



**OCONOMOWOC**  
AREA CHAMBER OF COMMERCE

# 2024 MARKETING AND SPONSORSHIP PACKAGES





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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 free and low-cost advertising options through our multiple communication platforms, including our website, e-Blast, calendar listings and more.

Event sponsorship 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 mission to “Connect all local businesses and our 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. Annual Sponsorships are based on the calendar year.

### PLATINUM Sponsorship

**Investment: \$3,000**

Benefits include:

- Logo on signage for select Chamber events\*
- Logo placement on Chamber website for full year of sponsorship
- Logo recognition on Chamber flyer included in New Member Welcome Bags
- Inclusion in New Member Welcome Bags (must supply your choice of a promotional item, flyer or brochure, coupon or discount offers, or gift items)
- One complimentary outreach opportunity at a Summer Farmers' Market (Business Spotlight Booth – please see Farmers' Market handbook for insurance requirements)
- Five promotions in weekly e-Blast (must supply ad)
- 4 months of rotating banner ad on the Chamber website (artwork required)
- Two promotions on Chamber Facebook page (must supply artwork & copy)

### GOLD Sponsorship

**Investment: \$1,500**

Benefits include:

- Name listing signage for select Chamber events\*
- Name listing on Chamber website for full year of sponsorship
- Name recognition on Chamber flyer included in New Member Welcome Bags
- Inclusion in New Member Welcome Bags (must supply your choice of a promotional item, flyer or brochure, coupon or discount offers, or gift items)
- One complimentary outreach opportunity at a Summer Farmers' Market (Business Spotlight Booth – please see Farmers' Market handbook for insurance requirements)
- Three promotions in weekly e-Blast (must supply ad)
- 2 months of rotating banner ad on the Chamber website (artwork required)
- One promotion on Chamber Facebook page (must supply artwork & copy)

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

## EVENT & PROGRAM SPONSORSHIPS

### Oconomowoc Summer Farmers' Market Sponsorship

The Oconomowoc Summer Farmers' Market is a premier Lake Country event with estimated average weekly attendance of over 1500 people – that is over 39,000 people over the course of the season! This is your chance to support the Oconomowoc Farmers' Market while getting long-term promotional value for your business or organization during the 6-month Summer Farmers' Market season.

#### **Presenting Sponsor: \$2,500** (*Previous year's Presenting Sponsor has right of first refusal*)

- Logo recognition as Presenting Sponsor on the Farmers' Market page on the Chamber website
- Invitation as Co-host on Facebook event
- 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
- Recognition as Presenting Sponsor in at least three OFM/OACC Facebook posts
- Unlimited opportunities to participate with a Business Spotlight booth (see Farmers' Market handbook for insurance requirements)
- 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 large Farmers' Market sign displayed at the market throughout the summer
- Business logo displayed on the Farmers' Market page on the Chamber website

#### **Friend of the Farmers' Market with Name: \$150**

- Business name featured on large Farmers' Market sign displayed at the market throughout the summer
- Business name displayed on the Farmers' Market page on the Chamber website

#### **Oconomowoc Summer Farmers' Market Business Spotlight: \$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 1500 people, 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! (Please see Farmers' Market handbook for insurance requirements).

### Business Over Breakfast

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

### **Presenting Sponsor: \$500**

- Logo recognition as Presenting Sponsor in pre-event materials
- Logo recognition as Presenting Sponsor on registration page on the Chamber website at all four Business Over Breakfast events
- Logo recognition as Presenting Sponsor on registration table signage at all four Business Over Breakfast events
- Named recognition at opening and closing remarks at all four Business Over Breakfast events
- Space to display business information at all four Business Over Breakfast events
- 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 all four Business Over Breakfast events
- Logo recognition as Supporting Sponsor on registration table signage at all four Business Over Breakfast events
- Space to display business information at all four Business Over Breakfast events
- Named recognition during opening and closing remarks at all four Business Over Breakfast events

### **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. Each month the Young Professionals host a Coffee and Conversation at a local business or coffee shop to help develop peer-to-peer relationships on a personal and business level to help our future leaders develop in their career. Hosting or Sponsoring a Young Professionals Coffee & Conversation gives your business the chance to get in front of young professionals aged 18-40 to share more about your business. Proceeds from sponsorships are used to support the Young Professionals' programs and events throughout the year.

