



# *2021 Media Kit*

& SPONSORSHIP GUIDE



LANSING **REGIONAL** CHAMBER





The Lansing Regional Chamber of Commerce (LRCC) provides members with various opportunities to effectively connect with and reach a wide range of audiences, including the region's key influencers. The LRCC has marketing options and resources available that allow members to showcase and grow their business, such as sponsorship opportunities and purchased advertisements in FOCUS Magazine, Marketplace Connect, and on the LRCC website. Looking to get noticed? Interested in building your brand through awareness and increased visibility? Contact Ashley Sandborn, [asandborn@lansingchamber.org](mailto:asandborn@lansingchamber.org) or (517) 853-6460.

**Create Brand Awareness.**

**Increase Your Visibility.**

**Manage Your Reputation.**

**Advertise with the Lansing Regional  
Chamber of Commerce.**

# FOCUS Magazine

## EDITORIAL MISSION

The Lansing Regional Chamber of Commerce (LRCC) is proud to produce one of the region's premier business publications, FOCUS Magazine. FOCUS Magazine is a glossy, high-color, and high-impact monthly business publication that provides important economic, business, member, and LRCC news, as well as legislative and industry happenings.

Members receive the publication as a mailed hard copy and an emailed digital format. Both formats combined (print and digital) reach over 15,000 LRCC members and regional decision-makers monthly. FOCUS Magazine is also shared at every LRCC event, further increasing its circulation throughout the business community. Many LRCC members have noted that FOCUS is one of the most effective communication tools they utilize to deliver a targeted message to business and community decision-makers in the tri-county region.

## AD RATES

1/6-PAGE	1/4-PAGE	1/3-PAGE	1/2-PAGE	FULL PAGE	BACK COVER
1x: \$295	1x: \$425	1x: \$595	1x: \$795	1x: \$1,295	1x: \$1,095
4x: \$255	4x: \$375	4x: \$555	4x: \$760	4x: \$1,255	4x: \$1,055
6x: \$225	6x: \$345	6x: \$525	6x: \$720	6x: \$1,195	6x: \$1,015
12x: \$195	12x: \$315	12x: \$495	12x: \$645	12x: \$1,155	12x: \$975

## AD SPECIFICATIONS

- 1/6-page: 2.85" w x 5.45" h
- 1/4-page: 4.375" w x 5.45" h
- 1/3-page (vertical): 2.85" w x 11.0" h
- 1/3-page (horizontal): 9.0" w x 3.5" h
- 1/2-page (vertical): 4.375" w x 11.0" h
- 1/2-page (horizontal): 9.0" w x 5.45" h
- Full Page with bleeds (art must include 1/8" bleed on all four sides): 10.0" w x 12.0" h **PLUS BLEEDS**
- Full Page **NO** bleeds: 9.0" w x 11.0" h
- Back Cover: 9" w x 7.75" h

## AD FILE REQUIREMENTS

- High-res PDF at actual size, all fonts outlined, maintaining appropriate live area
- **NO CROP MARKS OR BLEEDS** included **UNLESS** purchasing full page with bleeds. In that case, please provide bleeds only.
- **NO stroke/outline** on ad file
- No low-res images (ideally 300+ dpi)
- No text under 6 point



1/3 Vertical  
2.85x11

Full Page  
No Bleeds  
9x11

1/2 Horizontal  
9x5.45

1/2 Vertical  
4.375x11

1/6 Page  
2.85x5.45

Back Cover  
3/4 Page  
9x7.75

1/4 Page  
4.375x11

1/3 Horizontal  
9x3.5



# COVID-19 HAS ROCKED OUR WORLD

...have been replaced by video conference. The use of innovative tools has helped us across multiple industry segments. Manufacturers needed their lines to expand in an emergency and brought up the pandemic. General Motors in Kolkata, India had to quickly change their model to shift to online delivery and even stores expanded to railway and delivery vans and other means to ensure the depend on or person to person delivery. We have seen the audience through online platform.

The automotive industry, long critical to Michigan's economic vitality, could resort on a limited basis in May. All manufacturers began to come back with safety measures and guidelines.

