



# 2023 *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 helps 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 the LRCC at [info@lansingchamber.org](mailto:info@lansingchamber.org) or (517) 487-6340.

**Create Brand Awareness.**

**Increase Your Visibility.**

**Strengthen Your Reputation.**

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

# FOCUS Magazine

## EDITORIAL MISSION

The LRCC is proud to produce the Lansing region's premier monthly business publication, FOCUS Magazine. FOCUS Magazine provides important economic, business, member, and LRCC news, as well as legislative and industry updates.

## AD RATES\*

### 1/4-PAGE

6x: \$400  
12x: \$350

### 1/2-PAGE

1x: \$850  
3x: \$800  
6x: \$750  
12x: \$700

### FULL PAGE

1x: \$950  
3x: \$900  
6x: \$850  
12x: \$800

### BACK COVER

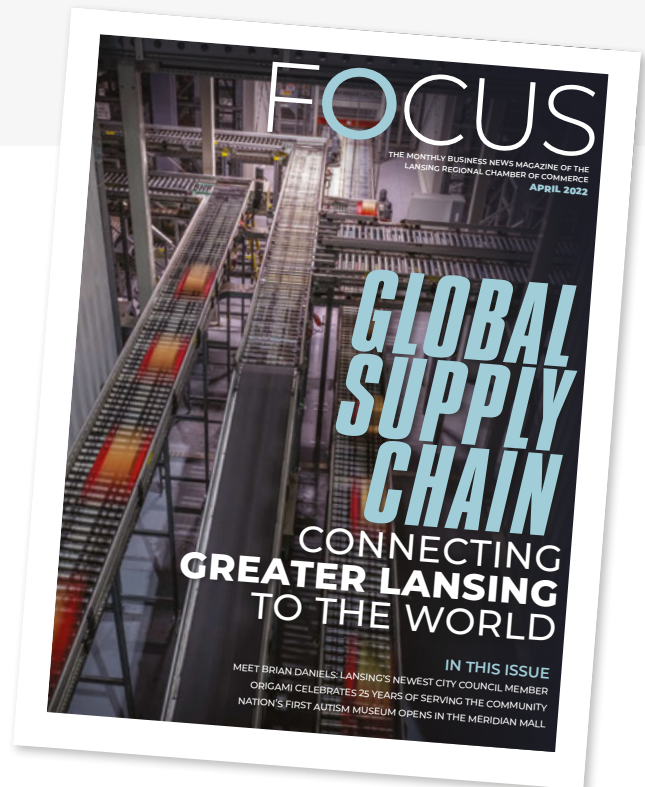
3x: \$1,100  
6x: \$1,050  
12x: \$1,000

