SINCE 1948
LAKEVILLE
Chamber of Commerce
& Tourism

VISIT Lakeville MINNESOTA

LAKEVILLE WORKS.ORG
BUILD YOUR FUTURE

LAKEVILLE AREA
CHAMBER FOUNDATION

MARKETING & SPONSORSHIPS 2025

OUR MISSION

The mission of the Lakeville Chamber of Commerce is to serve as the advocate, resource and leader for its members and the business community.

WHAT'S IN IT FOR YOU?

- Advocacy & Access
- Introductions & Involvement
- Marketing & Brand Awareness
- Connections to Future Workforce
- Hospitality & Tourism Promotion

VISIONARY DONOR RECOGNITION

Special recognition will be given throughout the year to thank members that commit to a significant financial contribution of $5,000* or more above their annual membership renewal to support the Chamber's mission.

- ☑ Logo on homepage of LakevilleChamber.org
- ☑ Logo on the bottom of every e-blast, 52 total
- ☑ Logo displayed at Chamber office
- ☑ Logo on welcome page of annual directory
- ☑ Enhanced listing in online directory
- ☑ Recognition at signature events

Terms and Conditions: Packages and rates are available to chamber members only and are in addition to your annual membership fee. Membership must be current to qualify. Each area has separate refund and cancellation policies. Ask Chamber staff for details. If a refund is allowed, it will include a minimum 10% processing fee, to be subtracted from refund. If event is canceled, or significantly changes deliverables, member will be given comparable benefits in another area. *VISIONARY DONOR TERMS: Package must be prepaid, investment must all be in same calendar year. No refunds or partial credits. Some items exempt from qualification.

SIGNATURE EVENTS

Link your brand to one of our four signature events throughout the year. These legacy events connect you with business leaders and visionaries in our community.

B2B PROGRAM SPONSORSHIPS

Support the Chamber's mission, and market your brand to over 560 local business owners and their team members.

COMMUNITY ENGAGEMENT

Market your business and your brand to our growing community at large. Lakeville is one of the fastest growing cities in the state.

OUR SCHOOLS & OUR FAMILIES

Get your brand in front of our teachers, students, and parents in our public and private schools throughout the school year.

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Lakeville, MN 55044

952.469.2020

Info@LakevilleChamber.org

LakevilleChamber.org
VisitLakeville.org
LakevilleWorks.org

SIGNATURE EVENTS

ANNUAL DINNER

January 30, 2025 | Brackett's Crossing Country Club
February 5, 2026 | Brackett's Crossing Country Club

_____Presenting Sponsor | $3000 (1 available per year)

- Logo on all pre/post marketing and registration page
- Logo at welcome table, nametags, each table, slideshow
- Verbal recognition at dinner, may welcome guests
- Featured profile in one Chamber eblast
- Premium table for 10

_____Platinum Sponsor | $1500 per year

- Name on pre/post marketing
- Logo on registration page, program, tables, slideshow
- Verbal recognition at Annual Dinner
- Premium table for 8

_____Gold Sponsor | $1000 per year

- Logo on registration page
- Recognition on pre/post marketing
- Name at each table, program, slideshow
- Premium shared table, 4 seats

_____Individual Ticket | $75 per year

HOME, LANDSCAPE & COMMUNITY EXPO

March 22 | Lakeville North High School

_____Presenting Sponsor | $5000 (1 available, 2yr commit)

- Logo on marketing, banners, event recognition, signs
- Logo on social media event, registration page, year-round listing on show page at LakevilleChamber.org
- 8x20 booth (w/electricity) in premium location

_____Young Entrepreneur Section Sponsor | $1500 (1 avail)

- Logo on marketing, event recognition, section signs
- Logo on registration page, priority listing on year-round show page at LakevilleChamber.org
- 8x20 booth (w/electricity) near YES section

_____Platinum Sponsor | $995

- Logo on marketing, event recognition, day-of signs
- Logo on registration page, priority listing on year-round show page at LakevilleChamber.org
- 8x20 booth (w/electricity) in premium location

_____Gold Sponsor | $595

- Name on marketing, event recognition, day-of signs
- Logo on registration page, priority listing on year-round show page at LakevilleChamber.org
- 8x10 booth (w/electricity)

