

ROWAN CHAMBER

Chamber of Commerce

Be an original.™

SPONSORSHIP OPPORTUNITIES



ANNUAL GALA

JANUARY 28, 2027

EST. ATTENDANCE: 500

The Rowan Chamber's Annual Gala is recognized as one of the community's premier events, bringing together leaders from business, government, philanthropy, and the nonprofit sector for an evening of celebration and connection.

The program includes the presentation of annual awards honoring outstanding businesses and individuals, the ceremonial passing of leadership within the organization, and a sit-down dinner accompanied by opportunities for networking.

The Gala serves as both a celebration of achievement and a gathering of community leaders, marking an important moment each year in the organization's history.

TITLE - \$6,000 SOLD

- Presenting Title (e.g. Presented by...)
- Title Sponsor Display Table
- Title Sponsor Logo on Wallpaper Photo Staging Area
- Title Sponsor Banquet Table with eight premier seats at front table "A"
- Top Recognition in all Annual Gala related promotions
- Company logo featured on large screens during the program
- Top Sponsor Logo listing in the program
- Complimentary drink tickets (two per person)

PROGRAM - \$3,500

- Program Sponsor table with eight seats in the "B" section of tables
- Company logo on large screens during the program
- Company logo on programs
- Complimentary drink tickets (two per person)

CORPORATE - \$2,000

- Corporate Sponsor table with eight seats in the "C" section of tables
- Company name on large screens during the program
- Company name listed in programs
- Complimentary drink tickets (two per person)



DRAGON BOAT FESTIVAL

AUGUST 22, 2026

EST. ATTENDANCE: 3,000

The Rowan Chamber Dragon Boat Festival is the largest annual spectator event on High Rock Lake in Salisbury, N.C., featuring competitive 300-meter dragon boat races, local food trucks, vendors, and family-friendly activities. Held at the Rowan Shrine Club, it serves as a major community team-building and fundraising event.

GOLD - \$10,000

- Top Recognition in all Dragon Boat related promotions including news releases
- Company logo on Dragon Boat, event signage, banners, t-shirts, advertising, and social media
- Exclusivity within business category with 10' x 10' booth space for merchandising
- Reserved premium placement for 10' x 10' branded tent with lakeside viewing
- Dragon Boat team for 20 paddlers + one drummer included (\$1,500 value)
- Five Sponsor parking passes
- Ten invitations into the Chamber Hospitality tent, with complimentary drink tickets and Shrine Club building access
- Public address announcements during event featuring your name and messaging
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

SILVER - \$5,000

- Company logo on Dragon Boat, event signage, banners, t-shirts, advertising, and social media
- Reserved secondary placement for 10'x10' branded tent with lakeside viewing
- Dragon Boat team for 20 paddlers + one drummer included (\$1,500 value)
- Three Sponsor parking passes
- Six invitations to the Chamber Hospitality tent with complimentary drink tickets
- Public address announcements during event featuring your name and messaging
- Company name recognition in all Dragon Boat related promotions
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

BRONZE - \$2,500

- Company name on all Dragon Boat materials
- Reserved third spot placement for branded 10'x10' tent with lakeside viewing
- Dragon Boat team for 20 paddlers + one drummer included (\$1,500 value)
- One Sponsor parking pass
- Two invitations to the Chamber Hospitality tent with complimentary drink tickets
- Public address announcements during event featuring sponsors' name
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)

COMMUNITY - \$1,000

- One sponsor parking pass
- Two invitations to the Chamber Hospitality tent with complimentary drink tickets
- One vendor space
- Access to the Rowan Shrine Club indoor area (air conditioned and flushing toilets)



TRADE SHOW

APRIL 22, 2027 *TENTATIVE
EST. ATTENDANCE: 300-500

The Small Business Trade Show offers a dynamic business-to-business expo designed to foster valuable connections among local professionals. We encourage major employers and community members to attend, connect, and increase the percentage of business they do with local firms.

Admission is free for attendees. Attendees can explore exhibitor booths, enter to win door prizes, including a grand prize drawing, and enjoy complimentary food and refreshments.

