

DEKALB CHAMBER OF COMMERCE

130 West Lincoln Highway, Ste. 200, DeKalb, IL



2024 Elfie Campaign

We've got special help from the North Pole! Elfie, our festive Chamber Elf, will be visiting businesses around DeKalb, The DeKalb Chamber has one of Santa's helpers on retention! Elfie, our festive Chamber Elf, will be making visits to businesses and non-profits in and around DeKalb during the holidays for a little bit of fun and mischief! She will be spreading holiday cheer and creating extra fun as part of the Elfie campaign. This campaign is another way to spotlight members during the holiday season. Those who participate or sponsor will receive an Elfie Cut-Out to "hide" at their location, be listed on the Find Elfie list, and be featured in Elfie's Great Adventure Video.

The DeKalb Chamber will be sharing photos and videos of Elfie's visits to encourage people to get out and Find Elfie as they go out this holiday season. Bring your business/organization visibility online and encourage people to stop by during the holidays by being a part of this holiday tradition!

Community members who find Elfie's Cut-Out may scan a QR code with unique promo word to enter to win local gift cards before Christmas. Participating businesses/organizations should "hide" their Elfie Cut-Out starting December 1st. Drawing will happen on December 19th.

Deadline to register or sponsor is November 11th.

Elfie Super Sponsor: \$500 (Limit 2)

- Promo video featuring Elfie (must be available on November 21st, 9am-4pm for filming)
- In-store Elfie photos and Elfie video clip (filming/photography on Nov 21st, Dec 3rd, or Dec 5th.)
- Store front featured in Elfie's Great Adventure Video
- Logo on all Elfie advertisements and flyers
- Logo on all Elfie videos and photos
- Logo on boosted social media post
- Elfie Cut-Out to "hide" at your location and be listed on the Find Elfie list
- Elfie Promo Material

Elfie Supporting Sponsor: \$250 (Multiple Available)

- In-store Elfie video clip or photo (filming/photography on Nov 21st, Dec 3rd, or Dec 5th.)
- Store front featured in Elfie's Great Adventure Video
- Logo on select Elfie advertisements
- Logo on Elfie flyers
- Elfie Cut-Out to "hide" at your location and be listed on the Find Elfie list
- Elfie Promo Material

Elfie Visit: \$75

- Have Elfie visit inside your business to take a photo spotlighting your products and services (in-store photos taken on Nov 21st, Dec 3rd, or Dec 5th)
- Have your store front featured in Elfie's Great Adventure Video
- Elfie Cut-Out to "hide" at your location - Pick up at DeKalb Chamber 11/18-26 | Drop off at DeKalb Chamber 12/19-29
- Be listed on the Find Elfie list
- Elfie Promo Material

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Elfie Stop: \$50

- Have your store front featured in Elfie's Great Adventure Video
- Elfie Cut-Out to "hide" at your location - Pick up at DeKalb Chamber 11/18-26 | Drop off at DeKalb Chamber 12/19-29
- Be listed on the Find Elfie list
- Elfie Promo Material