



# *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](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 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

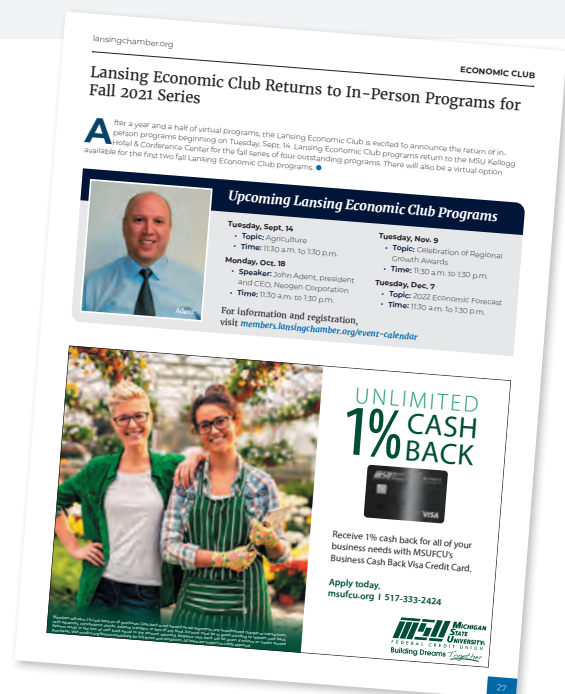
1/6-PAGE	1/4-PAGE	1/3-PAGE	1/2-PAGE	FULL PAGE	BACK COVER
1x: \$295	1x: \$425	1x: \$595	1x: \$795	1x: \$900	1x: \$1,095
4x: \$255	4x: \$375	4x: \$555	4x: \$760	4x: \$870	4x: \$1,055
6x: \$225	6x: \$345	6x: \$525	6x: \$720	6x: \$835	6x: \$1,015
12x: \$195	12x: \$315	12x: \$495	12x: \$645	12x: \$800	12x: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



# COVID-19 HAS ROCKED OUR WORLD.

...with leaders in business, government and cultural organizations that depend on the

The automotive industry, long criticized for its slow response to government safety regulations, is now in the recovery phase, but it is not out of the woods yet. The industry is still in the early stages of the slowdown in car sales, and it is still in the early stages of the recovery from the recession. The industry is still in the early stages of the recovery from the recession, and it is still in the early stages of the recovery from the recession.

The automotive industry has created a new paradigm for the management of the situation in the automotive industry. The industry has created a new paradigm for the management of the situation in the automotive industry. The industry has created a new paradigm for the management of the situation in the automotive industry.



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 the future wedding and Lanza's background in manufacturing, there was a need for immediate delivery of personal information. The solution was born!

Cory and Latasha Porter opened a successful entertainment industry a little over one year ago. They were booked out for over a year, and COVID-19 brought business to a halt. When the crisis transferred, you can't call a client one was calling.

The idea that was the company into a premier dealer in an array of top furniture brands, innovative also remanufactures Human's desks into solutions customized with social distancing have mounted in recent months. The emphasis on working remotely. Innovation has been laid out here on the physical structure of the company, responded by developments.

Jim Baker had wanted to create a business where he could see firsthand where his work was being used to connect with businesses and the people who run them. The foundation of Baker's early business was a series of trusted-familiar vendors in the construction and industry. In 1988, Baker founded Miller Construction, a construction management firm that has since grown into a multi-million-dollar company. Baker's early business was a series of trusted-familiar vendors in the construction and industry. In 1988, Baker founded Miller Construction, a construction management firm that has since grown into a multi-million-dollar company.

**REDESIGNING OFFICE SPACE POST-2008**

"My wife asked me, 'What are we going to do?'" says Ch. Tiger Living's owner, "I said, 'We're going to take a webinar-based approach, scheduling 60 minutes of connecting with their client base to their business."

*"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 Barbeque with stores in Lakewood, Colorado, and Denver, had to pick-up and deliver food during the shutdown. Saddleback had laid off 12 people because of uncertainty about the future, especially when it came to the dine-in experience. So, when before COVID-19, Saddleback was feeling about the future, especially when it came to the dine-in experience. So, when before COVID-19, Saddleback was feeling about the future, especially when it came to the dine-in experience. So, when before COVID-19, Saddleback was feeling about the future, especially when it came to the dine-in experience.

Restaurateurs and customers like Travis Sollier at the much lower capacity tables around how customers are going to happen, we had all our barbeque tables are not going to be comfortable with tables. The other question is, are

One certainty the Saddleback team had was the desire to support those in need in the community. When the church's doors were closed, the Saddleback team would provide meals.

