

2018 Promotion Resource for Flint & Genesee Chamber Members

Chamber Member Bridge Street Exchange, Linden, MI



GENESEE
FLINT
Chamber of
Commerce

SPONSORSHIP
ADVERTISING
OPPORTUNITY GUIDE



IN BUSINESS, BRAND RECOGNITION IS KEY TO ECONOMIC GROWTH.

The Flint & Genesee Chamber of Commerce provides the platforms to elevate your business and maximize your visibility.



THE FLINT & GENESEE CHAMBER OF COMMERCE values its role as your partner in creating unique opportunities that positively feature Chamber members and businesses. The opportunities presented in this guide offer a variety of platforms to promote your business, engage with the community, and provide increased member participation value.

Gain premium brand exposure through Chamber event sponsorships or advertising opportunities. Sponsorship and advertising packages are designed to fit a wide variety of budgets and marketing goals, and will keep your brand in front of key business and community leaders while supporting the vital work the Chamber does each and every day.

If you would like to explore marketing and sponsorship opportunities through your Chamber, contact Member Services today.

Steven Elkins, Director
(810) 600-1419
selkins@flintandgeneseesee.org

Jennie Main, Engagement Specialist
(810) 600-1459
jmain@flintandgeneseesee.org

CHAMBER LUNCHEONS



Monthly Chamber Luncheons feature the opportunity to network with a full spectrum of business and community leaders in a professional setting. Sponsorship opportunities and your presence at monthly luncheons promotes brand visibility and brand value to the community.

Event features: Delicious lunch, business card exchange, informative vendor tables, fun door prizes, dynamic keynote speakers, introduction of new Chamber members, and more.

*Second Wednesday each month
Holiday Inn Gateway Centre
Attracting 150-200 attendees*

☐ CHAMBER LUNCHEON PARTNER — \$2,000

- Business name or logo on partner banner displayed at all Chamber Luncheon events for one year
- Business name or logo on pre- and post-event communications with direct link to sponsor's website
- Verbal recognition during luncheon(s)
- Distribution of marketing materials on lunch tables during one scheduled Chamber Luncheon
- One (1) display table at three (3) different Chamber Luncheons

☐ SPEAKER SPONSOR — \$1,000

- Business name or logo on pre- and post-event communications with direct link to sponsor's website
- Up to five-minute presentation and option to introduce community spotlight speaker
- One (1) display table at sponsored Chamber Luncheon

☐ NEW MEMBER EXPO SPONSOR — \$600

- Business name or logo on pre- and post-event communications with direct link to sponsor's website
- Recognition from podium during event
- Verbal recognition during luncheon
- One (1) display table at sponsored Chamber Luncheon

☐ MEMBER BENEFIT SPONSOR — \$500

- Three-minute presentation of their Chamber member benefits to members from the podium
- One (1) display table at sponsored Chamber Luncheon

☐ CHAMBER LUNCHEON BOOTH SPONSOR — \$200

- One (1) display table at sponsored Chamber Luncheon

ANNUAL MEETING



The Flint & Genesee Chamber of Commerce convenes highly regarded community leaders and business professionals to celebrate the accomplishments of the year at the annual meeting.

Event features: Presentation of Chamber highlights, business networking, informative speakers, and sit-down lunch.

March 22, 2018
Holiday Inn Gateway Centre
Attracting 350-400 attendees

☐ PRESENTING SPONSOR — \$3,000

- One (1) reserved table
- Recognition in the event program
- Recognition in all promotional materials including the website and post-event communications
- Signage at the Annual Meeting and company logo displayed in the banquet room
- Full-page program ad
- Opportunity to provide promotional items on luncheon table

☐ SILVER SPONSOR — \$1,000

- One (1) reserved table
- Recognition in the event program
- Acknowledgment as sponsor on the Chamber's website

☐ LUNCHEON (TABLE) SPONSOR — \$500

- Recognition on table signage
- Acknowledgment as sponsor on the Chamber's website

☐ PLATINUM SPONSOR — \$2,000

- One (1) reserved table
- Recognition in the event program
- Recognition in all promotional materials including the website and post-event communications
- Appropriate signage at the Annual Meeting and company logo displayed in the banquet room
- Half-page program ad
- Opportunity to provide promotional items on luncheon table

☐ GOLD SPONSOR — \$1,500

- One (1) reserved table
- Recognition in the event program
- Quarter page ad in program
- Acknowledgment as sponsor on the Chamber's website

ANNUAL GOLF CLASSIC

Join the Flint & Genesee Chamber of Commerce for a day of golf and fun at the Annual Golf Classic at one of the area's premier golf courses. While you golf, boost your brand with one of the high visibility sponsorship opportunities and take advantage of premium networking opportunities.

