

A scenic view of a river flowing through a lush green forest. In the background, a bridge and some industrial buildings are visible under a blue sky with white clouds.

2018 SPONSORSHIP & MARKETING PARTNERSHIP PACKAGES

THANK YOU TO OUR 2018 PARTNERS

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners

Associated Bank, Bauman Associates, Ltd., B-Framed Galleries, Dove Healthcare, EO Johnson Business Technologies, Lasker Jewelers, L&M Mail & Courier, Loffler Companies, McDonough Manufacturing Company, Manpower, Prevea, Royal Construction, Inc., Security Financial Bank, Wells Fargo

2018 PARTNERSHIP PACKAGE LEVELS

The Eau Claire Area Chamber of Commerce hopes that the numerous sponsorship and marketing opportunities outlined in this publication will provide you with choices to help your business grow in a variety of ways.

Please review the publication and if you choose any of the opportunities, please indicate them on the Agreement Form. If the total of your selections meet the qualifications listed below, your business will be designated as a Partner and receive the added-value benefits that are listed.

PLATINUM PARTNER: \$10,000 Investment in Sponsorship & Marketing Opportunities

Receive a 10% discount on all selected items if paid in full by February 15, 2018

- Recognized as Platinum Partner on new Partnership page on Chamber's website
- Recognized as Platinum Partner in Chamber's Community Profile/Business Directory
- Use of Chamber conference room four times per year (as schedule allows)
- Logo on home page of Chamber's website
- Enhanced listing on website with company logo and Platinum Partner logo
- Moved to first position in website listings
- 6 business category listings
- 20 Member to Member emails per year
- Business of the Week—one week NEW

GOLD PARTNER: \$6,000 Investment in Sponsorship & Marketing Opportunities

Receive a 5% discount on all selected items if paid in full by February 15, 2018

- Logo on home page of Chamber's website
- Enhanced listing on website with company logo and Gold Partner logo
- Moved to first position in website listings (after Platinum Partners if applicable)
- 6 business category listings
- 12 Member to Member emails per year
- Business of the Week—one week—NEW

SILVER PARTNER: \$3,000 Investment in Sponsorship & Marketing Opportunities

- Logo on home page of Chamber's website
- Enhanced listing on website with company logo and Silver Partner logo
- Moved to first position in website listings (after Platinum & Gold Partners if applicable)
- 6 business category listings
- 2 Member to Member emails per year
- 24 Job Bank postings

BRONZE PARTNER: \$1,000 Investment in Sponsorship & Marketing Opportunities

- Enhanced listing on website with company logo and Bronze Partner logo
- Moved to first position in website listings (after Platinum, Gold & Silver Partners if applicable)
- 8 Job Bank postings

2018 EVENT & PROGRAM SPONSORSHIPS

The Eau Claire Area Chamber of Commerce realizes the needs of each of our members is different. Where you invest your marketing dollars is unique to your own business plan. To assist you, the Event & Program Sponsorships are categorized into the following six areas:

ADVOCACY

Participation in the Chamber's advocacy programs and events allows the Chamber to work for your interests for the future of small and large companies on legislative issues locally, statewide and nationally. Linking your company with the Chamber provides added clout to the Chamber's voice in Eau Claire area and beyond.

BUSINESS DEVELOPMENT

Participation in the Chamber's business development programs and events allows the Chamber to promote members of the Chamber to other members and the community. Associating your business with these programs and events, will contribute to the successful business development of your business.

COMMUNITY DEVELOPMENT

Participation in the Chamber's community development programs and events allows the Chamber to connect businesses to the area communities. Your participation enhances your business in the eyes of the community.

HEALTH & WELLNESS

Participation in the Chamber's health and wellness programs and events allows the Chamber to assist area businesses in promoting a healthy workforce. Exposure highlights your business as one that believes a healthy workforce helps to make a productive workforce.

LEADERSHIP DEVELOPMENT

Participation in the Chamber's leadership development programs and events allows the Chamber to help in the development of our current and future leaders in our communities. Your business will be associated with premier local leadership programs.

WORKFORCE DEVELOPMENT

Participation in the Chamber's workforce development programs and events allows the Chamber to provide avenues to develop our current and future workforce. Your business will be seen as a leader in workforce education.

ADVERTISING OPPORTUNITIES

The Chamber provides a variety of cost-effective advertising methods for all types of businesses. Let the Chamber bring added visibility to your business!

2018 EVENT & PROGRAM SPONSORSHIPS

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ENHANCED GOVERNMENTAL AFFAIRS PROGRAM ADVOCACY. ACCOUNTABILITY. ACTION. NEW

The Chamber is dedicated to being a strong voice and taking action on public policy and community initiatives that impact economic prosperity. **In today's political climate, it's increasingly important for the business community to collectively weigh in on the economic and business impact when public policy decisions are made.** The Chamber accomplishes this through:

- Advocacy on business-related issues at the local, state and federal levels
- Connections and relationships with policy makers
- Timely information and education for Chamber members
- Equipping members for effective involvement and influence

Sponsorship support of the Chamber's Governmental Affairs Program provides the resources needed to expand the scope and effectiveness of the Chamber's advocacy efforts, including:

- A robust schedule of events connecting Chamber members with policy makers: *Monthly Eggs & Issues* breakfasts, *Lawmaker Luncheons*, *Candidate Forums* and questionnaires, the annual *Chippewa Valley Rally* at the State Capitol, the *Policy Leadership Institute* to equip Chamber members for effective involvement, and opportunities to participate in other local, regional, state and national programs.
- Dedicated Governmental Affairs staff time and member-led Governmental Affairs Committee to maintain relationships with governmental officials, monitor issues, and recommend action when needed.
- Updated *Business Issues Agenda* affirming the Chamber's positions on key economic issues including taxes, governmental accountability, health care, education, workforce, economic development, infrastructure and transportation, energy and the environment.
- Timely *Business Advocacy Updates* and alerts for Chamber members, utilizing an integrated communications approach including e-mail, social media and other platforms.

