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.

THANK YOU TO OUR 2019 SPONSORS.

The Flint & Genesee Chamber of Commerce offers a number of programs and initiatives that support our mission of maximizing economic and community growth through collaborative partnerships and promotion of the region. The opportunities in this guide provide a variety of platforms for advertising, branding and networking for a wide range of budgets. Thank you to all our 2019 sponsors and advertisers for utilizing the Flint & Genesee Chamber of Commerce to 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 a Member Services team member today.
2020 SPONSORSHIP & ADVERTISING OPPORTUNITY GUIDE

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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.

PRESENTING SPONSOR — $6,000 (Limit 2)
- Top billing logo recognition (Chamber website, publicity, signage, emails)
- Reserved table for 8 with name recognition on table
- Opportunity to speak from the podium during event
- Inclusion in meeting program

KEYNOTE SPONSOR — $3,000 (Limit 2)
- Logo recognition (Chamber website, program, signage, emails)
- Reserved seating for up to 8 with name recognition on table
- Organization representative can introduce speaker
- Inclusion in meeting program

EMERGING LEADERS SPONSOR — $2,500 (Limit 2)
This sponsorship creates the opportunity for emerging leaders and the Chamber’s leadership program to attend the annual meeting at no cost. Attendees will have the opportunity to learn social responsibility and meet business leaders from around Flint & Genesee
- Logo recognition (Chamber website, program, signage, emails)
- Reserved seating for up to 8 with name recognition on table
- Additional seating for up to 8 young professionals (21-40) and participants of Flint & Genesee Lead Now
- Inclusion in meeting program

PROGRAM SPONSOR — $2,000
- Logo recognition (Chamber website, program, signage, emails)
- Reserved seating for up to 8 with name recognition on table
- Full page advertisement in preferred location in meeting program

TABLE SPONSOR — $500
- Reserved seating for up to 8 with name recognition on table
- Logo recognition in program and on sponsored table

Partnering with business training professionals, the Chamber provides 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.

PRESENTING SPONSOR — $5,000
- Top billing logo recognition (Chamber website, publicity, signage, emails)
- Back-page promotion in Training & Development catalog
- Two complimentary tickets to attend each business training
- Opportunity to introduce Inspire Leadership series speakers

CATEGORY SPONSOR — $2,500 (Limit 5)
- Logo recognition (Chamber website, program, signage, emails)
- Reserved seating for up to 8 with name recognition on table
- Opportunity to introduce guest speaker/facilitator of sponsored category

SPECIAL EVENT SPONSOR — $1,000
- Logo recognition (Chamber website, publicity, signage, emails)
- Opportunity to introduce guest speaker/facilitator

HOSPITALITY SPONSOR - $500 (Limit 10)
- Logo recognition (Chamber website, publicity, signage, emails)
- Two complimentary tickets to attend each business training
- Signage at/near breakfast/lunch table during each training

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.

TRAINING & DEVELOPMENT

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

March 2020
350-400 guests

60+ classes
1,300+ attendees
MONTHLY NETWORKING

Chamber Luncheon features networking in a professional business atmosphere within a structured agenda. After Hours Wine Down encourages casual conversation.

Luncheon: 200-250 attendees
After Hours: 75-150 attendees

CHAMBER LUNCHEON
Monthly Chamber Luncheon features 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.

CHAMBER LUNCHEON PARTNER — $2,000
(Limit 25 Partners)
• Top billing logo recognition during all luncheons (Chamber website, luncheon banner, emails)
• Verbal recognition and distribution of marketing materials during one featured luncheon
• One display table at two different luncheons (sponsors choice, subject to availability)

MEMBER SPOTLIGHT SPONSOR — $1,000
• Five-minute opportunity to address audience
• One display table at sponsored luncheon

SMALL BUSINESS SPONSOR — $600
(Limit 20 Partners)
• Logo/name placed on small business showcase in registration area
• Verbal recognition during May Luncheon recognizing Small Business Month
• Logo recognition (Chamber website, signage during May Luncheon)

LUNCHEON BOOTH SPONSOR — $150
• One display table at sponsored luncheon

AFTER HOURS WINE DOWN
Monthly After Hours Wine Down features the opportunity to network with a group of business and community leaders in a casual atmosphere. The format of this monthly event encourages casual conversation and networking over hors d’oeuvres and adult beverages provided by the host.

