



OCONOMOWOC
AREA CHAMBER OF COMMERCE

2021
MARKETING
AND
SPONSORSHIP PACKAGES





OCONOMOWOC

AREA CHAMBER OF COMMERCE

Thank you to our 2021 business sponsors whose support helps to facilitate the work and vision of the Chamber.

PLATINUM SPONSORS



GOLD SPONSORS

Ixonia Bank
ProHealth Oconomowoc Memorial Hospital
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MARKETING AND SPONSORSHIP OPPORTUNITIES

The Oconomowoc Area Chamber of Commerce offers numerous cost-effective advertising, marketing and sponsorship opportunities giving our members a valuable resource to build brand recognition and gain great exposure for their business or organization. The Chamber offers low-cost advertising options through our multiple communication platforms, including our website, e-Blast, calendar listings and more.

Event sponsorship has gained popularity in recent years; businesses realize it is an effective marketing strategy that builds brand awareness, creates a positive public image and is a way to connect with new customers. By sponsoring a Chamber event, your brand is endorsed by association and gains credibility and trust – customers form a positive opinion by seeing your brand tied to a Chamber event.

Proceeds from sponsorship and marketing support the Chamber's work and vision to be an invaluable partner in growing a thriving business community. We hope these numerous sponsorship and marketing opportunities will provide you with choices for extremely cost-effective advertising and promotion.

On behalf of the Oconomowoc Chamber of Commerce Board of Directors and staff, thank you for your consideration. We look forward to hearing from you!

ANNUAL SPONSORSHIP PACKAGE LEVELS

Annual Sponsorship is a unique opportunity for a business or organization to invest a level above and beyond their regular membership investment in support of the many programs and events the Chamber provides for its members and the Oconomowoc area community.

Chamber Annual Sponsors receive substantial marketing, community outreach and promotional value and more through their annual investment in the Chamber's work.

PLATINUM Sponsorship

Investment: \$3,000

Benefits include:

- Logo/Listing on website & signage for select Chamber events*
- Premier logo placement on Chamber website for full year of sponsorship
- Logo recognition on signage at all Business over Breakfast & Workshops
- 1 complimentary outreach opportunity at a Summer Farmers' Market
- 5 promotions in weekly e-Blast (must supply ad)
- Logo recognition on Chamber flyer plus bag inclusion in New Member Welcome Bags (must supply your choice of a promotional item, flyer or brochure, coupon or discount offer, or gift item)
- 4-month rotating banner ad on the Chamber website (artwork required)
- 2 promotions on Chamber Facebook page (must supply artwork & copy)

GOLD Sponsorship

Investment: \$1,500

Benefits include:

- Name listing on website and signage for select Chamber events*
- Name Recognition on signage at all Business over Breakfast & Workshops
- Logo recognition on Chamber flyer plus bag inclusion in New Member Welcome Bags (must supply your choice of a promotional item, flyer or brochure, coupon or discount offer, or gift item)
- 3 promotions in weekly e-Blast (must supply ad)
- 2-month rotating banner ad on the Chamber website (artwork required)
- 1 complimentary outreach opportunity at a Summer Farmers' Market

Annual Sponsorships are based on the calendar year.

* Signage at these yearly Chamber events: Annual Golf Classic, Yellow Brick Road 5K Run/Walk, Business Over Breakfast, Business After Hours, Summer Farmers Market, Annual Awards Dinner, and Winter Farmers Market.

EVENT & PROGRAM SPONSORSHIPS

Farmers' Market Sponsorship (Summer & Winter)

The Oconomowoc Summer & Winter Farmers' Market is a premier Lake Country event with estimated average weekly attendance of over 1500 people at the summer venue and typically over 300 people at the winter venue. This is your chance to support the Oconomowoc Farmers' Markets while getting long-term promotional value for your business or organization for the Summer & Winter market seasons.

