEST COLUMBIA

B.J. UNTHANK
DIRECTOR OF ECONOMIC DEVELOPMENT

TRINITY BAPTIST CHURCH

DR. EDDIE COAKLEY
PASTOR

CITY OF CAYCE

JIM CROSLAND
ASSISTANT CITY MANAGER

LEX. SCHOOL DISTRICT FOUR

LISA INGRAM
PUBLIC RELATIONS COORDINATOR

LEXINGTON COUNTY

DEBBIE SUMMERS
COUNTY COUNCIL

LEX. SCHOOL DISTRICT TWO

BETH BRANHAM
LEX2 BOARD VICE CHAIR

TOWN OF SOUTH CONGAREE

CINDY CAMPBELL
MAYOR

LEX. COUNTY DEVELOPMENT CORPORATION

EDDIE RICHARDSON

TOWN OF SPRINGDALE

JUSTON RICARD
MAYOR



"I am so excited to serve on the Board of Directors as Board Chair for the Greater CWC area. I am energized by supporting our community businesses."



CHAMBER STAFF

CWCCHAMBER.COM | VISITCWCSC.COM
1006 12TH ST. CAYCE | 803-794-6504
MON-THURS: 9:00 AM TO 4:00 PM

TIMOTHY M. JAMES
CWC CHAMBER
PRESIDENT & CEO
TIM@CWCCHAMBER.COM

CHRISTINA WEST
MEMBERSHIP RELATIONS
& EVENT COORDINATOR
CHRISTINA@CWCCHAMBER.COM

HALLIE JOLLY
SPONSORSHIP
COORDINATOR
HALLIE@CWCCHAMBER.COM

MICHAEL NORRIS
SOCIAL MEDIA
COORDINATOR
MICHAEL@CWCCHAMBER.COM

EYDIE SHUMPERT
CHAMBER EXECUTIVE
ASSISTANT
EYDIE@CWCCHAMBER.COM



@CWCCHAMBER



@CAYCEWESTCOLUMBIACHAMBER

ACCREDITED CHAMBER

The Chamber team has worked diligently to increase the visibility, accountability, and community presence of the Greater CWC organizations. Our efforts have so far successful - with recent awards and an ever growing membership.



CACCE is the premier association for leadership and organization development of Chambers of Commerce in the Carolinas.

The Carolinas Accredited Chamber program is designed to establish a standard of organizational competency and an objective set of criteria for assessment. The achievement of standards by CACCE members is determined by an examining committee and will be awarded with accreditation credentials.

The Greater CWC Chamber and Visitor Programs achieved the designation of Accreditation from the Carolinas Association of Chamber of Commerce Executives (CACCE) in the Fall of 2022.

Accreditation is a higher accountability process that is based on professional peer assessment, with a purpose of reflecting professionalism and a continued quest of improvement of quality and public accountability. This is a huge accomplishment for our 65 yr old Chamber.



WE'RE ACCREDITED

PASTOR EDDIE COAKLEY
Board Member of Greater CWC Chamber



It's an honor to be a part of a chamber that's made so many major advances in such a short amount of time. It's an exciting time to be a part of the Greater CWC Chamber and I know even greater things are ahead.



AWARD WINNING CHAMBER

The Chamber team has worked diligently to increase the visibility, accountability, and community presence of the Greater CWC organizations. Our efforts have so far successful - with recent awards and accomplishments.

In 2023, the Chamber was awarded **Excellence in Communication Award** for our Business Watch Program created to promote and preserve safety within our business community. This program only exists in a handful of communities in the state and we have been glad to see our two main municipalities come together to support this program.

The Greater CWC Business Watch Program won the SC Law Enforcement Association's annual award for outstanding crime prevention. This was the first time an award was presented to two agencies working together.

The award for the Greater CWC Business Watch Program is a back-to-back win after receiving the Excellence in Communication award in 2022 for our Where's Tim? Social Media campaign created to promote our Chamber businesses in a fun and creative way.



Pictured Left: Attendees for our safety meeting have included Congressman Joe Wilson, Police Chiefs of West Columbia, Cayce and South Congaree, the local sheriff's departments and city council members.

