

Myrtle Beach Area

CHAMBER of COMMERCE



Five-Star Distinction

Accredited



2024

**INVESTMENT & SPONSORSHIP
PROGRAM**

MYRTLE BEACH AREA CHAMBER OF COMMERCE



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ABOUT THE CHAMBER

PROMOTE, PROTECT & IMPROVE

Myrtle Beach Area Chamber of Commerce has represented the Grand Strand's business community since 1938. The chamber serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest. There are three primary functions performed by the chamber:

Promote Business: The chamber serves as the primary destination marketing organization and promotes the tourism industry out-of-market. The chamber also provides numerous opportunities for local businesses to promote themselves to visitors, residents and other businesses.

Protect Business: The chamber seeks to influence legislation and regulation by local, state and federal governments in a proactive manner, supporting legislation that benefits businesses and the communities they reside in and, where necessary, opposing legislation that unnecessarily inhibits businesses.

Improve Business: The chamber offers a multitude of programs and services that assist businesses and individuals.

Myrtle Beach Area Chamber of Commerce is accredited with five-star distinction by the U.S. Chamber of Commerce. Only about 3% of all chambers across the nation earn accreditation and about 1% of those achieve the five-star standard. The honor recognizes our commitment to excellence.

JOIN THE CHAMBER

Becoming a member means you'll gain access to a host of resources, exclusive benefits and money-saving programs - all while boosting your credibility and visibility in the community. We invite you to join the more than 2,400 local businesses and organizations across the Myrtle Beach area. Start investing in your business and the community by joining today at MyrtleBeachAreaChamber.com/join.

WHY JOIN

Membership has its advantages. These are several of the top reasons businesses and organizations join the chamber.



ONE MEMBERSHIP - INFINITE VALUE

YOUNG PROFESSIONALS

Two Grand Strand Young Professionals (GSYP) memberships are included in your chamber dues. It's a great way to grow anyone age 20 to 40 in your business with exclusive networking, professional development and community service opportunities.

MEMBERSHIP+

Tourism-related businesses join the chamber and CVB at one low cost and receive listings on both MyrtleBeachAreaChamber.com and VisitMyrtleBeach.com providing access to the 20 million visitors who come to The Beach each year. Hospitality-based investors also can enroll in our Amplified Marketing Program (AMP) for enhanced marketing services on an à la carte basis.



RELATIONSHIP BUILDING

Whether you're looking for a casual social or a fast-moving gathering to build your business contacts, Myrtle Beach Area Chamber of Commerce offers some of the finest networking events in the area. Trust us, we've been in the relationship business in the Myrtle Beach area since 1938; we understand the power of business networking.

Business Before, During and After Hours offer networking opportunities in a relaxed, social setting. Sponsored by different chamber members, these gatherings provide opportunity to make valuable new business contacts, strengthen established relationships and exchange ideas. Free event!

B2B Speed Networking gives businesses the chance to share their story with fellow members in a speed-run format. We know networking can be time-consuming, that's why we're breaking out the timers and cuttin' to the chase to facilitate meaningful - and quick - conversations. Free event!

Women and Wine Wednesdays is a networking event just for the women to share ideas, discuss trending topics and build business networks with other professional

women. Each event features a guest speaker who will share professional experiences and information about their business. Free event!

Men and Mug Mondays is a networking event for men to foster connections, mentorships and knowledge sharing. Each event features a guest speaker who will share their professional journey. Free event!

Chamber Access is your all access pass to the chamber. It's an orientation for new investors, new employees at existing chamber businesses and even longtime stakeholders. It's an invaluable opportunity to find out how to get the best return on your chamber investment. Free event!

KNOWLEDGE BUILDING

Chamber Academy features a wide range of seminars for businesses – marketing workshops, customer service seminars, small business forums and more. These free classes are taught by fellow chamber members. Plus, MBACC partners with Horry-Georgetown Technical College to bring chamber members classes at discounted prices. Visit ChamberAcademy.com and start sharpening your pencil and your business skills!

WHEN YOU JOIN YOU STAND OUT

From day one as a valued member of Myrtle Beach Area Chamber of Commerce, you get a tool chest of benefits to help you grow your business.

- Myrtle Beach Area Chamber of Commerce investor plaque for display in business.
- Five free business listings in the online Business Directory at MyrtleBeachAreaChamber.com.
- Direct link to your business website in our online Business Directory.
- Drive more customers to your business through free online coupons placed next to your business in the Business Directory.
- Publicity in the new investor section and Business Bulletin of the online Grand Strander, stakeholder newsletter.
- Opportunity to display promotional materials at the chamber's visitors centers on Oak Street and inside Myrtle Beach International Airport.
- Ribbon-cutting ceremony and photo to announce new locations or milestones.
- Free business referrals. The chamber receives thousands of requests each month for referrals for specific products and services. We refer chamber members to visitors, newcomers, businesses and area residents.
- Member Referral Program is a great opportunity for MBACC stakeholders to help your chamber and your business grow! Refer a business and get \$25.

BUSINESS BUILDING

It takes the right mix of tools, networking and know-how for small businesses to succeed in today's competitive environment. With MBACC, you have years of experience and proven strategies for success at your disposal.

