



SPONSORSHIP

SOURCEBOOK 2025



SPONSORSHIP SOURCEBOOK

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
baycityarea.com



OUR TEAM



MAGEN SAMYN

President & CEO

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LEANN HARRISON

Office Manager

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Accounting Support,
Lunch & Learns, Hot
Spots, Sponsorships,
Admin Support to CEO



JODI LAMONT

Director of Internal Operations

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Business & Education Partnership,
Chamber Foundation, Leadership
Bay County, Noon Networking,
Membership Renewals, Youth
Leadership Bay County



LILY WEST

Events Manager

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Event Management



ANNABELLE SCHWEIGER

Marketing & Membership Manager

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Marketing, Membership,
Ambassador Club, Bay Area
Energize YPN



SARA PARKER

Director of Workforce Development

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Hey, Bay City! Talent Attraction & Retention and Placemaking Grant Funded Initiative by Bay County and City of Bay City
with support from Saginaw Valley State University, McLaren Bay Region, and Dow

OUR BOARD



2024 EXECUTIVE COMMITTEE

Paul Wiese, Chair, *Superior Insurance Group*
Scott Trepkowski, Chair-Elect, *Outdoor Adventures, Inc.*
Heather Gallegos, Immediate Past Chair, *Dow*
Julie Ellis, Secretary/Treasurer, *Weinlander Fitzhugh*
John Kaczynski, Vice Chair, *Saginaw Valley State University*
Cheryl Ratynski, Vice Chair, *Independent Bank*
Tara Welch, Vice Chair, *The ROCK Center for Youth Development*
Magen Samyn, *Bay Area Chamber of Commerce*

2024 DIRECTORS

Ashley Blake, *Encompass Therapy Center*
Justin Ebel, *Great Lakes Federal Credit Union*
Michael Espinoza, *Grapp Lerash*
Dr. Michael Gavin, *Delta College*
Nicole Horn, *Bay Area Energize Chair*
Sean Kelly, *Consumers Energy*
Kelley Kritzman, *Midland Center for the Arts*
Maria Otto, *Little Pastry Shop LLC*
James Papajesk, *1st State Bank*
Libby Pionk, D.O., *McLaren Bay Region*
Spencer Skorupski, *Skorupski Family Funeral Home*
Ali Smith, *Ayre Rhinehart Bay*
Heather Spencer, *A Spencer Gellise Salon*

COMMUNITY INITIATIVES

- Advocacy
- Business & Education Partnership
- Hey, Bay City!, *Talent Attraction & Retention Initiative*
- Energize Young Professionals Network
- Minority Business Partnership
- Leadership Bay County
- Youth Leadership Bay County



700+ MEMBER ORGANIZATIONS

60+ ANNUAL NETWORKING EVENTS



ENGAGEMENT OPPORTUNITIES

- Ambassador Club
- Business After Hours
- Eye Opener Breakfasts
- Noon Networking Group
- Lunch & Learns
- Ribbon Cuttings
- Seminars and Educational Opportunities
- Member to Member Discounts
- Marketing Opportunities - Newsletters, Social Media, and More!

PARTNER +



In addition to the recognition sponsors receive for each sponsorship and advertisement, the Chamber will offer additional recognition based on total annual financial contributions after dues. This additional recognition is a way to express our sincere appreciation to our Partners for supporting the people, partnerships, and progress of the Bay Area Chamber of Commerce.

Must be secured by December 20, 2024 for inclusion on banner.

ELITE PARTNER | \$20,000+

- Logo placement on Chamber website.
- Logo placement in monthly newsletter and event email as an **Elite Partner**.
- Individual Eblast to all Chamber members featuring only your organization highlighting information of your choosing.
- Recognition as **Elite Partner** on a banner in a prime position displayed at Eye Opener Breakfasts, Annual Meeting, Signature Events, and in the Chamber lobby.
- Lunch meeting with Chamber President and Board Chair to discuss business needs or concerns.
- Opportunity to have a company designee as a Chamber Ambassador.

LEGACY PARTNER | \$12,500+

- Logo placement on Chamber website.
- Logo placement in monthly newsletter and event email as a **Legacy Partner**.
- Recognition as **Legacy Partner** on a banner displayed at Eye Opener Breakfasts, Annual Meeting, Signature Events, and in the Chamber lobby.
- Lunch meeting with Chamber President and Board Chair to discuss business needs or concerns.
- Opportunity to have a company designee as a Chamber Ambassador.

