

AMPLIFY CLEARWATER

ESTABLISHED 2019



One Community. One Chamber. One Vision.

WWW.AMPLIFYCLEARWATER.COM

PARTNERSHIP OPPORTUNITY GUIDE

2021



AMPLIFY CLEARWATER

ESTABLISHED 2019

CONNECT YOUR BRAND WITH THE LEADING BUSINESS ORGANIZATION OF UPPER PINELLAS

Our mission at **AMPLIFY Clearwater** is to promote and meet the needs of businesses, tourism, and industry and to provide leadership for the advancement of economic vitality and equality for the community of the North Pinellas Region.

Your membership with AMPLIFY Clearwater provides you many opportunities to get in front of our community's most influential and important corporate leaders, mid-level managers, small business owners, entrepreneurs, young professionals, educators, elected officials and more. These exclusive opportunities are only available to our members.

Sponsorships are a way of broadening your competitive edge by putting your name behind events and initiatives that AMPLIFY Clearwater's business community finds attractive. The opportunities in this guide provide a variety of platforms for advertising, branding and networking for your company and help position you as a leader in the Tampa Bay Area. As a not-for-profit organization, much of the work that the Chamber does on behalf of the Robins Region is through the support of our members and business partners.

Our goal is to serve as the voice of business in our community. Please join us in this endeavor to create opportunities of business growth!

**FOR MORE INFORMATION ABOUT PARTNERSHIPS,
PLEASE CALL 727.461.0011 OR EMAIL PR@AMPLIFYCLEARWATER.COM**



Scan the QR code with your mobile device to visit our website.



www.amplifyclearwater.com

OUR TEAM

AMANDA PAYNE, **PRESIDENT/CEO**

KRISTINA ALSPAW, **EXECUTIVE VICE PRESIDENT**

ROBERTO RUBI, **FINANCE & TECHNOLOGY**

JENI BORROW, **DIRECTOR, BUSINESS
DEVELOPMENT & MEMBER ENGAGEMENT**

SYDNEY MARKS, **EVENTS MANAGER**

MIMI FARLEY, **OFFICE MANAGER**



SPONSORSHIP OPPORTUNITIES

EDUCATE AND ENGAGE CLEARWATER

Our strong and diverse base of businesses thrive because of their leader's resilience, resourcefulness, and drive. Ongoing challenges - like high housing costs, restrictive government policies and industry disruption, among others - potentially threaten these risk-takers and the jobs they create. By tenaciously advocating for the needs of businesses and their employees, we can increase economic opportunity throughout the region - and improve our community's overall wellbeing.

It is our mission at AMPLIFY Clearwater to create a stronger, more dynamic and prosperous business community. As a member, your business enjoys a competitive edge with leadership growth opportunities, connections to business leaders, community and elected officials and various initiatives affecting our region. Your Chamber works to create a climate of growth and success in which all companies and residents within our region can prosper.



EDUCATE CLEARWATER



ENGAGE CLEARWATER



ENVISION CLEARWATER



EXPERIENCE CLEARWATER

LEGISLATIVE PARTNER

This partnership encompasses the entire Educate Clearwater Pillar and is designed for those who support the Chamber's legislative advocacy of our region including events and programs.

Sponsorship opportunities range from \$2000-\$15000

ATTITUDES OF GRATITUDE

This program is designed to support & thank our healthcare workers, first responders and emergency services personnel while simultaneously supporting our restaurants and food service business community.

Sponsorship opportunities range from \$250-\$2000

CHAMBER CHATS

An educational webinar series providing virtual advise from local experts to our local business community to assist during a time of need, ranging from recovery to marketing.

Sponsorship opportunities from \$500

PRE/POST LEGISLATIVE

Plan to hear from our legislative delegation on the either upcoming session or recently concluded. This event also provides an opportunity to ask pressing questions or thank our delegation for representing business interest in our region.

Sponsorship opportunities range from \$450-\$6000

SMALL BUSINESS TOWN HALL

Our small businesses are facing an unprecedented economic disruption due to the Coronavirus (COVID-19) outbreak. AMPLIFY Clearwater works with our local legislators to assist our small businesses and their needs.