region who ne



# 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.

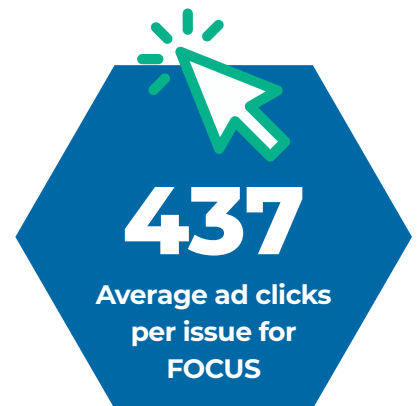
## CIRCULATION

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  
click rate:  
**19%**

Average  
open rate:  
25%

Average  
click rate:  
10%

*\*Source: Constant Contact*

## ANNUAL FOCUS SOCIAL MEDIA ANALYTICS

Post  
impressions:  
54,783

Post  
engagement  
rate:  
4.9%

Post  
engagements:  
2,660

Post link  
clicks:  
531



[facebook.com/LansingChamber](https://facebook.com/LansingChamber)



[twitter.com/LansingChamber](https://twitter.com/LansingChamber)



[@LansingRegionalChamber](https://www.instagram.com/LansingRegionalChamber)



[Lansing Regional Chamber of Commerce](https://www.linkedin.com/company/LansingRegionalChamberofCommerce)



[Lansing Regional Chamber of Commerce](https://www.youtube.com/LansingRegionalChamberofCommerce)



# 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

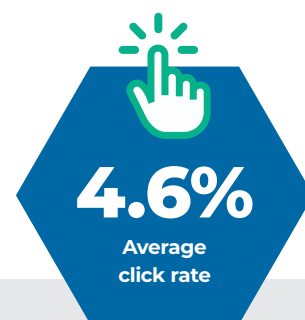
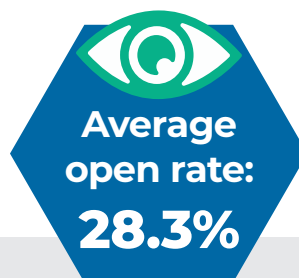
- \$125 per month
- Receive a 10% discount if you pay in full for the entire year

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

1. Contact Ashley Sandborn at [asandborn@lansingchamber.org](mailto: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



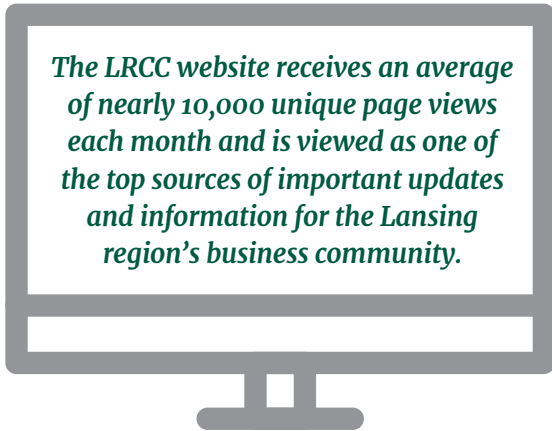
## MARKETPLACE CONNECT ANALYTICS

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



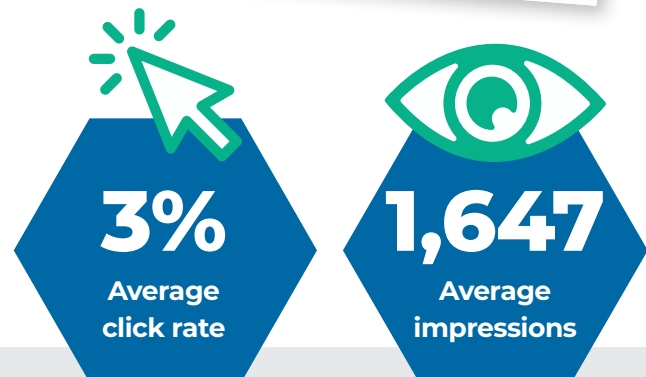
## AD FILE REQUIREMENTS

### 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

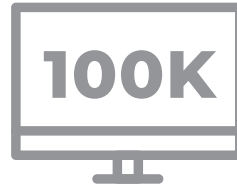
Industry average click rate: 1.9%  
Source: LOCALiQ

†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

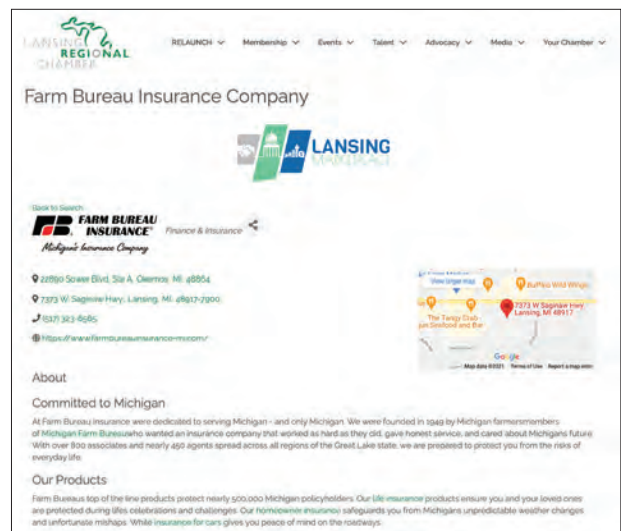
## BASIC LISTING

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](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.





# 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](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**

### 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](mailto: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: March 3, 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

500 E. Michigan Avenue, Suite 200 | Lansing, MI  
(517) 487-6340 | [www.lansingchamber.org](http://www.lansingchamber.org)

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