



**TEMPE
CHAMBER**

Monetizing Virtual Events

August 12, 2020



Our Recent Journey

- March 13
 - Moved into a new office
- March 15
 - Arizona's Stay at Home order issued
- March 20
 - Hosted first Covid19 webinar with SBA
 - All board, committee and network meetings moved to virtual
 - Staff working remotely



Our Recent Journey

- Four Signature Events March – June:
 - State of the District (originally March 20) - postponed
 - Sustainability Summit (originally April 3) - postponed
 - Leadership Conference and Expo (originally May 22) – 30 days
 - Annual Luncheon (originally June 26) – 45 days
- 42% of total budget revenue from Programs and Events
 - These four events are 30% of that budget



Reimagining our Events

- Decided mid-April all events will be virtual through end of 2020
- Reviewed event budgets
- Adjusted sponsor benefits
 - Maintained investment levels
 - Commercials and on-screen branding
 - 20 attendee links vs. table of 10
- Adjusted single ticket pricing
- Identified production partner



Reimagining our Events

- Follow all current health and CDC guidelines
- Engagement opportunities
- Virtual expo
- Online auction

Sponsorships at a Glance

Exclusive Signature Events	Investment	Sponsor Address*	Emcee Recognition	Virtual or onsite expo	Table or Virtual Tickets	Logo on All Materials	Logo on Table
	Date	Attendance					
State of the District	February-March	200+					
Presenting**	\$5,000.00	•	•	n/a	8 or 25	•	•
Gold	\$3,000.00		•		8 or 20	•	•
Copper	\$1,500.00		•		8 or 15	•	•
Leadership Conference	May	300+					
SOLD! Presenting**	\$5,000.00	•	•	•	10 or 25	•	•
Gold	\$3,000.00	•	•	•	10 or 20	•	•
Copper	\$1,500.00		•		10 or 15	•	•
Annual Luncheon	June	400+					
SOLD! Presenting**	\$5,000.00	•	•	•	10 or 25	•	•
Gold	\$3,000.00		•	•	10 or 20	•	•
Copper	\$1,500.00		•		10 or 15	•	•
ASU Sun Devil Kickoff Luncheon	Pre-Season	450+					
Presenting**	\$7,500.00	•	•	n/a	9 or 30	•	•
Maroon & Gold	\$6,000.00		•		9 or 25	•	•
Sparky's Team	\$3,000.00		•		9 or 20	•	•
Pickfork Corner	\$1,500.00		•		9 or 15	•	•



State of the District

- Rescheduled for May 22
- Live, interactive broadcast
- +85% net revenue vs. last year



State of the Chamber

- Changed name from “Annual Luncheon”
- Kept June 26 date
- Live, interactive broadcast
- +30% net revenue vs. last year



Sponsor and Attendee Feedback

- *This production was top notch! All of your hard work and efforts have paid off. You made something really special for the honorees and Chamber members. Thank you for incorporating our Brand so naturally into a beautiful event.*
- *Hello and congratulations on a WONDERFUL event! I know our world has changed, but this was interesting, uplifting, and well executed! I am so happy that Cox Business can be a part of it!*
- *Well done! I enjoyed it as much as the live event (actually, even more).*
- *Congratulations on an outstanding event on Friday! I was able to attend the 2020 State of the Chamber & Annual Awards as a guest of SRP. It's not easy to do events now-a-days all virtually, but you and your team did an excellent job.*



Tips

- Determine your destiny
- Be creative and bold
- Focus on production details
- Communication with sponsors is critical

Thank You!



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