



Sponsorship Sourcebook

Partnering Opportunities for Bay Area Chamber Members



For more information please contact:
Bay Area Chamber of Commerce
901 Saginaw St., Bay City, MI 48708
Tel: 989.893.4567 • Fax: 989.895.5594

Sponsorship Sourcebook



Golf Outing \$1,500

An opportunity to have fun while networking and promoting your business awaits you at the Chamber's Annual Golf Outing.

- Foursome of golf
- Tee/Green sponsorship
- Four tickets to attend the Awards Dinner
- Inclusion in promotional materials
- Recognition in program
- Recognition on event signage
- Include promotional items in give-away packages

Bay Area...on the Go! \$750

This special event offers a wealth of information about exciting economic development opportunities throughout the Bay Area. Hear about projects currently underway and how Bay Area leaders are recruiting new business and industry to the region and encouraging expansion of existing companies. Also, learn how your company can play a part in these dynamic developments!

- Table of ten for lunch
- Recognition during lunch
- Inclusion in promotional materials
- Recognition in program
- Recognition in event signage

Annual Meeting \$700

The Chamber's Annual Meeting is an opportunity to network with other Chamber members over dinner. Enjoy the awards ceremony as community members are honored for various accomplishments.

- Table of eight for dinner - VIP Seating
- Recognition during dinner
- Inclusion in promotional materials
- Recognition in program
- Recognition in event signage

Annual Meeting Dinner

Music Sponsor \$400

(Only One Available)

- Four reserved - VIP seating
- Recognition in the program
- Sponsor recognition in event signage

Annual Meeting

Decoration Sponsor \$400

- Four reserved - VIP seating
- Recognition in the program
- Sponsor recognition in event signage

Eye Opener Breakfast \$375

(Annual Sponsorship)

Enjoy networking with other Chamber members over breakfast while learning about various topics. Breakfasts are generally held the first Tuesday of the month (with exception of July and August).

- Ten tickets to the breakfast
- Three-Minute Presentation Opportunity (One Eye Opener)
- Your promotional materials at each seat (the morning you present)
- Recognition in monthly Events Notice
- Recognition on event signage and on agenda
- Recognition during breakfast

Legislative Luncheon \$300

One of the Chamber's many efforts to keep the community informed includes the Legislative Luncheon. This is a popular event that focuses on current legislative issues.

- Two seats to the luncheon
- Recognition during the event
- Inclusion in promotional materials
- Recognition on event signage

Seminars/Workshops \$350

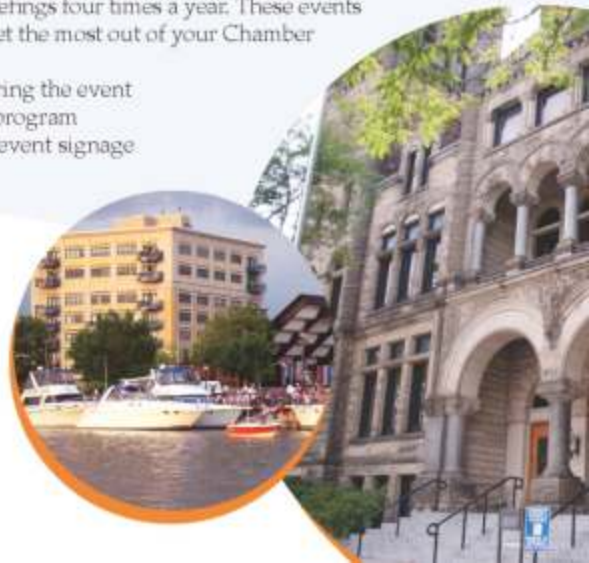
The Chamber provides education seminars and workshops with focus on areas where our members have expressed a need, such as customer service.

- One seat for seminar/workshop
- Recognition during the event
- Recognition in event signage

Member Briefing \$200

In an effort to inform new members of the many advantages of participating in programs, services, and events, the Chamber holds Member Briefings four times a year. These events focus on how to get the most out of your Chamber membership.

- Recognition during the event
- Recognition in program
- Recognition on event signage





State Capitol Visit \$200

The Chamber State Capitol Visit gives the opportunity to participate in lobby sessions in Lansing. Main areas of focus are economic development, education, environmental and business regulation, health services/insurance and tourism/community development.

- Recognition on event signage for legislative reception
- Recognition on event signage for dinner with local legislators
- Recognition in State Capitol Visit briefing book

State of the Community

Luncheon \$300

Join the Chamber in another effort to inform community members about various issues impacting our community.

- Two seats to the luncheon
- Recognition during the event
- Inclusion in promotional materials
- Recognition on event signage

Energize Bay Area Young Professionals Network

The mission of Energize Bay Area YPN is to attract, engage and retain young professionals in the Bay Area and the Great Lakes Bay Region. The group holds: seminars, luncheons, golf outings and social events to help young professionals learn communication, networking and leadership skills, in addition advocates the importance of volunteering in this region. There are several sponsorship opportunities at every investment level. Contact the Chamber's Director of Sales & Marketing for more information.