Pictured Top: An aspect of the Where's Tim? Campaign - customized graphics to use to showcase the businesses we are directly connecting with. For example, Tim with L2IC Director, Joni Coleman, and Lex2 School Superintendent, Dr. Brenda Hafner.



Pictured Right: A life-size cut out of our Chamber President used by our membership relations department to take on member visits and events



SOCIAL MEDIA STATS

Our Social Media team has done an amazing job over the last year working to increase our online presence, increase engagement and expand the reach of the Greater CWC Chamber.

TOTAL # OF FACEBOOK FOLLOWERS

4,861

FACEBOOK REACH

66,700

Number of people who saw posts at least once. Page reach up 196%

TOTAL # OF INSTAGRAM FOLLOWERS

1,472

Recent Tourism ads have reached over 24,000 people with over 1,700 people engaging with the ad, which means they reacted, commented, shared or clicked.

85

New Facebook Followers in 30 days

4,264

Facebook engagement in the last month

32,775

Facebook post reach in the last month

Greater Cayce-West Columbia Chamber & Visitors Program
March 14 Published by Michael Norris

Looking for the perfect Weekend Getaway: Visit the Greater Cayce-West Columbia, South Carolina

So much to do:

- March 24-25: Bull Bash South Congaree RODEO
- March 25: Soiree on State City of Cayce
- March 30 - April 2: Tartan Day South
- April 22: West Columbia's 4th Annual Kinetic Derby Day featuring iMAGINE STEAM (City of West Columbia, SC)

Visit: www.visitcaycewestcolumbia.com for more things to do and places to stay in the CWC!!!

Greater Cayce-West Columbia Chamber & Visitors Program
June 2 at 12:02 AM

Welcome, NCAA Baseball Regional visitors!

If you're attending the NCAA Regionals at South Carolina's Founders Park on June 2-4, visit Cayce and West Columbia, just across the bridge from the ballpark!

Lots of Shops... See more

The areas of West Columbia, Cayce and Springdale offer:

- ✓ Less traffic and easy routes to Founders Park
- ✓ Safe running & biking trails at our major parks
- ✓ Craft beer, outdoor patios, and legendary sports bars
- ✓ Friendly people and attractive, clean hotels
- ✓ Instagram-worthy foodie restaurants and cafes
- ✓ Vintage, antique, thrift, and Army/Navy stores
- ✓ Our Congaree River is warm for fishing all year

EAT. STAY. EXPLORE. THE WEST SIDE

Greater Cayce-West Columbia Chamber & Visitors Program
Established in 1958, The Cayce-West Columbia Chamber of Commerce is your bridge to oppor...

Joanne Wilson Brady, Jb Beckett and 490 others 8 comments



Our award-winning Social Media and Marketing team does an incredible job promoting our members, sharing their news and services, and so much more!

MEMBER STATISTICS

Our membership has seen tremendous growth and stability over the last year with increased active participation at events such as the Business Breakfast Meeting and Chamber 101 have been significant.

