

SPONSORSHIP SOURCEBOOK

2023

WHO WE ARE

Since 1882, the Bay Area Chamber of Commerce has been the premier business leadership organization providing cutting-edge, value-added services to all members of the Bay Area business community, including the Great Lakes Bay Region. We serve as an ambassador and a liaison between business and other sectors of the Bay Area.

OUR VISION

The Bay Area Chamber is a facilitator and collaborator that supports a thriving community and economic growth. It is a resource for all businesses and advocates for diverse business interests in Bay County and the Great Lakes Bay Region. It has an engaged membership that works to influence the community to be more business-friendly and competitive for jobs.



ADVOCACY



DIVERSITY, EQUITY AND INCLUSION



EDUCATIONAL PARTNERSHIPS



ENGAGEMENT



WORKFORCE RETENTION AND ATTRACTION



CONTACT US:



989-893-4567



chamber@baycityarea.com



www.baycityarea.com

OUR TEAM



MAGEN SAMYN
President & CEO
magen@baycityarea.com
989-893-4567 ext. 225



MARLANA CORK
Director of Workforce Development
marlana@baycityarea.com
989-893-4567 ext. 231



PHIL EICH
Director of Marketing & Placemaking
phil@baycityarea.com
989-893-4567 ext. 232



LEANN HARRISON
Information Specialist
leann@baycityarea.com
989-893-4567 ext. 221



JODI LAMONT
Director of Internal Operations
jodi@baycityarea.com
989-893-4567 ext. 224



TREY PINKSTOCK
Marketing & Communications Manager
trey@baycityarea.com
989-893-4567 ext. 228



RENEE SCHWARTZ
Event & Committee Coordinator
renee@baycityarea.com
989-893-4567 ext. 229



BREANNA THEISEN
Membership Manager
breanna@baycityarea.com
989-893-4567 ext. 230

Community Initiatives

- Talent, Attraction & Retention Initiative
- Business & Education Partnership
- Minority Business Partnership
- Bay Area Energize YPN
- Leadership Bay County
- Youth Leadership



~750

MEMBERS

6.7K

SOCIAL MEDIA
FOLLOWERS

35K

MONTHLY
FACEBOOK PAGE
REACH

40+

ANNUAL
NETWORKING
EVENTS

SPONSORSHIP OPPORTUNITIES



	Legacy Leader \$10,000	Premier Partner \$7,500	Community Advocate \$4,500	Visionary Supporter \$2,500
Chamber Annual Meeting	Table of 8	Table of 8	2 Tickets	2 Tickets
Eye Opener Breakfast Fast Track Pass (10 monthly breakfasts)	1 Fast Track Pass Per Month	1 Fast Track Pass Per Month	1 Fast Track Pass Per Month	1 Fast Track Pass Per Month
Inclusion of up to 60 second commercial at an Eye Opener Breakfast of your choosing	✓	✓		
Golf Outing Team, Dinner for Four and Tee Sponsorship	✓	✓		
Legislative Luncheon	Table of 8	Table of 8	Table of 8	2 Tickets
State of the Community Luncheon	Table of 8	Table of 8	Table of 8	2 Tickets
Gold Level Sponsorship one of the following: Business & Education Partnership, Bay Area Energize Young Professional Network, Minority Business Partnership	✓			
Eligible to feature company news, information, product or service in Chamber social media channels	6	4	2	2
Eligible to feature company news, information, product or service in the Chamber E-newsletter	3	2	1	
Business Spotlight in Chamber E-newsletter	✓			
Individual Eblast to all Chamber Members featuring ONLY your organization highlighting information of your choosing	✓			
Preferred seating at all major events	✓	✓	✓	
Name and logo recognition for your recognition level at all events	✓	✓	✓	✓
Listing on the Chamber website	✓	✓	✓	✓
Logo in monthly Newsletter and Events Notice emails	✓	✓	✓	✓
Eligible for all employees to receive all Chamber communications and participate in Chamber activities	✓	✓	✓	✓

