



is proud to announce our

2nd Annual Online Auction

“Be a Sponsor and You’ll See the Rewards, Too!”

What: Online Auction

Start: July 23rd – “Teeing Off” at our Annual Golf Tournament

End: September 22nd – Finishing at our Annual Business Expo

Where: On the Internet

Cost: \$250

Why You Should Be Involved

- Because auctions are a fun way to raise money and proceeds will benefit our local businesses, organizations and communities.
- Because it's a great way for you to achieve widespread visibility by tapping into an engaged, active community to promote your own products and services.

The Benefits of Being a Sponsor:

- Your logo, with a link to your Web site, will be featured on the auction's home page. It's a great way to drive traffic to your site and tie your brand to the Chamber,
- To promote the auction, we're sending 8-10 targeted e-mail communications to the entire database of over 2100 committed members, sponsors, donors, friends, and volunteers. That's more than 16,000 “impressions,” or times your logo will be seen. And that's not even counting the pass-along rate.
- We'll feature your logo on the auction page on the Chamber website, put reminders in our weekly e-Connection newsletters, include a flyer in our monthly mailing and distribute information at all upcoming events and at our monthly Business After Hours. It all means more people will visit our auction, see your logo and potentially click through to your Web site.

REMEMBER: The Online Auction is an outstanding “viral” marketing tool. Our members will pass along our e-mail messages to their own friends and family – so there's no telling how many people our message will reach!

For only \$250, you can help make Bedford County Chamber of Commerce's Online Auction happen. Get involved NOW! Have a question or suggestion? Want to learn about Sponsorship opportunities? Contact jami@bedfordcountychamber.org.