

2020

MEMBERSHIP & SPONSORSHIP OPPORTUNITIES





WHAT IS THE CHAMBER OF COMMERCE?

The goal of any Chamber is to assist businesses with their interests to build a healthier economy. The actions of the Chamber range from providing business support, workforce and leadership development, legislative advocacy, hosting networking opportunities, economic development, and also charitable works for the betterment of the community.



HOW CAN WE HELP YOU?

The Chamber of Commerce should be viewed as your business partner. It is a valuable tool for any business owner, organization, employee, and community member.



GIVES YOUR BUSINESS CREDIBILITY

According to American Business Magazine, statistics show that 63% of consumers are more likely to purchase from a business that is a Chamber of Commerce member, and 44% are likely to view that business more favorably. Becoming a member of your local Chamber will impact the perceptions of your business not only with consumers but other organizations in the community.



OFFERS A GREAT SUPPORT SYSTEM

The Chamber serves a crucial role in local government and can be a powerful voice for your business. A Chamber's main purpose is to reach a common vision and to collectively advocate for the issues that matter most to you and the area. They will work hard to improve the community by making your business and other businesses stronger.



MAKES NETWORKING EASIER

Another important purpose of a Chamber is to bring various professionals together to discuss their successes and even their challenges. Make it a priority to support and attend the local Chamber of Commerce events. This will help you stay up to date on opportunities affecting your community and will allow you to form relationships with other business owners and professionals.



SUPPORTS ECONOMIC GROWTH

The Chamber is essential to the growth and the revitalization of a local area. They are uniquely positioned to lead development, growth, and support our business community to be successful and competitive in today's market.



ENHANCES YOUR MARKETING EFFORTS

Community members and tourists use their local Chamber as an authority to find products and services. Chamber of Commerce communications such as social media, website, relocation guides, and newsletters are an effective way to highlight your business and increases the visibility of your product.

Chamber programs & events offer sponsorship opportunities for your business to advertise to your target markets. Please let us know if we can assist you in finding the right match to accomplish your goals!



SUSTAINING MEMBER, \$5,000+ ANNUAL INVESTMENT

- Company logo on Chamber website
- Enhanced member page within the online Chamber directory
- 6 Tickets for the Ramsdell Regional Center for the Arts Event(s)*
- Foursome golf package to the Summer Blast-Off Golf Outing
- 50 Business After Hours passes



CONNECTING MEMBER, \$3,000+ ANNUAL INVESTMENT

- Company logo on Chamber website
- Enhanced member page within the online Chamber directory
- 4 Tickets for the Ramsdell Regional Center for the Arts Event(s)*
- 30 Business After Hours passes



GROWING MEMBER, \$1,500+ ANNUAL INVESTMENT

- Company logo on Chamber website
- Enhanced member page within the online Chamber directory
- 2 Tickets for the Ramsdell Regional Center for the Arts Event(s)*
- 15 Business After Hours passes



ASSOCIATE MEMBER LEVELS

- \$100 Individual Membership
- \$200 501 C 3 Non-Profit Membership
- \$300 Small Business (25 or less employees)
- \$700 Business/Corporations (26 or more employees)

**Contact our office for a list of eligible events at the RRCA*

Though it can require time and investment, becoming a Chamber of Commerce partner is a great opportunity. It will not only increase the reputation and reach of your business but also make a difference in your community. No matter your expertise, you are sure to expand your visibility through a variety of Chamber channels.

MARCH 12

BUSINESS & CAREER EXPO

This morning portion of this event will connect our area high school students with local businesses to explore career possibilities that may have been unseen before. We want to increase students' self-knowledge and discovery, and result in an experience that gives them hope that there are local opportunities available for their future. Seasonal employment opportunities will also be presented to the students.

NEW this year will be a luncheon featuring an engaging and informative speaker for the Manistee County business community. It is designed to give attendees an opportunity for learning, to enhance both personal and professional growth, as well as network with fellow business professionals.

Presenting Sponsor \$2,500 (4 Available)

As a presenting sponsor, a representative of your business is eligible for a seat on the event committee and the following:

Company logo on print marketing materials, on-site signage, and digital promotion for the overall event. Booth at the event with prime placement, company to be mentioned during the program, and (2) tickets to the luncheon.