ASSOCIATE PARTNERSHIP
NONPROFIT, CHURCHES, CIVIC ORGANIZATIONS

MUNICIPAL PARTNERSHIP
LOCAL AND STATE MUNICIPALITIES

RETAIL/SMALL BUSINESS
LESS THAN 5 EMPLOYEES

MID-SIZED BUSINESS
6-25 EMPLOYEES

BANK, HOTEL, MOTEL PARTNERSHIPS

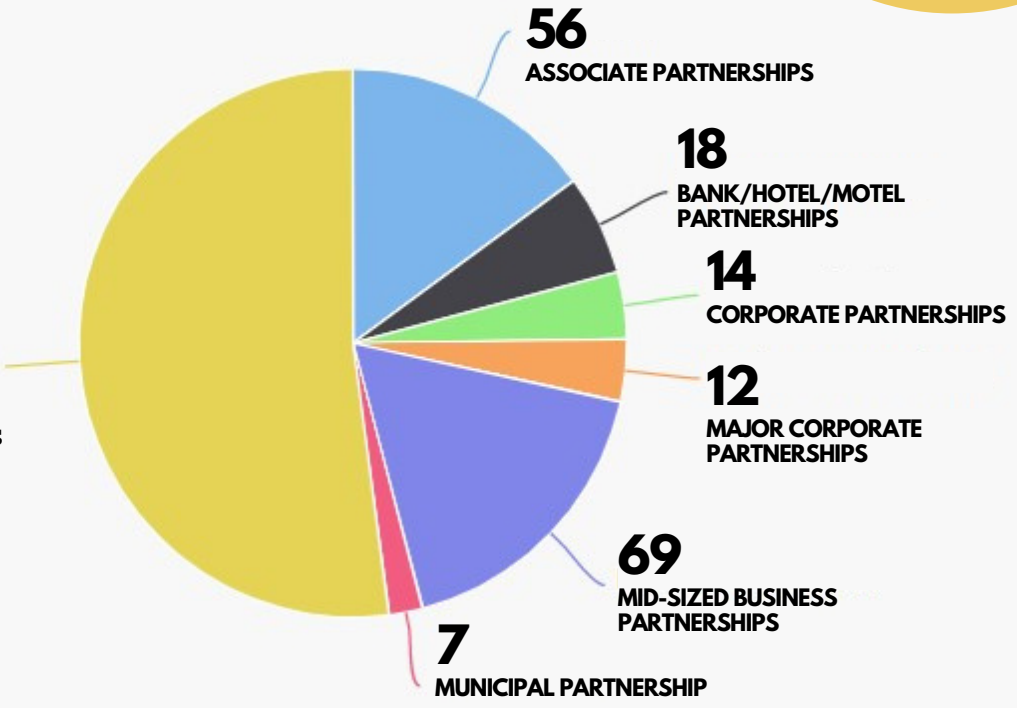
MAJOR CORPORATION I
25-75 EMPLOYEES

MAJOR CORPORATION II
MANUFACTURERS, UTILITIES
76+ EMPLOYEES



CHAMBER MEMBERSHIP BREAKDOWN

177
SMALL BUSINESS PARTNERSHIPS
LESS THAN 5 EMPLOYEES



PACESETTER PROGRAM BENEFITS CHART

EXCLUSIVE BENEFITS OFFERED TO OUR GREATER CWC PACESETTERS

PaceSetter Benefit	Guignard \$3,000	Congaree \$6,000	Palmetto Prime \$10,000
Credit Toward Sponsorship	\$1,500	\$4,000	\$7,000
All Membership Benefits	x	x	x
Logo on Website	x	x	x
Sponsor Event Date Selection	3rd	2nd	1st
Additional Memberships	1	2	4
Additional Categories for Business Directory	up to 2	up to 4	up to 6
Boosted Social Media Posts	1	2	4
Screen Logo in Chamber Lobby	x	x	x
Preferred Parade of Lights Float Placement		x	x
Provided Video on Website		x	x
Exclusive Annual Banquet Table		x	x
Provided Mailing Labels			x
Verbal Recognition at ALL events			x
The Palmetto Hour - Exclusive Event for Palmetto Prime Members			x

2023-24 SPONSORSHIP OPPORTUNITIES

Opportunity	Availability	Options
Business Breakfast Meetings	11/year	\$1500/meeting
Annual Gala	1 - Lead Sponsor Table Sponsor	\$2,500 \$1,000/Table
Spring Golf Tournament	1 - Gold Sponsor Golf Team of Four	\$1,500 \$500/Team
Parade Day in the CWC	1 - Title Sponsor	\$2,500 - Title
Spring Rhythm on the River Fall Rhythm on the River	1 - Presenting Spring 1 - Presenting Fall Series Sponsor	\$3,000 - Presenting \$1,000/series
Clay Shoot	1 - Lead Sponsor 1 - Lunch Sponsor	\$1,500 - Lead \$1,000 - Lunch
Chamber Expo	1 - Presenting Sponsor	\$2,000
Quarterly Community Awards	Business of the Quarter Educator of the Quarter Student of the Quarter Public Safety Recognition Visitor Program of the Quarter Ambassador of the Quarter	\$1,500 /Annual Award
Learn Local Seminars	Educational Opportunities	\$500/class \$2,000 Annual Sponsor
Chamber 101 - Orientation	Annual Sponsor - 12 meetings	\$2,000
Tourism Symposium	Corporate Sponsor	\$1,000
Greater CWC Business Watch Program	1 - Lead Sponsor Program Sponsor	\$1,500/Lead \$1,000/Program
Host an After Hours	provide food & drink	\$500
Chamber Newsletter Ad	12/year	\$1,000
CWC Business Leadership Program	3 Cohorts/Year	\$1,000/Cohort
Small Business Support Program	1- Lead Sponsor Program Sponsor	\$3,000/Lead \$1,500/Program



