



2022 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 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 LRCC is proud to produce the Lansing region's premier business publication, 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.

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

AD RATES

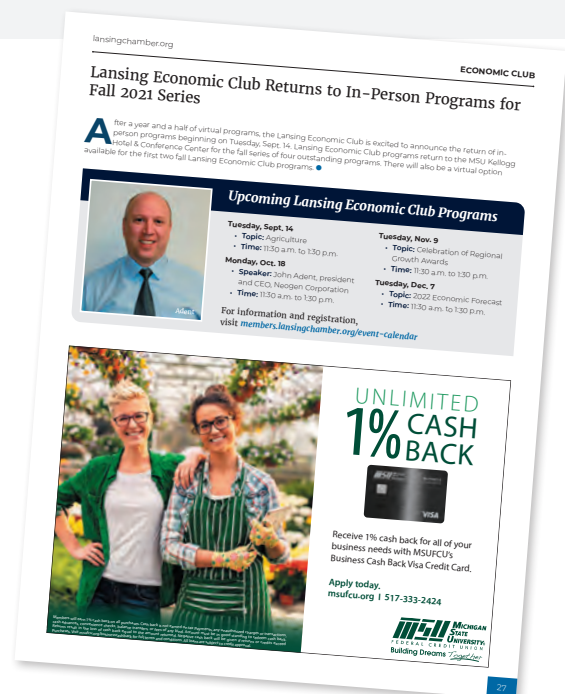
1/6-PAGE	1/4-PAGE	1/3-PAGE	1/2-PAGE	FULL PAGE	BACK COVER
1x: \$295	1x: \$425	1x: \$595	1x: \$795	1x: \$900	1x: \$1,095
4x: \$255	4x: \$375	4x: \$555	4x: \$760	4x: \$870	4x: \$1,055
6x: \$225	6x: \$345	6x: \$525	6x: \$720	6x: \$835	6x: \$1,015
12x: \$195	12x: \$315	12x: \$495	12x: \$645	12x: \$800	12x: \$975

AD SPECIFICATIONS

- 1/6-page: 2.35" w x 4.875" h
- 1/4-page: 3.625" w x 4.875" h
- 1/3-page (vertical): 2.35" w x 10.0" h
- 1/3-page (horizontal): 7.5" w x 3.25" h
- 1/2-page (vertical): 3.625" w x 10.0" h
- 1/2-page (horizontal): 7.5" w x 4.875" h
- Full page with bleeds (art must include 1/8" bleed on all four sides): 8.5" w x 11.0" h **PLUS BLEEDS**
- Full page **NO** bleeds: 7.5" w x 10.0" h
- Back cover: 7.5" w x 7.0" 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
2.35x10

Full Page
No Bleeds
7.5x10

1/2 Horizontal
7.5x4.875

1/2 Vertical
3.625x10

1/6 Page
2.35x4.875

Back Cover
3/4 Page
7.5x7

1/4 Page
3.625x4.875

1/3 Horizontal
7.5x3.25

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 in business, education, government, and non-profit organizations have seen their operations curtailed or shutdown. Healthcare has been overwhelmed in its efforts to keep pace with the onslaught of COVID-19-related cases.

Many employees have been furloughed. Remote workers have faced daily challenges of balancing their professional responsibilities with home life. Schools have been complicated by issues such as having children of all ages keep pace with the onslaught of COVID-19-related cases.

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 Michigan Reopening Plan did not set a specific timeline for each phase, but instead set the central reopening of the economy to various stages of the reopening of the pandemic.

The automotive industry, long critical to Michigan's economic vitality, could not wait as a limited number of cars rolled off the assembly lines. Manufacturers began to come back with additional safety measures and guidelines.



Edna Rapinski-based Dendrite Industries is a world-class manufacturer of metal stampings, fabrication, and assembly. Company President Jeff Metz said, "COVID-19 caused a 30-day in-home, which is very significant in his business. Metz says the company has taken every safety precaution since the outbreak."

"We have 200 employees, and about 75 are working from home," said Metz.

12 / 2020 / JUNE 2020

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 over a year, and the phone wouldn't stop ringing. Then, COVID-19 brought business to a screeching halt.