- **Host a Coffee and Conversations - event will be held at host's location.**
  - **What the business is expected to provide:**
    - Must be a member of the Oconomowoc Area Chamber of Commerce
    - Must provide coffee, at least one other drink, and a light breakfast snack at no cost to guests
    - Hosting location must be large enough for 10+ guests and have adequate parking
    - Host must be able to welcome guests between 8:00am and 9:00am
  - **The benefits:**
    - Business logo on event listing
    - At least 3 weeks of promotion of business name (will have hyperlink to your website) in our weekly eblast (1000+ contacts)
    - Your business mentioned and thanked on social media post after the event
    - Opportunity to speak about your business (up to 5 minutes) or to give a tour of your facility
- **\$50 Monthly Sponsor - event will be held at a local coffee shop**
  - **What the business is expected to provide:**
    - A speaker to attend the event to speak about your business
  - **The benefits:**
    - Business logo on event listing
    - Logo on poster at event during the month of sponsorship
    - At least 3 weeks of promotion of business name (will have hyperlink to your website) in our weekly eblast (1000+ contacts)
    - Your business mentioned and thanked on social media after the event
    - Opportunity to speak about your business (up to 5 minutes)

## 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 and 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** (*Previous year's Presenting Sponsor has right of first refusal*)

- Logo recognition as Presenting Sponsor in pre-event materials
- Invitation as co-host on race Facebook event
- Named/tagged on at least two social media posts on the race Facebook page
- 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 finisher and award medals to 5K race participants

### **Kids Fun Run Sponsor: \$750** (*Previous year's Kids Fun Run Sponsor has right of first refusal*)

- Logo recognition as Kids Fun Run Sponsor in pre-event materials
- Invitation as co-host on race Facebook event
- Named/tagged on at least two social media posts on the race Facebook page
- 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 participant
- Opportunity to assist with handing out finisher medals to Kids Fun Run participants

### **Awards Sponsor: \$400**

- Logo recognition as Awards Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on race shirt
- Complimentary space at event for sponsor-staffed information booth and/or banner
- One (1) complimentary race participant
- Opportunity to assist with handing out finisher and award medals to 5K race participants

### **H<sub>2</sub>O & Refreshment Sponsor (2 available): \$350**

- Logo recognition as H<sub>2</sub>O & Refreshment Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on race shirt
- Opportunity to liven up one of the refreshment stations with your company banner, volunteers, signage
- One (1) complimentary race participant

### **Mile Marker Sponsor: \$250**

- Logo recognition as Mile Marker Sponsor on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- Logo recognition on race shirt
- Logo recognition on three (3) mile marker signs (sign measures approximately 16" x 26")



### **Refreshment Donations: Suggested minimum of \$50**

- Named recognition for donation on the YBR 5K Run/Walk page on the Chamber website
- Named/tagged on at least one social media post on the race Facebook page
- 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 at least 10 days after the event (but can run longer if you would like). To participate, send an email [chamber@oconomowoc.org](mailto: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 are 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 sponsorships 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: \$2,000 (2 available) (Previous year's Title Sponsor has right of first refusal)**

- Logo recognition as Title Sponsor in pre-event materials
- Logo recognition as Title Sponsor on the Annual Golf Classic page on the Chamber website
- Prominent logo placement on registration page on the Chamber's website
- Prominent logo placement on large event signage displayed at club house/registration
- 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 pkg includes one drink ticket, one putting contest, one Beat the Pro entry, one Golf Course Poker entry, one ring for Fling the Ring, one Golf Ball Cannon shot, two mulligans, twenty regular raffle tickets)
- Hole sponsorship on the hole of your choice

### **Golf Cart Sponsor (2 available): \$550**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo on large event signage displayed at club house/registration
- Logo on all golf carts
- Your choice: two lunches or two seats at afternoon/evening food/networking event

### **Beverage Cart Sponsor (2 available): \$500**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo on large event signage displayed at club house/registration
- Logo on golf course beverage carts
- Logo on drink tickets that are included in the bonus package

**Bloody Mary Bar Sponsor: \$600**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo on large event signage displayed at club house/registration
- Sponsor provided banner on Bloody Mary Bar

**Course Contest Sponsor: \$500**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- 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 (2 available): \$500**

Sponsor also provides winner prize valued at \$25 or more.

