



## Des Moines West Side Chamber of Commerce

Our mission is to serve our community by supporting and enhancing the unique quality of life and commerce that defines the Des Moines West Side.

January 2021

Greetings Potential 2021 Sponsors,

On behalf of the Board of Directors and members of the DSM West Side Chamber of Commerce, we want to thank you for your consideration of a sponsorship. As you know, 2020 has been a very challenging year largely due to the COVID-19 restrictions and the impact on our business community.

As we look to 2021, we know those challenges will continue. We have no special insight as to when things will ease up. We are going one week at a time like you. Our goal currently is to keep the Chamber funded and stay creative with our programming. We will continue to listen, assess what our businesses need, and provide meaningful support, resources, and programming to survive. We will continue to do this in cooperation with the Greater Des Moines Partnership and our local City officials.

Included with the letter is an updated menu of our 2021 Sponsorship Opportunities. We are keeping them basically the same as last year because we do not know at this point what the future holds with COVID restrictions and in-person events. **We will adapt as we go and keep you informed.**

**As we pivot and adapt** – We will be adding the benefit options below to all the sponsorship packages. If you choose to be a sponsor in 2021, we will contact you and discuss what will be of the most value to you.

- Sponsor and Host of a **West Side Chamber Zoom Call** such as **“Wake Up West Side”** or **“Meet the Chamber Class”**.
- A 3-minute **Facebook Live Event** at your place of business or location you choose.
- **Chamber E-News** highlighting your business sent to all members and posted and boosted on Social Media.

Our annual budget is comprised of approximately 75% dues and 25% sponsorships. Given that some small businesses and restaurants may struggle to pay their 2021 dues, your sponsorship and support is more crucial and important than ever.

Let us know if you have any questions and how we can best serve you.

With gratitude,

A handwritten signature in blue ink that reads "Darrell Sarmento".

Darrell Sarmento  
Executive Director

A handwritten signature in blue ink that reads "John Kendeigh".

John Kendeigh  
Incoming 2021 Board President

558 28th Street, Des Moines, IA 50312 - (641) 850-1847  
Email: [director@dsmwestside.org](mailto:director@dsmwestside.org) - Website: [www.DSMWestSide.org](http://www.DSMWestSide.org)



# 2021 Sponsorship and Investment Opportunities

Help us grow the West Side Chamber and increase our benefits to your businesses. We believe your participation and investment will be beneficial to your business or organization through additional exposure as well as helping our Chamber continue the encouraging growth and influence we have seen in the past several years.

The sponsorship packages featured below **are in addition to your 2021 dues**. We sincerely hope you will consider participating and investing the future of the Des Moines West Side.

***With lingering COVID-19 Challenges, Your support is more important now than ever.***

**Sponsorship Deadline** - Commitment needed by January 31st, 2021 for Sponsorships Packages highlighted below. **Payment options are available** (We do not need the amount paid in full by that date).

## 2021 Sponsorship Packages

*Note: We are happy to sit down with you and customize one of the package below to fit your business needs and goals*

### ☐ Investor - \$3500

*Limited to four members*

- Exclusive Logo placement with Link featured on the home page of our website plus a rotating Banner AD on selected pages
- Logo featured as a sponsor at all major Chamber events
- Logo featured on all E-News with link to your website throughout 2021.
- Social media mentions and shares once per month including sharing any special events, sales or specials.
- Tee Sponsor at our new **2021 Golf Tournament**.
- Gold Sponsorship at the 2021 Awards Celebration and Summer Sipper (Includes 4 tickets to each - see back for details)
- Sponsorship of the 2021 Economic Development Bus tour including 4 tickets to the tour (see back for details)
- Two exclusive Chamber E-News dedicated to your business or organization: scheduling and content at your discretion. Includes boosted social media post.
- Priority given in scheduling and hosting a "Wake Up West Side" or "Business After Hours" at your discretion.

**Business** \_\_\_\_\_

**Business Rep** \_\_\_\_\_

Please check which sponsorship level you are interested in above. We will contact you and create an invoice based on your selections and agree on a payment plan that fits your budget. **All sponsorships are in addition to your 2021 Chamber dues.**



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### ☐ Sustainer - \$2000

*Limited to six members*

- Exclusive Logo and Link featured on the home page of our new website plus a rotating banner AD.
- Logo featured as a sponsor at selected Chamber events
- Logo featured on all West Side E-News with link to your website throughout 2021.
- Social media mentions and shares once per month including sharing any special events, sales or specials.
- Silver Sponsorship at the 2021 Awards Celebration and Summer Sipper (Includes 2 tickets to each - see back for details)
- Sponsorship of the 2021 Economic Development Bus tour including 2 tickets to the tour (see back for details)
- One exclusive Chamber E-News dedicated to your business or organization: scheduling and content at your discretion. Includes boosted social media post.
- Priority given in scheduling and hosting a "Wake Up West Side" or "Business After Hours" at your discretion.