"Consultations, bridge-repairing, retaining walls, even 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 Innovance, 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 he could see firsthand where the office furniture he sold was going and would be used by part of the business. This enabled him to direct 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, Innovance also remanufactures Herman Miller workstations to affordably 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, Innovance 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



not speaking just but until October 28, and I don't know if that's going to happen."

Johnson and the Oh Tiger Living team quickly shifted from public speaking to a multi-phase approach, scheduling 40 webinars as a means of connecting with their client base and attract new customers to their business.

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Johnson and the Oh Tiger Living team quickly shifted from public speaking to a multi-phase approach, scheduling 40 webinars as a means of connecting with their client base and attract new customers to their business.



"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 services we provide. We are very excited to get the word out about our products and the services we provide."

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

"If we're salesmen, what are we going to do," said Johnson. "Our not speaking just but until October 28, and I don't know if that's going to happen."

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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.**

FLIPBOOK TECHNOLOGY

The LRCC utilizes an interactive digital flipbook for its online version of FOCUS Magazine. The innovative flipbook technology allows people to flip through the publication online as they would if they had it in their hands. It also gives each advertiser a digital component by embedding a hyperlink, which further enhances the visibility of its company.

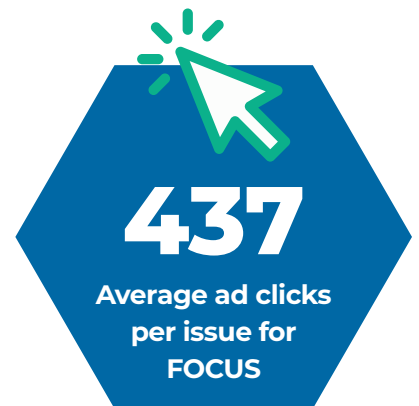
CIRCULATION

LRCC members receive the publication as a mailed hard copy and in emailed digital format. It is also shared on LRCC social media platforms.

The magazine reaches 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 to deliver a targeted message to business and community decision-makers in the tri-county region.**

DEMOGRAPHICS

FOCUS Magazine has a readership that is primarily college-educated, employed or business owners. They have disposable income and own their cars and homes.





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 LRCC's e-communications, and social media platforms that boast over 22,000 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 of building your brand.

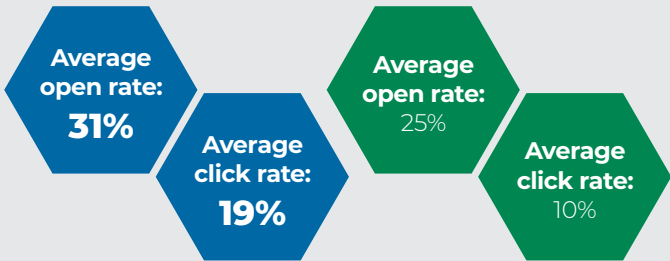
The LRCC social media platforms have proven to be a significant asset to members who leverage the reach of our connections in building awareness of their products and services.

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

ANNUAL E-COMMUNICATIONS ANALYTICS

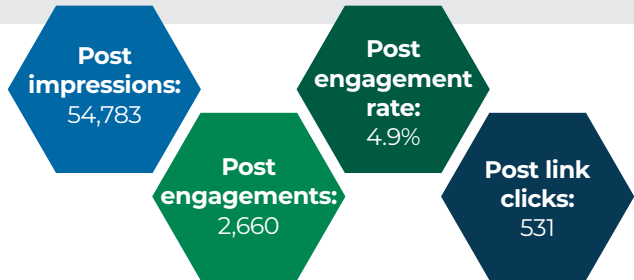
**Industry average open rate: 17.57%*
**Industry average click rate: 8.75%*






Monthly FOCUS E-Communication	Standard E-Communication
Average open rate: 31%	Average open rate: 25%
Average click rate: 19%	Average click rate: 10%



**Source: Constant Contact*

ANNUAL FOCUS SOCIAL MEDIA ANALYTICS



	facebook.com/LansingChamber
	twitter.com/LansingChamber
	@LansingRegionalChamber
	Lansing Regional Chamber of Commerce
	Lansing Regional Chamber of Commerce

Marketplace Connect

Marketplace Connect is delivered monthly to the inboxes of nearly 4,000 LRCC 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 awareness and increase visibility. All ads are clickable, which further enhances the visibility of each company. Marketplace Connect ads are a great, inexpensive way to get recognized by Lansing's elite business professionals.