Event features: 18 holes of golf, cocktail reception, awards program, lunch, light breakfast, business networking, and more.



June 1, 2018
Flushing Valley Golf Course
144 Golfers

❑ 19th HOLE RECEPTION SPONSOR — \$3,000

- Two (2) foursomes*
- Company banner displayed at reception
- First place tournament winner trophy presentation at reception
- Verbal recognition at reception
- Opportunity to provide your company swag to players
- Recognition on Flint & Genesee website with link to sponsor's website

❑ GOLF CART SPONSOR — \$2,500

- One (1) foursome*
- Up to two (2) company banners displayed at reception
- Company logo on the carts with players' names
- Verbal recognition at reception
- Opportunity to provide your company swag to players
- Recognition on Flint & Genesee website with link to sponsor's website

❑ AT THE TURN SPONSOR — \$2,000

- One (1) foursome*
- Up to two (2) company banners displayed at the turn
- Verbal recognition at reception
- Opportunity to provide your company swag to players
- Recognition on Flint & Genesee website with link to sponsor's website

❑ LONGEST DRIVE SPONSOR — \$1,000

- One (1) foursome*
- Sponsor name and/or logo signage at the tee box
- Verbal recognition at reception
- Opportunity to provide your company swag to players
- Recognition on Flint & Genesee website with link to sponsor's website

❑ CLOSEST TO THE PIN SPONSOR — \$1,000

- One (1) foursome*
- Sponsor name and/or logo signage at the tee box
- Verbal recognition at reception
- Opportunity to provide your company swag to players
- Recognition on Flint & Genesee website with link to sponsor's website

❑ FIRST TEE PHOTO SPONSOR — \$1,000

- One (1) foursome*
- Business logo on all photo frames provided to each player
- Verbal recognition at reception
- Opportunity to provide your company swag to players
- Recognition on Flint & Genesee website with link to sponsor's website

ANNUAL GOLF CLASSIC



☐ BEVERAGE CART SPONSOR — \$750

- One (1) foursome*
- Company logo on beverage carts
- Option to have beverage cart staff wear company shirt
- Verbal recognition at reception
- Opportunity to provide your company swag to players

☐ DRIVING RANGE SPONSOR — \$750

- One (1) foursome*
- Sponsor name and/or logo signage at the driving range
- Verbal recognition at reception
- Opportunity to provide your company swag to players

☐ PUTTING GREEN SPONSOR — \$750

- One (1) foursome*
- Sponsor name and/or logo signage at the putting green
- Verbal recognition at reception
- Opportunity to provide your company swag to players

☐ FLAG SPONSOR — \$700

- One (1) foursome*
- Sponsor name and/or logo signage at the tee box
- Company name on one (1) pin flag, yours to keep following tournament
- May have employees at the tee box – great networking opportunitywebsite
- Verbal recognition at reception

☐ HOLE SPONSOR — \$600

- One (1) foursome*
- Sponsor name and/or logo signage at the tee box
- May have employees at the tee box – great networking opportunitywebsite

☐ DOOR PRIZE CONTRIBUTOR

- For each prize valued at \$50.00 or more, company will be recognized as prize is awarded during the reception

**Foursome includes 18 holes of golf for up to 4 players, cart, continental breakfast, lunch at the turn and awards reception*

HOT DOGS & HOT RODS



Enjoy the largest Chamber membership networking event of the year while promoting your business at the Flint & Genesee Chamber's annual member appreciation cookout—Hot Dogs & Hot Rods. As a sponsor, your business will gain maximum exposure among business and community leaders, entrepreneurs, and car enthusiasts.

Event features: Dinner, Door Prizes, games, dancing, entertainment, and business networking.