Presenting Sponsor– \$2,000

- Logo recognition as Presenting Sponsor on the Farmers' Market page on the Chamber website for both seasons
- Logo recognition as the Presenting Sponsor on printed promotional materials & posters
- Logo recognition as the Presenting Sponsor in at least 2 OACC e-Blast
- Sponsor provided signage and/or feather flags displayed in high-visibility location at 25 OSFM events – weather permitting
- Co-branded promotional banner displayed at high visibility, city-owned locations for at least 2 weeks during the Summer Market season
- Recognition as Presenting Sponsor in at least three OFM/OACC Facebook posts
- Unlimited opportunities to participate as a “Spotlight Business”
- Market Monitor to distribute sponsor provided promotional materials to market patrons
- Use of OSFM logo to use on printed materials, websites and in sponsor’s social media

Friend of the Farmers' Market with Logo – \$300

- Business logo featured on ALL Summer & Winter Market signage
- Business logo displayed on the Farmers' Market page on the Chamber website for both seasons

Friend of the Farmers' Market with Name – \$150

- Business name featured on ALL Summer & Winter Market signage
- Business name displayed on the Farmers' Market page on the Chamber website for both seasons

Farmers' Market Business Spotlight (Summer & Winter) – \$30 per event date or four (4) dates for \$100.00

- Promote your business at the Farmers' Market! Use your single booth to share information, play games and get to know Market visitors (no selling allowed). With estimated average weekly attendance of over 1,000 people at the summer venue and over 300 people at the winter venue, this is a great way to market your product or service or build brand awareness. These spaces sell out, so contact the Chamber for an application to secure your dates!

Business Over Breakfast

The Business Over Breakfast Series provides timely, useful, and interesting professional learning for Oconomowoc's business community at 4 events held throughout the year. Business Over Breakfast sponsors receive business/organization name or logo recognition on marketing materials and space to display business/organization information at all Business Over Breakfast for the year. In addition, presenting sponsors have the opportunity to speak about their business/organization from the podium at two events, and supporting sponsors will be highlighted two times by the emcee.

Presenting Sponsor– \$500

- Logo recognition as Presenting Sponsor in pre-event materials
- Name recognition as Presenting Sponsor on registration page on the Chamber website for each Business Over Breakfast event
- Logo recognition as Presenting Sponsor on registration table signage or on event
- Named recognition at opening and closing remarks at each Business Over Breakfast event
- Space to display business information at each Business Over Breakfast event
- Opportunity to speak about your business from the podium at two Business Over Breakfast events

Supporting Sponsor– \$250

- Name recognition as Supporting Sponsor on registration page on the Chamber website for each Business Over Breakfast event
- Logo recognition as Supporting Sponsor on registration table signage
- Space to display business information at each Business Over Breakfast event
- Named recognition at opening and closing remarks at each Business Over Breakfast event

Young Professionals Coffee & Conversation

The Oconomowoc Area Chamber of Commerce Young Professionals group was established to provide valuable opportunities for the development of young professionals in the Oconomowoc area. Young Professionals Coffee & Conversation is a monthly networking event to help develop peer-to-peer relationships on both a personal and business level. As a monthly sponsor, your business or organization will receive name and logo recognition in the promotion of the event, on event signage and the opportunity to speak for up to 5 minutes during the event for the month you have sponsored. Proceeds will be used to support the Young Professionals' programs and events throughout the year.

Monthly Sponsor - \$50 each month

- Name/logo on poster at event during month of sponsorship
- Name/logo on social media posts promoting the event for the month of sponsorship
- Name/logo as part of "thank you" post on social media after the event
- Opportunity to speak about your business for up to 5 minutes during the event in the month of sponsorship

Yellow Brick Road 5K Run/Walk

The Yellow Brick Road 5k Run/Walk & Kids Fun Run has grown to be one of the most popular events of its kind in the Lake Country area attracting hundreds of participants each year! Sponsoring the Yellow Brick Run is a great way to promote your business, as well as demonstrate your commitment to the Oconomowoc and Lake Country community. The Yellow Brick Road 5k Run/Walk & Kids Fun Run is held in June.

Presenting Sponsor – \$1,500

- Logo recognition as Presenting Sponsor in pre-event materials
- Logo recognition as Presenting Sponsor on race shirt
- Logo recognition as Presenting Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Logo recognition as Presenting Sponsor in e-Blasts
- Space at the event for sponsor-staffed information table and/or banners
- Recognition throughout the event in announcements
- Two (2) complimentary race participants
- Opportunity to assist with handing out award medals to winners of 5K race

Kids Fun Run Sponsor – \$750

- Logo recognition as Kids Fun Run Sponsor on flyer distributed to lake country area schools & preschools
- Logo recognition as Kids Fun Run Sponsor on race shirt
- Logo recognition as Kids Fun Run Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Logo recognition as Kids Fun Run Sponsor in e-Blasts
- Space at the event for sponsor-staffed information table and/or banners
- Recognition during Kids Fun Run race in announcements
- One (1) complimentary race participants
- Opportunity to assist with handing out award medals to winners of Kids Fun Run

