



2022 SPONSORSHIP OPPORTUNITIES



MUSKEGON LAKESHORE
chamber of commerce

SPONSORSHIP PACKAGES



SIGNATURE SPONSOR

\$7,500 investment = \$12,000 value!

Annual program sponsorship

Underwriter to ALL Chamber events, plus...

Marketing and Promotional Services

- Standing logo recognition on Chamber website for 12 months
- Logo inclusion on all E-newsletters and E-vents for 12 months
- Top billed online directory listing
- One full Chamber member contact list
- Company recognition at all Chamber events

Excellence Awards

- Promotion + four tickets

Chamber Classic Golf Outing

- Promotion + team of four

Business for Breakfast

- Promotion + two Fast Pass to all six events

Sponsorship provides your business with brand awareness, recognition, & possible media exposure all while making a statement that you are invested in your community.



EXECUTIVE SPONSOR

\$4,500 investment = \$7,000 value!

Marketing and Promotional Services

- 12 month website banner ad
- One full Chamber member contact list
- One email banner advertisement

One Business for Breakfast

- Promotion + four tickets



Choose from one of the following event sponsorships:

Excellence Awards

- Promotion + four tickets

Chamber Classic Golf Outing

- Promotion + team of two

MLCC Member Connect

- Promotion for six events



ADVOCATE SPONSOR

EXCLUSIVE Annual Advocacy Sponsor: \$5,000

The annual advocacy sponsor is the underwriter to all Chamber advocacy initiatives and includes:

- Sponsorship of all politically focused events
- Logo on website Advocacy Center
- Logo on all Action Alert Emails
- Underwriter of Government Affairs Committee

PREMIER EVENT SPONSORSHIPS

All sponsorships include your logo on all marketing and promotional materials and recognition at the event!



✓ MUSKEGON COUNTY ECONOMIC SUMMIT - SPRING

The Muskegon County Economic Summit gathers government and business leaders to discuss topics related to community growth and economic development. Projected attendance: 200+ business & community leaders.

\$2,500 Presenting Sponsor- EXCLUSIVE

- One minute commercial at the podium
- Eight tickets to the event
- Opportunity to host display table
- Opportunity to have a stand up banner at the event

\$1,500 Event Sponsor

- Four tickets to the event
- Opportunity to host display table
- Opportunity to have a stand up banner at the event

\$1,250 Elected Officials Sponsor

- Allows elected officials to attend at no charge
- Two tickets to the event

\$1,000 Morning Mingle Breakfast Sponsor

- Four tickets to the event
- Opportunity to host display table

\$150 Display Table Sponsor

- Display table during summit
- One ticket to the event



✓ ATHENA ON THE LAKESHORE AWARD PROGRAM - OCTOBER

ATHENA on the Lakeshore is a unique program supporting, developing and honoring women leaders. Projected attendance: 250+ business leaders and community members.

\$2,000 Diamond Sponsor

- Company table of eight at event with signage
- Invitation to the Nominee Private Luncheon
- \$200 donated to Chamber leadership program scholarships

\$1,500 Emerald Sponsor

- Company table of eight at event with signage
- \$150 donated to Chamber leadership program scholarships

\$1,000 Ruby Sponsor

- Seating for four at event
- \$100 donated to Chamber leadership program scholarships

\$500 Crystal Sponsor

- Seating for two at event
- \$50 donated to Chamber leadership program scholarships

PREMIER EVENT SPONSORSHIPS

All sponsorships include your logo on all marketing and promotional materials and recognition at the event!



EXCELLENCE AWARDS - FEBRUARY

Celebrate the spirit of excellence by joining us to recognize locally owned businesses or organizations in the following categories: manufacturing, tourism/hospitality, retail, service and entrepreneurship. Projected attendance: 250+ business leaders.

\$3,000 Presenting Sponsor- EXCLUSIVE

- One minute commercial at the podium
- Company table of eight at the event
- Opportunity to host display table
- Opportunity to have a stand up banner at the event

\$2,000 Event Sponsor

- Company table of eight at the event
- Opportunity to host display table
- Opportunity to have a stand up banner at the event

\$1,500 Video Sponsor

- Four tickets to the event
- Logo inclusion on all recipient videos

\$1,000 Manufacturing Award Sponsor

- Opportunity to announce and present the award to the Manufacturing award recipient
- Four tickets to the event

\$1,000 Tourism/Hospitality Award Sponsor

- Opportunity to announce and present the award to the Tourism/Hospitality award recipient
- Four tickets to the event

\$1,000 Retail Award Sponsor

- Opportunity to announce and present the award to the Retail award recipient
- Four tickets to the event

\$1,000 Service Award Sponsor

- Opportunity to announce and present the award to the Service award recipient
- Four tickets to the event

\$1,000 Entrepreneur Award Sponsor

- Opportunity to announce and present the award to the Entrepreneur award recipient
- Four tickets to the event



PREMIER EVENT SPONSORSHIPS

All sponsorships include your logo on all marketing and promotional materials, opportunity to donate a raffle item and recognition at the course!