Champion

Cost: \$10,000

- Headline recognition on website and related media
- Logo on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Champion
- Recognition at all Governmental Affairs-related events as Champion
- Major Chippewa Valley Rally Sponsorship including quarter page ad in program
- Opportunity to provide a welcome and/or introduce a speaker at up to three events
- 2 registrations at all Governmental Affairs events

Partner

Cost: \$6,000

- Major recognition on website and related media
- Logo on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Partner
- Recognition at all Governmental Affairs-related events as Partner
- Major Chippewa Valley Rally Sponsorship including quarter page ad in program
- Opportunity to provide a welcome and/or introduce a speaker at one event
- 1 registration at all Governmental Affairs events

Advocate

Cost: \$3,000

- Recognition on website and related media
- Logo on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Advocate
- Recognition at all Governmental Affairs-related events as Advocate
- Chippewa Valley Rally Sponsorship including logo in program

Supporter

Cost: \$1,000

- Recognition on website and related media
- Listing on correspondence, e-mails, programs, etc.
- Listed on Business Issues Agenda, Business Advocacy Updates, etc., as Supporter
- Recognition at all Governmental Affairs-related events as Supporter



CHIPPEWA VALLEY RALLY

This Chippewa Valley Chamber Alliance event, held on January 31, 2018, provides an excellent opportunity for businesses in **the Chippewa Valley to bring the region's critical economic issues to** state government. The Rally brings dozens of local business, education and local government leaders to Madison. The day includes exposure to state legislators and their staffs, networking and other opportunities to interact with key decision makers.

*Cost: \$800 **SOLD***

- Full Page on the back cover of the Rally issues booklet
- Two complimentary event registrations
- Recognition on Rally promotional materials
- Logo on the Rally booklet that is distributed to legislators, the Governor and Cabinet, and all Rally participants
- Logo on the Rally sponsorship sign displayed at the Rally events in Madison, including the reception
- Logo on Calendar of Events
- Unlimited sponsor stickers for your employees to wear at the event

Cost: \$600

- 1/4 page ad inside the Rally issues booklet (1/4 page - 2 x 2.75 in.)
- One complimentary event registration
- Recognition on Rally promotional materials
- Logo on the Rally booklet that is distributed to legislators, the Governor and Cabinet, and all Rally participants
- Logo on the Rally sponsorship sign displayed at the Rally events in Madison, including the reception
- Logo on Calendar of Events
- Unlimited sponsor stickers for your employees to wear at the event

Cost: \$300

- Recognition on Rally promotional materials
- Logo on the Rally booklet that is distributed to legislators, the Governor and Cabinet, and all Rally participants
- Logo on the Rally sponsorship sign displayed at the Rally events in Madison, including the reception
- Unlimited sponsor stickers for your employees to wear at the event



BUSINESS DEVELOPMENT

AM EXCHANGE **SOLD**

Sponsorship of quarterly morning networking event that will be held on **January, April, July and October at sponsor's location**. Average Attendance is 30-40 people depending on location.

Sponsor: \$200

- Opportunity to showcase your business location and product
- Opportunity to address the attendees
- Logo on promotional announcements and Calendar of Events
- Sponsor provides a continental breakfast

ANNUAL MEETING

The event will be held on April 18, 2017 to recognize volunteers, **highlight the past year's accomplishments and set the tone for the Chamber's 103rd year**. This is normally a sold out event with over 670 attendees.

*Exclusive Corporate Sponsor—Entertainment : \$3,200 **SOLD***

- Opportunity to showcase your business in a video commercial
- Reserved table with eight complimentary tickets
- Opportunity to introduce the entertainment
- Logo displayed on electronic screen during dinner
- Logo on invitation
- Logo on promotional announcements
- Logo on event program
- **Logo on Chamber's website Calendar of Events**
- Sponsor reception before the event

*Exclusive Corporate Sponsor—Printing : \$1,800 **SOLD***

- Opportunity to showcase your business in a video commercial
- Logo on invitation – appearing twice
- Reserved table with eight complimentary tickets
- Logo displayed on electronic screen during dinner
- Logo on promotional announcements
- Logo on event program – appearing twice
- **Logo on Eau Claire Chamber's website Calendar of Events**
- Sponsor reception before the event

*Major Sponsor **SOLD***

\$1,100 per year

- Opportunity to showcase your business in a video commercial
- Logo displayed on electronic screen during dinner
- Logo on invitation
- Reserved table with two complimentary tickets
- Logo on promotional announcements
- Logo on event program
- Sponsor reception before the event

*Hors d'oeuvres Sponsor: **\$1,000 **SOLD*****

Sponsorship allows event attendees to enjoy complimentary hors d'oeuvres before the event.

- Logo displayed on electronic screen during reception
- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event

*Reception Sponsor: \$600 **SOLD***

Sponsorship allows event attendees to enjoy themselves at a reception before the dinner.

- Logo displayed on electronic screen during reception
- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event

*Shuttle Bus Sponsor : \$450 **SOLD***

Sponsorship covers the cost of a shuttle bus from the parking lot to the event location.

- Logo signage on each bus
- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event



ANNUAL MEETING

*Woman of Achievement Award: \$200 **SOLD***

Sponsorship allows the Chamber to give the annual Woman of Achievement Award to an outstanding woman in business.

- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event
- Recognition at the event at time of award presentation

*Small Business of the Year Award: \$350 **SOLD***

Two categories of awards

- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event
- Recognition at the event at time of award presentation

*Community Development Award: \$350 **SOLD***

- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event
- Recognition at the event at time of award presentation

*Chamber Volunteer of the Year Award: \$350 **SOLD***

- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event
- Recognition at the event at time of award presentation

*Public Employee of the Year Award: \$350 **SOLD***

- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event
- Recognition at the event at time of award presentation

*Ambassador of the Year Award: \$350 **SOLD***

- Logo on promotional announcements
- Recognition on invitation

- Recognition on event program
- Sponsor reception before the event
- Recognition at time of award presentation

*Outstanding YPCV Award: \$350 **SOLD***

- Logo on promotional announcements
- Recognition on invitation
- Recognition on event program
- Sponsor reception before the event
- Recognition at the event at time of award presentation