AD RATES

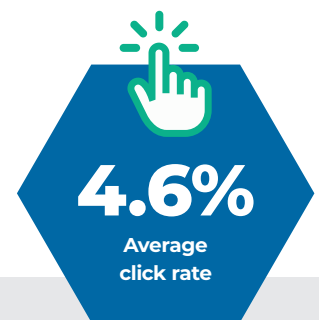
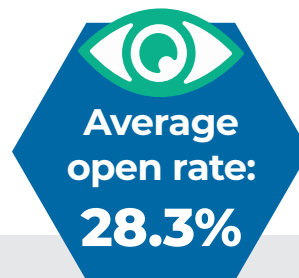
- \$125 per month
- Receive a 10% discount if you pay in full for the entire year

To participate in Marketplace Connect, follow these steps:

1. Contact Ashley Sandborn at asandborn@lansingchamber.org and let her know the number of months the ad will run in Marketplace Connect.
2. 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.
3. Submit advertisement and hyperlink by the last Friday of the month to be included in the next month's edition.

AD FILE REQUIREMENTS

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



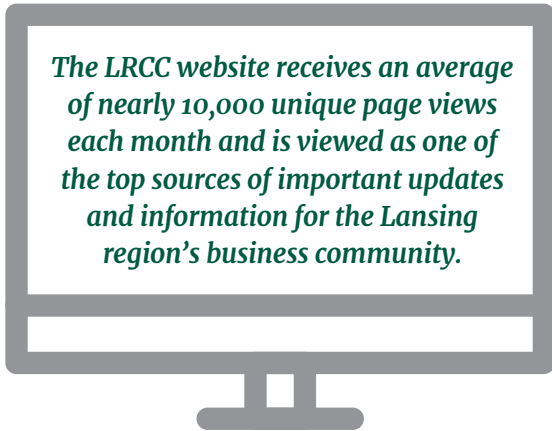
MARKETPLACE CONNECT ANALYTICS

Industry average open rate: 17.57%

Industry average click rate: 2.9%

Source: Constant Contact

Digital Advertising



The 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.

Businesses have the option to choose the duration (monthly or three-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.

AD RATES

- **Homepage, FOCUS, Events Calendar, Lansing Marketplace†**
 - Banner Ad**
 - 1 Month - \$750
 - 3 Months - \$2,000
 - Sidebar Ad**
 - 1 Month - \$500
 - 3 Months - \$1,350
- **Membership, Talent, Advocacy and Media Pages**
 - Banner Ad**
 - 1 Month - \$500
 - 3 Months - \$1,350
 - Sidebar Ad**
 - 1 Month - \$350
 - 3 Months - \$850



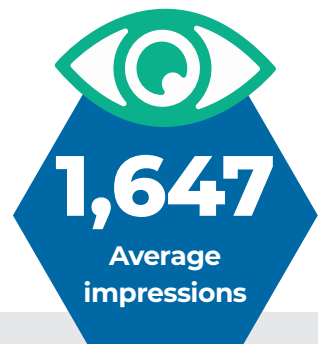
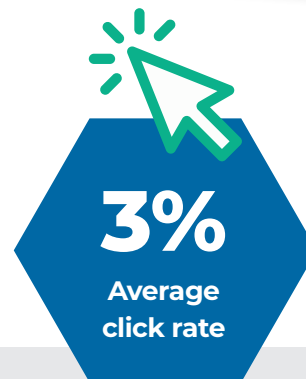
AD FILE REQUIREMENTS

Banner 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



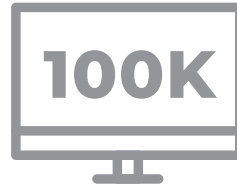
DIGITAL ADVERTISING ANALYTICS

Industry average click rate: 1.9%
Source: LOCALiQ

†Most-visited pages on LRCC website

Lansing Marketplace

The Lansing Marketplace serves as a directory for Lansing Regional Chamber members. It allows you to connect with other Lansing Regional Chamber members who offer products and services critical to mid-Michigan businesses and consumers. As a member listed in this directory, the Lansing Marketplace is the place to engage with potential customers to grow your professional network and business.