Awards Sponsor – \$400

- Logo recognition on race shirt
- Logo recognition as Awards Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Complimentary space at event for sponsor-staffed information booth and/or banner
- One (1) complimentary race participant

H₂O & Refreshment Sponsor – \$350

- Logo recognition on race shirt
- Logo recognition as H₂O & Refreshment Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Opportunity to liven up the refreshment station/s with your company banner, volunteers, signage or mascot
- One (1) complimentary race participant

Mile Marker Sponsor – \$100

- Logo recognition on mile marker signage (sign measures approximately 16" x 26")
- Logo recognition as Mile Marker Sponsor on the YBR 5K Run/Walk page on the Chamber website

Refreshment Donations

- Named recognition for donation on the YBR 5K Run/Walk page on the Chamber website
- Name recognition on signage at the refreshment station during event

Bib Discounts & Deals – Free to Participate

- Promote your business to runners and the family/friends who accompany them by offering a discount or deal to those who show their Yellow Brick Road 5K race bibs when visiting your business. Digital flyers will be posted on the Chamber's Yellow Brick Road race page and printed flyers will be available at Village Green on race day. Offer/discount must be valid for 10 days at a later specified time in relation to the event, but can run as long as you would like. To participate, send an email chamber@oconomowoc.org with your company name; contact name, email and phone number; and your Bib Discounts & Deals offer.

Yellow Brick Road 5K Run/Walk Business Spotlight – \$25

- Use your single booth to showcase your business to participants and position your brand as a supporter of a community event. A Business Spotlight space gives your business or organization the opportunity to distribute information, offer samples, and engage with the racers and spectators. Sponsor supplies their own promotional materials, table, and chair etc. No selling is allowed.

Annual Golf Classic

Golf outings aren't just for leisure; they're an opportunity to make new business contacts or develop existing relationships in a fun, relaxed atmosphere. The Annual Golf Classic, held in June, is one of the Chamber's premiere networking events that also features an evening hors d'oeuvres and networking for golfers and sponsors of the event. There are many sponsorship and promotional opportunities in a variety of price ranges to provide your business/organization an opportunity to promote effectively to a large audience.

Title Sponsor – \$1,500

- Logo recognition as Title Sponsor in pre-event materials
- Logo recognition as Title Sponsor on the Annual Golf Classic page on the Chamber website
- Logo recognition as Title Sponsor in e-Blasts
- Logo recognition as Title Sponsor on event & table signage
- 4-some of golf with Bonus Packages (bonus package includes 1 drink ticket, 1 putting contest, 1 Beat the Pro entry, 1 Golf Course Poker entry, 2 mulligans, 20 regular raffle tickets)
- Hole sponsorship on the hole of your choice

Golf Cart Sponsor – \$550

- Logo recognition on large event signage displayed at club house/registration
- Company logo on all golf carts
- Your choice: 2 lunches or 2 seats at afternoon/evening food/networking event

Beverage Cart Sponsor – \$400

- Logo recognition on large event signage displayed at club house/registration
- Logo recognition on golf course beverage carts
- Logo recognition on drink tickets that are sold as part of bonus package

Hole-in-One Sponsor – \$350

- Logo recognition on large event signage displayed at club house/registration
- Logo recognition on signage at the competition hole

Course Contest Sponsor – \$350

- Logo recognition on large event signage displayed at club house/registration
- Name recognition on signage at five contest holes (longest drive male/female, longest putt male/female, closest to the pin)

Putting Contest Sponsor – \$350

- Logo recognition on large event signage displayed at club house/registration
- Logo recognition on signage at putting green
- Physical presence at putting green
- Logo recognition on contest tickets

Tee Sponsor – \$250

- Logo recognition and website address on signage at hole of your choice (first come, first serve)
- Physical presence at hole

Green Sponsor – \$100

- Logo recognition and website address on signage at green of your choice (first come, first serve)

Raffle Prize Donation – Suggested minimum \$50 value

- Name recognition and prize listed on raffle signage
- Name recognition on signage next to displayed prize

Silent Auction Donation – Suggested minimum \$150 value

- Name recognition and prize listed on silent auction signage
- Name recognition on signage next to displayed prize

Annual Awards Celebration

The Annual Awards Celebration is held every year in November. The Chamber has proudly hosted this event for over 35 years. This special dinner is held to recognize a Large Business of the Year, Small Business of the Year, Non-profit Organization of the Year, and Citizen of the Year for their outstanding contributions to the community. It is also an occasion to network with other Chamber members, city officials and community attendees. Sponsors of the Annual Dinner have an opportunity to promote their business or organization to the business community.