*Table Sponsorship **SOLD***

Table of 8 ~ \$130

(Requires purchase a Table of 8, 9 or 10)

- Reserved table with company logo on sign
- Recognition on event program

*Annual Meeting Door Prize Sponsor: \$700 **SOLD***

Weekend in Chicago – Airfare is being provided by SkyWest Airlines. Sponsorship would cover cost of purchasing a Visa card for meals and lodging

- Logo on invitation
- Logo displayed on screens during dinner
- Logo on event program
- Sponsor reception before the event
- Opportunity to come on stage and present gift

*Annual Meeting Door Prize Sponsor: \$500 **SOLD***

\$1,000 shopping spree with Chamber Buy Local Bucks

- Logo on invitation
- Logo displayed on screens during dinner
- Logo on event program
- Sponsor reception before the event
- Opportunity to come on stage and present gift

BEVERAGE SPONSOR

Sponsors the beverages provided at Chamber meetings held at the Chamber office.

Sponsor Fee: \$130 per month

- Recognition, signage and promotional materials at approximately 16 events per month at the Chamber office with exposure to an average of 180 people



BUSINESS AT THE AIRPORT

The event will be held August 2, 2018 to celebrate the important role that aviation plays in the Valley. Last year's attendance was 250.

Pilot Sponsor: \$500

- Exhibit space at event.
- Opportunity to speak at event
- Logo on promotional announcements
- **Logo on Eau Claire Chamber's website Calendar of Events**
- Logo signage at event.
- Recognition at event
- Logo on event program
- 10 tickets to event

Co-Pilot Sponsor: \$120

- Exhibit space at event.
- Recognition on event program
- 4 tickets to event

*Bag Sponsor: \$150 **SOLD***

- Exhibit space at event.
- Recognition on event program
- 6 tickets to event
- Sponsor provides 200 bags to give to attendees

BUSINESS EXPO & JOB FAIR

Held on October 16, 2018, the Business Expo & Job Fair is an opportunity for 170 exhibitors to expand their markets through a display of products and services, recruit for new employees, network with other businesses and the community.

VIP Reception: \$1,800

- Receive a booth at The Business Expo
- Recognition at the event with professional signage both at the door and at all cash bars
- Recognition during the event with ongoing announcements
- Recognition in more than 5,000 invitations sent to Chamber members and guests
- Recognition on promotional announcements
- Recognition in the Business Expo & Job Fair tabloid, with distribution to 17,000 households in Eau Claire and 2,000 attendees
- 1/4 page ad in tabloid
- Opportunity to provide giveaways at door

*Conference Bag Sponsor: \$525 + 1,000 – 2,000 bags **SOLD***

- Company bag distributed to all attendees at front entrance of the Business Expo & Job Fair. Suggested quantity: 1,000-2,000
- Free ¼ page ad in the Business Expo & Job Fair tabloid distributed via Leader-Telegram and at the door of the Expo
- **Recognition in the Chamber's The Update**

*Lanyard Sponsor: \$525 **SOLD***

- Logo on lanyard of all name badges of exhibitors. Approximately 300
- Free ¼ page ad in the Business Expo & Job Fair tabloid distributed via Leader-Telegram and at the door
- **Recognition in the Chamber's The Update**

*Printing Sponsor: \$525 **SOLD***

- Logo on envelope of VIP invitation mailed and distributed to more than 5,000 area professionals
- **Recognition in the Chamber's The Update**

Exhibitors' Lounge: \$400

- Recognition at the event with signage
- Opportunity to display promotional material in the lounge
- Recognition in correspondence to exhibitors
- Recognition on verbal announcements at the event
- Logo on lunch tickets distributed to exhibitors

Seminar Sponsor: \$325

- Recognized on the Business Expo & Job Fair invitation
- Recognized at the event with signage in the seminar room
- Recognized in the promotional announcements
- Recognition on verbal announcements at the event
- Recognition in the Business Expo & Job Fair tabloid, with distribution to 17,000 households in Eau Claire to attendees
- **Recognized on the Chamber's website**
- Opportunity to display corporate signage/information in the seminar room



BUSINESS DEVELOPMENT

BUSINESS EXPO EXHIBIT BOOTH

Held on October 16, 2018, the Business Expo is an opportunity for 170 exhibitors to expand their markets through a display of products and services while networking with other businesses and the community.

Exhibit Booth: Regular \$450

Exhibit Booth Premiere: \$525

Double Booth: \$750

- Each exhibitor receives a 8x10 foot exhibit space at the Expo and an opportunity to market its products and/or services to the business community. Table, tablecloth, table skirting and chairs are included
- Five complimentary tickets to the VIP Reception
- Exhibitors listed in a publication that is distributed to all attendees as well as 17,000 households receiving the Sunday Leader-Telegram
- **Exhibitor is listed on the Chamber's website**

BUSINESS HALL OF FAME

The Business Hall of Fame and luncheon, held in June, recognizes the annual inductees into the Hall of Fame.

Event Sponsor: \$2,200 - SOLD

- Recognition in promotional announcements
- Signage and recognition at event
- Recognition in the event program
- Logo on website calendar of events
- ½ page ad in the Business Hall of Fame publication
- Opportunity to welcome guests at the luncheon
- Four complimentary lunches at the event

Table Sponsor: \$300

- Reserved table for eight lunch attendees
- Logo on sign at table
- Recognition at podium

BUSINESS SALUTES EAU CLAIRE

The golf outing will be held in May. This event is one of the Chamber's premiere networking events with 260 people in attendance.