_____Single Booth | $450 (8x10 w/6' table) (Electricity $25)
_____Double Booth | $795 (8x20 w/6' table) (Electricity $25)

- Both include listing on year-round show page on LakevilleChamber.org

GOLF CLASSIC

May 19 | Brackett's Crossing Country Club

_____Presenting Sponsor | $3000 (1 available)

- Logo: pre/post marketing, registration page, event signs
- Staffed hole (premium location), recognition at event
- Golf for 8 (includes carts, lunch, lucky golfer, and dinner)

_____Platinum Sponsor | $1525

- Logo: pre/post marketing, registration page, event signs
- Staffed hole (premium location), recognition at event
- Golf for 4 (includes carts, lunch, lucky golfer, and dinner)

_____Specialty Sponsor | $750 (1 available per area)

- Logo on registration page and sponsored area
- Name in pre/post event recognition, program
- Lunch & dinner for 2

<u>Choose from:</u>

_____Beverage Cart
_____"Hit this" Course Challenge
_____Driving Range
_____Lunch
_____Dinner
_____Hole in One
_____Putting Green

_____Staffed Hole Sponsor | $450 (includes cart)

- Staffed hole with 4' table (first come for tee box)
- Logo on hole, name in program
- Lunch & dinner for 2

_____Un-staffed Hole Sponsor | $250

- Logo at hole (putting green)
- Name in program

____Single Golfer | $205 (includes Lucky Golfer Package)
____Foursome | $820 (includes Lucky Golfer Packages)

WOMEN'S SYMPOSIUM & EXPO

November 12 | Brackett's Crossing Country Club

_____Presenting Sponsor | $1500 (1 available)

- Logo on pre/post marketing, registration page, welcome, each seated table, slideshow, program
- Verbal recognition throughout
- (optional) Give welcome, provide lanyards (125), provide shopping bags (125), premium vendor table in expo
- Table for 6

_____Gold Sponsor | $550

- Logo on registration page, slideshow, program
- Vendor table in expo
- 3 tickets

_____Silver Sponsor | $295

- Logo on registration page
- Name on slideshow, program, event recognition
- Vendor table in expo
- 2 tickets

_____Boutique Expo Exhibitor | $195 + $25 Raffle Donation

- Includes 1 ticket to the symposium

_____Single Ticket | $65

FALL GALA

October 3 | Brackett's Crossing Country Club

_____Presenting Sponsor | $4000 (1 available)

- Logo on all pre/post marketing and registration page
- Logo at welcome, each seated table, slideshow, program
- Verbal recognition at dinner
- Featured profile in one Chamber eblast
- Premium table for 10, one drink ticket per guest

_____Platinum Sponsor | $2500 (1 available per area)

- Logo on registration page and sponsored area
- Logo in pre/post event recognition, slideshow, program
- Verbal recognition at dinner
- Premium table for 8, one drink ticket per guest

Choose from: _____Cocktail
_____Live Entertainment
_____Online Auction

_____Gold Sponsor | $1500 (1 available per area)

- Logo on registration page and sponsored area
- Name in slideshow, program and post event recognition
- Premium shared table for 6, one drink ticket per guest

Choose from: _____VIP Package Contest
_____Wine Pull
_____Liquor Raffle
_____Selfie Spot

_____Silver Sponsor | $1000 (2 available per area)

- Logo on registration page and sponsored area
- Name in slideshow, program and post event recognition
- Shared table for 4, one drink ticket per guest

Choose from: _____Appetizer
_____Dessert
_____Best Dressed Contest
_____Women's Washroom & Lounge
_____Men's Washroom & Outdoor Patio

_____Bronze Sponsor | $600

- Logo on registration page
- Name in slideshow, program, and post event recognition
- 2 tickets to gala, one drink ticket per guest

_____Supporting Sponsor | $250 (no tickets)

- Logo on registration page
- Name in slideshow, program and post event recognition

_____Individual Ticket | $145, includes one drink ticket

B2B PROGRAM SPONSORSHIPS

GOOD MORNING LAKEVILLE

Jan-May, Sept-Dec | B52 Burgers + Brew & The Better Half

_____Presenting Sponsor | $795 (2 available)

- Logo on pre/post marketing, registration page, each table
- Verbal recognition & opportunity to speak each month
- 2 tickets each month

