



# *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



# HOW COVID-19 HAS FUELED BUSINESS INNOVATION IN GREATER LANSING

"Greater Lansing has always featured a strong entrepreneurial spirit that has led the region through peaks and valleys for more than a century. That spirit has most evident during the COVID-19 pandemic and will continue into the next phase and beyond."

## COVID-19 HAS ROCKED OUR WORLD.

Since the global pandemic slammed the U.S., our everyday lives have been disrupted. Our entire economy has been impacted by business, education, government, and non-profit organizations have seen their operations curtailed or shuttered. Zoom has become a national pastime as face-to-face meetings have been replaced by video conferences.

Many employees have been furloughed. Remote workers have faced daily challenges of balancing their professional responsibilities with home life, and school closures, as well as Level 1 surgical masks and social distancing have become a part of our daily lives.

### PUTTING MICHIGAN BACK TO WORK

Governor Gretchen Whitmer worked with leaders in business, health care, labor, and education to develop a six-stage plan to reopen Michigan's economy. The plan is a blueprint for the state's recovery, and it's a blueprint for the nation.

The automotive industry, long critical to Michigan's economic vitality, could recover as a limited part in phase one. But instead of the central reopening of the economy to various stages of the shutdown in the pandemic.

Edna Rapids-based Dendrite Industries is a world-class manufacturer of metal stampings, fabrication, precision-machined components, and assemblies. Company President Jeff Mertz said COVID-19 caused a 30-day delay in volume, which is very significant in his business. Mertz says the company has taken every safety precaution since the outbreak.



Jeff Mertz

### OPPORTUNITIES ABOUND AMID CRISIS

The husband and wife team of Corey and Larissa Pitter opened a small home-based business within the construction industry's line over one year ago. The business was going great as they were booked out for one year, and the phone wouldn't stop ringing. Then, COVID-19 brought business to a screeching halt.

"Calculations, bridge spanning, estimate, event deposits transferred, you name it," said Larissa Pitter. "Also, due to the uncertainty, no one was calling to look in the future."

Thinking about the needs for the future and combining their skills in marketing and Larissa's background in Human Resources, the couple discovered a need for immediate delivery of personal protective equipment.

### REDEFINING OFFICE SPACE POST-COVID-19

Jim Baker launched Immune, formerly Corporate Office Interiors, in 2009 as a one-stop commercial enterprise. He wanted to create a business that focused on superior customer service. He believed office design was most effective in face-to-face meetings where it could see firsthand where the office furniture he sold was going and would be used by part of the business. This enabled him to directly connect with businesses and the people they served, including their employees.

The idea that was the foundation of Baker's early business has grown the company into a premier dealer of trusted furniture vendors. In addition to offering an array of top furniture brands and industry leading office design expertise, Immune also manufactures Human Miller workstations to effectively meet clients' needs with solutions customized from beautiful textiles and fabrics.

As concerns about social distancing have mounted in recent weeks and brought with them an increased emphasis on working remotely, Immune recognized the impact the "new normal" would have on the physical structure of the corporate office going forward. The company responded by developing a new product that



"The Healthy Living Company serves as a personal protective products to organizations across the country, gloves, gowns, masks, disinfectants, thermometers, and more. We are very excited to get the word out about our products and the clear value that they provide to our customers."

Based, family-based Or Tiger Living is a company dedicated to transforming the health and wellness of individual and organizations. Much of the company's revenue is derived from speaking engagements around the world. When the COVID-19 pandemic broke, Or Tiger founder and CEO Chris Johnson said the company lost 17 speaking engagements in four days.

"My wife and I, what are we going to do," said Johnson. "Or Tiger Living is a company dedicated to transforming the health and wellness of individual and organizations. Much of the company's revenue is derived from speaking engagements around the world. When the COVID-19 pandemic broke, Or Tiger founder and CEO Chris Johnson said the company lost 17 speaking engagements in four days."

"If there is 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."

Saddleback Barbecue with stores in Lansing and Okemos, Mich., has already had online ordering, curbside and delivery since the shutdown of years ago. Once the COVID-19 shutdown forced the doors to close, Saddleback had laid off 12 people because of uncertainty about what would happen to sales.

Restaurants face an uncertain future, especially when it comes to customers returning to the dine-in experience. Saddleback co-owner Travis Stalder assumes that restaurants will reopen dining rooms at a much lower capacity than before COVID-19. The question will revolve around how customers are going to feel about the experience.

"Before all this happened, we had all our barbecue sauces on the table," said Stalder. "Most likely people are not going to be comfortable with that, so we have to remove those from the tables. The other question is, are people even going to eat out in a restaurant?"

One certainty the Saddleback team had from the beginning of the pandemic was that the dine-in experience was not going to be the same. The team had to remove those from the tables. The other question is, are people even going to eat out in a restaurant?