- **Small Business Resource Center** is your one-stop web-based resource center that you can use as a small business chamber investor.
- **Diversity-Owned Business Resources** is an online site that provides information on local, state and federal organizations that can help qualifying minority-owned firms develop and grow their businesses.
- **Entrepreneur Business Resources** is an online site that provides resources to help your business get a winning start.
- **Business Interruption Planning** site helps businesses prepare for various crises and minimize the impact of those emergencies on their operations. This includes the **Hurricane Resource Center**.

ADVOCACY, ACCOUNTABILITY, ACTION

Through grassroots activism and coordinated advocacy efforts, Myrtle Beach Area Chamber of Commerce is the voice for your business in government.

- **Legislative Priorities** lay a foundation to have our stakeholders' issues and concerns addressed through the various local, state and federal legislative bodies. Please connect with us any time to share concerns and lookout for a survey in late summer to help our advocacy council set the year's priorities.
- **Legislative Luncheon** is a great opportunity for investors to meet their local and state representatives and learn about the chamber's legislative priorities.
- **Grand Strand Legislative Reception** offers chamber investors an opportunity to travel to Columbia to meet with members of the S.C. General Assembly. It's a chance to talk about



issues important to our area and help educate the legislators about the significant impact the Grand Strand has on the state's economy.

- **Protect Section** on the chamber website is the place to find a list of local, state and federal officials and resources to help you stay informed on legislative issues important to your business.

EVEN MORE "BANG FOR YOUR BUCK"

We believe that helping you keep your resources to invest in your business promotes economic growth, encourages innovation and facilitates job creation.

- **Job Connections** is a free online site where MBACC members can post job openings for free and job seekers can find new employment opportunities to advance their careers.
- **Community Event Calendar** allows chamber investors can post community events and nonprofit fundraisers to our calendar. Scan to view the events calendar or visit MyrtleBeachAreaChamber.com/events.



- **Business Interruption Planning** site helps businesses prepare for various crises and minimize the impact of those emergencies on their operations.
- **Grand Strander:** Stay informed with chamber news, events and important updates for the business community with the Grand Strander eNewsletter, MBACC news blog and our social media.

SUBSCRIBE TO OUR NEWSLETTER

Scan the QR Code to sign up for our email updates or visit MyrtleBeachAreaChamber.com/chamber-email-updates



SIGNATURE PROGRAMS

Connecting you to the heart of the chamber and community.



Young Professionals Organization

The chamber offers Grand Strand Young Professionals (GSYP) to provide networking, professional development and community engagement to young professionals in the Myrtle Beach area.



Leadership Grand Strand

Founded by MBACC, Leadership Grand Strand members participate in 10-months of educational sessions, area tours and community service to learn more about the Myrtle Beach area.



Ambassador Program

The chamber's ambassadors are volunteers who provide mentoring to new and existing chamber investors and assist MBACC staff with assuring that chamber stakeholders are getting the greatest return on their membership investment. Ambassadors enjoy the rewards of making new contacts, strengthening relationships and accessing a wealth of information and resources.



Keep Myrtle Beach Beautiful

Launched in 2021, Keep Myrtle Beach Beautiful (KMBB) is an official affiliate with Palmetto Pride, Keep South Carolina Beautiful and Keep America Beautiful. The program focuses on three pillars: litter removal, recycling and beautification. KMBB hosts regular cleanup and beautification events which are open to volunteers of all ages and abilities.

CHAMBER FOUNDATIONS

Improving the community through strategic initiatives.



Myrtle Beach Area Chamber of Commerce Educational Scholarship Foundation

Myrtle Beach Area Chamber's vision strongly reflects our commitment to leadership and the Grand Strand community. It's your chamber's goal to advance the economic vitality and quality of life through our education initiatives. Our educational scholarship foundation annually awards scholarships to outstanding seniors who are continuing their education. The scholarship foundation is funded by local business contributions.

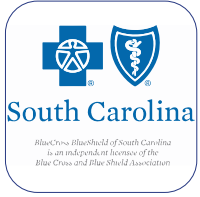


Partnership Grand Strand

Partnership Grand Strand (PGS) is a 501(c)(3) nonprofit foundation and strategic initiative designed to accelerate economic prosperity and quality of life for all businesses and residents across Horry and Georgetown counties. Launched by the chamber in 2022, PGS will support partner organizations and communities by providing dedicated staff, increased resources and funding for new catalytic projects that will strengthen four equally essential and interconnected pillars of success: prosperity, talent, place and infrastructure.

SAVE MONEY. DO BUSINESS. STAY HEALTHY.

From health care to office supplies, your Myrtle Beach Area Chamber of Commerce and its partners have the tools to save your business money and the solutions to help you run it more efficiently. We mean business when it comes to your bottom line. That's why Myrtle Beach Area Chamber offers an extensive portfolio of money-saving programs for our members. Take a look at these programs and learn how your chamber membership can pay for itself.



BLUECROSS BLUESHIELD OF SOUTH CAROLINA

Looking for a health plan? If you have between two and 99 employees, look no further than BlueCross BlueShield of South Carolina.



