

AMPLIFY CLEARWATER



One Community. One Chamber. One Vision.

WWW.AMPLIFYCLEARWATER.COM

PARTNERSHIP OPPORTUNITY GUIDE

2023



AMPLIFY CLEARWATER

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 investment 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 investors.

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 Tampa Bay Area 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 JENI@AMPLIFYCLEARWATER.COM**



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



www.amplifyclearwater.com

OUR TEAM

AMANDA PAYNE, **PRESIDENT & CEO**

KRISTINA PARK, **CHIEF OPERATING OFFICER**

CAMILLE HEBTING, **EVP, EXTERNAL AFFAIRS**

JENI TORELLO, **VP, PARTNERSHIPS & PROGRAMS**

ROSA ROBINSON, **DIRECTOR, FINANCE**

MARK ZINDA, **DIRECTOR, MEMBERSHIP ACQUISITION & BUSINESS DEVELOPMENT**

JAMES PONTON II, **MANAGER, BUSINESS DEVELOPMENT & INVESTOR ACQUISITION**

REILLEY NELSON, **ADMINISTRATIVE ASSISTANT**

BRIANNA SARACENO, **MARKETING & EVENTS ASSISTANT**

HEIDI STONE, **LEAD VISITOR INFORMATION SPECIALIST**

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 an investor, 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 including the annual trip to Tallahassee.

Sponsorship opportunities range from \$2000-\$15000

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

ACHIEVEHERS

AchieveHERs provides impactful 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 \$1800-\$8000

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 from \$200

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

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 \$100

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 INVESTOR SOCIAL

The Chamber invites new, renewing & prospective investors 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 BAYCARE

BALLPARK

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*

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

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.

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 investor businesses and our investor businesses to tourism-driven educational and promotional resources. We ensure our investors 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, EQUITY & 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*

SMALL BUSINESS INITIATIVES

Programs include Ambassadors, Clearwater Business SPARK, and the Small Business Council producing workshops, networking and training opportunities for small businesses.

Sponsorship opportunities from \$500

CHALKFUL OF TASTE

This event —a perfect pairing of Taste Fest & Chalktober Art Festival— will take place on Friday, November 3rd from 6:00 - 9:00 p.m. We are very excited to host this event at the Pier 60 Park on Clearwater Beach for the first time since 2019! The celebration will include fine food from 30+ restaurants, wine & craft beer, chalk artists and more! We expect the 2023 Chalkful of Taste to be our largest yet and we look forward to your partnership in the success of this Ocean Allies certified ocean-friendly event.

Sponsorship opportunities range from \$1000-\$5000

CITY STREET MAP

A printed, user-friendly map of the city of Clearwater distributed to visitors, potential commercial relocation candidates and lifelong residents. This map will also be available digitally through our website including a directory.

Sponsorship opportunities from \$499

CLEARWATER BEACH ART BOOK

There are two ways our partners may this coffee table art book. Photography of your business or alternatively, you may sponsor photos that will embrace the project such as the beaches, parks, and other iconic locations. All partners will have their company name and year established by their photos, as well as be included in a directory with contact information.

Sponsorship opportunities from \$485

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-\$15000

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 investors to celebrate their return. This event sells out every year!

Sponsorship opportunities vary*

RELIAQUEST 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! ReliaQuest Bowl Beach Day is held on December 30th each year and is open to fans and the public.

Sponsorship opportunities vary*

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. 50,000 copies of this Vacation Guide are distributed every year.

Sponsorship opportunities from \$1400

VISITOR INFORMATION CENTER

Our Pier 60, Surf Style and North Clearwater Beach 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*



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COUNCILS & COMMITTEES

AMPLIFY Clearwater offers many committees and councils to help get you involved and connected to the community.

ACHIEVEHERS EXECUTIVE COMMITTEE

To meet the demand of businesswomen in the Clearwater region, AchieveHERs was established to help businesswomen reach their full potential by providing camaraderie, support, success stories and inspiration. AchieveHERs is open to both established women in business and those aspiring to lead. This is a closed committee but opportunities for sub committees exist. For more information contact Kristina Park x233.

AMBASSADORS PROGRAM

Our Ambassadors are the welcoming committee of the Chamber. They visit new and renewing investors throughout the year gaining valuable insight for the Chamber. For more information contact Mark Zinda x239.

CLEARWATER YOUNG PROFESSIONALS

The mission of CYP is to provide young professionals in the Clearwater area an outlet to connect with businesses, other young professionals and make a difference in the community. For more information contact Reilley Nelson x229.

DIVERSITY, EQUITY & INCLUSION COUNCIL

Diversity and inclusion are core values for AMPLIFY Clearwater and it is critical that we incorporate these values into all aspects of our work including advocacy, communications, workplace environment, vendor selection, hiring, promotion and retention. In order to carry out the Chamber's core values, the Diversity & Equity Inclusion Committee will foster a shared culture at the Chamber that promotes the goals of accepting, respecting and valuing differences that include attributes such as age, race, gender, ethnicity, religion, sexual orientation, gender expression, sexual identity, ability, language, family circumstances and cultural backgrounds. For more information contact Jeni Torello x226

GOVERNMENT RELATIONS

This committee allows investors interested in the political process to become more actively involved in issues and legislation that impacts business in our community. Committee members identify key issues and establish a legislative agenda. They advocate and educate to better prepare business owners and policy makers with an ultimate goal of a more business friendly environment. For more information contact Kristina Park x233.

TOURISM PARTNERS COMMITTEE

This committee promotes Clearwater as a year-round tourist destination, offering educational and promotional opportunities for its investors' benefit. Meetings are held every 6 weeks and are geared to hotel/resort general managers/owners, hospitality sales and marketing executives. A guest speaker addresses issues related to the hospitality industry and investors discuss industry trends and data. For more information, contact Kristina Park x233.

SPECIAL EVENTS COMMITTEES

All specific to time of year*
Contact Jeni Torello x226

Annual Awards Event
Annual Gala
Chalkful of Taste
Golf Tournament

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