ADDITIONAL OPPORTUNITIES

Mission Member - \$500

- Targeted toward small, for-profit businesses who believe deeply in the mission and benefits of the Bay Area Chamber of Commerce
- Name and logo recognition as a MISSION MEMBER at all events

Annual Meeting - \$1,000

- Table of 8 for dinner, with preferred seating
- Inclusion in promotional materials
- Recognition from the podium

Eye Opener Breakfasts (10 monthly events) - \$1,000

- One Fast Track pass
- Recognition from podium for each of the ten breakfasts
- Three-minute speaking opportunity at one breakfast

Eye Opener Breakfast Table Host (10 monthly events) - \$500

- Signage at your table each month
- Opportunity to place promotional materials on your table
- Recognition from podium for each of the ten breakfasts

Eye Opener Breakfast Spotlight Sponsor (each) - \$100

- Two-minute Spotlight Presentation (at the month of your choosing, depending on availability)

Eye Opener Breakfast Booth Sponsor (each)

\$50 nonprofit / \$100 for profit

- You are provided a skirted display table
- Opportunity to network with members before and after the breakfast

Eye Opener Breakfast Commercial Sponsor - \$1,000

- One 30-second commercial played at each of the ten breakfasts

ADDITIONAL OPPORTUNITIES

ATHENA Award - \$2000

- Company name displayed on printed material
- Company name listed on the award as the sponsor
- Representative of the company presents the award at the Chamber's Annual Meeting in March

Golf Outing - \$1,500

- Foursome for golf with cart
- Four seats at Golf Awards Dinner
- Tee sponsorship
- Opportunity to provide promotional items in give-away package
- Listing in promotional materials, recognition from the podium during Awards Dinner and in written program

Leading the Way Luncheon - \$500 (each)

- Two tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium

Legislative Luncheon - \$500

- Two tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium

State of the Community Luncheon - \$500

- Two tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium

Weekly Hot Spot Feature - \$50

Non-Profit Rate - \$25

- Facebook post
- Email-blast





	Diamond \$2,500	Platinum \$1,000	Gold \$500	Silver \$250
3-minute speaking opportunity at Energize luncheon	✓			
Space to promote company materials at Energize luncheon	✓	✓		
Company name and logo listed when promoting Energize events	✓	✓		
Individual Energize memberships for employees within your organization	6	4	3	2
Recognition in our Energize e-newsletter	✓	✓	✓	✓
Tickets for lunch at a standard Energize luncheon	10	6	4	3
Announcement of sponsorship at all Energize events	✓	✓	✓	✓
Company name / logo on all luncheon agendas	✓	✓	✓	✓
Company name listed on table tents at Energize luncheons	✓	✓	✓	✓



	Diamond \$2,500	Platinum \$1,000	Gold \$500	Silver \$250
3-minute speaking opportunity at MBP luncheon	✓			
Space to promote company materials at MBP luncheon	✓	✓		
Company name and logo listed when promoting MBP events	✓	✓		
Individual MBP memberships for employees within your organization	6	4	3	2
Tickets for lunch at a standard MBP luncheon	10	6	4	3
Announcement of sponsorship at all MBP events	✓	✓	✓	✓
Company name / logo on all luncheon agendas	✓	✓	✓	✓
Company name listed on table tents at MBP luncheons	✓	✓	✓	✓

HEY, BAY CITY!

	\$25,000/Per Year (3-year commitment preferred)	\$10,000/Per Year (3-year commitment preferred)
Podcast and feature story each year. Stories may also be donated to another organization or individual within Bay County.	✓	
Three promotional posts on social media	✓	✓
Logo placement on the website	✓	✓
Logo placement at events	✓	
Workforce Development Director will send potential candidate resumes directly to your organization	✓	
Access to resume uploads	✓	✓
Open positions placed in "Featured Openings" section on website	✓	
Rights to reuse all content	✓	✓
Quarterly metric reporting	✓	✓