PRESCRIPTION DRUG CARD

Clever RX is the premier discount drug program accepted at more than 80,000 U.S. pharmacies providing savings up to 80% on retail costs. Free to use, Clever RX helps you get the lowest prices on your prescriptions.



OFFICE DEPOT/OFFICEMAX

Receive unbeatable discounts on your office supplies, office furniture, technology, copying/printing and much more at Office Depot/OfficeMax stores and online through ODP Solutions.



PAYROLL SOLUTIONS

Quality Business Solutions offers an integrated solution to remove the weight of payroll administration from your plate, allowing you to focus your time and resources on growing your business.



LOCAL DISCOUNTS

Find savings just for locals at businesses across the Grand Strand. Increase visibility of your business by adding a discount for your company.



CHAMBER TRAVEL PROGRAM

If you love to travel and save money, you really can't do much better than a chamber trip. MBACC partners with travel agencies helping you experience the wonders of the world!



HOSPITALITY PARTNERSHIP

Myrtle Beach Area Chamber of Commerce, Myrtle Beach Area Hospitality Association and South Carolina Restaurant and Lodging Association share a unique partnership to promote, protect and improve businesses throughout the Grand Strand.



U.S. CHAMBER OF COMMERCE

Small business investors of Myrtle Beach Area Chamber of Commerce receive complimentary membership in the U.S. Chamber of Commerce.



SPONSORSHIP OPPORTUNITIES

BENEFITS OF SPONSORSHIP

No matter the size of your business, Myrtle Beach Area Chamber of Commerce provides affordable sponsorship opportunities to increase your visibility with other businesses and leaders in the area.

Sponsoring events and programs gives your company:

- Publicity and brand recognition you need in a positive and receptive environment
- A unique form of advertising
- Access to new business relationships

CORPORATE SPONSORSHIPS

Corporate sponsorship packages offer your business an opportunity to quickly and easily choose a best fit sponsorship that allows you to support the Myrtle Beach Area Chamber of Commerce while receiving exposure all year long in a variety of different ways.

Exposure

Your company will be showcased at our events as well as receive advertising benefits.

Community Recognition

Myrtle Beach Area Chamber of Commerce is a highly visible community organization and chamber sponsorships allow investors the same visibility.

Quality of Life

Sponsorships provide us the funding for a variety of events and programs, both old and new that make a difference in our community. It's a great way to show your community spirit to both your customers and potential customers by investing in the future of Myrtle Beach.

CORPORATE SPONSORSHIPS

SPONSORSHIP LEVELS & BENEFITS

	BRONZE	SILVER	GOLD	PLATINUM
Logo on MyrtleBeachAreaChamber.com	•	•	•	•
Annual Meeting Tickets	2	Table of 10 AND recognized as sponsor in all promotion	Table of 10 AND recognized as sponsor in all promotion	Table of 10 AND recognized as sponsor in all promotion
Signature Event Tickets	CHOICE OF Booth at Member-to-Member Business Expo OR Table of 8 at Legislative Luncheon		CHOICE OF Booth at Member-to-Member Business Expo OR Table of 8 at Legislative Luncheon	INCLUDES BOTH Booth at Member-to-Member Business Expo AND Table of 8 at Legislative Luncheon
Enhanced Listing in business directory on MyrtleBeachAreaChamber.com	•	•	•	•
Featured upgrade on all Listings posted on chamber job board	•			•
Advertising: Three-month Display ad on MyrtleBeachAreaChamber.com	Choose two	All three included	All three included	All three included
One Week sponsorship of Grand Strander e-Newsletter				
Member-to-Member Email				
Video highlight of business on chamber social media			•	•
COST	\$1,000	\$1,500	\$2,500	\$5,000

EVENT SPONSORSHIPS

MEMBER-TO-MEMBER BUSINESS EXPO

Feb. 5, 2025, Myrtle Beach Convention Center

The Member-to-Member Business Expo at the Myrtle Beach Convention Center provides tremendous access to the Grand Strand business community. The expo is free to attend and competitively priced for exhibitors. Visit MyrtleBeachAreaChamber.com/memberbusinessexpo.

Projected Attendance: 500

EXHIBITOR BOOTHS

The expo is a cost-effective way to promote your products and/or services to hundreds of people. Exhibitor fees include a 10x10 pipe and drape area with an 8-foot table and two chairs. Prices will be available in Fall 2024. In 2023, booths cost \$150 before Jan. 5 and \$175 after Jan. 5.

RESTAURANT BOOTHS

Limited space is available for restaurants. Restaurants must be able to provide complimentary food samples for all attendees.



MEMBER-TO-MEMBER BUSINESS EXPO

SPONSORSHIP LEVELS & BENEFITS

	PARKING SPONSOR	CO-SPONSOR	PRESENTING SPONSOR
Sponsorship Recognition on all Expo Promotional Materials	•	•	•
Logo on Member-to-Member Business Expo Web Page	•	•	•
Sponsorship recognition in all event advertising	•	•	•
Signage	A-Frame sign near parking lot	sign at registration table	sign at registration table and banner in exhibit hall
Booth size	10x20	10x20	10x20
Booth space/location	in prominent location	in focal point (island)	in focal point (center) and is site for announcements/door prizes
Membership mailing list*	•	•	•
List of all attendees*	•	•	•
Three-month display ad on MyrtleBeachAreaChamber.com	•	•	•
Member-to-Member Email			•
COST	\$500	\$500	\$2,500
NUMBER AVAILABLE	LIMIT 1	LIMIT 5	LIMIT 1

*No email addresses are included in the Membership Mailing List or the list of event attendees. The chamber never shares member emails.