Corporate Sponsor: \$4,200

- Exclusive Corporate Sponsor
- Logo signage on the 10th hole of the golf course
- Logo on chamber calendar of events
- Complimentary team of five golfers
- Distribution of golf balls with company logo
- Signage at the entrance to the golf course
- Recognition during the event
- Recognition in the event program
- Opportunity to welcome the attendees
- Recognition in promotional announcements
- Early registration sign-up

Gift Sponsor: \$3,200

- Exclusive Gift Sponsor
- Logo on 250-270 gift items that are distributed to each participant
- Logo on signage at the event
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Cart Sponsor: \$1,600 SOLD

- Exclusive Cart Sponsor
- Logo signage on all golf carts used at the event
- May provide a gift of their choice to all participants
- Recognition during the event
- Recognition in the event program
- Early registration sign-up



BUSINESS DEVELOPMENT

BUSINESS SALUTES EAU CLAIRE

Dinner Sponsor: \$1,100 - SOLD

- Exclusive Dinner Sponsor
- Opportunity to give brief remarks at dinner
- Recognition on table signs at the event
- Recognition in the event program
- Two complimentary dinners for non-golfers
- Early registration sign-up

Lunch Sponsor: \$900 - SOLD

- Exclusive Lunch Sponsor
- Recognition on table signs at the event
- Recognition in the event program
- Two complimentary lunches for non-golfers
- Early registration sign-up

Hole/Putting/Chipping Sponsor: \$425 SOLD

- Exclusive Sponsor at hole
- Logo signage at sponsorship hole
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Course Food Sponsor : \$425 SOLD

- Provide food for 260 people at the first tee
- Recognition during the event
- Recognition in the event program

Scorecard Sponsor: \$375 SOLD

- Logo sticker on event scorecard
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Driving Range Sponsor : \$325 SOLD

- Exclusive Sponsor at hole
- Logo signage at sponsorship hole
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Hole Co-Sponsor : \$250 SOLD

- Co-Sponsor at hole
- Logo signage at sponsorship hole
- Recognition during the event
- Recognition in the event program
- Early registration sign-up

Candy Bar Sponsor: \$250 - SOLD

- Logo sticker on candy bars given out in beverage cart. Chamber purchases the candy bars.
- Recognition during the event
- Recognition in the event program

CHAMBER HOLIDAY OPEN HOUSE

The Chamber invites its members to this holiday networking event at the Chamber office. This event will be held on December 7, 2017.

Event Sponsor: \$250

- Logo on signage at the event
- Logo on promotional announcements
- Logo on Chamber's website Calendar of Events



BUSINESS DEVELOPMENT

GREEN BUSINESS SPONSORSHIP

This sponsorship funds the Green Business program which is put on by the Chamber for members. Sponsors also provide free educational programs on sustainability initiatives.

Sponsor: \$250

- **Recognition on Chamber's website**
- Recognition on signage at Green events
- Recognition on event programs

SMALL BUSINESS OF THE YEAR BREAKFAST

The event, which will be held in May 2018, recognizes the two winners of the Small Business of the Year.

*Event Sponsor: \$600 **SOLD***

- Exclusive sponsor
- Logo on signage at the event
- Two free registrations to the event
- Recognition in promotional announcements
- **Logo on Eau Claire Chamber's website Calendar of Events**

SOHO – (SMALL OFFICE/HOME OFFICE)

The SOHO group has the goal of empowering small businesses by providing specialized programs and services for those Chamber members who have five or less full-time employees.

Sponsor: \$300

- Logo on signage at events and promotional announcements
- **Recognition in the Chamber's The Update**
- Verbal recognition at events
- Logo on event registration page

WOMEN'S GOLF WORKSHOP

This event will be held in June 2018.

*Exclusive Sponsor: \$300 **SOLD***

- Opportunity to welcome/address the attendees
- One complimentary registration to the workshop
- Opportunity to handout promotional item or material to attendees
- Logo recognition on all marketing material including website and signage at the event
- **Recognition in the Chamber's The Update**

WORKING MOTHERS' LUNCHEON

This event is an opportunity for Chippewa Valley's working mothers to gather for networking, education and to be inspired. The luncheon features a keynote speaker. Expected attendance is about 100.

Luncheon Sponsor: \$550

- **"Presented by" name recognition**
- One table sponsorship including eight tickets at a reserved table
- **Logo recognition on Chamber's Calendar of Events with link to company website**
- Logo recognition in all print advertising
- Logo recognition in any promotional emails
- Recognition on signage displayed at event
- Display table in registration area
- Verbal recognition at event
- Opportunity to distribute advertising specialty items and collateral materials at event

Table Sponsor: \$350

- One table sponsorship including eight tickets at a reserved table
- Verbal recognition at event
- Signage on your table at event
- Opportunity to distribute advertising specialty items and collateral materials at event



BREAKFAST IN THE VALLEY

The event will be held on June 8, 2018, to celebrate the agriculture industry in the Chippewa Valley and to serve breakfast. Attendance in 2016 was 3,350.

Exclusive Platinum Sponsor: \$3,800 - SOLD

- Logo on 2,700-2,800 mugs that are given out
- One complimentary exhibit space
- Opportunity to display your company banner
- 30 complimentary breakfast tickets
- Recognition on table signs at the event
- **Logo on the Chamber's Calendar of Events**
- Unlimited sponsor stickers for your employees

Exclusive Ham, Onions, and Shredded Cheese Sponsor: \$750 SOLD

- Opportunity for one complimentary exhibit space
- Opportunity to display your company banner
- 25 complimentary breakfast tickets
- Recognition on table signs at the event
- Unlimited sponsor stickers for your employees
- Name on all posters that are spread around Eau Claire County

Exclusive Strawberry Sponsor: \$750 SOLD

- Opportunity for one complimentary exhibit space
- Opportunity to display your company banner
- 25 complimentary breakfast tickets
- Recognition on table signs at the event
- Unlimited sponsor stickers for your employees
- Name on all posters that are spread around Eau Claire County

Gold Sponsor Table Display & Outdoor Vehicle Display: \$725 Limited Availability

- One complimentary exhibit space and outdoor vehicle display.
- Opportunity to display your company banner
- 25 complimentary breakfast tickets

Gold Sponsor Table Display: \$525

- One complimentary exhibit space
- Opportunity to display your company banner
- 25 complimentary breakfast tickets
- Recognition on table signs at the event
- Unlimited sponsor stickers for your employees

Gold Sponsor Vehicle Display: \$525

- One complimentary vehicle space
- Opportunity to display your company banner
- 25 complimentary breakfast tickets
- Recognition on table signs at the event
- Unlimited sponsor stickers for your employees