NEW! Speaker Sponsor \$1,500

(2 Available)

As a speaker sponsor you will receive the following:

Company logo on print marketing materials, on-site signage, digital promotion when highlighting the speaker, company to be mentioned during the program, and (2) tickets to the luncheon.

Lunch Sponsor \$500 (5 Available)

Recognition on all print marketing materials, on-site signage, and digital promotion when highlighting lunch.

JUNE 4

SUMMER BLAST-OFF GOLF OUTING

Expose your company to over 100 local business professionals at this fun start of summer event! This is a day of networking through 18 holes of golf, lunch, cocktails & dinner. According to Forbes "80% of executives say playing golf enables them to establish new business relationships."

Presenting Sponsor \$3,000 (1 Available)

As a presenting sponsor, a representative of your business is eligible for a seat on the event committee and the following:

Company logo on print marketing materials, welcome banner and digital promotion for the event. A prime location to set up a company promotion booth, company mentioned at the start and end of the evening program, reserved table for dinner, golf foursome, and may bring additional on-site signage day of the event.

Beverage Sponsor \$650 (1 Available)

Company logo on all print marketing materials and digital promotion when highlighting beverages. May bring additional on-site signage day of the event and company mentioned during the evening program.

Lunch Sponsor \$500 (3 Available)

Recognition on the event program, welcome banner, and digital promotion when highlighting lunch. May bring additional on-site signage to be featured in the lunch area, and company mentioned during the evening program.

Exclusive Hole Sponsor Package \$300 (9 Available)

As an exclusive hole sponsor you may set up a booth at one of the available holes on the course to engage with golfers as they play through. Your business will be the only one highlighted on that hole!

You will also receive recognition in the event program, digital promotion when highlighting exclusive holes, cart sign, and tee or green signage. May bring additional on-site signage to be featured at your exclusive hole and lunch provided for (2).

NEW! Bloody Mary / Mimosa Bar Sponsor \$250 (2 Available)

Recognition in the event program and on digital promotion for bloody mary/mimosa bar. May bring additional on-site signage to be featured in the bloody mary/mimosa bar area.

Showcase Game Sponsor \$200 (9 Available)

As a showcase game sponsor you may set up a booth at one of the available game holes on the course to engage with golfers as they play through the course. May bring additional on-site signage to be featured on your game hole and lunch provided for (1).

Green / Tee Box Sponsor \$90 (Unlimited)

Recognition on either a green or tee box during the event.

Cart Sponsor \$40 (Unlimited)

Recognition on a sign placed along cart path during event.



NOVEMBER 12

BUSINESS AWARDS DINNER

This is a semi-formal evening of celebration is for Manistee County's businesses & business people. In 2019, almost 400 business professionals attended this elegant evening. It starts with a cocktail to network and mingle followed by dinner, the awards program, and is wrapped up with a lively after-party!

Presenting Sponsor \$5,000 (1 Available)

As a presenting sponsor, a representative of your business is eligible for a seat on the event committee and the following:

Company logo on print marketing materials and digital promotion for the event. A reserved table of 10 will be provided in the lower tier of the room. Company will be mentioned live at the start and end of the evening program, have an opportunity to address the room, and may bring additional on-site signage to be featured in the entry area at the event.

Video & Entertainment Sponsor \$1,500 (2 Available)

As a video or entertainment sponsor, a representative of your business is eligible for a seat on the event committee and the following:

Company logo on print marketing materials, sponsor slide, on-site signage, verbally mentioned during the program, and on video/entertainment digital promotions.

Cocktail or Appetizer Sponsor \$750 (4 Available)

Receive recognition on all print marketing materials and digital promotion when highlighting the cocktails or appetizers, onsite signage in the cocktail /appetizer area, and company acknowledged during the evening program.

NEW! Award Sponsor \$500 (6 Available)

There are six awards given away each year they are: Business of the Year, Small Business of the Year, Business Person of the Year, Rising Star, Community Action Award, and Chamber Ambassador of the Year.

As a sponsor of an award your company can select the award sponsored (first come first serve), your company logo will be on the award presentation slide, and someone from your company can present the award. You will receive recognition on all print & digital marketing materials applicable to the award chosen.