ANNUAL MEETING

April 10, 2025, Marriott Myrtle Beach Resort & Spa at Grande Dunes

The Annual Meeting includes chamber updates followed by the awards dinner, where local businesses and individuals are recognized for the year’s accomplishments.

Projected Attendance: 500



ANNUAL MEETING

SPONSORSHIP LEVELS & BENEFITS

	TABLE SPONSOR	AWARDS SPONSOR+	CITIZEN OF THE YEAR AWARD OR PIONEER OF THE YEAR AWARD SPONSOR
Tickets	10	5	10
Logo placement	on event website, promotional materials, program and event signage	on event website, promotional materials, program, event signage and award	on event website, promotional materials, program, event signage and award
Sponsorship recognition in all event advertising	•	•	•
Opportunity to present award		•	•
One-Week sponsorship of Grand Strander e-Newsletter		•	
Three-Month Display ad on MyrtleBeachAreaChamber.com			
Enhanced Listing in business directory on MyrtleBeachAreaChamber.com			
Featured upgrade on all Listings posted on chamber job board			
Membership Mailing list*	•	•	•
List of all attendees*	•	•	•
COST	\$750	\$1,250	\$1,500
NUMBER AVAILABLE	NO LIMIT	8 REMAINING	2 REMAINING

*No email addresses are included in the Membership Mailing List or the list of event attendees. The chamber never shares member emails.

+Awards available for sponsorship are: Small Business of the Year, Business of the Year, Nonprofit of the Year, Community Impact Award, Tourism Partner of the Year, Entrepreneur of the Year, Young Professional of the Year, Ambassador of the Year.



VOLUNTEER OF THE YEAR AWARD SPONSOR[^]

RECEPTION SPONSOR

PRESENTING SPONSOR

Tickets	10	10	10
Logo placement	on event website, promotional materials, program, event signage and award	on event website, promotional materials, program and event signage	on event website, promotional materials, program, event signage and award
Sponsorship recognition in all event advertising	•	•	•
Opportunity to present award	•		opportunity to address attendees
One-Week sponsorship of Grand Strander e-Newsletter	•	•	•
Three-Month Display ad on MyrtleBeachAreaChamber.com		•	•
Enhanced Listing in business directory on MyrtleBeachAreaChamber.com		•	•
Featured upgrade on all Listings posted on chamber job board		•	•
Membership Mailing list*	•	•	•
List of all attendees*	•	•	•
COST	\$1,500	\$3,500	\$7,500
NUMBER AVAILABLE	1 REMAINING	1 REMAINING	1 REMAINING

*No email addresses are included in the Membership Mailing List or the list of event attendees. The chamber never shares member emails.

[^]The Volunteer of the Year Award Sponsor also includes presenting sponsor benefits of the Volunteer Celebration.

VOLUNTEER OF THE YEAR CELEBRATION

May 15, 2025, Myrtle Beach Train Depot

This event celebrates the Volunteer of the Year and Ambassador of the Year as well as all those who have volunteered their time and talents to Myrtle Beach Area Chamber of Commerce.

Projected Attendance: 150



VOLUNTEER OF THE YEAR SPONSORSHIP LEVELS & BENEFITS

	SUPPORTING	ENTERTAINMENT	PRESENTING
Annual Meeting Tickets	0	0	10
Logo placement	on event website, promotional materials and event signage	on event website, promotional materials and event signage	on event website, promotional materials, Annual Meeting program, event signage and award
Sponsorship recognition in all event advertising	•	•	•
Opportunity to present award at Annual Meeting			•
Opportunity to address audience during event	•		•
One-Month Display ad on MyrtleBeachAreaChamber.com			•
Membership Mailing list*	•	•	•
COST	\$500	\$500	\$1,500
NUMBER AVAILABLE	LIMIT	LIMIT 1	LIMIT 1

*No email addresses are included in the Membership Mailing List or the list of event attendees. The chamber never shares member emails.

IGNITE WOMEN'S CONFERENCE

Oct. 4, 2024, Myrtle Beach Convention Center

The Ignite Women's Conference is a full-day event featuring powerful keynote speeches and educational breakout sessions. The mission of this chamber program is to empower and support women in our community by providing opportunities to connect and exchange ideas, celebrate accomplishments and champion growth and success.