BUSINESS BREAKFAST MEETINGS

Held the fourth Tuesday of each month, our Chamber membership meeting consistently host between 80-120 each month. We are happy to host quality speakers such as CEO of Nephron Pharmaceuticals, Lou Kennedy, our city mayors, State Senators, House Representatives, and SC Governor, Henry McMaster.

\$1,500/MEETING, 10 AVAILABLE, INCLUDES:

- Exclusive sponsor for the Business Breakfast Meeting
- Up to 10 minutes of podium time for company introduction/infomercial
- Exclusive rights to put items/services on tables
- Display signage, logo on all printed and display materials, special thanks included in all correspondence, agenda and presentations



Stone river has been our home base for Chamber meetings, but we like to move around the community every few months to showcase a chamber business or organization.

We have guest speakers ranging from business leaders to legislators to entertainment such as Jim Sonefeld of Hootie & the Blowfish.



SPONSORSHIP OPPORTUNITIES

DATE	SPONSOR	LOCATION	SPEAKER
February 28, 2023	 LEXINGTON MEDICAL CENTER	at Lexington Medical Center	Roger Sipe
March 28, 2023	 PRISMA HEALTH.	at Stone River	Riverbanks Zoo
April 25, 2023	 LEXINGTON HEALTH	at Lex2 Innovation Center	Dr. Hafner
May 23, 2023	 Mid-Carolina ELECTRIC COOPERATIVE	at Steel Hands	Mayor Elise Partin
June 27, 2023	 FIRST RELIANCE [®] BANK	Stone River	USC - Chance Miller
August 22, 2023	 SouthernFirst	Stone River	Sheriff Leon Lott
September 26, 2023	 SAFE FEDERAL CREDIT UNION	Stone River	Mayor Tem Miles
October 24, 2023	 South Carolina		Sheriff Jay Koon
November 28, 2023	 THOMPSON FUNERAL HOMES Caring For Families. Celebrating Lives.		
January 23, 2024	 LEXINGTON MEDICAL CENTER	at Lexington Medical Center	
February 27, 2024	 Martin Marietta		
March 26, 2024	 KAY KAY PLUMBING SERVICES HONEST. PROFESSIONAL. GUARANTEED.		
April 23, 2024	 SouthernFirst		
May 28, 2024			
June 25, 2024			
August 27, 2024			
September 24, 2024	 SAFE FEDERAL CREDIT UNION		
October 22, 2024			
November 26, 2024			



**SPRING GOLF TOURNAMENT
THURSDAY, MAY 2, 2024**

Golf Tournaments are a fun way for our members to network and get to know each other. This is always a great opportunity to promote the Chamber and its participating members. The Spring 2023 Golf Tournament was a huge success! Our Gold sponsors were prominently displayed throughout the event and in all marketing and advertising.

Presenting Sponsor - \$3,000

- *Members Only, One available*
- Includes two four-person teams
- Logo placed prominently on all signs and event info
- Special thank you & recognition at event and on social media
- Logo on Chamber Golf Koozie and distributed via the beverage carts

Team Registration- \$400

- Four person team
- Cart signage with Business logo
- Includes boxed lunch at start and awards dinner at the end
- Sponsorship recognition on Chamber Golf Tournament page at cwccchamber.com

Gold Sponsor - \$1,500

- *Members Only*
- Includes one four-person team
- Logo placed on all signs
- Special thank you on social media

Hole Sponsor - \$400

- Includes logo placement at the hole of your choice
- Opportunity to set up table/tent and greet golfers, or give out promotional items; items are optional
- Hole flag with your logo

Silent Auction

- Donation of Silent Auction item(s)

Player Swag Bags

- Donation of an item for the 120 player bags

Beverage Cart - \$2,000

- *Members Only, two available*
- Includes logo on beverage cart or station
- Special thank you on social media



RHYTHM ON THE RIVER

Rhythm on the River is our community event of the season.