The automotive industry long has been a leader in the use of state-of-the-art economic reality could center on a number of factors, including the impact of the COVID-19 pandemic on the industry. The automotive industry has been hit hard by the pandemic, with many manufacturers reporting a significant decline in sales. The industry is currently facing a number of challenges, including a shortage of semiconductors, which is causing delays in the production of new vehicles. Additionally, the industry is facing a decline in demand for new vehicles, as many consumers are hesitant to purchase new cars during the pandemic. The automotive industry is currently facing a number of challenges, including a shortage of semiconductors, which is causing delays in the production of new vehicles. Additionally, the industry is facing a decline in demand for new vehicles, as many consumers are hesitant to purchase new cars during the pandemic.



**OPPORTUNITIES AROUND AMID CRISIS**

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the needs for the future and combining their skills and backgrounds in Human Resources, the couple ensure delivery of personal protective equipment to us here!

Thinking about the needs for marketing and Lazas background, a need for immediate delivery was born. The HealthyLivingCompany.com was born.

As concerns about  
with them an increased  
impact the "new normal" was  
office going forward. The company



The idea that was the company into a premier dealer in an array of top furniture brands, innovative also manufacturers. Human needs with solutions customized with social distancing have mounted in need emphasis on working remotely. Innovation laid bare on the physical structure responded by devel

physical structure of the  
ounded by developing a new product

Jim Baker has wanted to create a business since his first interview, in 2008. He believed office design was a service where he could see firsthand where his work was being used and would be used as part of the business. He wanted to connect with businesses and the people who would be the foundation of Baker's early business. He wanted to build a trusted relationship and a strong foundation.

Miller workstations to affordably meet your needs. And, with a variety of beautiful textiles and fabrics, you can create a workspace that's as functional as it is beautiful.

One certainly  
the desire to  
schools

Johnson and the other public speaking to a webinars is a means of connecting with new customers to their business.

...one-man entrepreneurial enterprise that focused on superior customer service and the most effective in face-to-face meetings in the office furniture he sold was his business. This enabled him to serve his clients better, including those who served, including

...served, including

...has grown the

...to offering

...merise,

...Before

...M

...are

Most likely people are not  
remove those from the tables  
to eat out in a restaurant.

*"If there's a silver lining to be found during the COVID-19 crisis, it may be in the surge of innovation that has ramped up across multiple industry sectors."*

Restaurants face an uncertain future. Travis Stalling, owner of a restaurant, says he's not sure what the future holds for his business.

...face an uncertain future, especially  
...had laid off 12 pe  
...returning to the dine-in experience  
...assumes that restaurants w  
...much lower capacity than before COVID-19  
...and how customers are going to fee  
...we had all o  
...going

...especially when... Saddleback co...  
...restaurants will reopen dining rooms...  
...before COVID-19. The question will...  
...going to feel about the experience.

...on the table," said Soldier  
...with that, so do we have  
...are people even going to  
...beginning of the  
...One



# FOCUS Magazine

## TERMS & CONDITIONS

- Monthly advertisers are billed once the ad is approved.
- Annual, semi-annual, and quarterly payments are billed as such, due Net 30.
- A pre-pay discount of 5% is available for advance payment.
- Publisher reserves the right to refuse any advertisements for any reason, at any time and assumes no liability for products and services advertised.
- An agreement to advertise does not constitute an endorsement by the LRCC.
- The contract is not cancelable by the advertiser and the advertiser acknowledges full and complete understanding for these terms.
- Artwork is due on the 15th of the month prior to the month when ad will run.

**Your investment not only expands your brand awareness and allows your organization to reach a unique audience, but also helps sustain a publication that LRCC members receive at no charge and view as one of the leading publications in the region.**

## FLIPBOOK TECHNOLOGY

The LRCC utilizes an interactive digital flipbook for its online version of FOCUS Magazine. The technology is also be used for other publications, like the LRCC Annual Report. The innovative flipbook technology allows people to flip through the publications online as they would if they had it in their hands - the program responds with an animated turn of the page. It also gives each advertiser a digital component and further enhances the visibility of each advertisement.