Sponsorship opportunities from \$500

WOMEN WHO LEAD

This series highlights women leaders locally and nationally who are changing their world. Our leaders come from a variety of backgrounds and industries, and are all doing their part to have an impact in government, their communities and at their workplace.

Sponsorship opportunities range from \$150-\$6000

ACHIEVEHERS

AchieveHERS provides impactful quarterly events that share insight, ideas, skills, and success stories to ultimately help women overcome obstacles to their success.

Sponsorship opportunities range from \$300-\$5000

ANNUAL BUSINESS AWARDS

This annual event presents awards to small and large businesses and nonprofits in our area, recognizing their commitment and involvement in the community.

Sponsorship opportunities range from \$1000-\$6000

ANNUAL MEETING

The community event of the year highlights the success of the Chamber. Celebrate the vision for the future and spend the evening with the Chamber recognizing our accomplishments of 2020.

Sponsorship opportunities range from \$500-\$5000

CLEARWATER YOUNG PROFESSIONALS

Designed for up and coming professionals who are young at heart and have a passion for mentoring and engaging in a youthful community, their mission is to provide business, networking, and volunteer opportunities to support career development.

Sponsorship opportunities range from \$100-\$5000

CHAMBER ON TAP

This monthly mixer is hosted at a different location each month and provides an opportunity for our business leaders to network with one another in a casual atmosphere after the work day is through.

Sponsorship opportunities range from \$150-\$6000

eNEWSLETTER

The bi-weekly e-newsletter provides up-to-date information on Chamber news and events. Circulation is based upon the current opt-in subscribers (roughly 5,000). Ads link to the business's website or desired destination.

Sponsorship opportunities from \$50

GOLF TOURNAMENT

This annual tournament is full of networking, camaraderie and fun! The tournament is a shotgun start with more than 150 business leaders and several prizes offered for players. Lunch and dinner provided. Sponsor a hole, sign, meal, awards, and more!

Sponsorship opportunities range from \$150-\$6000

NEW MEMBER ORIENTATION

The Chamber invites new, renewing & prospective members of our community to learn about the many benefits of the Chamber, its committees, and the visitor's experience to Clearwater.

Sponsorship opportunities from \$250

NIGHT OUT AT SPECTRUM FIELD

Engage with fans by providing collateral, tchotchkes, and information about your business. Add to the fun & gain additional exposure by sending a lucky fan home with a raffle basket featuring your business.

Sponsorship opportunities vary*

RIBBON CUTTING

Let everyone know you're open and ready to do business with a ribbon cutting! If you're a Discover member, upgrade to a Premium Ribbon Cutting to increase your visibility! Have your business associated with community growth and partnership.

Sponsorship opportunities from \$300

PODCAST

This weekly video podcast focuses on our businesses, large and small, and community leaders; diving into what makes them tick. The AMPLIFY Show airs on Facebook and all podcast platforms reaching over 5k followers weekly.

Sponsorship opportunities from \$500

WEBSITE

As a leading site for visitors to our area, our website boasts news and information about businesses and resources as it relates to our members and region. It attracts 4,000 visitors monthly which translates to 8,000 page views.

Sponsorship opportunities range from \$400-\$10000



AMPLIFY CLEARWATER

ESTABLISHED 2019

ENVISION AND EXPERIENCE CLEARWATER

When we imagine the future of AMPLIFY Clearwater, we see an organization that ignites creativity, celebrates diversity and spurs innovation. A place where people work together from across the region to tackle shared challenges, drive economic growth and preserve our natural resources. This vision for our future sets the course for where we want to go and what we need to do to get there. We look forward to rolling out CLEAR VISION 2030 to support economic vitality through a proactive business community.

AMPLIFY Clearwater promotes our region as a welcoming destination where visitors can explore and experience the area's beauty and sun-drenched hospitality. Through projects, initiatives, events and our welcome centers, we connect tourists to our member businesses and our member businesses to tourism-driven educational and promotional resources. We ensure our members benefit from the financial impact of Tampa Bay's 15 million yearly travelers and engaged residential patrons.