CHAMBER CLASSIC GOLF OUTING - AUGUST

The Lakeshore's largest business golf outing and one of the premier opportunities for business promotion and networking. Projected attendance: 250+ golfers and volunteers.

\$4,500 Tournament Sponsor - EXCLUSIVE

- Exclusive sponsorship
- First option to choose available hole display/tee box, based on high visibility and most golfer traffic
- Naming sponsor recognition at course
- Opportunity to have a banner at the event
- Opportunity to donate raffle items
- Two teams of four with cart

\$3,000 Lunch Sponsor:

- Company display table at the event lunch (250+ golfers)
- Opportunity to have a banner at the event
- Opportunity to donate raffle items
- Opportunity to give a one minute commercial
- Team of four

\$2,000 19th Hole Sponsor

- Opportunity to provide company logoed cocktail napkins for the event's bar service
- Company recognition at the afternoon happy hour
- Opportunity to have a banner at the event
- Opportunity to donate raffle items
- Team of two

\$1,500 Keg Sponsor

- Company display table located at the "free beer" hole on golf course
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,500 Bloody Mary Sponsor

- Company display table located at the bloody mary bar
- Opportunity to have a banner at the event
- Company name on bloody mary drink tickets
- Opportunity to donate raffle items

\$1,500 Bag Sponsor:

- Company logoed give-away bag provided to 250+ golfers
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,500 Breakfast Sponsor

- Company display table at the event's breakfast
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,500 Hole-in-One Sponsor

- Company display table at the hole in one course location
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,500 T-shirt Sponsor

- Company logo on event t-shirts worn by all event staff and volunteers
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,500 Golf Cart Sponsor

- Company logo on all golf carts at the event
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,500 Coffee Sponsor

- Opportunity to provide the coffee service at the event
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$1,000 Contest Hole Sponsor

- Company display table at the contest hole
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

\$750 Display Tee Sponsor:

- Company name on day of event materials
- Company name on tee
- Company display at hole

\$250 Green Sponsor:

- Company name on the green
- Company name on day of event materials



COMMUNITY EVENT SPONSORSHIPS

All sponsorships include your logo on all promotional materials, opportunity to host a seminar session and recognition at the event!

MUSKEGON LAKESHORE

HOME, GARDEN + BOAT SHOW



✓ MUSKEGON HOME, GARDEN + BOAT SHOW - APRIL

The Lakeshore's premier home, garden and boat show with over 50 exhibitors plus DIY and educational seminars. Projected attendance 3,000+ community members.

\$7,500 Platinum Sponsor- EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on event billboard (if secured by post date)
- Business logo on event banners and event tickets
- Opportunity to provide a prize donation to event attendees (audience 3,000+)
- 100 tickets to the Home Show

\$5,000 Diamond Sponsor- EXCLUSIVE

- 20'x10' booth space
- Business logo on event banners and event tickets
- Opportunity to provide a prize donation to event attendees (audience 3,000+)
- 75 tickets to the Home Show

\$4,000 Gold Sponsor

- 20'x10' booth space
- Business logo on event banners
- Opportunity to provide a prize donation to event attendees (audience 3,000+)
- 50 tickets to the Home Show

\$3,000 Silver Sponsor

- 10'x 10' booth space
- Opportunity to provide a prize donation to event attendees (audience 3,000+)
- 25 tickets to the Home Show

\$1,500 T-shirt Sponsor- EXCLUSIVE

- Business logo recognition on event t-shirt worn by all event staff and event volunteers
- Opportunity to provide a prize donation to event attendees (audience 3,000+)
- 10 tickets to the Home Show

\$1,000 Lanyard Sponsor- EXCLUSIVE

- Business logo recognition on event lanyard worn by all event staff and event volunteers
- Opportunity to provide a prize donation to event attendees (audience 3,000+)
- 10 tickets to the Home Show

\$750 Seminar Sponsor

- Business recognized at seminar space and prior to each seminar
- Business logo on all seminar signage
- Business logo on seminar marketing material
- Opportunity to provide a prize donation to event attendees (audience 3,000+)



NETWORKING SPONSORSHIPS

All sponsorships include your name or logo on all promotional materials and recognition at the event!



BUSINESS FOR BREAKFAST

This regular chamber event gathers business and community leaders for presentations and conversations about “hot” community topics concerning the business community at large. Networking opportunities abound. Projected attendance: 200 - 400 business leaders.