Locals from Cayce and West Columbia join us at the amphitheater for music, dancing, dining and more. We encourage visitors to patron the nearby shops and restaurants before and after the concert.

We make it a point to include our sponsors on all event invites, social media, event signage and also give a special thank you and recognition to our sponsors on stage at every concert.



Presenting Series Sponsor - \$2,500

- Logo and recognition on all event signage and web/social media
- Recognition on alternate media, TV or radio
- Six tickets to the sponsorship area at each concert of the series which includes complimentary refreshments and a cordained off section of the amphitheater
- At each concert an opportunity to speak on behalf of your organization during intermission

Partner Sponsor - \$1,000

- Logo and recognition on all event signage and web/social media
- Mentions on alternate media up to two times such as TV or radio
- Four tickets to the sponsorship area at each concert of the series which includes complimentary refreshments and a cordained off section of the amphitheater
- At one concert an opportunity to speak on behalf of your organization during intermission



CWC CHAMBER NEWSLETTER

Our Chamber newsletter goes out to over 750+ people every other week. We have an open rate of 56% each publishing.

Our newsletter covers everything from Chamber updates from the Board, member opportunities, upcoming events, community recognition, news and so much more.

<p>Annual Sponsorship - \$5,000</p>	<ul style="list-style-type: none"> • Banner Ad in three Chamber newsletters • Includes hot link to Chamber member directory. • Featured section with content of choice* pertaining to business in the community. A tip, member special, sponsorship opportunity, etc. <p><i>*at the discretion of Chamber editing team</i></p>
<p>Chamber Sponsor - \$1,000</p>	<ul style="list-style-type: none"> • Banner Ad in two Chamber newsletters • Includes hot link to Chamber member directory. • Listed as Chamber sponsor along the bottom of the newsletter • Content of choice* pertaining to business in the community. A tip, member special, sponsorship opportunity, etc. <p><i>*at the discretion of Chamber editing team</i></p>
<p>Weekly Sponsor Banner Ad- \$250</p>	<ul style="list-style-type: none"> • Banner Ad in one Chamber newsletter • Includes hot link to Chamber member directory. • Content of choice* pertaining to business in the community. A tip, member special, sponsorship opportunity, etc. <p><i>*at the discretion of Chamber editing team</i></p>
<p>Newsletter Spotlight - \$100</p>	<ul style="list-style-type: none"> • Highlight in one Chamber newsletter • Content of choice* pertaining to business in the community. A tip, member special, sponsorship opportunity, etc. <p><i>*at the discretion of Chamber editing team</i></p>

THE GREATER CWC CHAMBER NEWSLETTER

1006 12TH ST., CAYCE, SC 29033 | P: 803-794-6504
GREATER CWC CHAMBER | VISITOR PROGRAMS



love local

GREATERCWC Chamber & Visitor Programs

FOLLOW US ON SOCIAL MEDIA



#LoveLocal #FriendlyChamber
#GreaterCWC #ExploreLocal
#CWCCChamber #VisitCWC



April 6, 2023
Edition 2023-07

**PALMETTO PRIME
PACESETTER**



**Our Greater CWC Chamber
has done it again,
“Back to Back” Excellence in
Communications Award**



**GREATER CWC
BUSINESS WATCH**

A program similar to Neighborhood Watch, but for businesses. One of only 5 programs like this in the country, we have partnered with City of Cayce and West Columbia to enhance the already premier safety of our business community



BUSINESS WATCH

Keeping Our Business Community Safe

**Presenting Sponsor -
\$1,500**

- Recognition on website - logo and direct link to Chamber member directory
- Recognition with all mentions of the program, social media, TV, awards, etc.
- Logo placed on all media and printed materials at the Quarterly Safety Meeting
- Opportunity to host Quarterly Safety Meetings and welcome attendees

**Partner Sponsor -
\$1,000**

- Recognition on website - logo and direct link to Chamber member directory
- Recognition with all social media mentions of the program
- Logo placed on all media and printed materials at the Quarterly Safety Meeting



GREATER CWC BUSINESS HEALTH WATCH

This program is a take off of our Greater CWC Business Watch Program, but with Health at mind. The program focus's on employee health. Including mental health, physical health and nutrition.