STATE OF THE CITY

April 9 | TBA

STATE OF THE SCHOOLS

October 22 | Holiday Inn & Suites

_____Presenting Sponsor | $695 (4 available)

- Presenting sponsor at one event, supporting at other one
- Logo on all pre/post marketing and registration page
- Logo at each seated table, slideshow
- Verbal recognition at each event
- Opportunity to speak, place materials on each table, and have display table at presenting sponsor event
- 2 tickets to both events (includes meal)

_____Supporting Sponsor | $275 (6 available)

- Logo on registration page of each event
- Name at each seated table, slideshow of each event
- Verbal recognition at both events
- 1 ticket to each event (includes meal)

CELEBRATE TOURISM PROGRAM & HOSPITALITY EXPO

May 7 | Holiday Inn & Suites

_____Premier Sponsor | $625 (4 available)

- LG Logo on pre/post marketing and registration page
- Logo at each seated table, program
- Verbal recognition at event
- One display table at event
- 2 tickets to event (includes meal)

_____Supporting Sponsor | $325 (4 available)

- SM Logo on pre/post marketing and registration page
- 1 ticket to event (includes meal)

HOLIDAY LUNCHEON

December (two dates TBA) | Porterhouse Lakeville

_____Presenting Sponsor | $1500 (1 available)

- Logo on event recognition and registration page
- Logo at each seated table & gift given to each attendee
- Included in welcome address at each lunch
- 2 tickets to each lunch

_____Holiday Carolers Sponsor | $675 (1 per date)

- Name on event recognition and at each seated table
- Included in caroler introduction and thank you
- Ability to hand each caroler their gift card as they exit
- 2 tickets to your lunch date

LEADERSHIP LAKEVILLE

September 2025-May 2026

_____Program Sponsor | $1500 (2 available)

- Logo on all pre-session marketing materials and application
- Invitation to speak at first class
- Logo and mentions at each of the nine class sessions
- Ability to provide branded "swag" materials to class
- Logo on recap announcements in eblast and social media
- Logo on all post-session recaps (May)
- Invitation to graduation, and opportunity to speak
- 1 participation spot in class (tuition fee separate)

DIGITAL MARKETING

_____Enhanced listing LakevilleChamber.org | $50 Lifetime
- Upgrade member listing on LakevilleChamber.org. Can include photos, video, longer descriptions, and more.

_____Homepage Pop-Up Ad | $75/week (26 available)
- LakevilleChamber.org: Exclusive pop-up ad appears when user goes to LakevilleChamber.org (2000x2000 pixels).

_____LakevilleWorks.org Pop-Up | $75/week (26 available)
- LakevilleChamber.org: Exclusive pop-up ad appears when user goes to LakevilleWorks.org (2000x2000 pixels).

_____Event Calendar Banner | $195/month (12 available)
- LakevilleChamber.org: Exclusive top banner above the event calendar for 30 consecutive days (1200x225 pixels).

_____E-blast Lower Ad Package | $295/year (9 available)
- E-blast: Lower ad placement above joke punchline, once every 10 wks (5 total) (2000x2000 pixels).
- Social Media: E-blast ad posted on Chamber social media the week following your e-blast feature.

_____E-blast Upper Ad Package | $495/year (9 available)
- E-blast: Logo at bottom every week of year (52 weeks)
- E-blast: Upper ad feature, below joke teaser, once every 10 weeks (5 total) (2000x2000 pixels)
- Social Media: E-blast ad posted on Chamber social media the week following your e-blast feature

DIRECT MAIL MARKETING

CHAMBER CONNECTION MAGAZINE | ANNUALLY

Mailed to every registered business in the 55044-zip code in spring (approx. 2000 addresses). Full color ads.

_____Premium Back Page | $1750 (1 avail) | 8.375”w x 4.875”t
_____Full Page | $1500 | 8.375” w x 9.75” t
_____Half Page | $850 | 8.375” w x 4.875” t
_____Quarter Page | $450 | 4.125” w x 4.875” t

NEW RESIDENT MAILING | QUARTERLY

Member provides flyers (approx. 400-600 per quarter).