Photo Booth Sponsor \$500 (1 Available)

Company logo on every photo strip and recognition on photo booth digital promotions.

BUSINESS AFTER HOURS

This is the premier business networking event in Manistee County. The event brings 100-250 business professionals together, once a month, for 9 months of the year. The dates sell out fast please contact the Chamber for availability!

Presenting Sponsor \$400 plus appetizers for event

As a presenting sponsor you will determine the location of the event and the following:

Company logo will be listed on all digital promotion for the event. Company name will be listed on the yearly calendar event, may bring additional on-site signage/marketing materials to be featured at the event, and you will have 5 - 10 minutes to highlight your company during the event program.

LEADERSHIP PROGRAM

This is a comprehensive 9-month program (Sept-May) provided by the Manistee Area Chamber of Commerce for potential and current leaders. The main goals of the program are to:

- Develop leadership skills to maximize contributions to employers, organizations and the community.
- Acquaint participants with community needs and issues while identifying ways of affecting change.
- Create an ongoing forum for participants to gather & exchange ideas.

Presenting Sponsor \$1,500 (4 Available)

As a presenting sponsor, a representative of your business will receive a seat on the event committee and the following:

Company logo on all print marketing materials, any Chamber produced promotional items utilized in the 9-month session and digital promotion of the program. You are also encouraged to donate any company-specific promotional items to be given to the participants during the program.

NEW! Leadership Power Hour Sponsor \$1,000 (1 Available)

As a power hour sponsor, a representative of your business will receive a seat on the event committee and the following:

Company logo on all of the print marketing materials and digital promotion for the program.

Company name will be featured during each of the 9 leadership skill development hours. May provide any company-specific promotional items to be given to the participants during any or all of the power hour sessions.

NEW! Mystery Retreat Sponsor \$1,000 (1 Available)

As a mystery retreat sponsor, a representative of your business will receive a seat on the event committee and the following:

Company logo on all of the print marketing materials, digital promotion for the program, and on-site signage at the event. May provide any company-specific promotional items to be given to the participants at the mystery retreat.

Scholarship Sponsor \$650 (2 Available)

Recognition on all print marketing materials and digital promotion for the program.

Lunch Sponsor \$250 (3 Available)

Recognition on all print marketing materials and digital promotion for the day that lunch is sponsored.



GOVERNMENT RELATIONS

Is advocacy a priority for you or your business? If so, help us be a voice in Northern Michigan with your sponsorship.

The goal of the Northern Michigan Chamber Alliance is to advocate for rural-focused policies and to provide tools to address bottlenecks to economic diversity and stability for Northern Michigan.

The current priorities are:

- Rural Business Development
- Attracting Talent to Rural Areas
- Rural and Small City Housing Development
- Access to Quality Child Care

Legislative Sponsor \$500 (Unlimited)

Your sponsorship supports the partnership with the Northern Michigan Chamber Alliance, providing a unified voice in legislation for area businesses.

As a legislative sponsor, a representative of your business will receive a seat on the government relations committee and the following:

Recognized at least once a year at the legislative meetings, the Chamber electronic newsletter, and a digital media post.

Constituent Sponsor \$250

(Unlimited)

Your sponsorship goes to support your partnership with the Northern Michigan Chamber Alliance, providing a unified voice in legislation for area businesses.

Recognition at least once a year in both the Chamber electronic newsletter, and a digital media post.



DEVELOP MANISTEE COUNTY

The Chamber of Commerce is uniquely positioned to lead and implement cohesive strategies for economic development in the Manistee area.

2020 priorities are:

- Leading business retention, attraction, and growth
- Talent and workforce development
- Outdoor recreation and tourism
- Housing development for workforce growth
- Growing entrepreneurs, small businesses, and necessary career skills
- Building a collaborative environment and create effective communications

Your sponsorship of \$500 – \$5,000+, will directly impact these economic priorities by attracting and growing successful businesses, workforce, and residents.

All investors large and small will receive a quarterly report on how your investment is impacting our community.



ECONOMIC DEVELOPMENT

ADVOCACY

LEADERSHIP

BUSINESS RESOURCES

11 Cypress St
Manistee, MI 49660
231.723.2575

PHOTO PROVIDED BY: MANISTEE COUNTY VISITORS BUREAU