

## Small Business Web Resource Center and Special Interest Groups

To capitalize on the quality and depth of small business leadership in the Greater Wilkes-Barre area, the Chamber of Commerce has established a Small Business Advisory Council program to provide an additional and continued source of leadership.

The Council would like to establish a web resource center that area small businesses can access to find out information and/or who to call. Included would be an area where small business members can sign up to access discussions on numerous topics – forming special interest groups (SIG) on things like Marketing/Communications, Human Resources, Financing, etc... Groups could ask questions that would be emailed out to participating members for input and advice.

As a website sponsor, your company's logo will be strategically placed in easy view of site visitors – plus your logo will be “hot linked” directly to your corporate website, making it easy for visitors to click through and learn more about your company.

**Ad contract dates:** August 1, 2006-July 31,2007

**Contact:** Jen Paolucci, 570-823-2101, Fax 570-822-5951, (jen@wilkes-barre.org)

- **Presenting Sponsor at \$1500**

Any reference or pr regarding the site will be billed as as “(Name of Sponsor Company) Presents the Greater Wilkes-Barre Chamber's Small Business Web Resource Center.”

Benefits for Sponsor: Top billing on website. As a website sponsor, your company's logo will be strategically placed in easy view of site visitors – plus your logo will be “hot linked” directly to your corporate website, making it easy for visitors to click through and learn more about your company. The presenting sponsor will be recognized in all Chamber publications and in all promotional materials about the site. *One Presenting Sponsorship is available.*

- **Website Supporters at \$750**

Benefits for Supporting Sponsors: A smaller banner ad on the side of the website site with a click through to your site. *Multiple Gold Sponsorships are available.*

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### Budget Reduction Trade Opportunities

- Design/programming for the website. Estimated cost: \$1000
- Design of emails and flyers to promote the site. Estimated Cost: \$500
- Printing of flyers to promote the site. Estimated Cost: \$1000

For more information, contact Donna Sedor at (570) 823-2101 ext.125 (dsedor@wilkes-barre.org) or Kelsey Beyer (ext. 131 and Kelsey@wilkes-barre.org)