ECONOMIC DEVELOPMENT

Chamber members & staff are active in Economic Development. We work closely with the City of Clearwater & Pinellas County Economic Development Departments. We provide resources to help those seeking information on how to start a business and expand their business.

Sponsorship opportunities vary*

DIVERSITY & INCLUSION

We value & promote diversity because it enhances the business community & economic development of the region through expanded educational opportunities & creating a robust community infrastructure that encourages members to make contributions using their special talents, expertise and knowledge.

Sponsorship opportunities vary*

LEADERSHIP AMPLIFIED

A 10-month interactive virtual training program designed to transform you into an elite leader. Classes specialize in sophisticated leadership development utilizing evidenced-based models within the social sciences.

Sponsorship opportunities from \$1295

WORKFORCE DEVELOPMENT

To ensure a vibrant future economy, we must change the way we approach education by involving new stakeholders: employers. Business professionals from businesses of all sizes can help students graduate from high school fully prepared to enter college and on the path to a fulfilling career.

Sponsorship opportunities vary*

CHALKTOBER FEST

For three days, over 40 talented chalk artists transform the sidewalks of Beach Walk on South Clearwater Beach into spectacular larger-than-life-canvases, allowing the public to get a rare glimpse into the way art is produced in all stages of progress. Leading up to the event, artists partner with our sponsors to bring their chalk pieces to life at our local businesses.

Sponsorship opportunities range from \$1000-\$5000

LET'S TAKE IT OUTSIDE WITH MISTY WELLS & AMPLIFY

Showcase our destination and things to do in our area by featuring your business on Fox Sports Network & the World Fishing Network with a commercial or feature in an episode.

Sponsorship opportunities range from \$2000-\$6000

LIGHT IT UP CLEARWATER

Clearwater Beach's Annual Fireworks Celebration. Come and join us on New Year's Eve, relax with your toes in the sand, watch one of our world famous sunsets, grab a bite to eat and then ring in the New Year with Fireworks at midnight! All compliments of the AMPLIFY Clearwater and its wonderful sponsors.

Sponsorship opportunities range from \$500-\$12000

OUTBACK BOWL BEACH DAY

Before the BIG10 & SEC go head to head at Raymond James Stadium, they have to take care of business on Clearwater Beach. Teams will battle it out on the sand! Outback Bowl Beach Day is held on December 30th each year and is open to fans and the public.

Sponsorship opportunities vary*

PHILLIES WELCOME BACK RECEPTION

This event welcomes the Philadelphia Phillies back to Clearwater, Florida for their Spring Training Season. Gather with over 150 local leaders and chamber members to celebrate their return. This event sells out every year!

Sponsorship opportunities vary*

TASTE FEST

This event features tastings from over 30 participating restaurants featuring hearty samples of casual cuisine and succulent fine dining, wine and craft beer, live entertainment, fireworks and more! Held at the iconic Pier 60 Park!

Sponsorship opportunities range from \$400-\$10000

VACATION GUIDE

Tourists interested in visiting Clearwater use the Clearwater Visitor Guide to plan their visit and decided where to eat, stay, and tour once they arrive. Over 80,000 copies of this Vacation Guide are distributed every year.

Sponsorship opportunities from \$1400

VISITOR INFORMATION CENTER

Our Pier 60, Surf Style, North Clearwater Beach (and soon to come, Courtney Campbell Causeway) Visitor Information Centers service over 80,000 individuals annually. These guests are seeking out information from our seasoned destination ambassadors who help to shape their experience and they share about where to stay, what to do, and how to get around.

Sponsorship opportunities range from \$365-\$1000

**Contact the chamber for a customized partnership*

AMPLIFY CLEARWATER

ESTABLISHED 2019

600 CLEVELAND STREET SUITE 100 | CLEARWATER, FL 33755
727.461.0011 | PR@AMPLIFYCLEARWATER.COM
WWW.AMPLIFYCLEARWATER.COM