PREMIER PARTNER | \$7,500+

- Logo placement on Chamber website.
- Logo placement in monthly newsletter and event email as a **Premier Partner**.
- Recognition as **Premier Partner** on a banner displayed at Eye Opener Breakfasts, Annual Meeting, Signature Events, and in the Chamber lobby.
- Opportunity to have a company designee as a Chamber Ambassador.

EYE OPENER BREAKFASTS

January 24, February 21, March 14, April 11, May 2, June 20, September 19, October 10, November 14, December 5 (No July and August Meeting)

DoubleTree by Hilton Bay City - Riverfront

Anticipated Attendance: 175-200+

Event Features: Breakfast, networking, community updates, new member introductions, Brick Awards, keynote speaker and more!

EYE OPENER BREAKFAST SPONSOR

\$1,500 (10 monthly events)

- One Fast Track pass
- Recognition from podium at each breakfast
- Company branding displayed at event, website, and event registration
- Skirted booth table for your company at two breakfasts of your choosing
- Two-minute speaking opportunity at one breakfast
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

TABLE HOST SPONSOR

\$500 (10 monthly events)

- Signage at your table each month
- Opportunity to place promotional, giveaways, or informational materials on your table each breakfast
- Recognition from podium for all ten breakfasts
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

SPOTLIGHT SPONSOR

\$250 (each - one per organization)

- Two-minute Spotlight Presentation (at the month of your choosing, depending on availability)
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

COMMERCIAL SPONSOR

\$100 (each) or \$1,000 (10 monthly events)

- One 30-second commercial (at the month of your choosing, depending on availability)
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

NETWORKING SPONSOR

\$200 (one per month)

- Logo displayed during networking time
- DJ to announce company name and tagline throughout networking time
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

ENTERTAINMENT SPONSOR

\$200 (one per month)

- Logo displayed on easel next to DJ
- Recognition from the podium
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

BOOTH SPONSOR

\$50 nonprofit/\$100 for profit (each)

- Provided an 8' skirted table and two chairs
- Opportunity to network with members before and after the breakfast
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

COFFEE HOST ALL SOLD

\$150 (per month)

- Opportunity to pour beverages for attendees throughout the event
- Recognition from podium at breakfast
- Company recognition at the coffee station
- Opportunity to provide a minimum of \$25 door prize to be given away at the event

CHAMBER GOLF OUTING

Monday, July 14, 2025

Maple Leaf Golf Course

Event Features: Golf, lunch, dinner, prizes and more!

GOLF OUTING PRESENTING SPONSOR

\$4,000 (one available) SOLD

- Top billing in promotional materials
- Complimentary foursome
- Four seats to the Awards Reception
- Company logo at sponsored hole and the opportunity to hand out printed materials, promotional items, games, and/or drawings
- Recognition during the event including verbal, printed materials, and signage

GOLF OUTING SUPPORTING SPONSOR

\$1,750 (until teams are sold out)

- Complimentary foursome
- Four seats to the Awards Reception
- Company logo at sponsored hole and the opportunity to hand out printed materials, promotional items, games, and/or drawings
- Recognition during the event including verbal, printed materials, and signage at sponsored hole

AWARDS RECEPTION SPONSOR

\$1,250 (two available) SOLD

- Complimentary foursome
- Four seats to the Awards Reception
- Recognition during the event including verbal, printed materials, and signage with logo

LUNCH SPONSOR

\$750 (four available)

- Company logo at lunch site
- Inclusion in all promotional materials
- Recognition during the event
- Opportunity to pre-register a team

GRAB & GO BREAKFAST SPONSOR

\$300 (four available)

- Company logo at lunch site
- Inclusion in all promotional materials
- Recognition during the event

GOLF CART SPONSOR

\$1,000 (two available) ONE SOLD

- Company logo on all golf carts
- Inclusion in all promotional materials
- Recognition during the event
- Opportunity to pre-register a team

BEVERAGE CART SPONSOR

\$500 (two available)

- Inclusion in all promotional materials
- Recognition during the event
- Company logo printed on drink ticket

CLOSEST TO THE PIN SPONSOR (MEN & WOMEN)

\$500 (one available)

- Inclusion in all promotional materials
- Recognition during the event
- Company may set up exhibit at assigned hole
- Two complimentary meal for exhibitors
- Opportunity to pre-register a team

LONGEST DRIVE SPONSOR (MEN & WOMEN)

\$500 (one available)