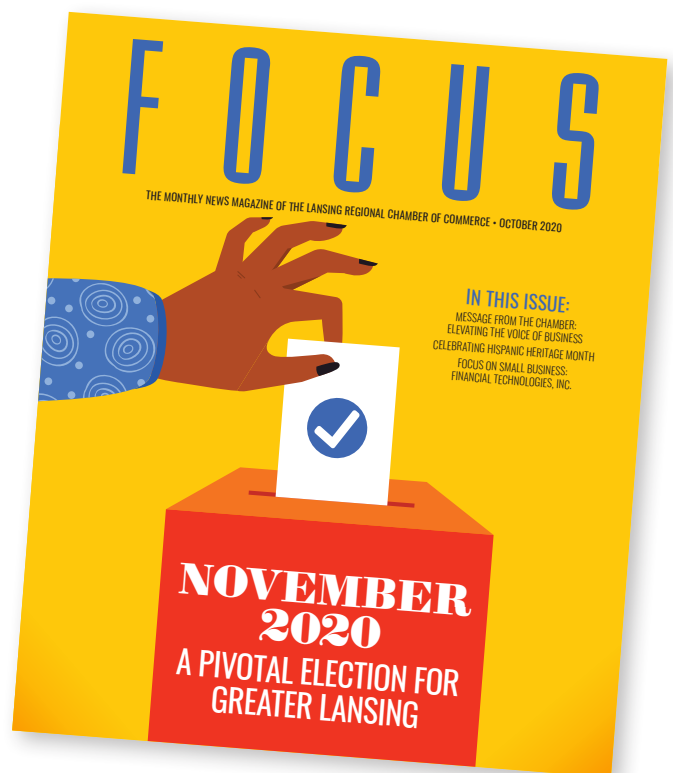
## CIRCULATION

FOCUS Magazine is distributed monthly to the entire LRCC membership of more than 1,100 businesses in Ingham, Eaton and Clinton counties. Members receive the publication as both a mailed hard copy and an emailed digital format. Both formats combined (print and digital) reach over 15,000 LRCC members and regional decision-makers monthly.

FOCUS Magazine is also shared at every LRCC event, further increasing its circulation throughout the business community.

## DEMOGRAPHICS

FOCUS has a readership that is primarily college-educated, employed or business owners. They have disposable income and own their cars and homes. Many serve as the final decision-makers for their families' financial choices.





## *Social Media + E-Communications*

FOCUS Magazine is delivered electronically to more than 4,000 Greater Lansing decision-makers on the first Thursday of every month. Articles are also shared weekly via the Lansing Regional Chamber of Commerce's e-communications, and social media platforms that boast nearly 20,000 total followers and garner an average of 194,305 impressions monthly and over 2.3 million impressions annually.

In today's digital age, integrating your social media platforms with your communications strategy is a critical component at building your brand.

The Chamber's social media platforms have proven to be a significant asset to members who leverage the reach of our connections in building awareness of your products and services.

Stay connected by following us on Facebook, Instagram, LinkedIn, Twitter, and YouTube.

### E-COMMUNICATIONS ANALYTICS

\*Industry average open rate: 12%

\*Industry average click rate: 2.9%

- **Monthly FOCUS E-Communication**

- Average open rate: 31%
- Average click rate: 19%

- **Standard E-Communication**

- Average open rate: 28%
- Average click rate: 9%





# Marketplace Connect

Marketplace Connect is delivered monthly to the inboxes of nearly 4,000 Lansing Regional Chamber of Commerce members, business professionals, and prominent decision-makers. This member-to-member e-newsletter allows businesses to showcase their products and services, specials, etc. and build their brand through awareness and increased visibility. All ads are clickable. Sign up today to get noticed and increase your visibility!

## PRICE

- \$125 per month
- Receive a 10% discount if you pay in full for the entire year

**To participate in Marketplace Connect, follow these steps:**

1. Contact Ashley Sandborn at [asandborn@lansingchamber.org](mailto:asandborn@lansingchamber.org).
2. Fill out and sign contract that includes contact name, company, phone, email, and the number of months the ad will run in Marketplace Connect.
3. Send payment for chosen months to ensure inclusion in the next month's Marketplace Connect. Payment must be received before the ad runs in Marketplace Connect.
4. Submit advertisements and hyperlink to be included by the last Friday of the month.