Silver Sponsor : \$325

- Opportunity to display your company banner
- 20 complimentary breakfast tickets
- Recognition on table signs at the event
- 15 sponsor stickers for your employees to wear

Bronze Sponsor: \$225

- 15 complimentary breakfast tickets
- Recognition on table signs at the event
- 10 sponsor stickers for your employees to wear

Ticket Advertisement Sponsor: \$525 SOLD

- Exclusive advertisement space on all 4,000 Breakfast in the Valley tickets
- Opportunity to display your company banner
- 25 complimentary breakfast tickets
- Recognition on table signs at the event
- Unlimited sponsor stickers

Pen Sponsor: \$250

- **Exclusive opportunity for your company pens or pencils on the breakfast tables for survey / feedback form completion**
- 15 complimentary tickets
- Recognition on table signs at the event
- 10 sponsor stickers



CHAMBER/CVTC BUSINESS COMMUNITY BREAKFAST

The event, held in October 2018, brings the technical college and business communities together for an update on CVTC.

Event Sponsor: \$275 SOLD

- Logo on signage at the event
- Recognition in event program
- Recognition on promotional announcements
- **Logo on Chamber's website Calendar of Events**

CHAMBER/UW-EAU CLAIRE BUSINESS COMMUNITY BREAKFAST

The event, held in spring of 2018, brings the university and business community together for an update on the UW-Eau Claire.

Event Sponsor: \$275

- Logo on signage at the event
- Recognition in event program
- Recognition on promotional events
- **Logo on Chamber's website Calendar of Events**

EXCELLENCE IN EDUCATION BANQUET *SOLD*

The event will be held on Wednesday, May 2, 2018. This event honors 60 area high school students and their chosen educators.

Platinum Sponsor: \$750

- Exclusive sponsor at this level
- Opportunity to provide opening welcome at event
- Logo on signage at the event
- Opportunity to provide promotional gift to honorees and/or attendees
- Recognition on table sign
- Logo and recognition in event program
- Recognition on promotional announcements
- **Logo on Chamber's website Calendar of Events**
- Four complimentary meals for you and your guests
- Logo on gift envelope

Gold Sponsor: \$300

- Logo on signage at the event
- Recognition on table sign
- Recognition in event program
- Recognition on promotional announcements
- Two complimentary meals for you and your guests. Two additional guest tickets may be purchased for \$20 each.
- Logo on gift envelope

Silver Sponsor: \$225

- Listing on signage at the event
- Recognition on table sign
- Recognition in event program
- Recognition on promotional announcements
- One complimentary meal for you and your guests. One additional guest ticket may be purchased for \$20.

Bronze Sponsor: \$150

- Recognition on table signs
- Recognition in event program
- Recognition on promotional announcements
- One complimentary meal for you and your guests. One additional guest ticket may be purchased for \$20.



COMMUNITY INVOLVEMENT

REAL LIFE ACADEMY (FOUNDATION PROGRAM)

The event will be held in March/April and November. Area high school students learn real life money management skills at this day-long event. The average attendance at each event is 350 students.

Major Sponsor: \$1,000 per event **SOLD**

- Exclusive sponsor
- Recognition at the event with signage at front entrance
- Logo on certificate that is given to each participating student
- Logo on student reporting form given to each participating student
- Opportunity to create a letter or a give-away given to each student
- Recognition in The Update email
- Logo on all Real Life Academy materials & Calendar of Events
- Opportunity to display company banner

Table Sponsor

\$90 per event with volunteers

\$120 per event without volunteers

- Availability for banner or sign at your table
- Opportunity to give away an item to each student
- Name on certificate that is given to each participating student
- Recognition in The Update email

Parking Sponsor **SOLD**

\$200 per event

- Name mentioned on volunteer sign up page
- Name mentioned on parking pass information
- Company name on certificates that is given to each participating student (approximately 300)
- Recognition in the Chamber Update newsletter



DOWNTOWN WELLNESS WALK SPONSORSHIP

Scheduled for July 18, 2018 (rain date of July 26), this is a fun event that promotes physical activity and networking. The 2017 walk had more than 400 participants.

*Event Sponsor: \$200 per year **SOLD***

- Logo on advance promotions including emails, website and promotional flyer
- Day of event signs and recognitions
- Exhibit table at event

HEALTH & WELLNESS: AFFORDABLE CARE ACT UPDATE SEMINAR

The event will be held in fall 2018. It will be a briefing for employers regarding their responsibilities related to compliance with the health care law. In the past, registration for this seminar ranges from 110 to 140 attendees.

Event Sponsor: \$200

- Recognition on advance promotions including website
- Logos on event signs
- Recognition at event
- Exhibit table at event

WORKPLACE WELLNESS PROGRAM SPONSORSHIP

Chamber member organizations can earn a Workplace Wellness Award designation to recognize their efforts to achieve a healthy workplace. These sponsorships make the program free to participating members. This is an annual sponsorship.

Sponsor: \$325 per year

- **Logo on the workplace wellness resource page on the Chamber's website**
- Logo on promotional brochure
- Recognition at quarterly Workplace Wellness Network events
- Recognition in promotional announcements
- Recognition in press releases announcing recipients

HEALTHY SNACK SPONSOR

In an effort to maintain a healthy work environment for attendees at meetings, this sponsorship covers the cost of providing healthy snacks at Chamber meetings held at the Chamber office.

Exclusive Sponsor: \$1,200 per year or \$600 for 6 months

- Recognition and signage at approximately 16 events per month at the Chamber office with exposure to an average of 180 people per month.



LEADERSHIP SUCCESS SERIES *SOLD*

Offers a platform for executives of high profile companies to share their story of success as well as their vision and thoughts for facing business today and in the future. This series is a unique opportunity to hear from **leaders at the helm of some of the area's most significant industries** and companies. About two or three sessions will be held throughout the year.

Event Sponsor: \$125 per event (must commit to three)

- One complimentary ticket to each event
- Recognition on promotional announcements
- **Recognition on Chamber's website Calendar of Events**
- Signage at the event
- Verbal recognition at the event

LEADERSHIP EAU CLAIRE™ AFTERGLOW (FOUNDATION PROGRAM)

Be an exclusive host of one of eight Afterglow receptions for our Leadership Eau Claire program. This sponsorship covers the cost for one reception immediately following a program day for the current Leadership Eau Claire class.

