

The background of the entire page is a stylized, monochromatic illustration of an industrial facility. It features various pieces of machinery, pipes, tanks, and structural elements, all rendered in shades of blue and teal. The top portion of the illustration is lighter, while the bottom portion is a solid dark blue, creating a gradient effect.

NC  Chamber

COOLEST THING

MADE IN NC

FALL 2023

MARKETING OPPORTUNITIES

Coollest Thing Made in NC

Fall 2023

North Carolina has much to be proud of, especially when it comes to the products it manufactures. To celebrate the innovation, creativity, and contributions of our state's manufacturers, the NC Chamber hosts its annual public-driven "Coolest Thing Made in NC" contest.

After a public nomination and voting process that incorporates statewide media outlets, social media, and word-of-mouth marketing, the NC Chamber and Presenting Sponsor will announce which product manufactured in the Tar Heel State is truly the coolest thing made in NC.

"Regardless of what the outcome is for our [product], we have really enjoyed participating in this contest and appreciate just how easy you all made this for people to participate. Our team has enjoyed getting the daily reminders to vote and in general, this contest has been a morale booster for all!"

Danielle Cannon
von Drehle Corporation



2020 Winner: Saf-T-Liner C2 Jouley Electric School Bus by Thomas Built Buses



2021 Winner: Western Star 49X Vocational Truck



2022 Medium-to-Large Business Winner:
Caterpillar Cat®
299D3 XE Compact Track Loader



2022 Small Business Winner:
beachBub®
All-In-One Umbrella System

Sponsor Benefit

Customized ROI report detailing the reach of your marketing benefits, delivered post-event	•
Sponsor recognition, logo and user handle in all social media posts made about the campaign	•
Company logo on Coolest Thing in NC website and linked to your preferred landing page	•
Company logo and quote from sponsor representative in all event press releases and event media kit	•
First right of refusal to sponsor in 2024, must be confirmed within 90 days of 2023 event	•
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mails about	•
Logo included on contest trophy given to winner	•
Invitation for sponsor representatives to participate in all YouTube Premiere videos announcing semi-finalists, finalists, and winner	•
NC Chamber to make appropriate efforts to invite sponsor representatives to participate in news coverage of the contest when possible.	•

I. Contact Information

First Name _____ Last Name _____

Company Name _____

Company Website _____ Company Phone _____

Company Address _____

Phone _____ Cell Phone _____

Email _____ Fax _____

II. Sponsorship Level☐ Presenting – \$18,000**III. Payment Information****Payment Type:** (All payments are non-refundable)

- ☐ Visa
- ☐ Mastercard
- ☐ American Express
- ☐ Check (Payable to North Carolina Chamber)

Send Check to:

NC Chamber
701 Corporate Center Drive, Suite 275
Raleigh, NC 27607

Please charge my card \$ _____

Account Number _____

Sec. Code _____ Exp Date _____ (mm/yy) _____

Cardholder's Name _____

Signature _____

Cardholder's Address _____

City _____ State _____ Zip _____