## MARKETPLACE CONNECT ANALYTICS

\*Industry average open rate: 12%

\*Industry average click rate: 2.9%

- Average open rate: 28.3%
- Average click rate: 4.6%

## AD FILE REQUIREMENTS

- JPG or PNG File
- 6.0" w x 4.5" h @ minimum 150 dpi  
1800 pixels w x 1350 pixels h



# Digital Advertising

The Lansing Regional Chamber of Commerce (LRCC) website is frequently visited by local stakeholders, business professionals, and elected officials. Advertising on the LRCC website gives businesses a unique opportunity to enhance their visibility and brand awareness and showcase their products and services to the region's top industry leaders.

The LRCC website receives an average of nearly 10,000 unique page views each month and is viewed as one of the top sources of important updates and information for the Lansing region's business community.

Businesses have the option to choose the duration (monthly or 3-month increments) and featured pages for their advertisement, based on their needs. All ads will be clickable and allow for increased exposure, as users will be directed to the advertiser's preferred website.

## RUNNING PAGE PRICE

- **Homepage, Focus, Events Calendar, Lansing Marketplace:**  
Headline Ad: 1 Month - \$750, 3 Month - \$2,000  
Sidebar Ad: 1 Month - \$500, 3 Month - \$1,350
- **Membership, Talent, Advocacy and Media Pages:**  
Headline Ad: 1 Month - \$500, 3 Month - \$1,350  
Sidebar Ad: 1 Month - \$350, 3 Month - \$850

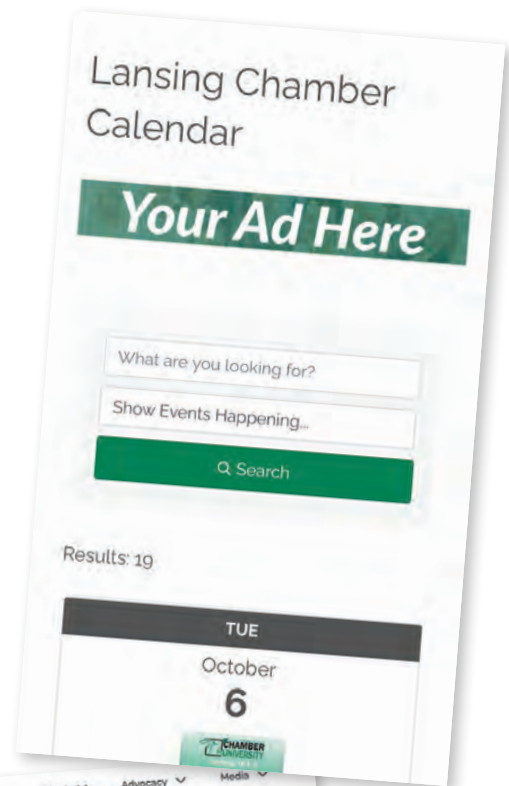
## AD FILE REQUIREMENTS

### Headline Ad

- JPG or PNG File
- 700 pixels w x 100 pixels h
- 300 dpi

### Sidebar Ad

- JPG or PNG File
- 150 pixels w x 300 pixels h
- 300 dpi





# *Lansing Marketplace*

The Lansing Marketplace is a unique and effective way to connect with Lansing Regional Chamber members, engage potential customers and grow your business. The Lansing Marketplace provides an easy way to conduct research and locate companies offering the products and services critical to mid-Michigan businesses and consumers.

## **BASIC FREE**

- Sign Up
- Title/Address
- URL
- Phone
- Location reference
- Logo

## **ENHANCED** (MOST POPULAR) **\$299/YEAR**

- Enhanced Search Rank
- Title/Address
- E-mail
- URL
- Phone
- Fax Number
- Detail Description
- Location reference
- Logo
- Gallery with up to 3 images
- Video





LANSING REGIONAL CHAMBER OF COMMERCE

# *Sponsorship Opportunities 2021*

The Lansing Regional Chamber of Commerce (LRCC) is a convener of the community – it brings together businesses, big and small, local leaders, and elected officials, creating a strong network of professionals. The LRCC offers sponsorship opportunities that allow businesses to get noticed, reach specific audiences, receive recognition, and increase brand awareness.