# 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.

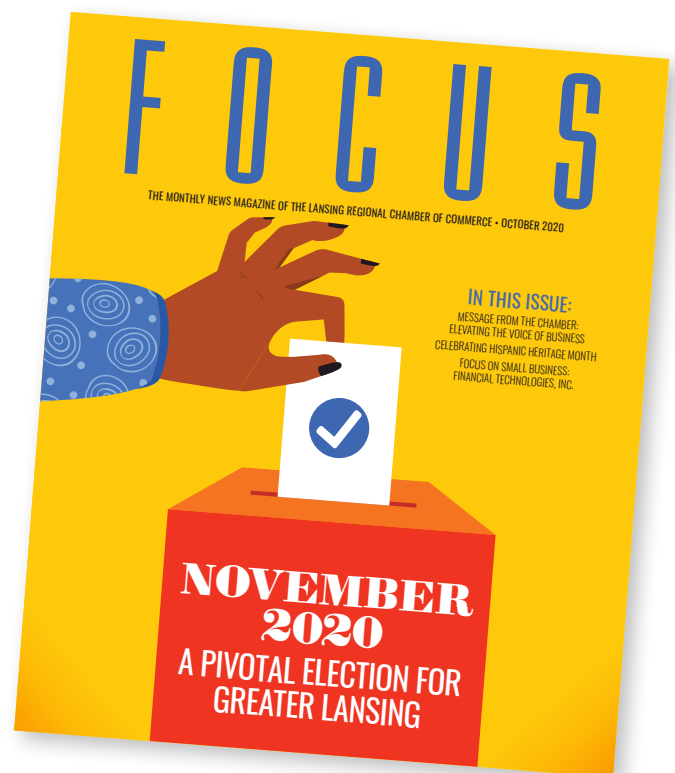
## CIRCULATION

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

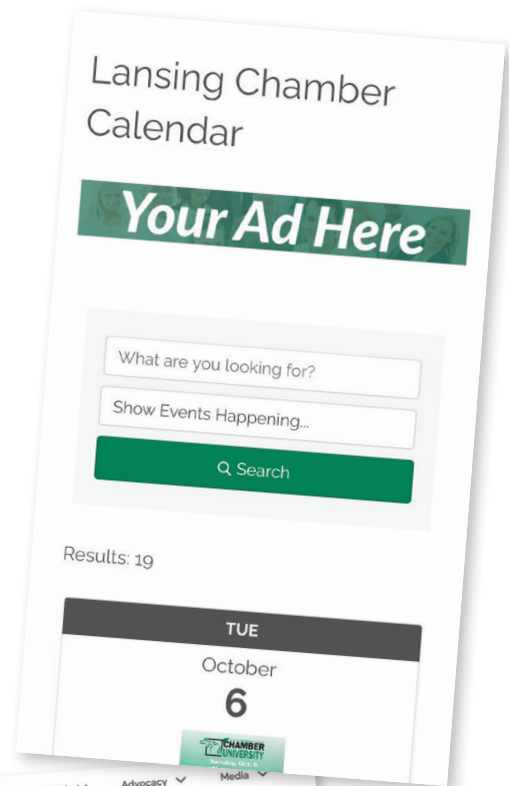
## AD FILE REQUIREMENTS

### 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



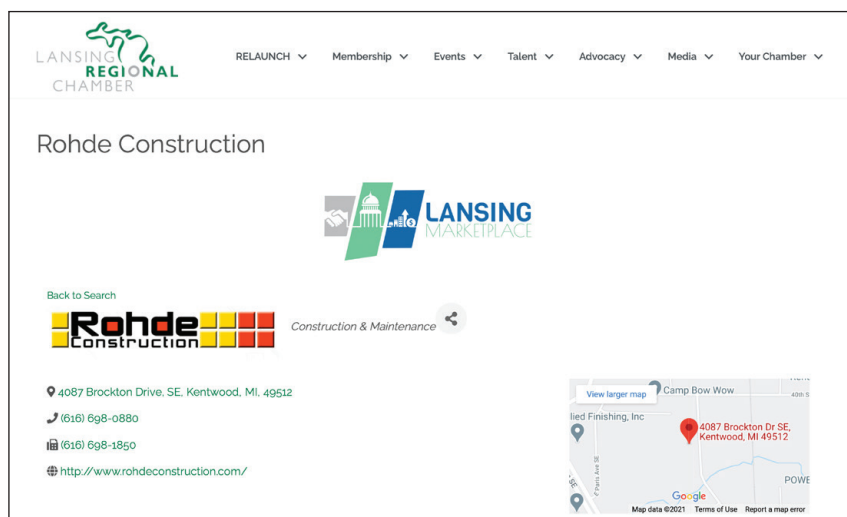


# Lansing Marketplace

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

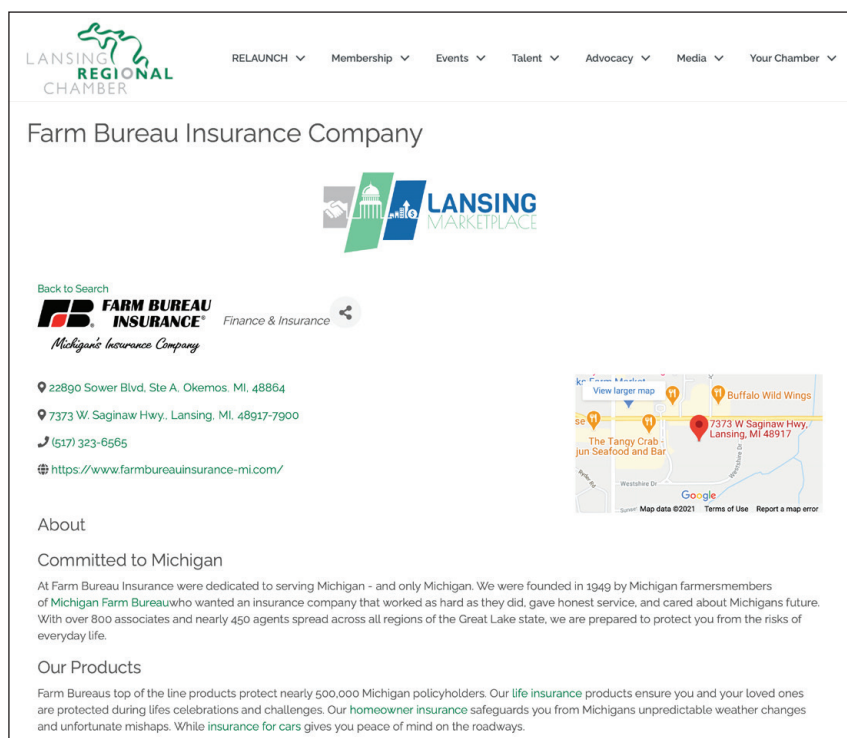
- Sign Up
- Title/Address
- URL
- Phone
- Location reference
- Logo



Example of Basic Free Listing

## 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



Example of Enhanced Listing



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

### **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

- 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

### **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

**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

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

- Eight (8) wristbands for the Grub Crawl
- 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





# *Diversity, Equity and Inclusion Series*

**Dates: TBD**

The Lansing Regional Chamber of Commerce is excited to announce a new Diversity, Equity and Inclusion (DEI) series of programs and resources designed to empower the business community to contribute to an equitable and inclusive region. Embracing diversity, equity and inclusion makes our organizations stronger and our community richer and more welcoming.

Building and sustaining a diverse, equitable, and inclusive Lansing region is imperative for driving innovation, attracting top talent, and creating a business climate that leads to regional prosperity. The DEI series offers practical strategies for businesses looking to connect diversity to business strategy for growth in three target areas: workplace, workforce, and marketplace.