## AD SPECIFICATIONS

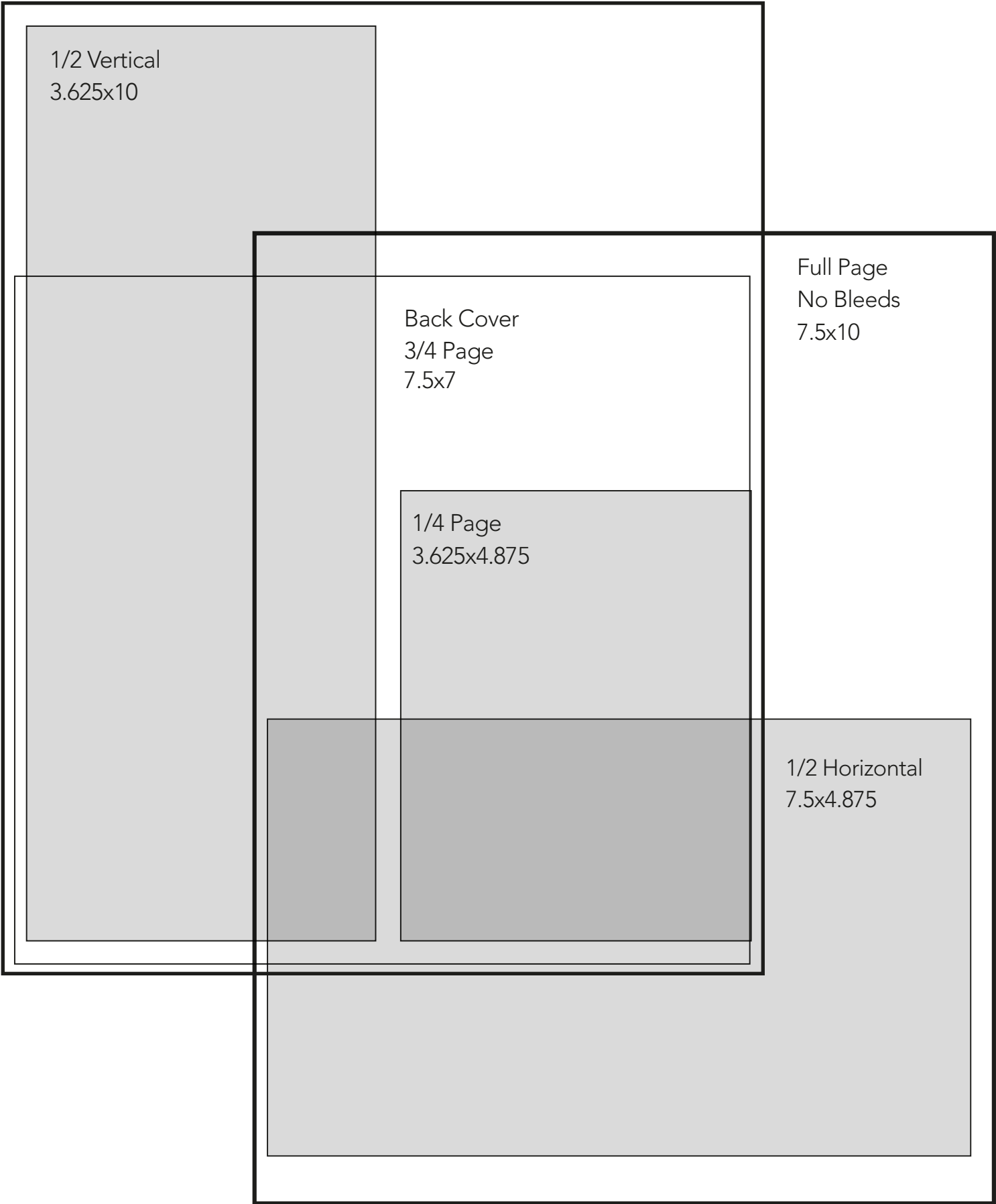
- 1/4-page: 3.625" w x 4.875" h
- 1/2-page (vertical): 3.625" w x 10.0" h
- 1/2-page (horizontal): 7.5" w x 4.875" h
- Full page with bleeds (art must include 1/8" bleed on all four sides): 8.5" w x 11.0" h **PLUS BLEEDS**
- Full page **NO** bleeds: 7.5" w x 10.0" h
- Back cover: 7.5" w x 7.0" h

## 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



\* Advertising rates for Future LRCC members is the listed rate plus 10%





# FOCUS

THE MONTHLY BUSINESS NEWS MAGAZINE OF THE  
LANSING REGIONAL CHAMBER OF COMMERCE  
January 2022



## Mobility: Powering Up a New Transportation Environment

### IN THIS ISSUE

MESSAGE FROM THE CHAIR: GREATER LANSING SET UP FOR SUCCESS  
LRCC SUPPORTS SMALL BUSINESS SATURDAY  
MEET THE 2022 LRCC BOARD OF DIRECTORS