100,000+
annual page
views.



Consistently a top-three
most visited page on
lansingchamber.org.



Example of Basic Listing

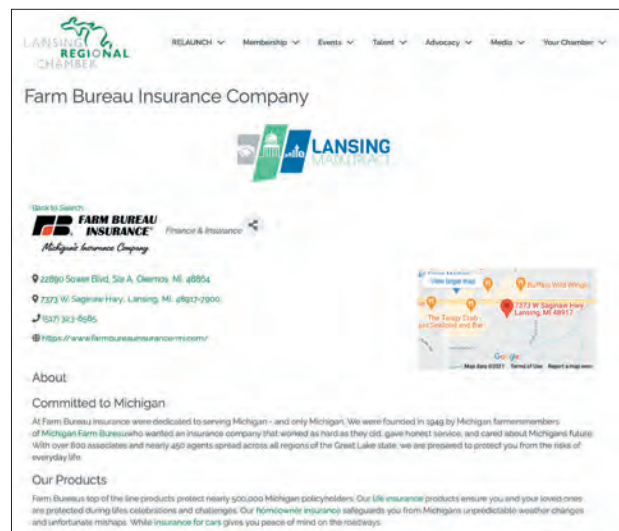
BASIC LISTING

Complimentary with Business Membership investment and above.

- Company name
- Address with Google Map
- Company website URL
- Phone and fax number
- Company logo

ADDITIONAL BUSINESS CATEGORIES \$50

Each business is listed in one (1) category as part of their membership investment. A business may purchase additional categories to be listed in for only \$50 each. Unlimited categories available for purchase.



Example of Enhanced Listing

ENHANCED LISTING \$299/YEAR

Renewed annually with membership investment. Gold Level investors and above are provided Enhanced Listings at no charge.

- Higher ranking in category search
- Contact email
- Link to social media feeds
- Keyword description in 'About Us' section
- Photo gallery with up to three images
- Video upload
- **All benefits in Basic Listing**



LANSING REGIONAL CHAMBER OF COMMERCE

Sponsorship Opportunities 2022

The 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.

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



Annual Dinner

Date: TBD | Time: 5:30 – 8:30 p.m.

The LRCC Annual Dinner is the premier business celebration and networking event in the region. The program honors the LRCC's outgoing board chair and members, includes remarks from the LRCC's incoming board chair and the presentation of the Community Service, Outstanding Small Business, Legacy, and Diversity Star 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 Ambassador.

Tickets

Member: \$95

Non-member: \$140

Sponsorship Levels

Gold Package - \$5,000

- Table of eight (8) at dinner
- ½-page ad in event program*
- Preferred, reserved table seating upfront and identified table signage at the event*
- Opportunity to place company giveaway at each place setting*
- Recognition in all marketing materials

Silver Package - \$3,500

- Table of eight (8) at dinner
- ¼-page ad in event program
- Preferred, reserved table seating upfront and identified table signage at the event*
- Recognition in all marketing materials

Bronze Package - \$2,000

- Four (4) tickets at dinner
- Recognition in all marketing materials
- Company logo in event program
- Preferred, reserved table seating upfront and identified table signage at the event*

Business Package - \$500

- Two (2) tickets at dinner
- Recognition in all marketing materials
- Company logo in event program



ATHENA Awards

Date: TBD | 11:30 a.m. – 1:30 p.m.

Location: Kellogg Hotel & Conference Center

The ATHENA Leadership Award celebrates the potential of all women as leaders of the community. It honors those who strive towards the highest levels of professional accomplishment, excel in their chosen field, have 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 Leadership Award legacy!