Additional information is available on the LRCC's website:  
[www.lansingchamber.org/sponsorship-opportunities](http://www.lansingchamber.org/sponsorship-opportunities).

Questions can be directed to Ashlee Willis at  
[michiganpremierevents@lansingchamber.org](mailto:michiganpremierevents@lansingchamber.org) or  
(517) 853-6463.





# 107th Annual Dinner

**Date: June 2021 | Time: 5:30 – 8:30 p.m.**

The Lansing Regional Chamber of Commerce (LRCC) Annual Dinner is the premier business celebration and networking event in the region. The program honors the LRCC's outgoing chair and board members, includes remarks from the LRCC's incoming board chair and the presentation of the Community Service, Outstanding Small Business and Legacy Awards. The event also honors the previous year's 10 Over the Next Ten, Celebration of Regional Growth, ATHENA and ATHENAPowerLink recipients and the LRCC Ambassadors!

## ***Tickets***

**Member: \$95**

**Non-member: \$140**

## ***Sponsorship Levels***

### **Reception Package - \$7,500 (Exclusive)**

- Two (2) tables of eight (8) at dinner with tabletop signage
- Opportunity for champagne toast
- Each guest will be provided two drink tickets with corporate logo
- Recognition in all marketing materials
- First right of refusal to renew sponsorship for following year

### **Gold Package - \$5,500**

- Table of eight at dinner
- Recognition in all marketing materials

### **Video Package - \$3,500 (Exclusive)**

- Table of eight (8) at dinner
- Company logo displayed as final screen in award acceptance videos
- Recognition in all marketing materials
- First right of refusal to renew sponsorship for following year

### **Silver Package - \$3,500**

- Table of eight at dinner
- Recognition in all marketing materials

### **Support the Arts Sponsorship - \$2,500 (Exclusive)**

- Table of eight (8) at dinner
- \$1,000 check presentation to selected school by sponsor
- "Thank You" to Support the Arts sponsor in event program
- Recognition in all marketing materials
- First right of refusal to renew sponsorship for the following year

### **Award Sponsorship - \$2,500/Award**

*Community Service, Outstanding Small Business and Legacy Awards*

- Table of eight (8) at dinner
- Seat on Annual Dinner Awards Selection Committee
- Recognition from podium as award sponsor during awards presentation
- Recognition in all marketing materials
- First right of refusal to renew sponsorship for the following year

### **Bronze Package - \$2,000**

- Half table at dinner - four (4) tickets
- Four (4) tickets to event reception
- Recognition in all marketing materials



# ATHENA Awards

**Date: Thursday, March 25, 2021 and Dec. 2, 2021 | Time: 11 a.m. – noon**

The ATHENA Award celebrates the potential of all women as leaders of the community. It honors those who strive towards the highest levels of professional accomplishment, excels in their chosen field, has devoted time and energy to their community and pave paths for other women to follow. Join us as we welcome the newest member of the ATHENA Award legacy! March 25 will honor 2020 ATHENA Award recipient. Dec. 2 will honor 2021 ATHENA Award recipient. Sponsorship will go towards Dec. 2 program.

## ***Tickets***

**Member: \$55**

**Non-member: \$75**

**Table of eight: \$425**

## ***Sponsorship Levels***

### **Presenting Sponsor - \$10,000 (Exclusive) MARCH 2021 SOLD**

- Sponsor remarks at beginning of award presentation
- FREE access to program awards sharing invite with company team
- Branding in each event program as presenting sponsor
- Contribute a sponsor-produced :30 | :60 commercial video in the program
- Recognition in all marketing materials
- Seat on ATHENA Selection Committee
- First right of refusal to renew sponsorship for the following year

### **Legacy Sponsor - \$3,500 (Exclusive)**

- Company hosts all former ATHENA recipients at ATHENA Award luncheon
- Sponsorship remarks during awards program
- FREE access to program awards sharing invite with company team
- Recognition in all marketing materials
- First right of refusal to renew sponsorship for the following year