Presenting Sponsor - \$2,500

- Recognition on website - logo and direct link to Chamber member directory
- Recognition with all mentions of the program, social media, TV, awards, etc.
- Logo placed on all media and printed materials at the Quarterly Safety Meeting
- Opportunity to host Quarterly Safety Meetings and welcome attendees

Partner Sponsor - \$1,000

- Recognition on website - logo and direct link to Chamber member directory
- Recognition with all social media mentions of the program
- Logo placed on all media and printed materials at the Quarterly Safety Meeting





PARADE DAY IN THE CWC 2023

Our community's most beloved holiday event was bigger and better this year! The Chamber was proud to host a Parade Day in the CWC, encouraging visitors to spend day supporting local business. We ended the evening with the largest nighttime parade in the midlands, the Holiday Parade of Lights. We had over 200 units and an estimate of twenty thousand people along 12th St. viewing the parade. Our 2022 Parade Day sponsors received a great deal of promotion on social media with engagement reaching over 45K people.



<p>Presenting Parade Day Sponsor - \$10,000</p>	<ul style="list-style-type: none"> • Premier sponsor of CWC Chamber float with Santa Claus • Premier block/shuttle stop sponsor - The North Pole • Big Top kick-off party sponsor • Cart sponsor of one of the 5 refreshment carts at Parade staging with hundreds of business leaders preparing for the parade • Two reserved parking spaces at Chamber Office • Option to set up table/tent at North Pole • VIP Parade seating • Additional parade entry if desired • Recognition with all event media promotion - TV, radio, social media and printed advertising
<p>Parade Lead Sponsor - \$5,000</p>	<ul style="list-style-type: none"> • Premier shuttle stop sponsor at one of the stops on the Holiday Business Shuttle route • Set up tent/table at your selected shuttle stop • Business/Organization listed on shuttle stops, maps • Listed as shuttle stop sponsor on website with logo • At least three mentions on social media during Parade promotion. Posts during the parade reach up to 32,000 people. • Up to two mentions on social media boosted posts. • VIP Parade Seating • Parade Entry • Recognition on all media except TV commercials
<p>Parade Partner Sponsor - \$2,500</p>	<ul style="list-style-type: none"> • Premier Parade Entry • Cart sponsor of one of the 5 refreshment carts at Parade staging with hundreds of business leaders preparing for the parade
<p>Shuttle Stop Sponsor - \$1,000</p>	<ul style="list-style-type: none"> • Set up tent/table at your selected shuttle stop • Business/Organization listed on shuttle stops, maps • Listed as shuttle stop sponsor on website with logo • At least three mentions on social media during Parade promotion. Posts during the parade reach up to 32,000 people.
<p>Block Sponsor - \$1,000</p>	<ul style="list-style-type: none"> • Set up tent/table at your selected block • Business/Organization listed on shuttle stops, maps • Listed as block sponsor on website with logo • At least two mention on social media during Parade promotion. Posts during the parade reach up to 32,000 people.
<p>North Pole Exhibitor - \$250</p>	<ul style="list-style-type: none"> • Set up tent/table at the North Pole at Parade Central • Business/Organization listed on shuttle stops, maps • Listed as exhibitor on website with logo • At least one mention on social media during Parade promotion. Posts during the parade reach up to 32,000 people.
<p>North Pole Sponsor - \$1,000</p>	<p>Sponsor one of the following:</p> <ul style="list-style-type: none"> • Kid's Corner • Entertainment • Market • Parking (2) • First Responder Meals • Volunteer Meals • Apparel • Beautification



GREATER CWC CHAMBER SMALL BUSINESS SUPPORT PROGRAM

Initiative to help small business within their first 2 years of operation. The small business will receive a one-year membership to the Greater CWC Chamber which includes access to all educational classes, programs and networking events. This is a great opportunity to help support a local small business in the community.