Tickets

Member: \$55

Non-member: \$75

Table of eight: \$425

Sponsorship Levels

Presenting Sponsor - \$10,000 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other VIP's
- Sponsor remarks during the award presentation
- Branding in all program marketing communications
- Seat on the ATHENA Selection Committee
- First right of refusal to renew sponsorship for the following year

Legacy Sponsor - \$3,500 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other VIP's
- The company hosts all former ATHENA Leadership Award recipients at the ATHENA Award luncheon
- Sponsorship recognition from the podium during the awards program
- Branding in all marketing communications
- First right of refusal to renew sponsorship for the following year

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

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other VIP's
- Tent cards with company logo/name displayed throughout reception
- Opportunity to display company banner and marketing materials in reception area
- Branding in all marketing communications
- First right of refusal to renew sponsorship for the following year

ATHENA Pendant Sponsor - \$2,500 (Exclusive)

- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other VIP's
- Table of eight (8) at ATHENA Awards luncheon
- Tent cards with company logo/name displayed throughout reception
- Opportunity to present ATHENA Pendant to ATHENA Award recipient on stage
- Branding in all marketing communications
- First right of refusal to renew sponsorship for the following year

Supporting Sponsor - \$1,500

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other VIP's
- Branding in all marketing communications

Congratulations Sponsor - \$250

- Two (2) tickets to ATHENA Awards luncheon
- Congratulations graphic to be included in event production



Lansing Open

Date: TBD | Time: 8 a.m. – 3 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.

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.

- 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

Grand Prize and Bag Sponsor- \$5,000

- PLUS:**
- Logo on all Lansing Open Tote Bags
 - Logo on Grand Prize Giveaway

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

Dessert Sponsor- \$3,000

- PLUS:**
- Logo on packaged desserts

Coffee Sponsor- \$2,500

- PLUS:**
- Logo signage at coffee station

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- \$2,500 (Exclusive)

- PLUS:**
- Company logo on scorekeeper cards and leaderboard

Tickets

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

Dinner Package - \$2,500 (Exclusive)

- PLUS:**
- 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

Tee Sign - \$250

- PLUS:**
- Company logo placed on tee sign
 - Tee signs to be placed on Men's or Women's tee boxes
 - Listed as a Lansing Open Tee Sign sponsor in all marketing and promotional items



Lansing Regional Chamber Economic Club

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

Time: 11:30 a.m. - 1:30 p.m. | Location: Kellogg Hotel and Conference Center

The Lansing Regional Chamber Economic Club features locally and nationally prominent speakers covering a broad spectrum of business-related topics ranging from economic trends and business success stories to the latest management and leadership techniques. The Lansing Regional Chamber Economic Club luncheons provide members with an excellent opportunity to network with more than 450 of the area's key community, business, and education leaders.

Tickets

Lansing Economic Club member: Complimentary
LRCC member: \$55
Non-LRCC member: \$75
Table of eight: \$425

Sponsorship Levels

Presenting Sponsor - \$20,000 (Exclusive)

- Sponsor remarks from the podium at every luncheon
- Distribution of marketing materials at every luncheon
- Table of eight (8) for the entire 2022 Lansing Regional Chamber Economic Club series, with preferred seating
- Two (2) seats at speaker/LRCC table at every luncheon
- Corporate branding as the Presenting Sponsor
- Table-top signage with corporate branding
- Branding in all marketing communications

Distinguished Member - \$7,500 (Exclusive | Eight Available Annually)

- Two (2) seats at Lansing Regional Chamber head table with luncheon speaker
- Sponsor remarks and speaker introduction from the podium
- Distribution of marketing materials at the event
- Table of eight (8) for the entire 2022 Lansing Regional Chamber Economic Club series, with preferred seating
- Corporate branding as the Distinguished Member
- Table-top signage with corporate branding
- Branding in all marketing communications

Preferred Member - \$3,000 (Unlimited)

- Table of eight (8) for the entire 2022 Lansing Regional Chamber Economic Club series, with preferred seating
- Corporate branding as a Preferred Member
- Table-top signage with corporate branding

Contributing Member - \$1,500 (Unlimited)

- Half table (4 tickets) for the entire 2022 Lansing Regional Chamber Economic Club series
- Corporate branding as a Contributing Member
- Table-top signage with corporate branding

Sustaining Member - \$750 (Unlimited)

- Two (2) tickets for the entire 2022 Lansing Regional Chamber Economic Club series
- Corporate branding as a Sustaining Member

Supporting Member - \$450 (Unlimited)

- One (1) ticket for the entire 2022 Lansing Regional Chamber Economic Club series
- Corporate branding as a Supporting Member



Celebration of Regional Growth Awards

Date: TBD

Time: 11:30 a.m. – 1:30 p.m. | Location: Kellogg Hotel & Conference Center

The Celebration of Regional Growth Awards celebrates businesses' new economic investment and job creation in the Greater Lansing region. The 70+ companies that we have recognized have together contributed over \$4 billion in new economic growth in this region.