### **Pre-Event Reception Sponsor - \$2,500 (Exclusive)**

- Recognition in all marketing materials
- FREE access to program awards sharing invite with company team
- First right of refusal to renew sponsorship for the following year

### **Supporting Sponsor - \$1,500**

- FREE access to program awards sharing invite with company team
- Recognition in all marketing materials





# Lansing Open

**Date:** Tuesday, August 17, 2021 | **Time:** 8:30 a.m. – 4:30 p.m. | **Location:** Eagle Eye Golf Course

As the Greater Lansing region's premier golf outing, the Lansing Open attracts hundreds of golfers each year. Played at one of the state's most pristine courses, the Lansing Open is an excellent opportunity to network with the area's top business leaders while enjoying a fun and relaxing day.

## Tickets

**Member: \$250 individual golfer**  
**Non-member: \$300 individual golfer**  
**Foursome: \$850**

## Sponsorship Levels

Refer to this legend to determine which standard items accompany each sponsorship level. For more information, please contact Ashlee Willis at [MichiganPremierEvents@lansingchamber.org](mailto:MichiganPremierEvents@lansingchamber.org).

- Foursome of golfers
- Four (4) lunch tickets
- Four (4) dinner tickets
- Signage on sponsorship board
- Four (4) comped golfers (\*\*Additional \$500 to complete foursome)
- Recognition in all marketing materials including event program, scrolling logo loop, FOCUS Magazine, LRCC website, social media and more
- One skirted eight foot table with two chairs
- First right of refusal to renew sponsorship for the following year

### Premier Package - \$3,000

#### ● ● ● ● ● PLUS:

- Two (2) tee signs on requested holes
- Four (4) lunch tickets for table volunteers
- Opportunity to place marketing materials in golfer registration packets

### Mulligan Package - \$2,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Corporate logo on mulligan item (\*\*Company provides item)

### Beverage Cart Package - \$2,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Signage on all beverage carts
- Corporate logo/name listed on beverage tickets distributed to golfers

### First Aid Sponsor- \$2,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Logo on first aid items distributed at first aid station

### Scorekeeper Sponsor- \$2500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Company logo on scorekeeper cards and leaderboard

### Dinner Package - \$2,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Sponsor remarks at beginning of dinner
- Corporate logo displayed on dinner tables
- Marketing/display table in dining room

### Player Cart Package - \$2,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Company logo on all golf carts

### Lunch Package - \$2,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Corporate logo placed in all boxed lunches

### Showcase Package - \$2,000

#### ● ● ● ● ● PLUS:

- Tee sign on designated hole
- Two (2) lunch tickets for table volunteers

### T-Shirt Package - \$2,000 (Exclusive)

#### ● ● ● ● ● PLUS:

- Lead branding on all Lansing Open staff t-shirts
- Tee sign on designated hole

### Breakfast Sponsor - \$1,500 (Exclusive)

#### ● ● ● ● ● PLUS:

- Tee sign placed on course

### Entrepreneur Package - \$1,000

#### ● ● ● PLUS:

- \$100 discount on foursome
- Tee sign placed on course



# Lansing Regional Chamber Economic Club

Dates will be listed on the LRCC website as they become available.

Time: 11 a.m. to noon

The Lansing Regional Chamber Economic Club features locally and nationally prominent speakers who cover a broad spectrum of business-related topics ranging from economic trends and business success stories to the latest in management and leadership techniques. The Lansing Regional Chamber Economic Club luncheons provide members with an excellent opportunity to network with hundreds of the area's key community, business, and education leaders.