Presenting Sponsor - \$3,000

- Recognition on website - logo, contact information and direct link to Chamber member directory
- Recognition with all mentions of the program, social media, TV, awards, etc.
- Logo placed on all media and printed materials

Partner Sponsor - \$1,500

- Recognition on website - logo with direct link to Chamber member directory
- Recognition with all social media mentions of the program
- Logo placed on all media and printed materials





CWC BUSINESS LEADERSHIP

The CWC Business Leadership Development Program is designed to provide business owners a set of guidelines and tools for success in today's marketplace. The program will provide information on critical areas that need to be addressed in order for a business to build a successful foundation for your business, and to maintain that success.

Each week's session will be led by a subject matter expert that consults businesses on these important issues each day.

Presentations are designed to provide checklists and tools needed for success in each critical area.

Each Cohort will have 12-15 Business Owners participating.

Presenting Sponsor - \$1,000/Cohort

- Sponsor all 8 classes of an upcoming Cohort
- Opportunity to provide business/organization materials at the class or in gift bags at graduation, or information for class notebooks
- Brief 2-3 minute opportunity to speak at class of choosing, meet & greet and graduation
- Logo on all printed materials for class including agendas, class schedules, programs, etc. and recognition with all mentions of the Cohort, including but not limited to social media, web, print materials, newsletter, etc.





QUARTERLY COMMUNITY RECOGNITION AWARDS

The Chamber is proud to have the opportunity to work with our local school districts, public safety and tourism leaders to recognize and award those who have been outstanding contributors to their communities.

Awards include our Student and Educator of the Quarter Awards with Lex2 and Lex4, our Public Safety Award decided on by our City of Cayce and West Columbia public safety leaders, and our newly added Tourism of the Quarter Award.

\$1,500/Annual Award

- Business of the Quarter**
- Educator of the Quarter**
- Student of the Quarter**
- Public Safety Setting the Barr Award**
- Visitor Program of the Quarter**
- Ambassador of the Quarter**



The Greater CWC Chamber & Visitor Programs

SETTING THE BARR

AWARD & RECOGNITION

in memory of
Cayce PD Corporal Roy "Drew" Barr
End of Watch April 24, 2022



CHAMBER 101 ORIENTATION
GREATERCWC Chamber & Visitor Programs



CHAMBER 101 - ORIENTATION

Chamber 101 - Orientation is a crash course in the Greater CWC Chamber benefits and resources. This is a great opportunity for new and renewing members to get better acclimated to their Chamber membership. Chamber 101 - Orientation generally hosts 8-15 business leaders each month.

Presenting Sponsor - \$2,000/Year

- Premier sponsor of the Chamber 101 - Orientation program for one year
- Recognition on all printed and web materials reflecting the business/organization logo and direct link to Chamber Member Directory
- Team member invited to one or all of the Chamber 101 - Orientation classes to welcome students, provide materials or surveys
- Information included in Chamber 101 Packet and added online to Member News
- Logo on all Chamber 101 - Orientation materials such as the packet, presentation, flyer, etc.
- Chamber 101 section of newsletter will reflect business/organization as a sponsor



SPORTING CLAY TOURNAMENT

One of several Chamber to Chamber collaborations, the clay shoot is a fun event put on with the Columbia Chamber.

Set up similar to the golf tournament, this is a fun environment for networking and multiple sponsorship opportunities. This event always sells out.

Pictured: Five Sheriff Shoot Off Sporting Clay Tournament with Columbia Chamber - a fun environment for networking

CWC Lead Sponsor - \$1,500

Lunch Sponsor - \$1,000

Team Registration



ANNUAL CHAMBER GALA

Our Annual Chamber Gala is our yearly Chamber meeting. This is a great opportunity to network with our 350+ Chamber members,

**CWC Lead Sponsor -
\$2,500**

Lunch Sponsor - \$1,000



COMMUNITY BUSINESS EXPO & JOB FAIR

A great opportunity to meet your fellow Chamber businesses, nonprofits and tourism leaders and get an overall view of the business services that our Chamber businesses and community offers. This is a great networking opportunity with the sole mission of connecting our Chamber businesses to the community and showcasing the wealth of expertise in our CWC business community.



