



# 2025 SPONSORSHIP OPPORTUNITIES

# SPONSORSHIP PACKAGES

## ✓ SIGNATURE SPONSOR

**\$10,000 investment = \$15,000 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 Passes to all six events

### Muskegon in Focus

- One participant in the Muskegon in Focus premier leadership program

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

## ✓ ADVOCATE SPONSOR

**Annual Advocacy Sponsor: \$6,000**

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

### Event Sponsorships

- Economic Summit
- Chamber Classic - Putts & Politics Hole Sponsor
- Business After Hours - Meet the Candidates
- Business After Hours - Meet Your Elected Officials

### Marketing and Promotion

- Logo on website Advocacy Center
- Logo on all Action Alert Emails
- Government Affairs committee briefings
- Legislative briefings

### Chamber Committee

- Underwriter of Government Affairs Committee



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# 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.

**Audience:** C-Suite executives, business leaders, community leaders, policy professionals, elected officials, media

### **\$3,000 Presenting Sponsor - EXCLUSIVE**

- One minute commercial at the podium
- Corporate table of 8 with premium seating
- Company name & logo included in all advertising & media
- Opportunity to display swag on tables
- Opportunity to have a stand up banner on stage

### **\$1,500 Event Sponsor**

- Four tickets to the event
- Opportunity to have a stand up banner at the event
- Company name & logo included in all advertising & media

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

- Allows elected officials to attend at no charge
- Two tickets to the event
- Opportunity to have a stand up banner at the event

### **\$2,000 Morning Mingle Breakfast Sponsor - EXCLUSIVE**

- Corporate table of 8
- Company name & logo included in all advertising & media
- Opportunity to have a stand up banner at the event

## ✓ ATHENA ON THE LAKESHORE AWARD PROGRAM - OCTOBER

ATHENA on the Lakeshore is a unique program supporting, developing, and honoring women leaders.

**Audience:** business leaders and community members



### **\$3,000 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

### **\$2,500 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

### **\$2,000 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

### **\$1,500 Ruby Sponsor**

- Company name listed in the event program
- Verbal recognition from the podium
- Seating for four (4) at event

### **\$750 Crystal Sponsor**

- Company name listed in the event program
- Verbal recognition from the podium
- Seating for two (2) at event

# PREMIER EVENT SPONSORSHIPS

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

## ✓ EXCELLENCE AWARDS - MARCH

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. Audience: C-Suite executives, business leaders, community leaders, elected officials



### **\$5,000 Presenting Sponsor- EXCLUSIVE**

- One minute commercial at the podium
- Corporate of eight at the event
- Company name & logo included in program and presentation slides
- Headshot of company representative as presenter
- Photo with all award recipients
- Opportunity to have a stand up banner on stage

### **\$2,000 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

### **\$2,000 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

### **\$2,000 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

### **\$2,500 Happy Hour Sponsor**

- Eight tickets to the event
- Logo inclusion on attendee drink tickets

### **\$2,000 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

### **\$2,000 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

### **\$2,000 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

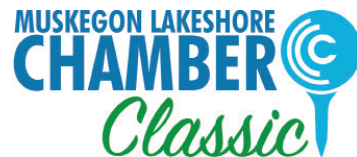




# PREMIER EVENT SPONSORSHIPS

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.  
Audience: C-Suite executives, business leaders, community leaders, elected officials, member customers, member employees

### \$7,500 Tournament Sponsor - EXCLUSIVE

- 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 Bag Sponsor

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

### \$3,000 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

### \$2,500 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 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

### \$2,000 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

### \$2,000 Volunteer 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

### \$2,000 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 Trophy Sponsor

- Company logo engraved on trophies for winning teams
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

### \$1,500 Putts & Politics Sponsor

- Engage with all golfers and interact with local and state officials
- Company signage at hole
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

### \$1,500 Contest Hole Sponsor

- Company display table at the contest hole  
\*\*Note, any alcohol provided to golfers must be purchased at said golf course of event\*\*
- Company recognition during contest hole prize presentation
- Logo included on rules sheet
- Opportunity to have a banner at the event
- Opportunity to donate raffle items

### \$1,000 Breakfast Sponsor

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

### \$1,000 Display Tee Sponsor

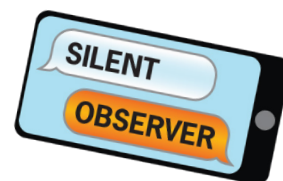
- Company display table at the contest hole  
\*\*Note, any alcohol provided to golfers must be purchased at said golf course of event\*\*
- Company name on day of event materials
- Company name on tee

### \$250 Green Sponsor:

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

### Add a Cart for \$500!

- All sponsorships with display tables at a hole have the opportunity to add a golf cart accessible to you throughout the entirety of the outing.



# 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. Audience: C-Suite executives, business leaders, community leaders, elected officials

### **\$1,800 Breakfast Sponsor**

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

### **\$175 Display Table Sponsor (Small Businesses Only)**

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

### **\$2,500 Annual Educational Sponsor for the whole 2025 series**

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

### **\$2,500 Coffee Sponsor for the whole 2025 series**

- Company recognition during event
- Company signage next to coffee

## ✓ BUSINESS AFTER HOURS EVENT

Networking is the focus of these events. These are some of the Chamber’s best attended events! Audience: C-Suite executives, business leaders, community leaders, elected officials

### **\$1,000 Event Sponsor**

- Opportunity to have a company display table and swag 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. Audience: Small business owners, community members

### **\$1,000 Event Sponsor**

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

## ✓ MEMBER CONNECT: LEADS NETWORKING

A member to member leads and networking event series that takes place at various local Muskegon businesses. Audience: Small business owners, salespeople, employees new to the area

### **\$1,000 Event Sponsor (six sessions)**

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

### **\$200 Event Sponsor (one session)**

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

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# 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. Audience: salespeople, marketing coordinators, HR managers

### **\$1,000 Event Sponsor**

- One minute commercial
- Admission for two

## ✓ 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. Audience: New chamber members ranging from small businesses to large corporations

### **\$500 Hospitality Sponsor**

- One minute commercial

## ✓ MUSKEGON STARS! 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. Audience: Employees new to Muskegon

### **\$500 Muskegon STARS! Session Sponsor**

- Attendance for two
- One minute commercial

### **\$500 Private Training Session**

- STARS! 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 STARS! 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](mailto:mlcc@muskegon.org)

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

[MUSKEGON.ORG](http://MUSKEGON.ORG)