PRESENTING SPONSOR — $2,000
• Top billing logo recognition during all After Hours Wine Downs (Chamber website, signage)
• Opportunity to speak at all After Hours Wine Down events

AFTER HOURS HOST
• Host provides hors d’oeuvres and alcoholic/non-alcoholic beverages at your place of business
• Opportunity to speak & distribute marketing materials at hosted After Hours Wine Down

NEW MEMBER EXPO SPONSOR - $750
• Logo recognition (Chamber website and New Member booklet)
• Display table at expo
• Verbal recognition during After Hours
ANNUAL GOLF CLASSIC

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

June 5, 2020
144 Golfers

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.

19TH HOLE RECEPTION SPONSOR — $3,000
- Top billing logo recognition (Chamber website, publicity, signage, swag bag)
- Two foursomes*
- Opportunity to speak and present winner with trophy at reception

GOLF CART SPONSOR — $2,500
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Logo on all golf carts

AT THE TURN SPONSOR — $2,000
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Two banners displayed at the turn

LIBATIONS STATION SPONSOR — $1,500
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Whisky/tequila tasting, and complimentary cigars provided by the Chamber

H2O SPONSOR — $1,500
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Opportunity to provide branded water bottles to players

LONGEST DRIVE SPONSOR — $1,000
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Signage placed at designated hole

CLOSEST TO THE PIN SPONSOR — $1,000
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Signage placed at designated hole

PUTTING CONTEST SPONSOR — $1,000
Winner of the putting contest will receive a $150 cash prize provided by the Chamber
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Opportunity to exhibit at putting green contest hole

BEVERAGE CART SPONSOR — $750
- One foursome*
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Sponsor name/logo on beverage cart, driver can wear company apparel

GOLF CUP SPONSOR - $750
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Logo/name to be printed on golf cup inserts on all 18 holes

EARLY BIRD BREAKFAST SPONSOR - $750
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Signage placed at breakfast area in clubhouse

FLAG SPONSOR — $700
- One foursome*
- Logo on designated pin flag, to keep following event

HOLE SPONSOR — $600
- One foursome*
- Signage placed at designated hole tee box

BAG DROP SPONSOR - $500
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Signage at bag drop area

VEHICLE HOLE IN ONE SPONSOR - $500
Sponsor provides vehicle to contest hole winner and is responsible for all insurance required
- Logo recognition (Chamber website, publicity, signage, swag bag)
- Opportunity to exhibit at assigned hole

*Foursome includes 18 holes of golf for up to 4 players, carts, continental breakfast, lunch at the turn and awards reception
HOT DOGS & HOT RODS
Event features: Dinner, door prizes, games, dancing, entertainment, and business networking.
August 2020
1,000 attendees

Enjoy the largest Chamber membership networking event of the year — Hot Dogs & Hot Rods Annual Member Appreciation Cookout. As a sponsor, your business will gain maximum exposure among business and community leaders, entrepreneurs, and car enthusiasts.

SERVE THE CURVE SPONSOR — $3,500
• Top billing logo recognition (Chamber website, publicity, signage, emails)
• Verbal recognition during event
• Signage placed on buffet, condiment tables and coney bar

PHOTO BOOTH SPONSOR — $2,500
• Logo recognition (Chamber website, publicity, signage, emails)
• Verbal recognition during event
• Logo on printed photo booth portraits

ENTERTAINMENT SPONSOR — $2,000
• Logo recognition (Chamber website, publicity, signage, emails)
• Verbal recognition during event
• Banner displayed on/near entertainment stage (provided by sponsor)

SIPS & SUDS SPONSOR — $2,000
• Logo recognition (Chamber website, publicity, signage, emails)
• Verbal recognition during event
• Signage placed at bar(s) during event
• Opportunity to provide branded cups/napkins for beverages