_____Back of Envelope Ad | $875/year (1 available)
- Full color, full page ad on back of envelope for one year
- Opportunity to place flyer inside envelopes (you provide)

_____Front of Envelope Ad | $475/year (5 avail) 3.25"x2"
- Full color, business card on front of envelope for one year
- Option to insert flyer inside each envelope (you provide)

_____Marketing Flyer | $195/year (50 available)
- You provide printed flyers/brochures each quarter

CHAMBER DIRECTORY MAILING | ANNUALLY

Mailed to every Chamber member each summer (approx 560).

_____Back of Envelope Ad | $595 (1 available)
- Full page, 4-color, ad on back of envelope + coupon on front
- Opportunity to place flyer inside envelopes (you provide)

_____Front of Envelope Coupon | $275 (5 available) 3.25"x2"

NOTE: There are opportunities to purchase a full color ad in the annual directory and community guide. We distribute approximately 3500 each year. You will be contacted by ECM Publishers/APG Media in the spring.

OUR SCHOOLS & OUR FAMILIES

Sponsors must be student appropriate and are subject to ISD194 approval.

_____Step Into your Future | January | $525 (3 available)

All 8th graders in ISD194 will attend a two-hour hands-on, activity driven, career exploration event at Airlake Airport. Includes all career categories.
- Logo on pre/post marketing and onsite event signage
- Ability to have a table at the event and/or hand out item

_____High School Job Fairs | Spring | $845 (2 available)

This event happens during the school day. Interested students are excused from class to attend. (North=morning, South=afternoon).
- Logo on pre/post marketing and onsite event signage
- Ability to have a table at the event

____Welcome Teacher Bags | August | FREE (+product)
- You can provide 150 “swag” items that will go into the new teacher welcome bags (must be a useful item or coupon)

_____Teacher Breakfasts | Sept-May | $1250 (1 available)

The Chamber serves continental breakfast to all ISD194 and private schools each year. We speak to them about how the Chamber can support their work.
- Logo on breakfast table sign, post-breakfast eblast posts
- Ability to provide information/flyer/swag to be handed out by Chamber (approx 1100 needed by September 1)

_____Made in Lakeville Teacher Tour | Oct 1 | $655 (2avail)

The Chamber and the City take 24-30 teachers on a tour of Airlake Industrial Park. Includes two in-person business tours and Lakeville trivia BINGO.
- Logo on pre/post marketing, nametags, small gift each receives, BINGO card, and Chamber eblast event recap
- Ability to attend tour and speak to group

_____Future 101 | October (5-8pm) | $975 (3 avail)

The Chamber and ISD194 host a resource fair and breakout sessions geared toward families with students in grades 8-12. Topics include high school plan, financial planning for college, 2 and 4-year college paths, in-demand careers, straight to work opportunities, FAFSA information, and test taking tips.
- Logo on pre/post marketing through Chamber and ISD194
- Logo on signage at event, on front of workbook
- Ability to have a table in Resource Fair (5-6pm)
- Full page color ad in workbook handed to all participants

Lakeville Works Program Donor

Program Mission: To create awareness of in-demand careers in our community. See Lakeville Works sponsor brochure for program highlights and benefits.

_____In-Demand Donor Program $1200 - $5000
_____Friend of Lakeville Works | $ ANY AMOUNT

Bowl for Education | September TBA | Bowlero

_____Tournament + Strike Pot Sponsor | $1500 (1 avail)
- Logo on pre/post marketing, event signage, strike pot check
- Verbal recognition at tournament + strike pot announcer
- Bowling for up to 12 people (practice, 2 games, shoes)
- Includes 4 pizzas, 4 pitchers soda

_____Lane Sponsor | $495 (34 available)
- Logo on registration page, slideshow, your lane
- Bowling for up to 6 people (practice, 2 games, shoes)
- Includes 2 pizzas, 2 pitchers soda

Suds for Scholars | Chamber Foundation

April 24 | Holiday Inn & Suites Lakeville

Does not count toward Visionary Donor program. See Suds flyer for sponsor benefits.

_____Master Cicerone | $1750 (1 avail, 3yr commit) (8 tickets)
_____Master Brewer | $750 (6 tickets)
_____Stout | $500 (4 tickets)
_____Pilsner | $250 (2 tickets) _____Single Ticket | $35