August 16, 2018
University of Michigan Pavilion
Attracting 800-1,000 attendees

☐ PHOTO BOOTH SPONSOR — \$3,000

- Business name or logo printed on photo booth portraits
- Business name or logo on electronic event invitations
- Inclusion in pre-event/post-event press releases
- Verbal recognition during event
- Business name or logo on Flint & Genesee Chamber website* & event registration page

☐ ENTERTAINMENT SPONSOR — \$2,000

- Company banner displayed near entertainment stage (banner provided by sponsor)
- Business name or logo on electronic event invitations
- Inclusion in pre-event/post-event press releases
- Verbal recognition during event
- Business name or logo on Flint & Genesee Chamber website* & event registration page

☐ POWER UP SPONSOR — \$1,500

- Table cloth with sponsor logo at charging station (table cloth provided by sponsor)
- Promotional materials displayed on charging station table
- Verbal recognition during event
- Business name or logo on Flint & Genesee Chamber website* & event registration page

☐ DOOR PRIZE SPONSOR — \$1,000

- Table cloth with sponsor logo on door prize table (table cloth provided by sponsor)
- Verbal recognition during event
- Business name or logo on Flint & Genesee Chamber website* & event registration page

☐ REGISTRATION SPONSOR — \$1,000

- Table cloth with sponsor logo on registration table (table cloth provided by sponsor)
- Company banner displayed near registration tent (banner provided by sponsor)
- Business name or logo on Flint & Genesee Chamber website* & event registration page

☐ LAWN GAME SPONSOR — \$1,000

- Business name or logo displayed on games
- Business name or logo displayed on signs near game area
- Business name or logo on Flint & Genesee Chamber website* & event registration page

☐ TABLE SPONSOR — \$500

- Business name or logo on event table signs
- Business name or logo on Flint & Genesee Chamber website*

**From time of commitment through the end of the calendar year*

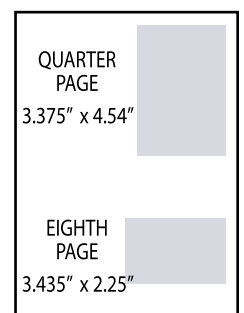
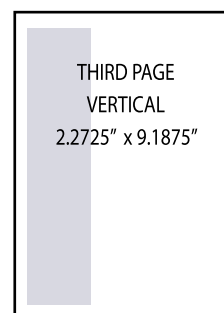
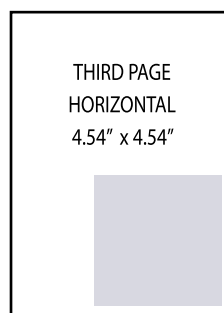
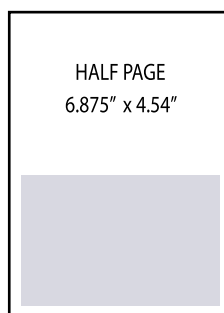
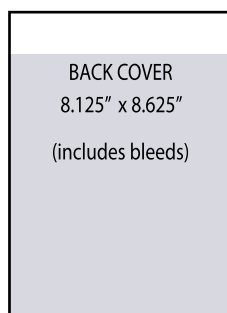
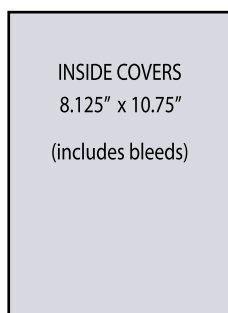


AND is a bimonthly magazine, published by the Flint & Genesee Chamber of Commerce. It reports on economic development; small business and entrepreneurs; commercial and residential real estate; education; and other general business topics. AND also features articles on the area's best and brightest executives, and business trends.

Magazine reach: Puts your brand in the hands of local entrepreneurs, business and community leaders.

Bi-monthly
Distribution: 1,200

RATES (All full color at no additional cost)	FUTURE MEMBER	MEMBER (10% Off)
PREMIUM PLACEMENT		
Inside Front Cover	\$1,500	\$1,350
Inside Back Cover	\$1,250	\$1,125
Back Cover	\$1,750	\$1,575
STANDARD PLACEMENT		
Half Page	\$500	\$450
Third Page	\$350	\$315
Quarter Page	\$250	\$225
Eighth Page	\$125	\$112



THE ART OF ACHIEVEMENT AWARDS

Art of Achievement Awards honors the individuals and businesses making a positive impact on our community. With over 300 guests in attendance and widespread media coverage, sponsorship at this prestigious event will allow your brand to make a lasting impression on the business and community leaders in attendance.

Event features: Strolling dinner, awards ceremony, business networking, and more.