\$1,500 Breakfast Sponsor

- Four tickets to the event
- One minute commercial
- Company marketing materials on breakfast tables

\$350 Educational Sponsor

- Host a table of educators, administrators, or students in partnership with Muskegon Community College & other local schools
- Two tickets to the event

\$150 Display Table Sponsor (Small Businesses Only)

- 6ft table to promote products/services
- Two tickets to the event



BUSINESS AFTER HOURS EVENT

Networking is the focus of these events. These are some of the Chamber’s best attended events! Projected attendance: 150 - 250 people per event.

\$1,000 Event Sponsor

- Opportunity to have a company display table at the event



BUSINESS SHOWCASE LUNCHEON

Back by popular demand! These events allow businesses to showcase their products and services and speak to other businesses and members of the community. Projected attendance: 100 people.

\$1,000 Event Sponsor

- Opportunity to have a company display table at the event
- Admission for two



COFFEE CONNECT: LEADS NETWORKING

A member to member leads and networking event series that takes place at various local Muskegon coffee shops. Projected attendance: 30 - 40 people.

\$1,000 Event Sponsor (four sessions)

- One minute commercial
- Admission for two
- Ability to sit in on discussions



MEMBER CONNECT: VIRTUAL NETWORKING

A member to member virtual networking event series. Projected attendance: 20 - 30 people

\$500 Event Sponsor (six sessions)

- One minute commercial
- Ability to sit in on and facilitate discussions

PACKAGES CAN BE TAILORED TO MEET YOUR BUSINESS NEEDS / Call Tamara at 231-722-3751

TRAINING SPONSORSHIPS

All sponsorships include your name or logo on all promotional materials and recognition at the event!



LUNCH & LEARN

Take a break to educate and connect! This series includes trainings on best practices to grow your business and networking at its finest. Projected attendance: 30 - 50 people.

\$750 Event Sponsor

- One minute commercial
- Admission for two



LET'S TALK BUSINESS

A series of free events that highlight local business resources. Events will cover topics ranging from business financials to marketing and everything in between. Projected attendance: 30 - 50 people.

\$500 Event Sponsor

- One minute commercial



CHAMBER ORIENTATION

Attending a Chamber Orientation will help you get the most out of your membership! Learn about cost-saving programs, find ways to promote your business and connect with other members. Projected attendance: 30 - 50 people.

\$500 Hospitality Sponsor

- One minute commercial



MUSKEGON STAR! PROGRAM

The Muskegon STAR! Program provides individuals the tools to excel at customer interaction and enhance the overall experience for tourists, guests, friends and fellow employees. Projected attendance: 30 people.

\$500 Muskegon STAR! Session Sponsor

- Attendance for two

\$500 Private Training Session

- STAR! Certified Instructor(s) to train your employees
- 20 attendees included in package, please inquire for larger groups
- 4-Hour training with hands-on activities
- Muskegon STAR! binders, pins, certificates, experience passes



MUSKEGON IN FOCUS

Muskegon in Focus is the Lakeshore's premiere community leadership program providing leaders with a "community orientation" to the people, places, and possibilities our community offers. In partnership with Muskegon Community College.

\$2,500 Program Sponsor

- Attendance for two

\$500 Session Sponsor

- One minute commercial





COMMITTEE SPONSORSHIPS

All committee sponsorships include targeting promotion and website advertising on a featured page!



BOARD OF DIRECTORS

Get your business in front of the Chamber's key leadership team. Board meetings are held bi-monthly.

EXCLUSIVE Annual Sponsor: \$3,000

Individual Meeting Sponsor: \$500



GOVERNMENT AFFAIRS COMMITTEE

The Chamber's Government Affairs Committee works with elected officials on the local, state and federal levels of government to influence pro-business policies that support economic growth. Government Affairs meetings are held monthly.

EXCLUSIVE Annual Committee Sponsor: \$2,500

Annual Committee Sponsor: \$1,000



CHAMBER AMBASSADOR COMMITTEE

The mission of the Ambassador League is to promote the interests of business and the Chamber by participating in events, delivering new member kits, helping with member appreciation and recruiting new members. Ambassador league meetings are held monthly.

EXCLUSIVE Annual Committee Sponsor: \$2,500

Annual Committee Sponsor: \$1,000



SILENT OBSERVER COMMITTEE

The Silent Observer committee is comprised of local law enforcement and strategic business members that work to promote and execute the County's Silent Observer Crime Stopping Program. Silent Observer committee meetings are held quarterly.

EXCLUSIVE Annual Committee Sponsor: \$2,500

Annual Committee Sponsor: \$1,000



CHAMBER MISSION:

To sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services.

CHAMBER VISION:

The best source for business success.

If you would like more information regarding any of these marketing and sponsorship opportunities, or would like to customize a package that meets the needs of your business, contact the Chamber at:

Phone: 231-722-3751 · Fax: 231-728-7251 · E-mail: mlcc@muskegon.org

380 West Western Avenue, Suite 202, Muskegon, MI 49440

MUSKEGON.ORG



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