Event Sponsor: \$125 per event or host the Afterglow at No Charge

- Name on Leadership Eau Claire agenda
- Logo on drink ticket distributed to participants
- Invitation to attend Afterglow reception
- Two complimentary drink tickets for Afterglow

LEADERSHIP EAU CLAIRE™ ANNUAL ALUMNI LUNCHEON (FOUNDATION PROGRAM) *SOLD*

This annual event held in August is a networking opportunity for program alumni. New class members also are introduced.

Event Sponsor: \$300

- **Logo on invitation sent to area Leadership Eau Claire™ alumni**
- Logo on signage at event
- Recognition at event
- Recognition on promotional events
- **Recognition on the Chamber's website Calendar of Events**
- Two complimentary tickets to the luncheon

LEADERSHIP EAU CLAIRE™ PROGRAM

SPONSOR (FOUNDATION PROGRAM) *SOLD*

The sponsor supports this annual community leadership program in its 35th year.

Sponsor: \$1,500

- Exclusive sponsor
- Opportunity to welcome the class at Opening Retreat
- **Logo on all promotional material for the Leadership Eau Claire™ Class of 2019** including recruitment brochure and class brochure
- **Logo on all Leadership Eau Claire™ monthly class agendas**
- **Recognition at the Leadership Eau Claire™ Annual Alumni Luncheon in August**

YOUTH LEADERSHIP EAU CLAIRE (FOUNDATION PROGRAM)

These sponsors support the leadership program for area high school juniors.

Major Sponsor: \$500 per year

- Recognition in promotional announcements
- **Recognition on the Chamber's website**
- Recognition at YLEC Orientation
- Recognition and an invitation to the YLEC Graduation luncheon held in May of each year



WORKFORCE DEVELOPMENT

EMPLOYERS WORKFORCE INITIATIVE NEW

Workforce has become the number one issue of many employers across the Chippewa Valley. Increasing demand for many occupations has been met with demographic challenges and continuing skills gap issues. Employers are experiencing difficulties in filling positions, dampening opportunities for business growth. With over 1,200 members representing a workforce of more than 30,000 employees, the Chamber is the leading area business organization **representing the interests of the community's employers. Participating in this sponsorship opportunity makes it possible for the Chamber to ramp up its workforce efforts to achieve greater impact in this vital area.**

Purpose: To be a champion for employers in the Chippewa Valley as they work to solve their immediate and long term talent and workforce challenges. Its goals are to:

Approach workforce as a critical supply chain issue. Identify area workforce-related activities among education, government, non-profits, business and industry groups, and the private sector and assess their value as part of the talent pipeline.

Serve as a clearinghouse for Chamber members on workforce-related information and programs, helping point them to resources that address their specific challenges.

Communicate regularly with Chamber members to identify the most critical issues specific to our region and its employers, and promote opportunities for direct action by those Chamber members.

Participate and collaborate **with other entities where the Chamber's** knowledge and resources can provide value to achieving important goals.

Maximize our area's unique assets and value in attracting and retaining talent.

Identify gaps and overlap in area workforce efforts and advocate for changes or action as needed.

Serve as a catalyst to help assure cooperation, collaboration, communication, timeliness and accountability across regional workforce efforts. Convene leaders as needed to tackle specific opportunities and challenges.

Support local, regional and state workforce initiatives that have a direct impact employers.

Initiative Components

A **"Playbook"** for employers to provide information and direction on available resources to address specific workforce issues and opportunities. This includes an inventory of workforce-related activities and resources, and tools needed to make it useful to employers.

Communicating and reporting resources, opportunities and results through electronic and print media.

Events and activities where the Chamber can take a lead role or collaborate with others. A major Workforce Summit or similar event is anticipated for spring 2018.

Affirming staff and volunteer direction and priorities through the Chamber's Business & Workforce Development Committee. Participating in collaborative initiatives, identifying gaps and overlap in area workforce initiatives, and serving as a convener and catalyst as needed on the local, regional and state level.

Champion

Cost: \$10,000

Headline recognition on the website and related media.

- Listed as Champion in Workforce-related publications, related correspondence, e-mails, etc.
- Major Workforce Summit sponsorship as Champion, with opportunity to provide a welcome or speaker introduction
- Recognition as a Job Fair sponsor at the annual Chamber Business Expo
- 2 invitations to an annual exclusive high-level Workforce Round Table
- 2 registrations at all Workforce-related events
- Unlimited listings in the Chamber's Job Bank

Partner

Cost: \$6,000

- Major recognition on the website and related media.
- Listed as Partner in Workforce-related publications, related correspondence, e-mails, etc.
- Major Workforce Summit sponsorship as Partner.
- Recognition as a Job Fair sponsor at the annual Chamber Business Expo
- 1 invitation to an annual exclusive high-level Workforce Round Table
- 1 registration at all Workforce-related events
- Unlimited listings in the Chamber's Job Bank

Advocate

Cost: \$3,000

- Recognition on the website and related media.
- Listed as Advocate in Workforce-related publications, related correspondence, e-mails, etc.
- Workforce Summit sponsorship as Advocate.
- 24 free annual listings in the Chamber's Job Bank

Supporter

Cost: \$1,000

- Recognition on the website and related media.
- Listed as Supporter in Workforce-related publications, related correspondence, e-mails, etc.
- 8 free annual listings in the Chamber's Job Bank



WORKFORCE DEVELOPMENT

AGE OF OPPORTUNITY JOB & VOLUNTEER FAIR

The event will be held on September 19th 2018, at Oakwood Mall to promote employment and volunteer opportunities for mature workers, age 55 and older.

Event Sponsor: \$175

- Exhibit space at the event
- Logo on ads in the Leader-Telegram and Senior Review promoting event and promotional flyer
- **Logo on Chamber's website Calendar of Events and signage**

Exhibitor: \$65

- Exhibit space at the event.