November 8, 2018
Flint Institute of Arts
Attracting 350 attendees

□ DINNER SPONSOR — \$2,500

- Eight (8) tickets*
- Full page ad in program
- Business name or logo in sponsor slideshow during dinner
- Business name or logo on printed event invitations
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

□ PORTRAIT SPONSOR — \$2,500

- Eight (8) tickets*
- Full page ad in program
- Business name or logo printed on event portraits
- Business name or logo in sponsor slideshow during dinner
- Business name or logo on printed event invitations
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

□ PROGRAM SPONSOR — \$2,000

- Eight (8) tickets*
- Full page ad in program (back cover)
- Business name or logo in sponsor slideshow during dinner
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

□ RED CARPET SPONSOR — \$2,000

- Eight (8) tickets*
- Signage at Event Venue Entrance
- Half-page Ad in Program
- Business name or logo in sponsor slideshow during dinner
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

□ DESSERT SPONSOR — \$1,500

- Six (6) tickets*
- Half page ad in program
- Business name or logo in sponsor slideshow during dinner
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

□ COFFEE SPONSOR — \$1,500

- Six (6) tickets*
- Half page ad in program
- Business name or logo in sponsor slideshow during dinner
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

THE ART OF ACHIEVEMENT AWARDS



☐ DECORATION SPONSOR — \$1,500

- Six (6) tickets*
- Half page ad in program
- Business name or logo in sponsor slideshow during dinner
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program
- Business name or logo on Flint & Genesee Chamber website

☐ AWARD SPONSOR — \$1,000

- Six (6) tickets*
- Sponsor of Presented Award
- Business name or logo in sponsor slideshow during dinner
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program

☐ STROLLING SPONSOR — \$500

- Four (4) tickets*
- Business name or logo displayed on dinner tables
- Business name or logo listed on event sponsor page in program

☐ FULL COLOR PROGRAM ADS

- ¼ page \$150 (finished size, 2-1/2" W x 4" H)
- ½ page \$300 (finished size, 5" W x 4" H)
- Full page \$500 (finished size, 5" W x 7-7/8" H)

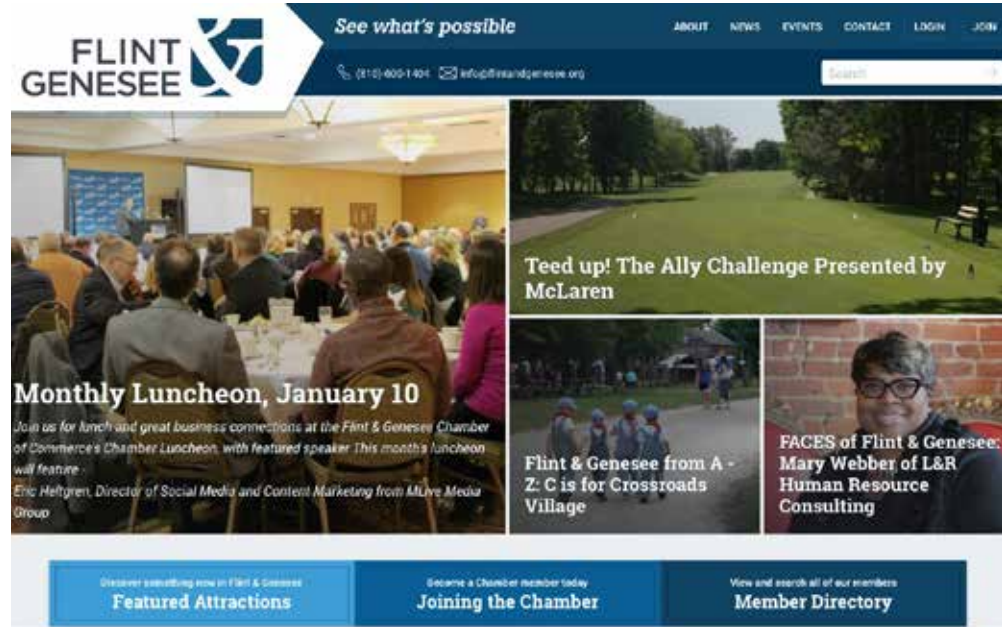


**Tickets include awards ceremony, strolling dinner, and eight drink vouchers*

CHAMBER WEBSITE ADVERTISING OPPORTUNITIES

The Flint & Genesee Chamber of Commerce website serves as a hub of business and economic development information for the area. Your banner ad or link can be viewed among business-targeted, promotional opportunities for Chamber and community members.

