



COOLEST THING MADE IN INDIANA

The new Coolest Thing Made in Indiana competition celebrates manufacturers throughout the state. It's for companies who make all kinds of things. Businesses who have been around for decades or budding entrepreneurs. Companies that enter the tournament face off in a single-elimination format.

Winners are chosen through public fan voting. Each winner goes to the next round of the bracket until we reach that coveted final four teams and an ultimate Coolest Thing Made in Indiana champion. A celebration for all will be held at our 2022 Chamber Day event. The Coolest Thing Made in Indiana competition starts in late 2021, but businesses will be notified when they can enter.



www.indianachamber.com/coolestthing

SPONSOR PROSPECTUS

SPONSOR BENEFITS

PROGRAM SPONSOR

\$20,000 Exclusive Opportunity

BENEFITS:

Special Exposure and Guaranteed Visibility

- Naming rights: The 2022 Coolest Thing Made in Indiana presented by “your company name”
- Promotional launch begins in March 2021 and continues through February 2022
- Your company logo with link to your web site featured on the program web page through February 2022
- Your company’s logo, name and/or handle on all contest communications including:
 - ✓ Email and social media campaign
 - ✓ Press releases
 - ✓ Blog posts
 - ✓ Chamber *INsider* e-newsletter
 - ✓ BizVoice® magazine program ad (August, November 2021 issues)
 - ✓ Chamber Day Dinner invitations
 - ✓ Chamber Day Dinner tickets

Heightened Face-to-Face Communication

- Opportunity to announce the winner of the 2022 Coolest Thing Made in Indiana on stage at the Chamber Day Dinner on February 15, 2022
- Premier seating at the 2022 Chamber Day Dinner to include a gold table of 10
- Opportunity to have one representative seated at the head table during the Chamber Day Dinner

Great Advertising Exposure

- Full page advertisement in an upcoming BizVoice magazine issue (August or November 2021 OR February 2022) with a statewide distribution of over 15,000

Added Value

- Right of first renewal for the 2023 program

GOLD SPONSOR

\$7,500 (Four Opportunities)

BENEFITS:

Special Exposure and Guaranteed Visibility

- Recognition as a sponsor of the 2022 Coolest Thing Made in Indiana voting contest rounds:
 - ✓ First round
 - ✓ Sweet 16 round
 - ✓ Elite 8 round
 - ✓ Final 4 round
- Promotional launch begins in March 2021 and continues through February 2022
- Your company logo with link to your web site featured on the program web page through February 2022
- Your company’s logo and/or name on all contest communications including:
 - ✓ Email campaign
 - ✓ Press releases
 - ✓ BizVoice magazine program ad (August, November 2021 issues)
- Your company’s name and/or handle frequently included in social media and blog posts

Heightened Face-to-Face Communication

- Four tickets (4) to the 2022 Chamber Day Dinner

Added Value

- Right of first renewal for the 2023 program

Sponsor Cancellation: Prior to July 1, 2021, a sponsor may withdrawal from the program and receive a full refund less a \$100 administrative fee. Payments are due 30 days from invoice date unless other arrangements are made. Chamber will not provide any refund if sponsor withdrawals after July 1, 2021. Chamber has the right to cancel sponsorship if payment is not made 30 days from invoice date. Sponsorships of the 2022 Coolest Thing Made in Indiana are not industry exclusive.

SILVER SPONSOR

\$3,500

BENEFITS:

Special Exposure and Guaranteed Visibility

- Recognition as a silver sponsor of the 2022 Coolest Thing Made in Indiana
- Promotional launch begins in March 2021 and continues through February 2022
- Your company logo with link to your web site featured on the program web page through February 2022
- Your company’s logo and/or on contest communications including:
 - ✓ Email campaign
 - ✓ Press releases
 - ✓ BizVoice magazine program ad (August, November 2021 issues)
- Your company’s name and/or handle periodically included in social media and blog posts

Heightened Face-to-Face Communication

- Two tickets (2) to the 2022 Chamber Day dinner

Added Value

- Right of first renewal for the 2023 program

To reserve your sponsorship, contact Jim Wagner, jwagner@indianachamber.com or (317) 264-6876