GOLD - \$7,500

- Gold Sponsor exhibit table location "A"
- Double booth space – as soon as you enter the event space!
- Event signage (company LOGO on all printed & electronic marketing materials)
- Opportunity for company representatives to make opening comments at the event
- Opportunity to place company flyers/merchandise on Chamber display table

SILVER - \$5,000

- Silver Sponsor exhibit table location "B"
- Event signage (company NAME on all printed & electronic marketing materials)
- 10' x 10' booth space with one (1) eight-foot table

BRONZE - \$2,500

- Bronze Sponsor table location "C"
- Preferred sponsor exhibit table location
- Event signage (company NAME on all printed & electronic marketing materials)
- 10' x 10' booth space with one (1) eight-foot table



BUSINESS AFTER HOURS

2ND MONDAY OF THE MONTH
(contact the chamber for availability)
EST. ATTENDANCE: 70-100 PER EVENT

Business After Hours (BAH) offers professionals the opportunity to discuss and share ideas in a relaxed, social atmosphere while learning about other member businesses.

Held from 5–7 p.m. on the second Monday of each month, this is a float-in and float-out event sponsored and hosted at Chamber member establishments. The event is free for members and open to non-members for a \$25 fee payable at the door. Attire is business casual, and attendees are encouraged to bring business cards to exchange with potential customers and to enter the door prize drawing. Hors d'oeuvres and beverages are provided by the sponsor.

BAH SPONSOR - \$750

- As a Business After Hours sponsor, you open your doors to the local business community, showcasing your company while fostering valuable connections. This exclusive opportunity, available to a limited number of businesses each year, allows you to directly engage with potential clients and partners in a relaxed, after-hours setting.
- Logo placement on webpage event calendar
- Logo on social media event
- Event promotion in e-newsletter
- Post-event promotion on social media
- 5 minute sponsor profile at the event

POWER IN PARTNERSHIP BREAKFAST

3RD THURSDAY OF THE MONTH
(contact the chamber for availability)
EST. ATTENDANCE: 125 PER EVENT

The Rowan Chamber's Power in Partnership (PIP) breakfast series offers attendees a unique opportunity to enjoy a delicious breakfast while engaging in valuable networking, learning from industry leaders, and discussing the latest trends and challenges facing the community.

Held from 7:30–8:30am at Trinity Oaks, PIP breakfasts feature a stellar lineup of speakers, including top North Carolina elected officials and business leaders.

PIP SPONSOR - \$3,000

- 5 minute sponsor profile at the event
- Introduce the key-note speaker (Chamber will coordinate with the sponsor on speaker)
- 2 VIP tickets seated at the speakers table
- Sponsor table at the event & exclusive marketing rights to the banquet room. You are the only firm that can display banners & marketing materials in the banquet room.
- Sponsor provides 2 – 3 door prize items (hats, t-shirts w/ company logo or gift certificates)
- Company logo in all marketing materials; company name in all news releases; newsletters/social media and event announcements prior to the event
- List of attendees with contact information
- Photo with speaker in post-event coverage



Business
after HOURS




ROWAN CHAMBER
**POWER IN
PARTNERSHIP**
BREAKFAST



LEADERSHIP ROWAN

9 MONTH PROGRAM & GRADUATION EST. ATTENDANCE: 30 PARTICIPANTS

The Rowan Chamber has been presenting the Leadership Rowan program for 33 years with over 800 graduates. Already existing leaders and budding community volunteers are encouraged to apply for this elite program. For one day a month for nine-months, participants get an in-depth view of community issues, develop skills necessary to assume leadership roles and are exposed to community involvement opportunities. The nine session topics are History and Power, Public Education, Criminal Justice, Human Needs, Government, Business and the Economy, Communications, and Quality of Life.

SCHOLARSHIP - \$1,275

- This scholarship is awarded class participants in the non-profit sector. The Leadership Rowan Steering Committee decides how to divide and award the scholarship.
- Sponsor logo placed on Chamber website & social media.

Participation Fee

Members - \$1,275

Non-Members - \$1,775

LEADERSHIP ROWAN

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YOUTH LEADERSHIP ROWAN

7 MONTH PROGRAM & GRADUATION EST. ATTENDANCE: 20 PARTICIPANTS

Modeled after the Chamber's long-standing Leadership Rowan program for adults, Youth Leadership Rowan empowers high school juniors to develop leadership skills, connect with community leaders, and gain a deeper understanding of Rowan County's history, resources, and opportunities. The seven-month program offers interactive days focused on topics like local history, human needs,

GOLD - SOLD

- Recognition as the official GOLD Sponsor of the Youth Leadership Rowan Program.
- Exclusive branding opportunities on all Youth Leadership Rowan marketing materials.
- Acknowledgment during program sessions and graduation.
- Opportunity to address the students and esteemed guests at Opening Retreat, Graduation and during one session.