### ☐ Promoter - \$1000

- Rotating Banner AD featured on our new website for all of 2021
- Logo featured in at least 12 Chamber E-News with a link to your website throughout 2021.
- Silver Sponsorship to the Victory Celebration or Summer Sipper.
- One Chamber E-News feature dedicated to your business or organization: scheduling and content at your discretion.
- Priority given in scheduling and hosting a "Wake Up West Side" or "Business After Hours" at your discretion.

### ☐ Builder - \$500

- Rotating Banner AD featured on our new website
- Logo featured in at least 6 Chamber E-News with a link to your website throughout 2021.
- 2 tickets to the Victory Celebration or Summer Sipper.
- One Chamber E-News feature dedicated to your business or organization: scheduling and content at your discretion.
- Priority given in scheduling and hosting a "Wake Up West Side" or "Business After Hours" at your discretion.



# 2021 Sponsorships by Individual Event

Listed below are our currently scheduled events with sponsorship opportunities in 2021. As our Chamber programming expands, we will keep you posted on more opportunities. Your investment in a sponsorship will give more exposure to your business and provide important networking and educational opportunities for our members and the business community.

## ☐ **West Side Awards Celebration**

*Our Annual Awards Event! Planning for Feb 2021*

### ☐ **Presenting Sponsor** (one available) - \$1000

Opportunity to greet the guests  
Exclusive signage  
All benefits below plus 4 tickets to the event

### ☐ **Gold Sponsor** - \$500

Formal recognition at program  
Business Spotlight in newsletter/social media  
Recognized at the event  
2 admissions to celebration  
Assist with presenting awards

### ☐ **Silver Sponsor** - \$250

Formal recognition at program  
Recognized at the event  
2 admissions to celebration

### ☐ **Bronze Sponsor** - \$100

Formal recognition in the program  
1 admission to the celebration

## ☐ **New Member Welcome & Orientation**

*Held 4-6 times per year*

### **Welcome Sponsor** - \$100 each session

Formal Recognition at the Event  
Opportunity to address attendees  
Logo on our website to promote the event

## ☐ **Educational & Informational Luncheons**

### **Sponsor** - \$100 - 10 available

Presentations are either individual presentations or themed panel. Formal recognition at event and in publicity

## ☐ **Pulse of the City Luncheon Sponsor**

*Scheduled for late March 2021*

### **Event Sponsor** - \$500 (only two available)

Includes 2 tickets to the luncheon  
Recognized at the event  
Thanked on website and social media

Business \_\_\_\_\_

Business Rep \_\_\_\_\_

Please check each sponsorship you are interested in above. We will contact you and create a custom invoice based on your selections. These sponsorships are in addition to your 2021 Chamber dues.

## ☐ **Summer Sipper Social**

*Held late June 2021*

### ☐ **Presenting Sponsor** (one available) - \$750

Opportunity to address attendees  
All benefits below plus 4 tickets to the event

### ☐ **Gold Sponsor** - \$500

Formal Recognition at program  
Business Spotlight in newsletter  
Logo on signage at the event  
2 admissions to event

### ☐ **Silver Sponsor** - \$250

Formal recognition at program  
Logo on signage at the event.  
2 admissions to event.

### ☐ **Summer Sipper Sponsor** - \$100

Formal recognition at program  
1 admission to event

## ☐ **Mid-Metro Chamber Open**

*Held Summer 2021 at Waveland Golf Course*

### ☐ **Several Sponsorship Options**

Watch for a menu of sponsorship options for this event from tee sponsors to golf packages.

## ☐ **Economic Development Bus Tour**

*Usually held the first Friday after Labor Day*

### ☐ **Presenting Sponsor** (one available) - \$500

Chance to greet guests, 4 seats, logo on program.

### ☐ **Tour Sponsor** - \$250

Recognition on the tour and 2 seats on the bus

## ☐ **Fall Forward Event at Drake**

*New event held mid-October*

### ☐ **Presenting Sponsor** (one available) - \$1000

Chance to greet guests, 4 tickets, logo on program.

### ☐ **Gold Sponsor** - \$500

Recognition on the publicity, program, and 2 tickets to the event.

### ☐ **Silver Sponsor** - \$250

Recognition on the publicity, program, and 2 tickets to the

## ☐ **World Food Prize Breakfast**

*Held Each October during World Food Prize Week*

### **Event Sponsor** - \$250

Includes 2 tickets, logo in program,  
Announced from the podium.



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