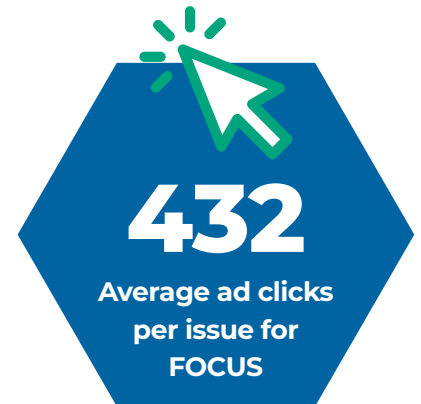
# FOCUS Magazine

## 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 and hosted on the LRCC website. The magazine reaches over 15,000 LRCC members and is shared at every LRCC event, further increasing its circulation throughout the business community. **LRCC members have noted that FOCUS Magazine is one of the most effective communication tools to deliver a targeted message to business and community decision-makers in the tri-county region.**

*For more information or to reserve ad space, please contact [info@lansingchamber.org](mailto:info@lansingchamber.org).*



# Marketplace Connect

Marketplace Connect is delivered monthly to the inboxes of nearly 3,000 LRCC members, business professionals, and prominent decision-makers. This member-to-member e-newsletter allows businesses to showcase their products and services, and to build their brand awareness and increase visibility. All ads are hyperlinked, which further enhances the engagement of each ad. Marketplace Connect in an effective and inexpensive way to get recognized by Lansing's decision makers.

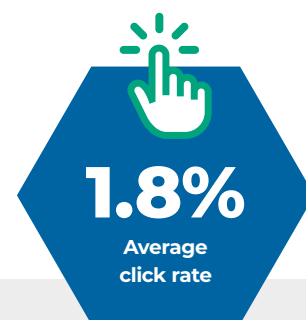
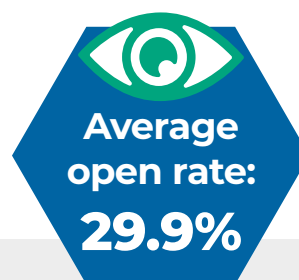
## AD RATES\*

- One-time placement - \$175
- 3x placement - \$450
- 6x placement - \$900
- 12x placement - \$1,800

## AD FILE REQUIREMENTS

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

For more information or to reserve ad space, please contact [info@lansingchamber.org](mailto:info@lansingchamber.org).



## MARKETPLACE CONNECT ANALYTICS

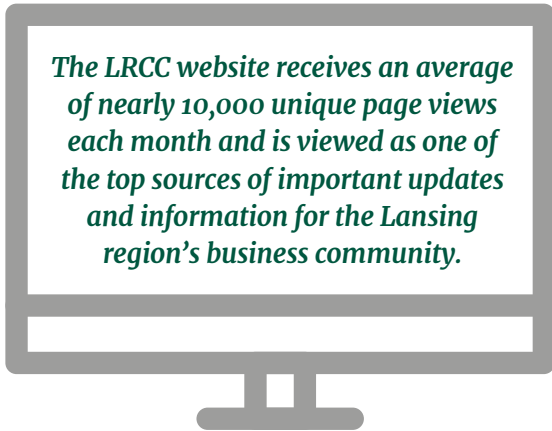
Industry average open rate: 17.57%

Industry average click rate: 2.9%

Source: Constant Contact

\* Advertising rates for Future LRCC members is the listed rate plus 10%

# 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 hyperlinked and 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



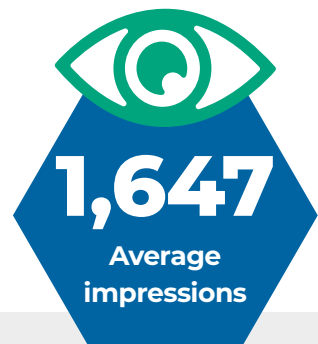
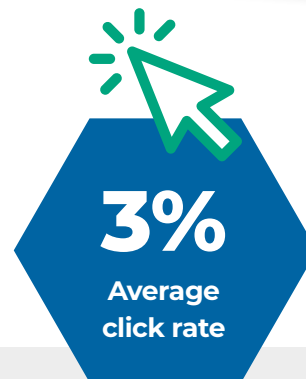
## AD FILE REQUIREMENTS