75,000+ visitors a year
7,000+ monthly visitors

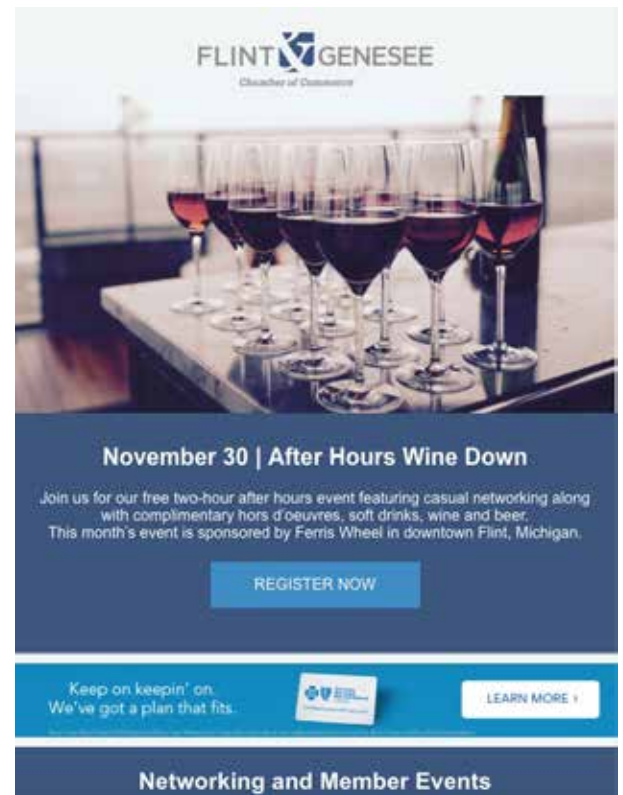


MONDAY MORNING E-MAIL BANNER AD

The Chamber's Monday morning e-mail keeps members and local business professionals up-to-date on Chamber events. Ads link to the business's website.

Circulation: 1,800+ weekly

- ☐ PER WEEK — \$100
- ☐ PER MONTH — \$300



CHAMBER WEBSITE ADVERTISING OPPORTUNITIES

CHAMBER WEBSITE BANNER AD

The Chamber's website serves as the portal for the community to Chamber membership, Chamber events, training & development opportunities, and more. Banner ads appear on Chamber Member Business Directory Landing Page and on the Chamber Event Calendar. Ads link to the business's website. Banner ads are 480 pixels x 60 pixels.

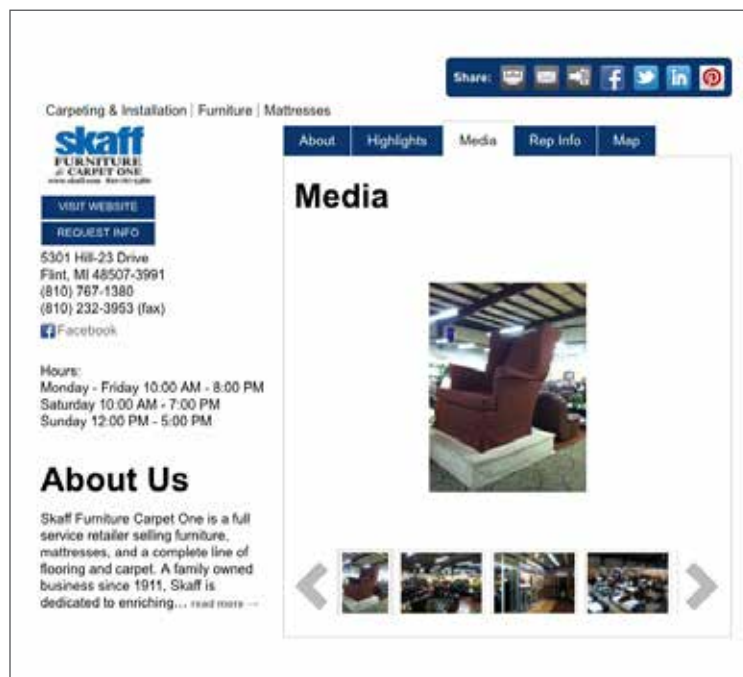
- ☐ 3 MONTHS — \$300
- ☐ 6 MONTHS — \$550 (9% savings)
- ☐ 12 MONTHS — \$1,000 (17% savings)



ONLINE DIRECTORY ENHANCEMENTS

All chamber members are included in our online business directory easily accessible from the Chamber's home page. Partner members may enhance their directory with additional features.