THE GREATER CWC CHAMBER & VISITOR PROGRAMS

Community EXPO & JOB FAIR

Get Involved!

Presenting Sponsor:

\$2000 - one available

- Exclusive opportunity
- Premier placement of choice
- Logo on all media, web and print promotion of the event
- Item placed in swag bag
- Premier signage at event and digital display
- Invited to join us on TV for promotional visits

Supporting Sponsor:

\$1000 - members only

- Exclusive opportunity
- Premier placement
- Logo on all media, web and print promotion of the event
- Signage at event
- Provide swag

Exhibitor

\$350 - 30 available

\$250 - CWC members

- Exhibit Booth at Event
- Business listed on all media, web and print promotion of event

The Greater CWC Chamber is helping **the community connect with their local business leaders and neighbors.**

Our growing area has so much to offer and we want to share that with the public - continuing to promote our Chamber mission to make the CWC the best place to live, shop, stay and explore.

Thursday
AUG. 17
10AM-2PM
STONE RIVER



Questions?









Exhibitor Registration

Greater CWC Chamber & Visitor Programs
www.cwcchamber.com/expo
events@cwccchamber.com | 803-794-6504

AFTER HOURS NETWORKING

After Hours are a Chamber favorite - a laid back atmosphere to network and get to know your Chamber peers. Hosting an after-hours covers the cost of refreshments and snacks at a local Chamber business. Hosts are welcome to invite Chamber guests as well as have the option to welcome the group in attendance and introduce themselves.

Host an After Hours - \$500

January			January	
February 21, 2023	4:00 to 6:00		February	
March			March	
April 18, 2023	4:00 to 6:00 @ the Armory		April	
May	Ribbon Cutting with Lex. Chamber		May	
June			June	
July 19, 2023	Private Rodeo Show 4:30 to 6:30		July	
August 15, 2023	8/15 AT 4:30 PM @ SOUTHLAND		August	
September	4:30 to 6:60 @Steel Hands		September	
October			October	
November			November	

LEARN LOCAL CLASSES

Support small business by sponsoring a Learn Local educational opportunity for the Chamber membership. Host your own event, or sponsor another Chamber business.

After Hours are a Chamber favorite - a laid back atmosphere to network.



Presenting Sponsor - \$2,000	Sponsor the overall educational Lunch & Learn Program
Class Sponsor - \$500	Sponsor/Host one class of Lunch & Learn at location of choice
Lunch Sponsor - \$250	Sponsor lunch via one of our Chamber members for class attendees

January	
February	
March	
April	
May	
June	
July	
August	
September	9/6 Learn Local Breakfast
October	
November	
December	12/6 Learn Local Lunch

January	
February	
March	3/6 Learn Local Breakfast
April	
May	
June	
July	
August	
September	
October	
November	

UPCOMING EVENTS

EVERY FOURTH TUESDAY OF THE MONTH

GREATER CWC CHAMBER
BUSINESS BREAKFAST MEETING
7:45 AM TO 9:00 AM

EVERY THIRD TUESDAY OF THE MONTH

CHAMBER 101 - ORIENTATION
11:00 AM TO 12:00 PM
CHAMBER OFFICE, 1006 12TH ST., CAYCE

THURSDAY, AUGUST 17, 2023

COMMUNITY BUSINESS EXPO & CAREER FAIR
10:00 AM TO 2:00 PM AT STONE RIVER
CHAMBER GALA
6:00 PM TO 10:00 PM AT STONE RIVER

PARADE DAY IN THE GREATER CWC

SATURDAY, DECEMBER 9, 2023
CAYCE-WEST COLUMBIA
12:00 PM TO 7:00 PM
HOLIDAY PARADE OF LIGHTS AT 5:30 PM

THURSDAY, MAY 3, 2024

SPRING GOLF TOURNAMENT
CHARWOOD GOLF CLUB
TEE TIME AT NOON