### 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

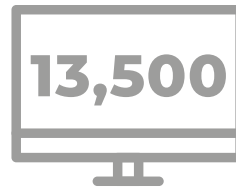
Industry average click rate: 1.9%  
Source: LOCALiQ

†Most-visited pages on LRCC website. \* Advertising rates for Future LRCC members is the listed rate plus 10%



# Lansing Marketplace

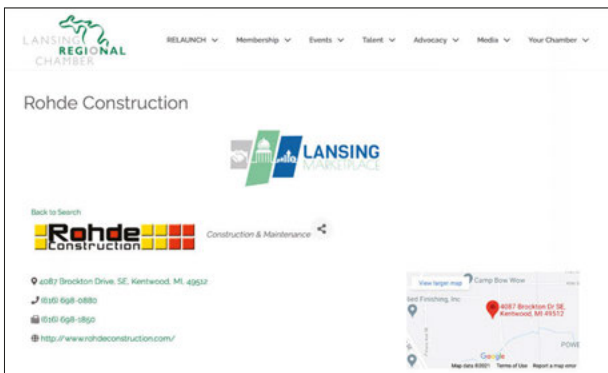
The Lansing Marketplace serves as a directory of Lansing Regional Chamber members. It allows you to connect with other Lansing Regional Chamber members who offer products and services critical to mid-Michigan businesses and consumers. As a member directory, the Lansing Marketplace engages potential customers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



**13,500+ annual  
page views  
in 2021**



**Top 3 most  
visited pages on  
[www.lansingchamber.org](http://www.lansingchamber.org)**



Example of Basic Listing

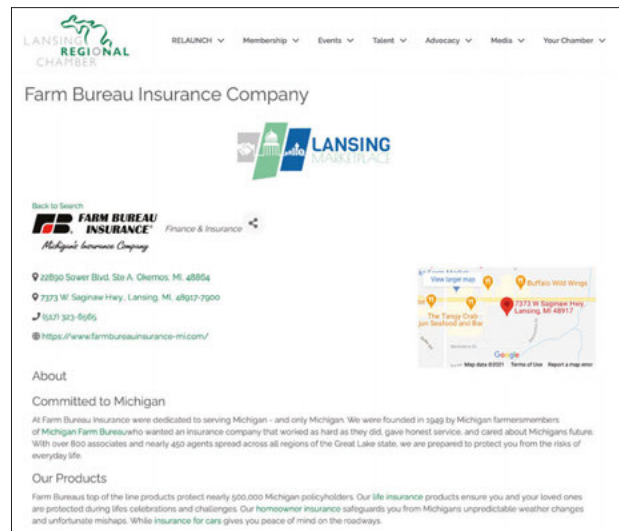
## BASIC LISTING

*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

## **Best Value!** ENHANCED LISTING ONLY \$149/YEAR\*

*An Enhanced Listing in the Lansing Marketplace increases your opportunities to engage with potential new customers, grow your professional network, build brand visibility, and expand your business search engine optimization.*

- 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**

**\*Gold Level investors and above are provided Enhanced Listings at no charge.**



**LANSING REGIONAL CHAMBER OF COMMERCE**

# *Sponsorship Opportunities 2023*

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.

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





# Annual Dinner

**Date: TBD | Time: 5:30-7:30 p.m. | Location: TBD**

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 of the Year.