- Inclusion in all promotional materials
- Recognition during the event
- Company may set up exhibit at assigned hole
- Two complimentary meal for exhibitors
- Opportunity to pre-register a team

FLIGHT AWARD SPONSOR (MEN, WOMEN & MIXED)

\$500 (one available)

- Inclusion in all promotional materials
- Recognition during the event
- Opportunity to pre-register a team

PROGRAM SPONSOR

\$300 (four available)

- Company logo on program
- Inclusion in all promotional materials
- Recognition during the event

MULLIGAN SPONSOR

\$250 (four available)

- Company name on program
- Inclusion in all promotional materials
- Company logo on Mulligan tickets
- Recognition during the event

ANNUAL MEETING SPONSORSHIPS

March 27, 2025 | 5:00-6:00 PM Silent auction, cash bar, networking, and registration | 6:00-8:00 PM Annual meeting, awards, and dinner.

DoubleTree by Hilton Bay City - Riverfront

Anticipated Attendance: 300+

Event Features: Award presentations, silent auction, dinner, networking and more!

PRESENTING SPONSOR **SOLD**

\$5,000 (one available)

- Table of 8 for dinner with preferred seating
- Company receives top billing inclusion in all promotional materials
- Recognition from the podium
- Opportunity to open the program and have three minutes of speaking time at podium

ANNUAL MEETING SPONSOR

\$2,000 (many available)

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

AWARD SPONSORS

(One per. First right of refusal to prior year sponsor if secured by December 20, 2024)

- Company name displayed on printed material
- Company listed on the award as the sponsor
- Company representative presents the award
- Two complimentary event registrations

1. **Business Hall of Fame - \$2,500 **SOLD****
2. **ATHENA Award - \$2,500 **SOLD****
3. **Bay Area Energize YPN Award - \$1,000 **SOLD****
4. **Leadership Alumni Community Service Award - \$1,000 **SOLD****
5. **Ambassador of the Year Award - \$1,000**
6. **Heart of the Chamber Award - \$1,000**

VIDEO SPONSOR

\$2,000 (one available)

- Company name displayed on printed material
- Logo displayed on screen
- Recognition from the podium

ENTERTAINMENT SPONSOR

\$1,000 (one available)

- Company name displayed on printed material
- Logo displayed on screen
- Recognition from the podium
- Two complimentary registrations

DECORATIONS SPONSOR

\$1,000 (one available)

- Company name displayed on printed material
- Logo displayed on screen
- Recognition from the podium
- Two complimentary registrations

PROGRAM SPONSOR

\$1,000 (one available)

- Company name displayed on printed program
- Logo displayed on screen
- Recognition from the podium
- Two complimentary registrations

MEDIA SPONSOR

\$1,000 (one available)

- Company name displayed on printed program
- Logo displayed on screen
- Recognition from the podium
- Two complimentary registrations

DESSERT SPONSOR **SOLD**

\$500 (one available)

- Company name displayed on printed program
- Logo displayed on screen
- Recognition from the podium

EVENT SPONSORSHIP OPPORTUNITIES

State of the Community Luncheon

February 4, 2025

DoubleTree by Hilton Bay City - Riverfront

Anticipated Attendance: 300+

STATE OF THE COMMUNITY PRESENTING SPONSOR **\$4,000 (one available) SOLD**

- Eight tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium
- Company representative opens program

STATE OF THE COMMUNITY LUNCHEON **\$1,000 (many available)**

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

STATE OF THE COMMUNITY SPEAKER SPONSOR **\$1,500 (one available) SOLD**

- Four tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium
- Company representative introduces speakers

State of the State Legislative Luncheon

May 2025

DoubleTree by Hilton Bay City - Riverfront

Anticipated Attendance: 300+

STATE OF THE STATE PRESENTING SPONSOR **\$4,000 (one available) SOLD**

- Eight tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium
- Company representative opens program

STATE OF THE STATE LEGISLATIVE LUNCHEON **\$1,000 (many available)**

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

State of Education Luncheon

October 2025

Location TBD

Anticipated Attendance: 150+

STATE OF THE EDUCATION PRESENTING SPONSOR **\$4,000 (one available)**

- Eight tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium
- Company representative opens program

STATE OF EDUCATION LUNCHEON **\$500 (many available)**

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

STATE OF EDUCATION JEROME L. YANTZ **PARTNER IN EDUCATION AWARD SPONSOR** **\$1,000 (one available) SOLD**

- Two tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium
- Company representative presents award

