



2023 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...
Maximize ROI as a Chamber member

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

Muskegon STAR!

- Private group training



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

MUSKEGON COUNTY
2023 ECONOMIC SUMMIT

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
- Logo on swag bags for attendees

\$250 Display Table Sponsor

- Display table during summit
- One ticket to the event

\$2,000 Elected Officials Meet & Greet Sponsor - EXCLUSIVE

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

\$2,500 Morning Mingle Breakfast Sponsor - EXCLUSIVE

- Corporate table of 8
- Opportunity to host display table
- One minute welcome for Morning Mingle



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 logo and name printed on event invitation and event program
- Verbal recognition from the podium
- Recognition in Chamber publications and on Chamber websites
- Corporate table of eight (8) at event with signage
- Invitation to the Nominee Private Luncheon
- \$200 donated in your company's name to the Chamber leadership scholarship programs

\$1,500 Emerald Sponsor

- Company logo and name printed in the event program
- Verbal recognition from the podium
- Corporate table of eight (8) at event with signage
- Recognition in Chamber publications
- \$150 donated in your company's name to the Chamber leadership scholarship programs

\$1,000 Ruby Sponsor

- Company name listed in the event program
- Verbal recognition from the podium
- Seating for four (4) at event
- \$100 donated in your company's name to the Chamber leadership scholarship programs

\$1,000 Nominee Recognition Luncheon Sponsor

- Company name listed in the event program
- Verbal recognition at the luncheon
- Words of welcome to invited guests & nominees
- Seating for two (2) at event

\$500 Crystal Sponsor

- Company name listed in the event program
- Verbal recognition from the podium
- Seating for two (2) at event
- \$50 donated in your company's name to the Chamber leadership scholarship programs

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

\$1,500 Employer of Choice Award Sponsor

- Four tickets to the event
- Presenter of the Employer of Choice Award
- Company name & logo included and/or associated with award in program/slides
- Headshot of company representative as presenter

\$1,500 Manufacturing Award Sponsor

- Four tickets to the event
- Presenter of the Manufacturing Award
- Company name & logo included and/or associated with award in program/slides
- Headshot of company representative as presenter

\$1,500 Tourism/Hospitality Award Sponsor

- Four tickets to the event
- Presenter of the Tourism/Hospitality Award
- Company name & logo included and/or associated with award in program/slides
- Headshot of company representative as presenter

\$1,500 Retail Award Sponsor

- Four tickets to the event
- Presenter of the Retail Award
- Company name & logo included and/or associated with award in program/slides
- Headshot of company representative as presenter

\$2,500 Video Sponsor

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

\$1,500 Service Award Sponsor

- Four tickets to the event
- Presenter of the Service Award
- Company name & logo included and/or associated with award in program/slides
- Headshot of company representative as presenter

\$1,500 Entrepreneur Award Sponsor

- Four tickets to the event
- Presenter of the Entrepreneur Award
- Company name & logo included and/or associated with award in program/slides
- Headshot of company representative as presenter

\$500 Swag Bag Sponsor

- Logo and name inclusion on attendee swag bags
- Two 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.

Sponsorships do not include a team to golf in the event unless listed in the sponsorship package.

\$5,000 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 AM + PM

\$3,000 Lunch Sponsor (2)

- 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

\$2,500 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

\$2,000 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
- Team of four

\$2,000 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 (2)

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

\$2,000 Hole-in-One Sponsor (2)

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

\$2,000 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 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 Golf Cart Sponsor (2)

- 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

\$1,500 Contest Hole Sponsor (2)

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

\$1,000 Display Tee Sponsor (7)

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

\$300 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!



LAKESHORE LIVING SHOW

✓ MUSKEGON LAKESHORE LIVING SHOW - APRIL

The Lakeshore's premier home, outdoor, and cuisine 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 print and electronic marketing
- Business logo on event billboard (if secured by post date)
- Business logo on event banners and event tickets
- Host a seminar session at the event
- Sponsor of a prize donation to event attendees (audience 3,000+)
- 100 tickets to the Lakeshore Living Show

\$5,000 Home Sponsor- EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on print and electronic marketing
- Business logo on event banners
- Host a seminar session at the event
- Sponsor of a prize donation to event attendees (audience 3,000+)
- 75 tickets to the Lakeshore Living Show

\$5,000 Cuisine Sponsor - EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on print and electronic marketing
- Business logo on event banners
- Host a seminar session at the event
- Sponsor of a prize donation to event attendees (audience 3,000+)
- 75 tickets to the Lakeshore Living Show

\$5,000 Outdoor Sponsor - EXCLUSIVE

- 20'x10' booth space in a prime location
- Business logo on print and electronic marketing
- Business logo on event banners
- Host a seminar session at the event
- Sponsor of a prize donation to event attendees (audience 3,000+)
- 75 tickets to the Lakeshore Living Show

\$1,500 T-shirt Sponsor- EXCLUSIVE

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

\$1,000 Lanyard Sponsor

- Business logo recognition on event lanyard worn by all event staff and event volunteers
- Sponsor of a prize donation to event attendees (audience 3,000+)
- 10 tickets to the Lakeshore Living 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
- Sponsor of a prize donation to event attendees (audience 3,000+)
- 2 tickets to the Lakeshore Living Show for seminar facilitator team



HOST AN EDUCATIONAL SEMINAR

Expose your brand and expertise to a targeted audience at this years Lakeshore Living Show. If you are interested, please contact tjackson@muskegon.org

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

\$155 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 (six sessions)

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

PACKAGES CAN BE TAILORED TO MEET YOUR BUSINESS NEEDS / Call Tamara at 231-724-3183

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

An inclusive program designed to empower and educate local business leaders dedicated to growth and economic development. LTB is an advanced series, providing sequence of planned experiences to enhance the knowledge and critical thinking skills of emerging and established business leaders. 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 · E-mail: mlcc@muskegon.org

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

MUSKEGON.ORG



MUSKEGON LAKESHORE
chamber of commerce