Projected Attendance: 450

MYRTLEBEACHAREACHAMBER.COM/IGNITE



IGNITE WOMEN'S CONFERENCE

SPONSORSHIP LEVELS & BENEFITS

	TABLE SPONSOR	BREAK SPONSOR	PARKING SPONSOR	SUPPORTING SPONSOR	BREAKFAST SPONSOR
Tickets	10	4	4	4	5
Logo placement	on reserved table sign	on event website and event signage	on event website and event signage	on event website and event signage	on event website, event signage and gift bag
Exhibit booth space					10x10 feet
Opportunity to introduce speaker					
Opportunity to instruct breakout session					
Recognition in event scripting		•	•		•
Program Ad		half page	half page	half page	half page
Placement of marketing items in attendee gift bags					•
Display ad on MyrtleBeachAreaChamber.com					
COST	\$1,500	\$2,500	\$2,500	\$2,500	\$5,000
NUMBER AVAILABLE	NO LIMIT	LIMIT 1	SOLD OUT	NO LIMIT	LIMIT 1

IGNITE WOMEN'S CONFERENCE EXHIBITORS

A limited number of exhibit booths also are available. Booths cost \$350 and include one 6-foot black skirted table with two chairs and two conference tickets.

	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR	PRESENTING SPONSOR
Tickets	5	10	20	30
Logo placement	on event website, event signage, gift bag and all event promotion including social media	on event website, event signage, gift bag, reserved table sign and all event promotion including social media	on event website, event signage, gift bag, reserved table sign and all event promotion including social media	on event website, event signage, gift bag, name badge lanyard, reserved table sign and all event promotion including social media
Exhibit booth space	10x10 feet	10x10 feet	10x20 feet	10x20 feet in prominent location
Opportunity to introduce speaker			introduction of breakout speaker	introduction of keynote speaker
Opportunity to instruct breakout session				•
Recognition in Event Scripting		•	•	•
Program Ad	half page	half page	full page	full page on back of program
Placement of marketing items in attendee gift bags	•	•	•	•
Display ad on MyrtleBeachAreaChamber.com				•
COST	\$5,000	\$7,500	\$10,000	\$25,000
NUMBER AVAILABLE	SOLD OUT	SOLD OUT	LIMIT 1	SOLD OUT

PROGRAM ADVERTISING

Share your message with 450 decision makers by purchasing an ad in the conference program.

Full Page Ad: \$250

Half Page Ad: \$150

LEGISLATIVE LUNCHEON

Nov. 19, 2024

Attend this moderated panel discussion with members of the Horry-Georgetown Legislative Delegation to learn where your elected officials stand on important issues affecting the Grand Strand.

Projected Attendance: 250



LEGISLATIVE LUNCHEON

SPONSORSHIP LEVELS & BENEFITS

TABLE SPONSOR

CO-SPONSOR

PRESENTING SPONSOR

Tickets	8	8	16
Logo placement	on event website and reserved table signs	on event website, promotional materials, event signage and reserved table signs	on event website, promotional materials, event signage and reserved table signs
Sponsorship recognition in all event advertising		•	•
Opportunity to distribute marketing materials at luncheon	•	•	•
Recognition in event scripting		•	•
Opportunity to address audience		2-3 MINUTES	3-5 MINUTES
Opportunity to display banner at event			•
Additional recognition as sponsor at Grand Strand Legislative Reception		•	•
List of all attendees*		•	•
COST	\$250	\$2,000	\$5,000
NUMBER AVAILABLE	NO LIMIT	LIMIT 4	SOLD OUT

*No email addresses are included in the list of event attendees. The chamber never shares member emails.

GRAND STRAND YOUNG PROFESSIONALS

JOIN GSYP

Two GSYP memberships are included with an investment in the Myrtle Beach Area Chamber of Commerce. Additional memberships cost \$60. There is a separate application for GSYP.

To join, visit GrandStrandYoungProfessionals.com.

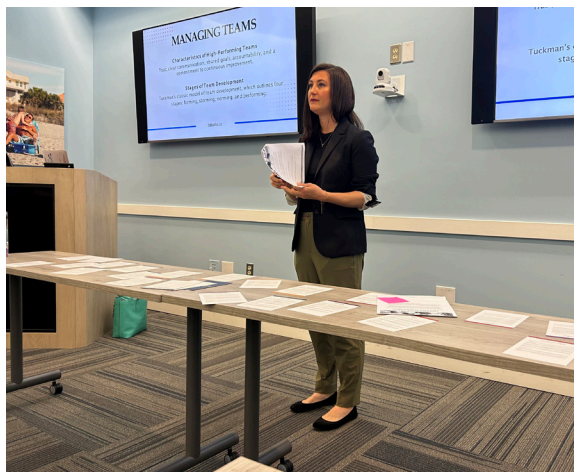


GSYP SPONSORSHIPS TOOLBOX SERIES

Various dates and locations

GSYP's Toolbox Series allows young professionals to learn and gain skills to add to their professional growth. The series occurs a few times per year with different topics, speakers and locations.

Projected Attendance: 20-90



TOOLBOX SERIES

SPONSORSHIP LEVELS & BENEFITS

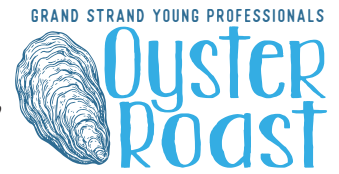
	SERIES PRESENTER
GSYP memberships	10
Oyster Roast tickets	4
Logo placement	on event website, event signage, promotional materials (including social media) and Substitutes for Santa event T-Shirt
Recognition in event publicity & marketing	•
Promotional sponsor message emailed to GSYP members	•
Opportunity to distribute materials to attendees	•
Opportunity to display signage at Toolbox event	•
Opportunity to speak at event	•
COST	\$1,500
NUMBER AVAILABLE	LIMIT 1

SHUCKIN' ON THE STRAND OYSTER ROAST

February 2025, Hot Fish Club

GSYP's Shuckin' on the Strand Oyster Roast is open to the public and serves up oysters, chicken bog and fixin's to sold-out crowds.