HUMAN RESOURCES CONFERENCE

The Chamber and CVSHRM are looking for business partners to help sponsor this event in April 2018. The event will feature breakout sessions, keynote address and a luncheon.

Event Sponsor: \$350 SOLD

- Two complimentary tickets to the event.
- Recognition on all marketing materials and at the event
- A free eight-foot table at the conference
- Opportunity to welcome attendees
- Opportunity to include brochure or flyer in handout packet

Break Sponsor: \$125

- One complimentary ticket to the event
- Logo on signage at event
- Recognition on the event agenda
- Opportunity to include brochure or flyer in handout packet

LUNCH & LEARN *SOLD*

Lunch & Learn seminars are held on the last Tuesday of the month during the noon hour. Topics vary, and seminars are presented by Chamber members.

Event Sponsor: \$300

- Two complimentary tickets to any one Lunch & Learn event
- Recognition on promotional announcements and at the events
- Logo on signage at each Lunch & Learn event
- Opportunity to distribute promotional material at each event

MARKETING & SOCIAL MEDIA CONFERENCE

The event, which will be held in September 2018, will feature nine breakout sessions, keynote address and a luncheon.

Event Sponsor: \$300

- Two complimentary tickets to the event
- Recognition on all marketing materials and at the event
- A free eight-foot table at the conference
- Opportunity to welcome attendees
- Opportunity to include brochure or flyer in handout packet

SALES CONFERENCE

The event, which will be held in February 21, 2018, will feature breakout sessions, keynote address and a luncheon.

Event Sponsor: \$300

- Two complimentary tickets to the event
- Recognition on all marketing materials and at the event
- A free eight-foot table at the conference
- Opportunity to welcome attendees
- Opportunity to include brochure or flyer in handout packet

WAGE SURVEY SPONSOR

The Chippewa Valley/Coulee Region Wage Survey is brought to you by the chambers in Chippewa Falls, Eau Claire, La Crosse, Menomonie and Rice Lake, partnering with (CVSHRM), and Wipfli, LLP. The survey includes descriptions on 150 common jobs in our area.

Exclusive Sponsor: \$500

- Logo on program web page
- Logo on cover of publication, distributed to approximately 200 businesses as well as libraries in Chippewa Falls, Eau Claire, La Crosse, Menomonie and Rice Lake
- Logo on all email communications
- One complimentary Wage Survey



YOUNG PROFESSIONALS OF THE CHIPPEWA VALLEY (YPCV)

This group, consisting of professionals between the ages of 21 and 40, engage and empower young professionals by providing relevant educational, networking and community events. The membership exceeds 380 young professionals.

Major Sponsor: \$900

- **Logo on signage displayed at all professional development seminars, happy hours, volunteer events and all major events including: Bean Bag Tournament, Caddie Shack Scramble Golf Outing, YP Synergy event, Annual Membership Extravaganza, Sponsor a Family Shopping & Wrapping night, Meet the Executives (25 events per year)**
- Logo on YPCV weekly emails (50 per year) and welcome emails sent every time a new member joins
- **Logo on the YPCV page on the Chamber's website**
- Exclusive sponsor in your category of business
- Two complimentary YPCV Connections email

YPCV ACE (ADVOCATE, COLLABORATE, EDUCATE)

An opportunity for YP's to understand and impact government policies. This is a three session event where YP's learn about advocacy and collaboration, as well as becoming educated on our Federal, State and local government and policies. This is a non-partisan view of these topics.

ACE Day Sponsor: \$100

- Exclusive program sponsor for one day
- Recognition at the program with logo on all table tents (approximately 6 table tents)
- Logo on the calendar events page on the Chamber website (on event date; approx. 120 views)
- Recognition in the YPCV email, sent to approximately 390 YPCV members
- Optional opportunity to supply a giveaway, supplied by your company at the program

YPCV BEAN BAG TOURNAMENT

This is a YPCV event that is held in March 2018 with approximately 70 YPCV members in the tournament.

Court Sponsor: \$200

- Your company banner hung on the court
- Company logo on registration page on Calendar of Events
- Company name on weekly YPCV emails
- Mention at event several times (will be approximately 70 young professionals in the tournament)
- One team registration (team must be YPCV members)

Board Sponsor: \$125

- Logo on 24 x 18 double sided sign at event (clearly visible along the tournament playing field)
- Company logo on registration page on Calendar of Events
- Company name on weekly YPCV emails
- Mention at event several times (will be approximately 70 young professionals in the tournament)
- \$10 off your team registration (if you choose to have a team play, must be YPCV members)

YPCV EXTRAVAGANZA

This event is held in September 2018

Sponsor: \$300

- Logo on Extravaganza promotional flyer
- Recognition at the event with logo on all table tents (approximately 13 table tents)
- Company logo on registration page on Calendar of Events
- Logo displayed on PowerPoint aired at the Extravaganza
- Logo on Extravaganza welcome sign (Welcome sign approximately 2 ft by 3 ft)
- Recognition in the YPCV email (sent to all 360 YPCV members) and Chamber Update (sent to over 3,000 members)
- Optional opportunity to handout a giveaway at the event with your company name on it (supplied by company)



YPCV GOLF OUTING

This is a YPCV event that is held in August 2017.

Hole Sponsor: \$125

- Recognition at the event with signage on the hole.
- Opportunity to have company representative sit at the hole and do a giveaway
- Recognition in the YPCV email

*Cart Sponsor: \$250 **SOLD***

- Recognition at the event with company logo on each golf cart (approximately 42)
- Opportunity to have a company representative at the golf outing and dinner (dinner for one included)
- Recognition in the YPCV email

Dinner Sponsor: \$250

- Recognition at the event with company logo at each table at dinner (approximately 13 tables)
- Opportunity to have a company representative at the golf outing and dinner (dinner for one included)
- Recognized on the Rule/Hole handout given to each YP member (approximately 84)
- Recognition in the YPCV email

ADVERTISING OPPORTUNITIES

BUSINESS HALL OF FAME PUBLICATION AD

Each year the inductees into the Business Hall of Fame are featured in a special commemorative publication. Businesses are offered the opportunity to place an ad in this publication.