CAR SHOW SPONSOR — $2,000
• Logo recognition (Chamber website, publicity, signage, emails)
• Signage placed at entrance and exit of car show area
• Preferred placement of classic car

REGISTRATION SPONSOR — $1,000
• Logo recognition (Chamber website, publicity, signage, emails)
• Table cloth with sponsor logo at registration (provided by sponsor)
• Banner displayed near registration tables (provided by sponsor)

LAWN GAME SPONSOR — $1,000
• Logo recognition (Chamber website, publicity, signage, emails)
• Branded games and/or signage near game area

PORTA-POTTY SPONSOR - $750
• Logo recognition (Chamber website, publicity, signage, emails)
• Signage placed inside and outside of portable restrooms

FENCE DISPLAY SPONSOR - $500
• Signage placed inside and/or outside of event fencing

TABLE SPONSOR — $500
• Logo recognition (Chamber website, publicity, signage, emails)
Art of Achievement Awards honor 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:** Hors d’oeuvres, cash bar, awards ceremony, business networking, and more.

November 2020

350 attendees

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**RECEPTION SPONSOR — $3,000**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Half page ad in program
- Signage on hors d’oeuvre tables

**PROGRAM SPONSOR — $2,000**
- Logo recognition (Chamber website, slideshow, signage, emails)
- Six event tickets
- Full page ad in program (back cover)

**RED CARPET SPONSOR — $2,000**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Half page ad in program
- Signage at event venue entrance (red carpet)

**THE TAB SPONSOR — $2,000**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Logo printed on nominee complimentary beverage ticket
- Opportunity to provide logoed cocktail napkins

**ENTERTAINMENT SPONSOR — $1,500**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Signage near piano/DJ Booth

**DESSERT SPONSOR — $1,500**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Half page ad in program
- Signage at/near dessert table

**COFFEE SPONSOR — $1,500**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Signage at/near coffee station

**AWARD SPONSOR — $1,000**
- Logo recognition (Chamber website, publicity, signage, emails)
- Six event tickets
- Verbal recognition during awards ceremony
- Opportunity to be photographed with sponsored award winner

**STROLLING SPONSOR — $500**
- Logo recognition (Chamber website, publicity, signage, emails)
- Four event tickets

**PHOTOGRAPHY SPONSOR — $500**
- Logo recognition (Chamber website, publicity, signage, emails)
- Four event tickets

**CASH BAR SPONSOR — $500**
- Logo recognition (Chamber website, publicity, signage, emails)
- Four event tickets
- Signage at/near bar(s)
Lead Now is the Flint & Genesee Chamber of Commerce’s premiere leadership development program. This skills-based program is designed for motivated people who want to strengthen their leadership effectiveness. This program allows participants the opportunity to build upon their own leadership strengths through dynamic learning experiences. Sponsorship provides premium visibility for your company and affirms your commitment and belief in developing talent thorough Lead Now Flint & Genesee.

**PRESENTING SPONSOR — $10,000**
- Top billing logo recognition (Chamber website, publicity, signage, emails and session materials)
- Complimentary participation in leadership program for two
- Opportunity for company representative to speak at the program’s opening session, public luncheon recognition, as well as private graduation event

**CURRICULUM SPONSOR - $5,000**
This support helps underwrite the curriculum of the program including the style inventories taken by the cohort (e.g., Leadership Effectiveness Analysis 360TM and DISC).
- Logo recognition (Chamber website, publicity, signage, participant resource guide)
- Opportunity for company representative to speak at the program’s opening session
- Complimentary participation in the Leadership Effectiveness Analysis 360TM assessment with a debrief session to review results

**BASE CAMP PROGRAM SPONSOR - $650**
This experiential learning opportunity provides participants the chance to strengthen their bond as a newly formed team by completing various team building initiatives with at Base Camp Challenge Center.
- Logo recognition (Chamber website, publicity, signage, session materials)
- Opportunity for company representative to give opening remarks at the February session, held on-site at the Base Camp Challenge Center