The Lansing Regional Chamber of Commerce focuses on being a leading voice in educating our business community through facilitated discussions and training sessions promoting awareness of racial disparities, unconscious (implicit) bias, microaggressions, and other crucial DEI topics to an equitable regional business culture.

Questions can be directed to Ashlee Willis at [MichiganPremierEvents@LansingChamber.org](mailto:MichiganPremierEvents@LansingChamber.org).

## *Sponsorship Levels*

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

- Top logo recognition on all marketing diversity, equity, and inclusion (DEI) initiatives materials.
- Opportunity to make opening remarks at all DEI programs.
- Three (3) featured articles about DEI in FOCUS Magazine.
- Company name recognition on all social media posts related to the LRCC DEI initiative.
- Company logo featured in LRCC e-newsletters about the 2021 DEI initiative.
- Speaking remarks at the LRCC Annual Dinner.
- One affiliate from your organization to sit on the LRCC of Commerce DEI Committee.
- Video promotion of company's DEI efforts promoted on the LRCC DEI page, and additional placements, as determined by the LRCC.
- Top logo recognition on the LRCC DEI webpage.
- *Number of guests and DEI programs both determined by the LRCC.*

### **Diversity Sponsors - \$3,000**

- Video promotion of the company's DEI efforts on the LRCC DEI web page. The LRCC will determine additional placements.
- Logo recognition on the LRCC DEI webpage.
- Name recognition on sponsor recognition marketing materials at all 2021 DEI events.
- Video promotion or blog post of the company's DEI efforts on the LRCC DEI web page and social media. The LRCC will determine additional placements.
- *Number of guests and DEI programs both determined by the LRCC.*

### **Inclusion & Equity Sponsors - \$2,000**

- Name recognition on sponsor recognition marketing materials at all 2021 DEI events.
- *Number of guests and DEI programs both determined by the LRCC.*



## LANSING REGIONAL CHAMBER

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