Presenting Sponsor: \$1,500

- Logo recognition as Presenting Sponsor in pre-event materials
- Logo recognition as Presenting Sponsor on event & table signage
- Logo recognition as Presenting Sponsor on the Annual Awards Dinner page on the Chamber website
- Logo recognition as Presenting Sponsor in e-Blasts
- Logo recognition as Presenting Sponsor on cover of event program
- Opportunity to introduce the Business of the Year
- Reserved table for 8 at the event

Awards Ceremony Sponsor: \$1,500

- Logo recognition as Awards Ceremony Sponsor in pre-event materials
- Logo recognition as Awards Ceremony Sponsor on event & table signage
- Logo recognition on the Annual Awards Dinner page on the Chamber website
- Logo recognition as Awards Ceremony Sponsor in e-Blasts
- Logo recognition as Awards Ceremony Sponsor on cover of event program
- Opportunity to introduce the Citizen and Non-Profit of the Year and Woman in Business Leadership Award
- Reserved table for 8 at the event

Community Giving Sponsor: \$1,000 sponsorship / \$1000 charitable donation

- Logo recognition in pre-event materials and event webpage
- Logo recognition on table signage and on cover of event program
- Logo recognition on overhead presentation as sponsor is introduced
- 1 – 2 minutes at the podium to explain the program and to conduct the drawing
 - Winner of the drawing picks a local charity of their choice
- Two seats at the event
- Post-event: Facebook post of check presentation to charity (sponsor provides photo)
- Contact Chamber for further terms and conditions

Gift Sponsor (2 available): \$500

- Logo recognition as Gift Sponsor on event & table signage
- Logo recognition as Gift Sponsor on the Annual Awards Dinner page on the Chamber website
- Logo recognition as Gift Sponsor on cover of event program
- Named recognition during the awards presentation
- Two seats at the event

Centerpiece Sponsor: \$350

- Logo recognition as Centerpiece Sponsor on table signage
- Logo recognition as Centerpiece Sponsor on the Annual Awards Dinner page on the Chamber website
- Logo recognition as Centerpiece Sponsor in event program
- Named recognition during the centerpiece give-away

Table of 8 Sponsor: \$650 (Limited # available)

- Logo recognition as Table Sponsor on table signage
- Name recognition as Table Sponsor in event program
- Name recognition as Table Sponsor on the Annual Awards Dinner page on the Chamber website
- Reserved table for 8 at the event

Community Champion: \$150

- Name recognition as Community Champion in event program
- Name recognition as Community Champion on registration table signage

Business Trick or Treat**Business Sponsor – \$100**

The Chamber organizes and promotes Business Trick or Treat from 2:00 – 4:00 p.m. on the Saturday prior to Halloween. This provides a safe and fun trick-or-treat alternative for children ages 10 and under. Flyers are distributed to businesses approximately 2 weeks prior to advertise the event and to let the community know the business is a participant.

- Business LOGO featured participant flyer
- Business LOGO displayed on the Business Trick or Treat page on the Chamber website during the promotion

MARKETING 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!

Enhanced Marketing Package

Business Package – \$240

Non-profit Package - \$225

Promote your business/organization to thousands of local residents and visitors in one easy step and receive a **\$75 discount** for businesses over purchasing each separately. Non-profit members receive a **\$35 discount** over already reduced pricing. This package includes:

- 3-month rotating banner ad on the Chamber website (artwork required)
- 4 promotions in weekly e-Blast (must supply ad)
- Inclusion in New Member Welcome Bags (must supply your choice of a promotional item, flyer or brochure, coupon or discount offers, or gift items)
- Opportunity to promote your business/organization through community outreach at one Summer or Winter Farmers' Market of your choice.

New Member Welcome Bag

\$50 + 50 promotional items

A welcome bag is delivered to new Chamber members. This is a great way to place your introductory offers or information into the hands of potential new customers. Just supply us with your choice of a promotional item, flyer or brochure, coupon or discount offer, or gift item.