Operation Thank You \$350

(Only One Available)

In one major event, more than 80 volunteers will hand-deliver your Chamber's Membership Directory to all Chamber members.

- Recognition in Website and Events Notice
- Recognition in promotional materials
- Recognition on event signage
- Opportunity to display banner at event

Congressional Luncheon \$300

Join the Chamber and its members for an informative luncheon on the issues facing businesses in our community.

- Two seats to the luncheon
- Recognition during the event
- Inclusion in promotional materials
- Recognition on event signage

Website Advertising

The Chamber is the gateway to Bay Area businesses and to those customers looking for you. We promote your business's growth, which builds, enhances and ensures our community's quality of life.

The Chamber is proud to offer our members an exciting opportunity to leverage the power of online search and the Chamber brand to drive traffic to your business through our website, www.baycityarea.com. Multiple advertising opportunities exist and are designed to provide you increased exposure and promotion. Contact the Chamber's Director of Sales & Marketing for more information on advertising rates.

Relocation Packet \$75

Put your materials directly in the hands of people moving to the area! Relocation Packets contain: Chamber Business Directory, Calendar of Events, Visitors Guide and Bay County Map/Guide. Packets are requested by people considering relocating to the Bay Area. Inserts are limited to three per company category.

- Promote your company's products or services directly to the individuals that are moving to the area through this 12-month sponsorship. (Sponsor provides insert.)

Broadcast E-Mail Coupon \$15/Month

Promote your business, an event or a discount with the Chamber's E-newsletter coupons. The Chamber's email newsletter is sent to over 2,400 members twice a month.

- Only 3 Coupons per E-newsletter.
- Sponsor to provide art – Medium 175 by 175 pixels JPG format), Link to sponsor Web
- 40-word descriptions are prominently displayed.

Event Notice Sponsor \$75

Each month Bay Area Chamber of Commerce members receive an Events Notice that provides detailed information about the monthly Eye Opener Breakfast, Business After Hours, future Chamber events and important membership news. The events notice is mailed to over 1,600 members.

- Black and white business card sized ads (3.5x2 inches) are accepted in a jpg format.

Eye Opener Table Host \$150

Promote your business at the Eye Opener Breakfasts and specifically to those you're seated with by being a Table Host. Your business will have representation at every Eye Opener Breakfast from September to June. Limited spaces are available.

- Signage at your table (please provide logo in a jpg format)
- Opportunity to pass out business information to your table of eight
- Great exposure to your business at an affordable cost even if you cannot attend each month
- Recognition during breakfast



BUSINESS AND EDUCATION PARTNERSHIP

Your Business and Education Partnership sponsorship enables the program to continue with initiatives such as County Wide School Board of Education Meeting, 8th Grade Career Day, Principal for a Day, Counselor/Employer Breakfast, Jerome L. Yantz Partner in Education Award, Reading is Bay County's Business, Plant a Seed-Grow a Community, Business and Education Forum, Opportunity Connection and Mock Job Interviews. To sponsor this program, please contact the Chamber's Business and Education Partnership program director.

Sponsorships for Small Business*

*These partnering opportunities are available only to 501(c)3 Charitable Community Organizations or Small Businesses with five or fewer full and part-time employees or \$250,000 or less in annual sales, subject to the Chambers' discretion and approval.

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- 40-word descriptions are prominently displayed.

Coffee Sponsors \$50

(one available/month)

Pour the coffee at the Eye Opener and the networking flows! Wear your company's logo, talk to attendees about your cause/event/business, and have fun.

- Signage at coffee station
- Recognition on agenda
- Recognition during breakfast
- One handout or promotion item placed at each seat (provided by sponsor)
- Two-minute soapbox presentation during breakfast

Operation Thank You \$50

In one major event, more than 80 volunteers will hand-deliver your Chamber's Membership Directory to all Chamber members.

- Sponsoring company may include insert into every packet

Relocation Packet \$75

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Seminars/Workshops \$75

The Chamber provides education seminars and workshops with focus on areas where our members have expressed a need, such as customer service.

- One seat for seminar
- Recognition in event signage
- Recognition during the event

State of the Community Luncheon \$75

Join the Chamber in another effort to inform community members about various issues impacting our community.

- One seat to the luncheon
- Recognition during the event

Legislative Luncheon \$75

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Annual Meeting Partner \$175

(limited)

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- One seat to the luncheon
- Recognition during program

Eye Opener Breakfast Host \$50

Get in front of an average of 200 business members at the Eye Opener Breakfast! Non-Profit Chamber members (501c3 organization) have the opportunity to host a booth at a specific Eye Opener Breakfast. You pick the month.

You are provided with a skirted display table and the opportunity to network with members before and after the breakfast. It's a great way to promote your upcoming fundraiser or event, or raise awareness about your organization and network. Limited spaces are available.

Eye Opener Table Host \$150

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