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo on large event signage displayed at club house/registration
- Logo on signage at putting green
- Physical presence at putting green
- Logo on contest tickets

**Fling the Ring Sponsor (2 available): \$500**

Sponsor also provides winner prize valued at \$25 or more.

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo on large event signage displayed at club house/registration
- Logo on signage at putting green
- Physical presence at putting green
- Logo on contest tickets

**Hole-in-One Sponsor: \$350 (*Previous year's Hole-in-One Sponsor has right of first refusal*)**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo on large event signage displayed at club house/registration
- Logo on signage at the competition hole

**Tee Sponsor: \$300**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo and website address on signage at hole of your choice (first come, first serve)
- Physical presence at hole

**Green Sponsor: \$150**

- Logo on the Annual Golf Classic page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo 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 since 1985. 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 (Previous year's Presenting Sponsor has right of first refusal)**

- Logo recognition as Presenting Sponsor in pre-event materials
- Logo recognition as Presenting Sponsor on the Annual Awards Dinner page on the Chamber website
- Prominent logo placement on registration page on the Chamber's website
- Invitation as Co-host on Facebook event
- Named/tagged on at least one social media post
- Logo recognition as Presenting Sponsor on event & table signage
- 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 eight at the event

**Awards Ceremony Sponsor: \$1,500 (Previous year's Awards Ceremony Sponsor has right of first refusal)**

- Logo recognition as Awards Ceremony Sponsor in pre-event materials
- Logo recognition as Awards Ceremony Sponsor on the Annual Awards Dinner page on the Chamber website
- Prominent logo placement on registration page on the Chamber's website
- Invitation as Co-host on Facebook event
- Logo recognition as Awards Ceremony Sponsor on event & table signage
- 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
- Reserved table for eight at the event

**Community Giving Sponsor(s): \$1,000 sponsorship / \$1,000 charitable donation**

- Logo recognition as Community Giving Sponsor on pre-event materials and event webpage
- Logo on registration page on the Chamber's website
- Logo recognition as Community Giving Sponsor on table signage and on cover of event program
- Logo recognition as Community Giving Sponsor 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 the Annual Awards Dinner page on the Chamber website
- Logo on registration page on the Chamber's website
- Logo recognition as Gift Sponsor on event & table signage
- Logo recognition as Gift Sponsor on cover of event program
- Named recognition during the awards presentation
- Two seats at the event

**Centerpiece Sponsor (2 available): \$500**

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

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

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

**Community Champion: \$150**

- Name recognition as Community Champion in event program
- Name recognition as Community Champion on registration table signage
- One seat at the event

**Business Trick or Treat****Business Sponsor (3 available): \$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 ten 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.

- Logo featured participant flyer
- Logo on event calendar listing on the Chamber's website
- 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 residents and visitors in one easy step and receive a **\$75 discount** for businesses over purchasing each separately. Non-profit members receive a **\$40 discount** over already reduced pricing. This package includes:

- 3 months rotating banner ad on the Chamber website (artwork required)
- Four promotions in weekly e-Blast (must supply ad)
- Inclusion in New Member Welcome Bags (must supply your choice of a promotional item, coupon or discount offer, or gift item. You may also include a flyer or brochure with your item).
- Opportunity to promote your business/organization through community outreach at one Summer Farmers' Market (Business Spotlight Booth)

## New Member Welcome Bag

Be the first to welcome the Oconomowoc Area Chamber's newest members by promoting your business in our New Member Welcome Bags. This is a great way to expand your brand awareness and reach potential new customers looking for resources for their business and personal needs.

### Welcome Bag Sponsor: \$250

Get your business noticed with a logo on the New Member Welcome Bag! Every year the Chamber welcomes dozens of new Members. Each is given a welcome bag with goodies from our members. This is a great way to get your name in front of them. **This is a rare opportunity - there is space for only two logos and our supply of bags lasts approximately 2 years.**

### \$50 + 50 Promotional items

Supply your choice of a promotional item, coupon or discount offer, or gift item in the New Member Welcome Bag. You may also include a flyer or brochure with your item.

## Website Advertising Opportunities

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

The Oconomowoc Area Chamber of Commerce website receives more than 62,000 visits a year, averaging five thousand visits per month. Chamber members can gain attention and visibility for their business/organization by advertising on [www.oconomowoc.org](http://www.oconomowoc.org). Rotating banner ads provided outstanding promotional value with an average of over 10,000 impressions per month in 2022. 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

**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 1,000 business and community leaders!

## 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 \$30,000 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 30,000 views in 2022, the Chamber calendar is a popular page for people to visit to find out what is happening in the community.