## Tickets

Member: \$55

Non-member: \$75

Table of eight: \$425

## Sponsorship Levels

### Presenting Sponsor - \$20,000

- Sponsor remarks during program
- Recognition in each event program as the Presenting Sponsor
- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- Branding in each event program as a Distinguished Member
- Contribute a sponsor-created :30 or :60 video
- Two (2) half-page [color] FOCUS ads
- Corporate logo displayed throughout the program
- Brand exposure on LRCC social media platforms, which boast nearly 20,000 followers and more than 2.3 million annual impressions

- Contribute a sponsor-created :30 or :60 video
- Contribute a :15 or :30 video for pre-marketing on LRCC social media, e-communications, and digital media platforms (\*\*LRCC produced)
- Two (2) half-page [color] FOCUS ads
- Corporate logo displayed throughout the event program
- Brand exposure on LRCC social media platforms, which boast nearly 20,000 followers and more than 2.3 million annual impressions
- Branding in all pre-event and event digital marketing materials
- On your behalf, the Lansing Economic Club will donate \$2,000 to a local non-profit of your choice

### Distinguished Member - \$7,500

(Exclusive | Eight Available Per Year)

- Sponsor remarks and speaker introduction
- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- Branding in each event program as a Distinguished Member

### Preferred Member - \$3,000

- Recognition in each event program as a Preferred Member
- Contribute a sponsor-created :30 video
- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team

### Contributing Member - \$1,500

- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- One [color] ad in three (3) different upcoming virtual programs
- Recognition in each event program as a Contributing Member

### Sustaining Member - \$750

- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- Recognition in each event program as a Sustaining Member

### Supporting Member - \$450 (Unlimited)

- One [color] ad contributed for inclusion in virtual program
- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- Recognition in each event program as a Supporting Member





# *Celebration of Regional Growth Awards*

**Date: Thursday, Nov. 18, 2021 | Time: 11 a.m. - noon**

The Celebration of Regional Growth Awards recognizes businesses for their new economic investment and job creation in the Greater Lansing region.

## ***Tickets***

**Member: \$55**

**Non-member: \$75**

**Table of eight: \$425**

## ***Sponsorship Levels***

### **Presenting Sponsor - \$20,000 (Exclusive)**

- Co-presenter of the awards ceremony
- Recognition in all marketing materials
- Sponsor remarks and speaker introduction
- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- Branding in each event program as a Distinguished Member and Presenting Sponsor for CORG
- Contribute a sponsor-produced :30 | :60 commercial video in the program
- Contribute a :15 | :30 video for pre-marketing on LRCC social media, e-communication, and digital media platforms (\*\*LRCC produced)
- Two half-page [color] FOCUS ads
- Corporate logo displayed throughout the program
- Brand exposure on LRCC social media platforms, which boast nearly 20,000 followers and more than 2.3 million annual impressions
- Branding in all pre-event and event digital marketing materials
- On your behalf, the Lansing Economic Club will donate \$2,000 to a local non-profit of your choice

### **Video Sponsor - \$5,000 (Exclusive)**

- Sponsor remarks after award presentation
- Contribute a sponsor-produced :30 | :60 commercial video in the program
- FREE access to 2021 Lansing Regional Chamber Economic Club program sharing invite with company team
- Logo/company name shown as final screen in video
- Recognition in all marketing materials



# *10 Over the Next Ten Awards*

**Date: Tuesday, Sept. 21, 2021 | Time: 6 – 7 p.m.**

The 10 Over the Next Ten Awards program highlights the region's top young professionals, who over the next 10 years, will become business and community leaders. This program is proudly brought to you by the Lansing Regional Chamber of Commerce and the Grand River Connection.

## *Sponsorship Levels*

### **Alumni Sponsor - \$3,500 (Exclusive)**

- Sponsor remarks during event
- Opportunity to moderate Alumni Panel Discussion
- Seat on 10 Over the Next Ten Selection Committee
- Recognition in all marketing materials





# Grub Crawl

**Date: June 17, 2021 | Time: 5 – 8 p.m.**

The Grub Crawl is a food and drink sampling tour of various areas around Lansing. Host restaurants offer specialty appetizer samples and low-priced drink specials to purchase at each location. This celebration of food and drink is a great opportunity to support our local community and grow awareness of the restaurants in the Greater Lansing area. Use this event to get together with friends to enjoy a night out or provide a bonding opportunity for your corporate team.