SILVER - \$5,000

- Logo placement as a SILVER Sponsor on our YLR marketing materials.
- Acknowledgment during program sessions and graduation.
- Opportunity to address the students during one session (by request)

BRONZE - \$1,000

- Name placement as a BRONZE Sponsor on event materials and promotional items.
- Recognition during program sessions and graduation.

STUDENT - \$500

- Sponsor the cost of one student to participate in Youth Leadership Rowan. This helps to cover program costs and lunches.
- Recognition during graduation.

ADVOCACY TRIPS

TWO TRIPS RALEIGH & WASHINGTON D.C.

The Chamber's advocacy trips to Washington, D.C. and Raleigh give members direct access to elected officials, agency leaders, and policy experts at both the federal and state levels. Through meetings with members of Congress, state legislators, agencies, and business leaders, participants gain firsthand insight into decisions affecting Rowan County while sharing local perspectives on workforce, infrastructure, transportation, taxes, healthcare, and regulations.

These trips typically include legislative meetings, policy summits, networking opportunities, and discussions on priority projects. They are valuable opportunities for business owners, executives, nonprofit leaders, and professionals who want to strengthen their voice, build relationships, and help shape policy that impacts our community.

WASHINGTON D.C. FLY-IN SPONSOR - \$2,500 (5)

- Prominent logo placement on promotional materials and itinerary.
- Recognition in Chamber communications
- Social media recognition
- Opportunity to include branded materials for attendees
- Recognition at trip recap
- Includes one registration

RALEIGH SPONSOR - \$1,000 (10)

- Prominent logo placement on promotional materials and itinerary.
- Recognition in Chamber communications
- Social media recognition
- Opportunity to include branded materials for attendees
- Recognition at trip recap
- Includes one registration



YOUNG PROFESSIONALS

NETWORKING & DEVELOPMENT THROUGHOUT THE YEAR

The Rowan Young Professionals program connects emerging leaders ages 21–45 to opportunities for networking, professional growth, and community involvement. Through a balanced mix of structured events and informal gatherings, RYP aims to attract, retain, and empower the next generation of business and civic leaders in Rowan County.

GOLD - \$3,000

- Premium logo recognition on Young Professionals promotional materials.
- Recognition at events.
- Premium logo recognition on Young Professionals social media.
- Listing on Chamber website.
- Sponsor remarks at events.

SILVER - \$1,000

- Logo on Young Professionals promotional materials.
- Logo on Young Professionals social media.
- Recognition at events.
- Listing on Chamber website.

BRONZE - \$500

- Name on Young Professionals promotional materials.
- Recognition at events.
- Listing on Chamber website.



BOARD RETREAT

ONE RETREAT EST. ATTENDANCE: 30

The Chamber Board Retreat is an annual planning session where board members come together to review the ACCE report, evaluate priorities, and help shape the Chamber's direction for the year ahead. Through roundtable discussions and rotating small-group conversations, participants explore key topics such as business advocacy, education and workforce, member services, leadership, administration, and opportunities for growth.

RETREAT SPONSOR - \$1,000

- Logo on board PowerPoint.
- Recognition during retreat.
- Business blurb & logo in board packet.



CANDIDATE FORUM RECEPTION

1 OR 2 PER YEAR
EST. ATTENDANCE: 80-100

The Rowan County Chamber of Commerce holds Candidate Forums prior to Primary and General Elections. The purpose of the event is to educate voters about the candidates and their stands on issues of importance to the business community. The Chamber does not endorse candidates. The reception allows the public to network with candidates.

RECEPTION SPONSOR - \$1,000

- Logo on Chamber social media
- Recognition in forum press releases
- Recognition during forum (forum broadcasts several times on Gov. TV)

AMBASSADOR SPONSOR

MEET MONTHLY

Become a sponsor of the Rowan Chamber Ambassadors and connect with a dynamic group of community partners who are highly visible throughout the community and are passionate about promoting the Chamber's mission, vision, and purpose.

PRESENTING SPONSOR - \$1,000

- Recognition as presenting sponsor in materials, promotions, and social media.
- Representative to speak at Operation Thank You Lunch.
- Opportunity to share materials with attendees.
- Listed on Chamber website.



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YES, I WANT TO SPONSOR:

Company Name: _____

Contact: _____

Phone Number: _____

Email: _____

Please list event(s), level, and amount you are interesting in sponsoring.

Event: _____

Level: _____

Amount: _____

NOTE: Sponsor benefits may be customized to best meet the unique requirements related to brand and corporate dynamics of each sponsoring company. Additional costs may apply.