STATE OF EDUCATION SPEAKER SPONSOR **\$1,000 (one available) SOLD**

- Two tickets for the luncheon
- Inclusion in promotional materials
- Recognition from the podium
- Company representative introduces speakers

PROGRAM SPONSORSHIP OPPORTUNITIES

YOUTH LEADERSHIP BAY COUNTY (YLBC) NOVEMBER 2024 - APRIL 2025

YLBC STUDENT SPONSOR

\$500 (per student - 16 available)

- Two tickets for graduation
- Inclusion in promotional materials
- Recognition from the podium at graduation
- Recognition on social media with student highlight

YLBC SESSION SPONSOR

\$250 (one available per session)

Nov. 1, 2024 – Retreat

Dec. 6, 2024 – Community Assessment/ Visioning

Jan. 10, 2025 – Art/History of Bay County

Feb. 7, 2025 – Economics/Business in the Bay Area

March 7, 2025 – Government/Law Enforcement

April 10, 2025 – Graduation

- Verbal recognition during session
- Logo on class agendas
- Thank you shoutout in session recap on Facebook

YLBC GRADUATION SPONSOR

\$750 (one available) April 10, 2025

- Two tickets for graduation
- Company logo on graduation programs
- Speaking opportunity at graduation ceremony

CHAMBER 101

PROGRAM SPONSOR

\$100 (many available)

- Inclusion in promotional materials
- Recognition on social media recap

REFRESHMENTS SPONSOR

\$100 (many available)

- Inclusion in promotional materials
- Recognition on social media recap

LEADERSHIP BAY COUNTY (LBC) SEPTEMBER 2024 - JULY 2025

LBC KICK-OFF RETREAT SPONSOR

\$2,500 (one available)

- Speaking opportunity at kick-off retreat
- Inclusion in promotional materials
- Inclusion in media release, on website, and event page
- Thank you shoutout on social media
- Company logo on graduation programs
- Two tickets for graduation

LBC GRADUATION SPONSOR

\$1,000 (one available) June 2025

- Two tickets for graduation
- Company logo on graduation programs
- Speaking opportunity at graduation ceremony (scripted from the Chamber)

LBC SESSION SPONSOR

\$250 (one available per session)

Sessions Include:

Nov. 6, 2024 – Economic Development *SOLD*

Dec. 4, 2024 – Human Needs & Services *SOLD*

Jan. 8, 2025 – Agriculture

Feb. 3, 2025 – Government/History

March 5, 2025 – Education

April 2, 2025 – Public Safety/Legal System

May 7, 2025 – Arts & Culture

June 4, 2025 – Natural Resources

- Verbal recognition during session
- Logo on class agendas
- Thank you shoutout in session recap on Facebook
- Included on graduation materials

LUNCH & LEARN

PROGRAM SPONSOR

\$100 (one available per month)

- Inclusion in promotional materials
- Recognition on social media recap

ADVERTISING OPPORTUNITIES

Website: baycityarea.com

Facebook: Bay Area Chamber of Commerce, Energize YPN

Instagram: baychambermi

Newsletter: Bay Area Chamber Banter, Event Notice, and Energize YPN

EMAIL COMMUNICATIONS:

BAY AREA CHAMBER BANTER NEWSLETTER

\$400 (12 available)

- Company logo displayed at top of newsletter
- Link from logo to company website
- Distributed to 2,800+ contacts

EVENT BLAST SPONSOR

\$250 (12 available)

- Company logo displayed at top of event blast
- Link from logo to company website
- Distributed to 2,800+ contacts

ENERGIZE YPN NEWSLETTER SPONSOR

\$100 (12 available)

- Company logo displayed at top of newsletter
- Link from logo to company website
- Distributed to 450+ contacts

HOT SPOT OF THE WEEK

\$50 Nonprofit / \$100 For Profit

- Company provides information to be emailed to all members
- Individual post on Chamber social media channels
- Scheduled to go out on Monday morning
- Based on availability

WEBSITE:

Ads to run for 12 months. Average 500,000 website views annually.