Projected Attendance: 400



OYSTER ROAST

SPONSORSHIP LEVELS & BENEFITS

	ENTERTAINMENT	SUPPORTING	PRESENTING
Tickets	2	4	10
GSYP memberships	0	2	5
Logo placement	on event website, event signage, promotional materials (including social media) and Substitutes for Santa event T-Shirt	on event website, event signage, promotional materials (including social media) and Substitutes for Santa event T-Shirt	on event website, event signage, promotional materials (including social media) and Substitutes for Santa event T-Shirt
Recognition in event publicity & marketing	•	•	•
Reel featured on GSYP Facebook/Instagram			•
Promotional sponsor message emailed to GSYP members			•
Opportunity to distribute materials to attendees (no sales)	•	•	•
COST	\$500	\$750	\$3,000
NUMBER AVAILABLE	LIMIT 1	LIMIT 3	LIMIT 1



BIRDIES AT THE BEACH

Sept. 28, 2024, Mt. Atlanticus

Enjoy mini-golf and big fun at GSYF’s newest event, Birdies at The Beach! This mini-golf tournament is open all ages and skill levels. Join us as we putt around the two courses at Mt. Atlanticus in Myrtle Beach.

Projected Attendance: 200



BIRDIES AT THE BEACH

SPONSORSHIP LEVELS & BENEFITS

	HOLE	SUPPORTING	PRESENTING
Teams of Four	1	1	2
Logo placement	on signage at one hole*, GSYF website and Facebook event	on signage at one hole*, on event website, event signage, promotional materials (including social media) and Substitutes for Santa event T-Shirt	on signage at two holes*, event website, event signage, promotional materials (including social media) and Substitutes for Santa event T-Shirt
Recognition in event publicity & marketing		•	•
Opportunity to provide promotional item in each player’s bag	•	•	•
Opportunity to set up booth at event (no sales)			•
Opportunity to distribute marketing materials at event		•	•
Opportunity to give welcoming remarks			•
COST	\$250	\$750	\$1,250
NUMBER AVAILABLE	LIMIT 30	LIMIT 4	LIMIT 1

*The Presenting Sponsor receives first choice of hole number for their hole sponsorship. All other hole sponsors may select their number in order of sale.

FOOD AND BEVERAGE SPONSORSHIP

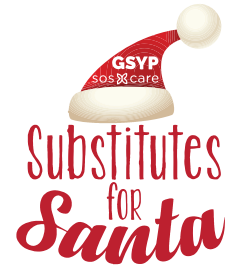
Provide food and drinks for 200 people and receive the following benefits:

- Logo on the GSYF website and Facebook event
- Logo placed on all event signage
- Opportunity to distribute marketing materials at the event

SUBSTITUTES FOR SANTA

Dec. 3, 2024, Fun Warehouse & Walmart

Held each December in partnership with SOS Care, Substitutes for Santa provides a magical Christmas experience for more than 100 Horry County children. The children are taken to Fun Warehouse for game and pizza and to Walmart to shop for presents. Each child also is sent home with a bag of necessary household items. All funds used at this event are raised by GSYP members.



SUBSTITUTES FOR SANTA SPONSORSHIP LEVELS & BENEFITS

	REINDEER HELPER	ELF'S HELPER	SANTA'S HELPER	PRESENTING SPONSOR
Logo placement	on GSYP and event website and event T-shirt	on GSYP and event website, event signage, promotional materials (including social media) and event T-shirt	on GSYP and event website, event signage, promotional materials (including social media) and event T-shirt	on GSYP and event website, event signage, promotional materials (including social media) and prominent placement on event T-shirt
Recognition in event publicity & marketing			•	
Reel featured on GSYP Facebook/Instagram				•
Display ad on MyrtleBeachAreaChamber.com				•
Opportunity to distribute materials to attendees (no sales)			•	•
Early access volunteer registration			•	•
Oyster Roast Tickets	0	2	6	10
COST	\$250	\$500	\$750	\$1,250
NUMBER AVAILABLE	NO LIMIT	NO LIMIT	NO LIMIT	LIMIT 5

Necessities Sponsor

Provides full-size necessary household item for 150 children. Company logo/name will be listed on GSYP website. Contact Isabella Cenatiempo for the list of items and additional information by emailing Isabella.Cenatiempo@VisitMyrtleBeach.com or calling 843-916-7279.

LEADERSHIP GRAND STRAND SPONSORSHIPS

Leadership Grand Strand is a program sponsored by Myrtle Beach Area Chamber of Commerce to develop informed, committed and qualified individuals capable of providing dynamic leadership for the Grand Strand.