## Hot Deals

### Free to Members

The Oconomowoc Chamber of Commerce website offers you a variety of ways to share promotions – one of them is our Hot Deals page. This is a great way to boost the visibility of your business and advertise sales, specials, and promotions to members and the local community. Visitors to the Hot Deals page can subscribe to receive email notifications when new deals are added – furthering your opportunity to get your promotion noticed.

## Job Listings

### Free to Members

Promote your business and open positions to job seekers. The Oconomowoc Area Chamber of Commerce Job Board is a centralized place for Chamber members to list their job openings, making it easy for job seekers to find career opportunities. You can post unlimited opportunities at no charge.

## Social Media Post Shares

### Free to Members

Maximize your social media by tagging the Chamber on Facebook or Instagram and we will share it! This is a fantastic way to increase the reach of your post. Tag us in your Facebook post/comments at @oconomowocchamber or on Instagram @oconomowocchamberofcommerce whether you have an event, promotion, or a milestone you want to share with the community.

## Business Insights Blog

### Free to Members

The Oconomowoc Area Chamber of Commerce's Business Insights Blog is designed to serve as a centralized resource for our members and our business community. We are happy to offer this platform that provides you the opportunity to position yourself as a subject matter expert. To submit your article, visit [www.oconomowoc.org/blog-submission](http://www.oconomowoc.org/blog-submission).

## 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 have the opportunity to highlight their business or organization with display ad. Ad sales begin in October for this publication – watch the eBlast in early October for details.

## OTHER PROMOTIONAL OPPORTUNITIES

### Oconomowoc Summer Farmers Market Business Spotlight

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

The Oconomowoc Summer Farmers' Market is a premier Lake Country event with estimated average weekly attendance of over 1500 people – that is over 39,000 people over the course of the season! This is your chance to support the Oconomowoc Summer Farmers' Market while getting long-term promotional value for your business or organization during the 6-month market season. 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 much-loved 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 with 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 during the raffle

### Business After Hours Host

This is your opportunity to put your best foot forward and showcase your business to other businesses in our area. We want to make sure people walk away with a positive image of your business and their experience at your event! Based on the most successful events we have had over the years we have outlined what is expected of each host – there should be no additional cost to guests.

- **What the business is expected to provide:**
  - Host must be a member of the Oconomowoc Area Chamber of Commerce
  - Host will provide refreshments and a variety of light and heavy hors d'oeuvres at no cost to guests
    - We are happy to provide our catering suggestions if you need recommendations
    - While alcoholic beverages are strongly recommended, if you cannot provide alcohol but can provide mocktails or other specialty drinks, please contact the chamber.
    - If host prefers, the Chamber can organize the catering and refreshments by opting to pay a \$500 sponsorship. Please select sponsorship option when completing the form.
  - Hosting location must be large enough to accommodate 50+ guests and have adequate parking
  - Host will provide at least two door prizes to be given away at a drawing
  - Host must be able to welcome BAH guests between 4:30 and 6:00pm

- **The benefits:**
  - Business logo on event listing
  - At least 3 weeks of promotion in our weekly eblast (1000+ contacts)
  - 1 dedicated eblast (1000+ contacts)
  - Your business mentioned and thanked on social media post after the event
  - Opportunity to speak about your business (up to 5 minutes) or to give a tour of your facility

### **Women in Business Over Coffee Host**

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. This is your opportunity to put your best foot forward and showcase your business to other businesses in our area. Based on the most successful events we have had over the years we have outlined what is expected of each host – there should be no additional cost to guests.

- **What the business is expected to provide:**
  - Host must be a member of the Oconomowoc Area Chamber of Commerce
  - Host must provide coffee + one additional refreshment at no cost to guest
  - Host must provide a very light breakfast snack (muffins, mini-pastries, granola bars, fruit)
  - Hosting location must be large enough for 15+ guests and have adequate parking available
  - Host must be able to welcome guests between 8:00am and 9:00am
- **The benefits:**
  - Business logo on event listing
  - At least 3 weeks of promotion in our weekly eblast (1000+ contacts)
  - Your business mentioned and thanked on social media post after the event
  - Opportunity to speak about your business (up to 5 minutes) or to give a tour of your facility