## Sponsorships

### Sponsorships – Unlimited

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

- Eight (8) tickets at dinner
- Opportunity to place company giveaway at each place setting
- Recognition in all marketing materials
- (8) Tickets to Sponsor Reception

#### **Silver Package - \$3,000**

- Four (4) tickets at dinner
- Recognition in all marketing materials
- Company logo in event program
- (4) Tickets to VIP Sponsor Reception

#### **Bronze Package - \$750**

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

### Sponsorships – Exclusive

#### **Presenting Sponsor – \$12,500**

- Lead branding on marketing materials
- (16) tickets to Annual Dinner
- Presenting remarks at podium
- Recognition in all marketing materials
- First right of refusal to renew sponsorship for the following year
- (16) Tickets to Sponsor Reception

#### **Reception Sponsor – \$8,500**

- (16) tickets to Annual Dinner
- Opportunity for champagne toast
- Company logo on drink tickets
- First right of refusal to renew sponsorship for the following year
- (16) Tickets to Sponsor Reception

#### **Afterglow Sponsor – \$3,500**

- Eight (8) tickets to Annual Dinner
- Eight (8) tickets to Sponsor Reception
- Recognition in all marketing material materials
- Company logo in event program as Afterglow Sponsor
- Company logo on table tent as Afterglow Sponsor

### *Tickets*

**Member: \$95**

**Non-member: \$140**

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

- Sponsor remarks after the award presentation
- Eight (8) tickets to dinner
- Logo/company name shown as the final screen in video
- Branding in all marketing communications
- (8) Tickets to Sponsor Reception

#### **Award Package - \$2,500**

*(AVAILABLE – Diversity Star Award and Outstanding Small Business Award)*

- Eight (8) tickets at dinner
- Recognition from podium as award sponsor during awards presentation
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year
- (8) Tickets to Sponsor Reception



# ATHENA Leadership Award

**Date: December 2023 | 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: \$60**

**Non-member: \$95**

**Table of eight: \$450**

## Sponsorships

### 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 guests
- 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 Guests
- 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 Guests
- 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)

- Table of eight (8) at ATHENA Awards luncheon
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other Guests
- 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 (Unlimited)

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

### Congratulations Sponsor - \$250 (Unlimited)

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





# Lansing Regional Chamber Economic Club

**Monthly Luncheons Feb-June and Sept.-Dec.**

**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**

## Sponsorships

### 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 2023 Lansing Regional Chamber Economic Club series, with preferred seating
- Table of eight (8) to Celebration of Regional Growth Awards
- 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 - \$8,500

*(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 2023 Lansing Regional Chamber Economic Club series, with preferred seating
- Table of eight (8) to Celebration of Regional Growth Awards
- Corporate branding as the Distinguished Member
- Table-top signage with corporate branding
- Branding in all marketing communications

### Preferred Member - \$3,500 (Unlimited)

- Table of eight (8) for the entire 2023 Lansing Regional Chamber Economic Club series, with preferred seating
- Table of eight (8) to Celebration of Regional Growth Awards
- Corporate branding as a Preferred Member
- Table-top signage with corporate branding

### Contributing Member - \$2,000 (Unlimited)

- Half table (4 tickets) for the entire 2023 Lansing Regional Chamber Economic Club series
- Half table four (4) tickets to Celebration of Regional Growth Awards
- Corporate branding as a Contributing Member
- Table-top signage with corporate branding

### Sustaining Member - \$800 (Unlimited)

- Two (2) tickets for the entire 2023 Lansing Regional Chamber Economic Club series
- Two (2) tickets to Celebration of Regional Growth Awards
- Corporate branding as a Sustaining Member

### Supporting Member - \$500 (Unlimited)

- One (1) ticket for the entire 2023 Lansing Regional Chamber Economic Club series
- One (1) ticket to Celebration of Regional Growth Awards
- Corporate branding as a Supporting Member



# Lansing Open



## Tickets

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

**Date: August 2023 | 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.

## Sponsorships

### Putting from Green - \$5,000

All sponsorships at the Putting on the Green Level are EXCLUSIVE and include: Foursome of golfers; Two tee signs on requested holes; Skirted 8-foot table with two chairs placed on golf course; Corporate branding in all marketing materials; Breakfast, lunch and strolling dinner provided for all golfers and volunteers; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- **Presenting Sponsorship (Exclusive)**
  - o Lead branding on Registration Table banner
  - o Opening remarks at the start of the outing
- **Grand Prize Sponsorship (Exclusive)**
  - o Logo on all Lansing Open tote bags
  - o Logo on Grand Prize giveaway