PLATINUM SPONSORSHIP - \$2,000



- Company Logo/Name Listed on LGS website and Facebook Page
- Highlighted as “Sponsor of the Week” once during program on LGS Facebook Page
- Named sponsor at one LGS major event (class retreat, Ann DeBock Reception or class graduation)
- Named sponsor of one leadership training session for the class
- Highlighted in LGS Alumni Newsletter
- Promotional e-blast for company to LGS alumni members

SPECIAL EVENT SPONSORSHIP - \$1,000



- Company Logo/Name Listed on LGS website and Facebook Page
- Highlighted as “Sponsor of the Week” once during program on LGS Facebook Page
- Named sponsor at one LGS major event (class retreat, Ann DeBock Reception or class graduation)
- Highlighted in LGS Alumni Newsletter

GOLD LEVEL SPONSORSHIP - \$750



- Company Logo/Name Listed on LGS website and Facebook Page
- Highlighted as “Sponsor of the Week” once during program on LGS Facebook Page
- Designated sponsor of one class group lunch

SILVER LEVEL SPONSORSHIP - \$500



- Company Logo/Name Listed on LGS website and Facebook Page
- Highlighted as “Sponsor of the Week” once during program on LGS Facebook Page
- Designated sponsor of one class group breakfast

BRONZE LEVEL SPONSORSHIP - \$250



- Company Logo/Name Listed on LGS website and Facebook Page
- Highlighted as “Sponsor of the Week” once during program on LGS Facebook Page
- Partial class meal sponsor

Please contact Shannon Furtick, LGS executive director, by calling 843-916-7240 or emailing LGS@VisitMyrtleBeach.com to discuss sponsorship opportunities.

MARKETING AND ADVERTISING

BENEFITS OF ADVERTISING

Myrtle Beach Area Chamber of Commerce offers stakeholders a variety of ways to market their business to local residents and visitors through online advertising. More than just our members visit the chamber website for reliable business and community information. Our high visibility marketing opportunities can help you build brand awareness with the chamber member network and beyond.



VISITOR MARKETING OPPORTUNITIES

Below is a list of marketing opportunities that investors can use to reach potential visitors.

PUBLICATION ADVERTISING OPPORTUNITIES

- **Meeting & Group Planner Guide:** This publication is ideal for tour operators, group leaders, reunion planners, student travel organizers, event planners and meeting planners who are considering the Myrtle Beach area.
- **Official Myrtle Beach Area Visitors Guide™:** The Official Myrtle Beach Area Visitors Guide is a full-color guide for attractions, theaters, shopping, dining, golf, events and visitor information along the Grand Strand.

VISITORS CENTERS

- **Brochure and Business Card Racks:** Gain valuable access to new customers by marketing your services through the brochure racks in our Oak Street and airport welcome centers. It's a free benefit of membership.
- **Monthly Calendar of Events and Theater Schedule:** A monthly calendar of events is available at the welcome centers.

LOCAL MARKETING OPPORTUNITIES

The chamber offers both free and paid marketing opportunities members can use to reach local residents and other chamber members.

FREE OPPORTUNITIES

- **Coupons:** Drive more customers to your business through online coupons. Use this free advertising opportunity to grow your business by increasing traffic and sales. Coupons are posted by your online Business Directory listing.
- **Social Media Links:** Add your business' Facebook/ Twitter/LinkedIn/YouTube and other social media sites to the Business Directory.
- **Local-to-Local Facebook Group:** Join the chamber's Facebook group, Local-to-Local to share updates from your business with residents of Horry and Georgetown County.
- **Job Connections:** Post job openings for free on the chamber's Job Board.
- **Business Bulletin:** Share your business news! Business Bulletin recognizes your news including new employees, staff promotions, relocations and expansions, awards, class and convention attendance, new websites and year-end accomplishments.
- **Article Submissions:** We are always looking for chamber members who are interested in writing articles for our news blog. While you will get credit and visibility for writing the article, these should not be a sales pitch.
- **Community Event Calendar:** Hosting a community event or nonprofit fundraiser? As a member you can add it to our Community Events calendar for FREE.

PAID ADVERTISING OPPORTUNITIES

Below is a list of marketing opportunities that investors can use to reach local residents and other chamber investors. Nonprofit members receive a 50% discount on all advertising.

Rotating Ad Display

300x250 pixel display ads can be placed on MyrtleBeachAreaChamber.com. Homepage and interior page ads include space for two to three sentences to accompany your ad. Directory ads are image only placements.

Cost: \$95 per month or \$270 for three months on the homepage; \$75 per month or \$210 for three months on interior and directory pages

AD LOCATION	AVERAGE IMPRESSIONS	AVERAGE CLICK-THROUGH RATE
HOMEPAGE	514,639	0.035%
INTERIOR PAGE	127,730	0.252%
DIRECTORY	32,728	0.453%

Enhanced Business Directory Listings

Each member is entitled to five free listings in the Business Directory. Stakeholders may choose to enhance their free listings making them stand out by putting a colored box around the listings, bolding the text and including your company logo.

Cost: \$75

Advertorials on MyrtleBeachAreaChamber.com

A 400-word advertorial with a byline shared on the News tab of MyrtleBeachAreaChamber.com. Relevant copy must be approved by business development marketing manager.

Cost: \$200

AVERAGE MONTHLY WEB USERS	15K
Total Directory Referrals (January-December 2023)	16,670,993
Average Directory Referrals Per Member (January-December 2023)	4,220

Membership Mailing List

This spreadsheet will be sent by email and includes business name, contact name, complete mailing address, telephone number and business category. No email addresses are included.