Website Advertising Opportunities

\$50 for 1 month / \$115 for 3 consecutive months / \$220 for 6 consecutive months / \$375 for 1 year

The Oconomowoc Area Chamber of Commerce website receives more than 50,000 visits a year, averaging more than 4,000 visits per month. Chamber members can gain attention and visibility for their business/organization by advertising on www.oconomowoc.org. Rotating banner ads provided outstanding promotional value with an average of over 7,500 impressions per month in 2020. This exclusive advertising opportunity is available only to current Chamber members. Space is limited. Reserve today!

e-Blast Advertising Opportunities

Business Members: \$35 for one week or \$60 for two consecutive weeks of same content

501c (3) Non-Profit Members: \$25 for one week or \$35 for two consecutive weeks of same content

Dedicated e-Blast: \$75. Includes ONLY your promotion and you pick the day to send.

Promote your news, events, and happenings in the weekly e-Blast to more than 975 business and community leaders! The e-Blast is sent every Tuesday at noon. The Member Events & Happenings section is limited to 5 each week – reserve your spot(s) early!

Gift Certificate Program

Free to Members

One of the many benefits offered exclusively to Oconomowoc Chamber Member is the opportunity to join the list of other members who are participating in the Shop Oconomowoc Gift Certificate Program. Anyone can buy a Chamber Gift Certificate at the Chamber Office or online through the Oconomowoc Chamber website. Last year the chamber sold over \$27,000 in gift certificates, supporting the businesses that support our community as money is spent locally.

Calendar Listings

Free to Members

Another benefit of Chamber membership is the ability to list your event on the Chamber's calendar. With over 25,000 views in 2020, the Chamber calendar is a popular page for people to visit to find out what is happening in the community.

Annual Community Guide

Free Listing for Members/Affordable Advertising

The Oconomowoc Area Chamber of Commerce and the City of Oconomowoc collaborate on a community and tourism publication each year. Chamber members receive a free listing in the Community Guide and also have the possibility to highlight their business or organization with a display ad. Ad sales begin in October for this publication – watch the e-Blast in early October for details.

OTHER PROMOTIONAL OPPORTUNITIES

Farmers' Market Business Spotlight (Summer & Winter)

Spotlight Business Sponsor – \$30 per event date or four (4) dates for \$100.00

Promote your business at the Farmers' Market! Use your single booth to share information, play games and get to know Market visitors (no selling allowed). With estimated average weekly attendance of over 1,500 people at the summer venue and over 300 people at the winter venue, this is a great way to get market your product or service or build brand awareness. These spaces sell out, so contact the Chamber for an application to secure your dates!

Yellow Brick Road 5K Run/Walk Business Spotlight

Spotlight Business Sponsor – \$25

Use your single booth to showcase your business to participants and position your brand as a supporter of a community event. A Business Spotlight space gives your business or organization the opportunity to distribute information, offer samples, and engage with the racers and spectators. Sponsor supplies their own promotional materials, table and chair etc. No selling is allowed.

Member Appreciation Raffle

Donated prize

We want to celebrate our members, and the annual Member Appreciation Party is just the way to do it! All members are invited to join us for appetizers, a cash bar, networking, and holiday cheer. Members also have the opportunity to promote their business/organization at this well-attended event by donating a prize for the raffle – a fun part of the evening and the undivided attention of the attendees.

- Name recognition and prize listed on raffle signage
- Name recognition on signage next to displayed prize
- All donors and prizes announced at the beginning of the raffle

Business After Hours Host

Host provides appetizers and refreshments

Each November, planning begins for the following year's Business After Hours. Several are held throughout the year offering extraordinary networking opportunities for people working in the Oconomowoc area. With usual attendance of 40 - 75 guests, these events also provide marketing value and publicity for the hosting business or organization. These events are so popular, a lottery drawing is done to pick the hosts. Watch the e-Blast in early November for your chance to enter the lottery.

- Name of business listed in e-Blasts promoting event
- Logo recognition as Presenting Sponsor on registration table signage
- Name of business listed on registration page for the event on the Chamber website
- Opportunity to speak about your business/organization to event attendees

Women in Business Over Coffee Host

Host provides light breakfast snack and coffee/juice

Another popular networking event, Women in Business Over Coffee is held the first Friday of every month for professional women to connect and form new business relationships, share information, and learn about the business or organization that is hosting the event. The usual attendance is 20 – 25 guests. Just as in Business After Hours, planning begins in November for the following year's dates, so watch the e-Blast in early November for your chance to enter the lottery for a host.

- Name of business listed in e-Blasts promoting event
- Logo recognition as Presenting Sponsor on registration table signage
- Name of business listed on registration page for the event on the Chamber website
- Opportunity to speak about your business/organization to event attendees