Tickets

Member: \$55

Non-member: \$75

Table of eight: \$425

Sponsorship Levels

Presenting Sponsor - \$20,000 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Co-presenter of the awards ceremony
- Distribution of marketing materials at each place setting
- Branding in all marketing communications

Video Sponsor - \$5,000 (Exclusive)

- Sponsor remarks after the award presentation
- Table of eight (8) at luncheon
- Logo/company name shown as the final screen in video
- Branding in all marketing communications

Congratulations Sponsor - \$250

- Two tickets to CORG Awards luncheon
- Congratulations graphic to be included in event production



10 Over the Next Ten Awards

Date: TBD | 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 LRCC and Lansing 5:01.

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

Congratulations Sponsor - \$250

- Two (2) tickets to 10 Over the Next Ten Awards event
- Congratulations graphic to be included in event production





Business Education Series

Date: April – June; September – November (Six total programs)

Location: Lansing Regional Chamber of Commerce Insurance Capital Board Room

The Business Education Series (BES) focuses on the needs of our small business members and is designed to present educational opportunities to those that need it the most. Our programs focus on a variety of different topics. The BES aims to teach small business owners tangible pieces of information that they can take back to their office and immediately implement to save time and money.

Sponsorship Levels

Presenting Sponsor \$2,500 (Max: Two)

- Short sponsor remarks at the beginning of each program
- Two seats on BES Planning Committee
- Corporate branding as the Presenting Sponsor



Diversity, Equity and Inclusion Series

Dates: 2022

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.

Diversity, Equity and Inclusion Series Events

Executive Roundtables

The Lansing Regional Chamber's Executive DEI Roundtables offer an intimate setting for CEOs and small business owners to confidently discuss, share advice and become educated on best practices, equity tools and approaches in strengthening DEI within their organizations.

Institute of Programs

DEI programs are designed for teams, facilitated by an experienced instructor for professional & organizational development. A few topics that will be covered include but are not limited to:

- Implicit bias
- Racial healing in the workplace
- Recognizing and addressing microaggressions in the workplace
- Inclusive leadership

DEI Roundtables

DEI Roundtables offer practical tactics to position diversity as a business strategy focus for growth. Each roundtable session will foster an open and welcoming environment that will encourage diverse culture appreciation while advancing DEI initiatives to create and sustain positive change in our workplaces and in our community.

Sponsorship Levels

Presenting Sponsor - \$10,000 (Exclusive)

- Top logo recognition on all marketing 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 2022 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 2022 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 2022 DEI events.
- *Number of guests and DEI programs both determined by the LRCC.*



Policy Forum

Date: Fall 2022

Time: 5 – 8 p.m. | Location: Country Club of Lansing

The Lansing Regional Chamber's Policy Forum brings together business leaders and elected officials from across the state for an evening of networking and engaging in spirited conversations in the capital city of our great state! In addition to the great connections made at this event, we hold a fireside chat with key public policy officials to discuss the most pressing issues impacting the business community.

Tickets

Member: \$55

Non-member: \$75

Table of eight: \$425

Sponsorship Levels

Presenting Sponsor - \$7,500 (Exclusive)

- Two (2) tables of eight (8) at dinner
- Introduction of keynote speaker
- Branding in all marketing communications
- Distribution of marketing materials at each place setting
- First right of refusal to renew sponsorship for the following year
- Table-top signage with corporate branding

Reception Sponsor - \$2,500 (Exclusive)

- Table of eight (8) at dinner
- Recognition as event reception sponsor
- Corporate logo displayed on all marketing materials
- First right of refusal to renew sponsorship for the following year
- Table-top signage with corporate branding

Legislative Sponsor - \$1,500 (Unlimited)

- Table of eight (8) for dinner
- Corporate logo displayed on all marketing materials
- Table-top signage with corporate branding

Business Supporting Sponsor - \$750 (Unlimited)

- Half table (4 tickets) for dinner
- Corporate logo displayed on all marketing materials
- Table-top signage with corporate branding





LANSING REGIONAL CHAMBER

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