Cost: \$100

Grand Strander E-Newsletter Banner Ad

Place a 600x108 pixel ad in the Grand Strander E-Newsletter which is emailed weekly to more than 2,000 people signed up to receive chamber news and event updates.

Cost: \$200/email

Member-To-Member Email

An affordable way for investors to advertise their special offers, share fundraising activities or provide other information to the MBACC business community.

Cost: \$325 (exclusive message)

AVERAGE EMAIL STATISTICS	
OPEN RATE	44.97%
CLICK TO OPEN RATE	15.69%
CLICK RATE	7.25%

COMMITTEES

Myrtle Beach Area Chamber of Commerce exists to promote, protect and improve Grand Strand businesses. The chamber does so through the work of its board of directors and committees, as well as special task forces appointed as needed. Committees are made up of representatives of member businesses and organizations. New people are added to committee rosters at the start of each year.

Business Development Committee oversees the programs and services designed to benefit the chamber's members and serves as the voice of small business.

Diversity, Equity and Inclusion Council's primary mission is to promote growth and enhance community awareness about the value and advantages of creating and sustaining diverse and inclusive businesses and workplace environments.

Marketing Council oversees policymaking and resource allocation specifically by and for tourism promotional efforts of the chamber.

Lodging Director of Sales Committee learns more about the convention and visitors bureau's efforts to promote the destination through group sales and communicates the needs of the properties. The committee ensures that the properties are maximizing their investment with the chamber and CVB.

Finance Review Committee reviews regular financial statements of the chamber and oversees the audit and budget process.

Advocacy Council facilitates a unified effort in advocacy of pro-Grand Strand, pro-business public policy. The council monitors public policy trends and issues for potential impact on the private sector and/or Grand Strand. It also reviews local/state/federal legislation and initiatives and strategically collaborates to enhance success in the public policy arena.

Grand Strand Young Professionals Steering Committee works to provide constructive social networking, professional development, and community engagement to young professionals in and around the Grand Strand.

Community Engagement Council works to improve the community via their time, talents and investment in distinct projects.

The Nonprofit Council provides nonprofit investor organizations with a venue to network, exchange ideas, collaborate and discuss public policy issues impacting the nonprofit community.

Ignite Women's Council's mission is to empower and support women in our community by providing opportunities to connect and exchange ideas, celebrate accomplishments and champion growth and success. This council helps plan the annual Ignite Women's Conference.

Want to volunteer your time on a committee or council?

Scan to submit our interest form or visit
MyrtleBeachAreaChamber.com/engagementopportunities



BUSINESS DEVELOPMENT DIVISION STAFF



CINDY GETTIG

Executive Vice President of Business Development
843-916-7221
Cindy.Gettig@VisitMyrtleBeach.com

- Oversees Business Development Division
- Business Development Committee
- Ignite Women's Committee
- Investor Services



AMANDA BAILEY

Coordinator
843-916-7205
Amanda.Bailey@VisitMyrtleBeach.com

- Membership Database
- Member Information Updates
- Online Member Portal Login



RYAN LEFEVRE

Graphic Designer
Ryan.LeFevre@VisitMyrtleBeach.com



AMANDA BLOMQUIST

Marketing Manager
843-916-7238
Amanda.Blomquist@VisitMyrtleBeach.com

- Member Communications
- MBACC Social Media
- MBACC Website



KEMA PARSLEY

Director of Events
843-916-7276
Kema.Parsley@VisitMyrtleBeach.com

- Networking Events
- Signature Events
- Legislative Events



JENNIFER CANTEY

Events Coordinator
843-916-7226
Jennifer.Cantey@VisitMyrtleBeach.com

- SC Hall of Fame Induction Ceremony
- Assists Director of Events



YARITZA TINOCO

Community Engagement Manager
843-916-7203
Yaritza.Tinoco@VisitMyrtleBeach.com

- Keep Myrtle Beach Beautiful
- Community Outreach
- Chamber Membership Sales



ISABELLA CENATIEMPO

Programs Manager
843-916-7279
Isabella.Cenatiempo@VisitMyrtleBeach.com

- Grand Strand Young Professionals
- Chamber Academy/Education Programs



PAM WRIGHT

Sales Manager
843-916-7220
Pam.Wright@VisitMyrtleBeach.com

- New Member Sales
- Sponsorship Opportunities
- Chamber Advertising Product Sales



SHANNON FURTICK

Director of Member Engagement
843-916-7240
Shannon.Furtick@VisitMyrtleBeach.com

- Ambassador Program
- Ribbon-Cutting Ceremonies
- Renewal Questions
- Affinity Programs
- Chamber Access - Member Orientation
- Nonprofit Council
- Leadership Grand Strand

View a complete list of chamber staff
and board members on
MyrtleBeachAreaChamber.com.



Myrtle Beach Area

CHAMBER of COMMERCE



Accredited

Five-Star Distinction



MYRTLE BEACH AREA CHAMBER OF COMMERCE

1200 N. OAK ST., MYRTLE BEACH, SC 29577

843-626-7444

MYRTLEBEACHAREACHAMBER.COM

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