BANNER AD - \$2,000 (multiple pages)

- Rectangular banner ad on all pages of the Chamber website (480 x 60)
- Link from ad to company website

YPN BANNER AD - \$750 (one page)

- Rectangular banner ad on Energize YPN page on Chamber website (480 x 60)
- Link from ad to company website

SOCIAL MEDIA:

7,000+ followers on Facebook & 1,100+ followers on Instagram

MEMBER SPOTLIGHT (image)

\$150 (each)

- Company feature image and copy provided by the sponsor and posted on Chamber social media channels

MEMBER SPOTLIGHT (video)

\$200 (each)

- Company feature provided by the sponsor that will be posted on Chamber social media channels



	DIAMOND \$2,500	PLATINUM \$1,000	GOLD \$500
3-minute speaking opportunity at Energize Lunch & Learn	✓		
Space to promote company materials at Energize Lunch & Learn	✓	✓	
Company name and logo listed when promoting Energize events	✓	✓	
Recognition in Energize newsletter	✓	✓	✓
Announcement of sponsorship at all Energize events	✓	✓	✓

GOLF OUTING SPONSORSHIPS:

PRESENTING SPONSOR:

\$1,500 (ONE AVAILABLE) SOLD

- Golf team of four, logo on Facebook event, media posts and Chamber registration page, verbal recognition at awards dinner and logo on all printed materials

DINNER SPONSOR: \$500 (TWO AVAILABLE)

- Logo on Facebook event and Chamber website registration, verbal recognition at awards ceremony and logo on all printed materials

DRINK SPONSOR: \$500 (TWO AVAILABLE) ONE SOLD

- Logo on Facebook event and Chamber website registration, verbal recognition at awards ceremony and logo on all printed materials

AWARD SPONSOR: \$300 (TWO AVAILABLE)

- Recognition at dinner and logo on all printed materials

HOLE SPONSOR: \$100 (NINE AVAILABLE)

- Logo on yard sign and opportunity to have a table at hole

COFFEE SOCIAL SPONSORSHIPS:

\$100 (12 AVAILABLE) EIGHT SOLD

- Opportunity to provide giveaways, hold activities, or facilitate networking opportunities during your sponsored Coffee Social
- Includes (25) \$2 off coupons to pass out to young professionals in attendance to be used during a Coffee Social
- All sponsorships will be marketed on the Energize social media pages for approximately 1-month leading up to each Coffee Social event

	DIAMOND \$25,000/PER YEAR	PLATINUM \$10,000/PER YEAR
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	✓	✓

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2025 CALENDAR OF EVENTS



Note: More events will be added as they are confirmed. Stay tuned!

JANUARY

- 16- Business After Hours
 - o Munroe
- 17- Energize YPN Coffee Social
- 24- Eye Opener Breakfast

FEBRUARY

- 4- State of the Community
 - o DoubleTree
- 14- Energize YPN Coffee Social
- 20- Business After Hours
 - o PNC Bank
- 21- Eye Opener Breakfast

MARCH

- 4- Chamber 101
- 14- Eye Opener Breakfast
- 20- Business After Hours
 - o United Way of Bay County
- 21- Energize YPN Coffee Social
- 27- Annual Meeting
 - o DoubleTree

APRIL

- 4- Energize YPN Coffee Social
- 11- Eye Opener Breakfast
- 17- Business After Hours
 - o River Jordan Inc.

MAY

- 2- Eye Opener Breakfast
- 15- Business After Hours
 - o Paul Davis Restoration
- 16- Energize YPN Coffee Social
- TBD- State of the State

JUNE

- 13- Energize YPN Coffee Social
- 19- Business After Hours
 - o Harbour Light Photography
- 20- Eye Opener Breakfast

JULY

- 14- Chamber Golf Outing
 - o Maple Leaf Golf Course
- 17- Business After Hours
 - o Tri City Brewing Company
- 18- Energize YPN Coffee Social

AUGUST

- 6- Chamber 101
- 7- Energize YPN Golf Outing
- 15- Energize YPN Coffee Social
- 21- Business After Hours
 - o River Rock
- TBD- Regional Chamber Summit

SEPTEMBER

- 12- Energize YPN Coffee Social
- 18- Business After Hours
 - o The Kory Agency
- 19- Eye Opener Breakfast

OCTOBER

- 10- Eye Opener Breakfast
- 15- Support Your Local Chamber of Commerce Day!
- 16- Business After Hours
 - o Linwood Beach Marina & Campground
- 31- Energize YPN Coffee Social
- TBD- State of Education

NOVEMBER

- 14- Eye Opener Breakfast
- 20- Business After Hours
 - o Vinny's Pizzeria
- 21- Energize YPN Coffee Social

DECEMBER

- 5- Eye Opener Breakfast
- 18- Business After Hours
 - o Friends of the Historic Masonic Temple
- 19- Energize YPN Coffee Social



THANK YOU
FOR YOUR SUPPORT!!