- ☐ **ENHANCED ONLINE EXPOSURE — \$100**
Online exposure with additional features and benefits like logos, five linking bullet points to your website, map link, additional photos and videos, 1600-character description, additional key words, website links, and priority listing in Online Business Directory.
- ☐ **ADDITIONAL BUSINESS CATEGORIES — \$100**
Add two additional business categories to your Online Business Directory listing for added visibility and searchability
- ☐ **SAVE \$50 AND SELECT BOTH — \$150**



ADDITIONAL OPPORTUNITIES

BUSINESS TRAINING & PROFESSIONAL DEVELOPMENT

The Flint & Genesee Chamber of Commerce has partnered with business training professionals to provide relevant and timely workshops that give employers and employees an edge in today's highly competitive work environment. Your sponsorship will provide a platform to engage with the community and gain premium brand exposure, all while helping to create a well-trained workforce.

☐ TITLE SPONSOR — \$3,000

- Business name or logo on marketing materials and electronic communication
- 2-minute video at beginning of each session or business information displayed on projector screen
- Marketing materials distributed to participants
- Business sign or banner displayed at registration
- Eight complimentary tickets to attend any business training
- Press release (optional)
- Back-page promotion in catalog

☐ HOSPITALITY SPONSOR — \$2,000

- Business name or logo displayed on banner near breakfast or lunch buffet table
- Business name or logo displayed digitally at business training sessions
- Marketing materials distributed to participants
- Eight complimentary tickets to attend any business training
- Business name or logo highlighted in catalog

☐ CATEGORY SPONSOR — \$1,000

- Business logo displayed digitally at business training sessions
- Marketing materials distributed to participants
- Introduce speaker at each session within category, highlighting your business
- Six complimentary tickets to attend any business training
- Business name or logo highlighted in catalog

☐ CAPACITY BUILDER SPONSOR — \$500

- Four complimentary tickets to attend any business training
- Business name or logo on Flint & Genesee Chamber website and social media
- Business card size ad within the catalog

MEET THE BUYER

The Flint & Genesee Chamber of Commerce, in partnership with Region 6 PTAC, is hosting the Flint & Genesee Meet the Buyer event on May 11. This event provides a fast-paced, innovative way to connect buyers with vendors from across the region. In past years, buyers were able to meet with more than 125 vendors in a format similar to 'speed dating'.

☐ SPEAKER SPONSOR — \$600

- Two (2) Attendee Tickets
- Table at Event
- Half-page Ad in Program
- Acknowledgment on Marketing Materials, Sponsor Slideshow, Table Signage, Chamber Website

☐ EVENT SPONSOR — \$500

- Two (2) Attendee Tickets
- Table at Event
- Half-page Ad in Program
- Acknowledgment on Marketing Materials, Sponsor Slideshow, Table Signage, Chamber Website

☐ RESOURCE SPONSOR — \$50

- One (1) Attendee Ticket*
- Table at Event
- Acknowledgement in Program

**Additional tickets may be purchased*

COMMITMENT FORM

I am excited to support the following sponsorship and/or advertising opportunities.

☐ CHAMBER LUNCHEON

Sponsorship Level: _____

Cost: _____

☐ ANNUAL MEETING

Sponsorship Level: _____

Cost: _____

☐ ANNUAL GOLF CLASSIC

Sponsorship Level: _____

Cost: _____

☐ HOT DOGS & HOT RODS

Sponsorship Level: _____

Cost: _____

☐ THE ART OF ACHIEVEMENT AWARDS

Sponsorship Level: _____

Cost: _____

☐ AND MAGAZINE

Ad Size/Placement: _____

Cost: _____

☐ MONDAY MORNING E-MAIL BANNER AD

Duration: _____

Cost: _____

☐ CHAMBER WEB SITE BANNER AD

Duration: _____

Cost: _____

☐ ONLINE DIRECTORY ENHANCEMENTS

Feature: _____

Cost: _____

☐ BUSINESS TRAINING

Sponsorship Level: _____

Cost: _____

☐ MEET THE BUYER

Sponsorship Level: _____

Cost: _____

Simply check your selections, complete the form and return to Member Services. Upon receiving the form, a tailored sponsorship agreement will be prepared and sent to you for review. All sponsorships/advertising must be paid in full to ensure participation. All dates, programs and events are subject to change.

Business Name: _____

Contact Name: _____

Contact Phone & Email: _____

Need assistance? Your Member Services team is ready to help.

Steven Elkins, Director | (810) 600-1419 | selkins@flintandgenesee.org

Leigh LaForest, Experience Manager | (810) 600-1427 | lforest@flintandgenesee.org

Jennie Main, Engagement Specialist | (810) 600-1459 | jmain@flintandgenesee.org

Flint & Genesee Chamber of Commerce • 519 S. Saginaw Street, Suite 200 • Flint, MI 48502 | 810.600.1404 | flintandgenesee.org

Thank you for your
continued support!