**PROGRAM DAY SPONSOR $700**
- Opportunity for company representative to give opening remarks for sponsored program day
- Opportunity to provide materials showcasing your company
- Logo recognition (Chamber website, publicity, signage, session materials)

**LEAD NOW PARTICIPANT SCHOLARSHIP SPONSOR - $750**
- Opportunity to sponsor half of a participant’s tuition

**LEAD NOW PARTICIPANT SCHOLARSHIP SPONSOR - $1,500**
- Opportunity to fully sponsor a participant’s tuition

**GRADUATION CEREMONY SPONSOR - $2,500**
- Logo recognition (Chamber website, publicity, signage, graduation collateral)
- Opportunity for company representative to speak at graduation
- Reservation for two (2) at the graduation ceremony

**ALUMNI LUNCH & LEARN SPONSOR - $500**
(Limit 5)
Alumni lunch & learns allow program graduates to continue their leadership development journey through continuing education opportunities.
- Company listed as lunch & learn sponsor on chamber website as well as on lunch & learn collateral
- Opportunity for company representative to give brief remarks at sponsored luncheon
- Reservation for two (2) at sponsored luncheon
Business Publication

**AND** is a bi-monthly business magazine for Flint & Genesee county, published by the Flint & Genesee Chamber of Commerce.

Issue Print Distribution: 1,500
Yearly Digital Reach: 12,000

Watch your business visibility increase to a captive audience of Flint & Genesee business leaders. **AND** magazine reports on economic development; small business and entrepreneurs; commercial and residential real estate; education; and other general business topics for local business and community leaders, and entrepreneurs. **AND** also features articles on the area’s best and brightest executives, and business trends. In addition to print, the online version of **AND** magazine was awarded the American Advertising Federation’s Silver Addy for Digital Publications in 2019.

**What Will You Find in Each AND Issue?**

In-depth cover and feature stories on timely business issues impacting Flint & Genesee. Existing and emerging business that are creating and stimulating the economy

Guest commentaries by leaders in business, government and the nonprofit sector

Chamber events calendar

News of recent ribbon cuttings and grand openings

Updates on personnel moves and business news briefs

**Where Is AND Magazine Distributed?**

Mailed to all Chamber members

Chamber events

Economic development clients

New member and visitor welcome packets

Local, state and federal legislators’ offices

Visitor centers throughout Genesee County including Bishop Airport

Professional office lobbies

Available online

**Who Reads Digital AND?**

Readers are reached across the county and state:

- 58% of online readers are within the Flint-metro region
- 33% of online readers are from metro-Detroit

Readers cover all age groups

**Affordable Rates:**

**Premium Placement**

Includes a 400 x 400 digital ad for digital **AND**

- Inside Front Cover: $750*
- Inside Back Cover: $625*
- Back Cover: $875*

**Standard Placement**

Includes a 400 x 200 digital ad for digital **AND**

- Half Page: $375*
- Third Page: $265*
- Quarter Page: $200*
- Eighth Page: $110*

*10% discount with 3 month paid in full commitment

*15% discount with 6 month paid in full commitment

**For Additional AND Advertising Information, Ad Specs or To Upload Artwork, Please Visit AND.FLINTANDGENESEE.ORG**

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FLINT & GENESEE CHAMBER OF COMMERCE
DIGITAL OPPORTUNITIES

Online advertising is fast, flexible, and trackable.
Website Visitors: 14,000+ monthly
Email Circulation: 2,400+ weekly

The Flint & Genesee Chamber of Commerce website and e-mails serve as a hub for business and economic information for the area. Your banner ad or link can be viewed among Chamber and community members.

MONDAY MORNING E-MAIL BANNER
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.
E-mail banner ads are 728 pixels x 90 pixels.

PER WEEK: $50
PER MONTH: $150

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)

WHAT ARE THE BENEFITS OF DIGITAL ADVERTISING?
• Drive traffic to your website
• Increase brand awareness and credibility
• Cost efficient
• Reach an audience beyond your Chamber network
Thank you for your continued support!