### ***Tickets***

**Pre-Sale: \$25/single wristband;  
\$45/couples wristband; \$150/  
bundle of 10**

**Day-Of: \$30/single wristband;  
\$50/couples wristband; and \$150/  
bundle of 10**

## ***Sponsorship Levels***

**Signature Sponsor - \$2,000 (Exclusive)**

- Twenty wristbands into the event
- Top branding in the Lansing Regional Chamber's registration tent
- Top branding in all marketing and promotional materials
- Recognition in all marketing materials

**Supporting Sponsor - \$500 (Unlimited)**

- Eight (8) wristbands for the Grub Crawl
- Recognition in all marketing materials

**T-Shirt Sponsor - \$1,000 (Exclusive)**

- Lead branding on all Grub Crawl staff t-shirts
- Ten (10) free wristbands into the event
- Recognition in all marketing materials



# *Chamber University Series*

**Date: April 8; May 13; June 3; Oct. 7; Nov. 4; Dec. 9 | Time: 10-11a.m.**

Born out of the needs of our small business members, the Chamber University Series is designed to present affordable educational opportunities to those that need it the most. Our programs focus on a variety of different topics, the Chamber University Series aims to teach small business owners' tangible pieces of information that they can take back to their office and immediately implement.

## *Sponsorship Levels*

### **Presenting Sponsor \$2,500**

- Short sponsor remarks at beginning of each program
- Two (2) seats on Chamber University Series Planning Committee
- Recognition in all marketing materials as Presenting Sponsor





# *Healthcare Forum*

**Date: Fall 2021**

The Lansing Regional Chamber's annual Healthcare Forum program features local healthcare leaders as they discuss the future trends and challenges facing the delivery of healthcare. We provide examples of small, mid-size and large businesses that have successfully decreased employee health-related expenses through wellness and health management programs.

## *Sponsorship Levels*

### **Presenting Sponsor - \$2,500**

- Sponsor remarks and speaker introduction opportunity during Healthcare Forum
- Corporate logo displayed throughout the program as presenting sponsor
- Contribute a sponsor-produced :30 | :60 commercial video in the program
- FREE access to 2021 Healthcare Forum program sharing invite with company team
- Brand exposure on LRCC social media platforms, which boast nearly 20,000 followers and more than 2.3 million annual impressions

### **Supporting Sponsor - \$1,500**

- Free [color] Marketplace Connect ad
- FREE access to 2021 Healthcare Forum program sharing invite with company team
- Recognition in all marketing materials

### **Business Sponsor - \$500**

- Recognition in all marketing materials
- FREE access to 2021 FREE access to 2021 Healthcare Forum program sharing invite with company team



# *Policy Forum*

**Date: Fall 2021**

The Lansing Regional Chamber's Policy Forum unites Michigan's local chambers and their key business leaders with legislators and state Chamber officials. It provides local chamber executives an exciting opportunity to invite their area legislators to attend the event and discuss the public policy issues most important to them and their member businesses.

## *Sponsorship Levels*

### **Presenting Sponsor - \$7,500 (Exclusive)**

- Sponsor remarks and speaker introduction
- FREE access to 2021 Legislative Dinner sharing invite with company team
- Branding in each event program as Presenting Sponsor
- Contribute a sponsor-produced :30 | :60 commercial video in the program
- Contribute a :15 | :30 video for pre-marketing on LRCC social media, e-communications, and digital media platforms (\*\*LRCC produced)
- Two (2) half-page [color] FOCUS ads
- Corporate logo displayed throughout the program
- Brand exposure on LRCC social media platforms, which boast nearly 20,000 followers and more than 2.3 million annual impressions
- Branding in all pre-event and event marketing materials
- First right of refusal to renew sponsorship for the following year

### **Reception Sponsor - \$2,500 (Exclusive)**

- Recognition as event reception sponsor
- Contribute a :15 | :30 video for pre-marketing on LRCC social media, e-communication, and digital media platforms (\*\*LRCC produced)
- Corporate logo displayed on all marketing materials
- First right of refusal to renew sponsorship for the following year

### **Legislative Sponsor - \$1,500**

- Corporate logo displayed on all marketing materials
- FREE access to 2021 Legislative Dinner sharing invite with company team







## LANSING REGIONAL CHAMBER

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(517) 487-6340 | [www.lansingchamber.org](http://www.lansingchamber.org)

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