Ad Costs

Full-page Back Cover \$300

Full page \$250

1/2 page \$175

1/4 page \$100

- Opportunity to promote your business to key community leaders who will attend the luncheon recognizing the inductees

BUSINESS EXPO TAB AD

The Chamber prints about 18,000 tabloids featuring information on the 2017 Business Expo & Job Fair. The full-color tabloids will be distributed in the Sunday, October 15 Leader-Telegram and also will be distributed at the event. There is a limited number of advertising opportunities available in the Expo Tabloid.

Ad Costs

Full-page Back Cover (10"x10") \$800

Full page (10"x10") \$400

1/2 page (5"x10") \$250

1/4 page (5"x5") \$160

BUSINESS OF THE WEEK - NEW

This is an opportunity for your business to be highlighted on the Chamber's home page, website, Facebook and LinkedIn.

\$250 per week

- Your photo will be highlighted as "Business of the Week" on the top of the Chamber's home page
- Add an article and a video to a weekly blog page
- Facebook post will include a video post and a link to the blog page
- LinkedIn post will include your photo and a link to the blog page
- Mention in The Update with link to blog page

CHAMBER BUY LOCAL BUCKS AD

There is room for 42 businesses to place their logos on the Chamber "Buy Local" Bucks check stub. This will gain you additional exposure on each of the Bucks that are sold. The Chamber sells approximately \$350,000 each year.

Logo Placement: \$150 per year

- Opportunity to promote your business or organization as a member that accepts Chamber "Buy Local" Bucks

COMMUNITY PROFILE/BUSINESS DIRECTORY

All members are included in the business directory portion, but there are opportunities to showcase your business in the Community Profile with ad space. The Chamber prints 3,500 copies that are distributed to members, hotels, visitors and included in relocation packets.

- Full Page - Back Cover: \$1,795 (only one available)
PLUS - receive a Level 2 website billboard ad for 12 months
PLUS - designation as the Operation Thank You sponsor in May
- Full Page: \$1,495 (only two available)
PLUS - receive a Level 2 website billboard ad for 12 months
- 1/2 Page: \$895
PLUS - receive category website billboard ad for 12 months
- 1/4 Page: \$495
PLUS - receive category website billboard ad for 6 months
- 1/8 Page: \$295
PLUS - receive enhanced listing on website

MEMBER TO MEMBER AD

The Chamber sends out the Member to Member email every Friday to more than 3,000 Chamber member representatives. Up to ten members can place an ad in the Member to Member. The ads are placed in the order they are booked.

(Certain Packages include free Member to Member ads.)

Ad Cost: \$70

- Provide the Chamber with an ad (540x485pixels) or a 100 word message. A hyperlink to a website, PDF flyer or email address is also included.

THE UPDATE E-NEWSLETTER AD

Opportunity for members to promote their business with an ad on the Chamber's The Update e-newsletter, which is emailed on a weekly basis to more than 3,400 individuals.

"Front Page" Banner Position (appears on the top of the email)

\$2,300 per year

\$585- 13 consecutive weeks

\$50 per week

- Ability to change the billboard on a weekly basis
- Opportunity to hyperlink the billboard to a website or PDF flyer
- Exclusivity of business category if purchased on an annual basis
- Billboard will also appear on Chamber's website with archived issues.

Lower Banner Positions & Column Position

\$1,450 per year

\$410- 13 consecutive weeks

\$35 per week

- Ability to change the billboard on a weekly basis
- Opportunity to hyperlink the billboard to a website or PDF flyer
- Billboard will also appear on Chamber's website with archived issues.
- Billboard will also appear on Chamber's website with archived issues.

ADVERTISING OPPORTUNITIES

UW – EAU CLAIRE WELCOME BAGS

In August 2017, the Chamber assembles and delivers 2,400 welcome bags for new freshmen at UW-Eau Claire to acquaint them with the Eau Claire community and businesses.

Exclusive Envelope Sponsor: \$250

- Opportunity to promote your business or organization to a targeted market of new college students in Eau Claire
- **5"X5" ad on front of envelope that contains flyers or items that is given to the students**

Insert

\$85 with volunteer time

\$135 without volunteer time

- Opportunity to promote your business or organization to a targeted market of new college students in Eau Claire
- Provide a marketing flyer or item of your choice

WEBSITE BILLBOARD AD

Opportunity for members to promote their business with a billboard on the Chamber's website. Site receives an average of 10,000 page views per month.

Home Page Sponsor

Top Ad: \$2,500 per year Side Ad: \$2,000

- Only five sponsorships available
- Billboard appears on Home Page, Level 2 page of your choice, Level 3 page of your choice and six category pages of your choice
- Opportunity to hyperlink to a website page of your choice from the billboard
- Enhanced Business Directory with logo, business description and social media links
- Business Directory listing moves to the top of the six category pages of your choice

Level 2 Sponsor: quoted based on business category

- Billboard appears on Level 2 page of your choice, Level 3 page of your choice and six category pages of your choice
- Opportunity to hyperlink to a website page of your choice from the billboard
- Enhanced Business Directory with logo, business description and social media links
- Business Directory listing moves to the top of the six category pages of your choice

Level 3 Sponsor: quoted based on business category

- Billboard appears on Level 3 page of your choice and three category pages of your choice
- Opportunity to hyperlink to a website page of your choice from the billboard
- Enhanced Business Directory with logo, business description and social media links
- Business Directory listing moves to the top of the three category pages of your choice

Level 4 Sponsor: \$150 per year

- Billboard appears on three category pages of your choice
- Opportunity to hyperlink to a website page of your choice from the billboard
- Enhanced Business Directory with logo, business description and social media links
- Business Directory listing moves to the top of the one category pages of your choice

Enhanced Business Listing: \$25 per year

- Enhanced Business Directory listing with logo and 25 word business description
- Social media icons linked to your corresponding sites

YPCV UPDATE AD

Opportunity for members to promote their business with an ad on the Chamber's The Update e-newsletter, which is emailed on a weekly basis to more than 420 young professionals.

Ad Cost: \$20

- Provide the Chamber with an ad.