### Chipping from the Fairway - \$2,500

All sponsorships at the Chipping from the Fairway Level are EXCLUSIVE and include: Foursome of golfers; Tee sign on requested hole; Corporate branding in all marketing materials; Breakfast, lunch and strolling dinner provided for all golfers; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- **Coffee Sponsor (Exclusive)**
  - o Logo prominently featured with on-site coffee vendor
- **Mulligan Sponsor (Exclusive)**
  - o Sponsor provides branded item for Mulligan
- **Beverage Cart Sponsor (Exclusive)**
  - o Corporate branding on golfer drink tickets
  - o Signage on all beverage carts
- **First Aid Sponsor (Exclusive)**
  - o Logo on first aid items distributed at outing
- **Scorekeeper Sponsor (Exclusive)**
  - o Company logo on scorekeeper cards and golfer leaderboard
- **Afterglow Sponsor (Exclusive)**
  - o Company logo on packaged desserts
- **Player Cart Sponsor (Exclusive)**
  - o Corporate branding on all golf carts
- **Lunch Sponsor (Exclusive)**
  - o Corporate flyer inserted into all golfer boxed lunches
- **T-Shirt Sponsor (Exclusive)**
  - o Lead branding on all staff Lansing Open t-shirts
- **Breakfast Sponsor (Exclusive)**
  - o Corporate branding on all breakfast boxes





## Teeing Off

Sponsorships at the Teeing Off Level are open for any company to purchase. Sponsorship cost and exact deliverables are listed for each sponsorship.

- **Premier Package - \$3,000**
  - o Foursome of golfers
  - o Skirted 8-foot table with two chairs placed on golf course
  - o Two tee signs placed on requested holes
  - o Opportunity to add trinkets to golfer registration bags
  - o Corporate branding in all marketing materials
  - o Breakfast, lunch and strolling dinner provided for all golfers and volunteers
- **Showcase Package - \$2,000**
  - o Foursome of golfers
  - o Skirted 8-foot table with two chairs placed on golf course
  - o Tee sign placed on requested hole
  - o Corporate branding in all marketing materials
  - o Breakfast, lunch and strolling dinner provided for all golfers and volunteers
- **Entrepreneur Package - \$1,000**
  - o Foursome of golfers
  - o Tee sign placed on requested hole
  - o Corporate branding in all marketing materials
  - o Breakfast, lunch and strolling dinner provided for all golfers
- **Tee Sign - \$250**
  - o Tee sign placed on requested hole
  - o Corporate branding in all marketing materials

*For more information, please contact Ashlee Willis at [MichiganPremierEvents@lansingchamber.org](mailto:MichiganPremierEvents@lansingchamber.org).*



# *Celebration of Regional Growth*

**Date: November 2023**

**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: \$60**

**Non-member: \$90**

**Table of eight: \$450**

## ***Sponsorships***

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

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

### **Video Sponsor - \$5,500 (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 (Unlimited)**

- Two tickets to CORG Awards luncheon
- Congratulations graphic to be included in event production (provided by sponsor)





# 10 Over the Next Ten Awards

**Date: September 2023 | Time: 5:30 to 7 p.m. | Location: TBD Center**

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.

## Sponsorships

### Co-Presenting \$5,500 (Exclusive)

- Sponsor remarks during event
- Opportunity to moderate alumni panel discussion
- Seat on 10 Over the Next Ten Selection Committee
- Company logo looping on big screen
- Marketing materials distributed on tables
- Recognition in all marketing materials

### Business Sponsor - \$500

- Recognition in all marketing materials
- Company logo looping on big screen
- Marketing materials distributed on tables





# 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.

## Sponsorships

### Executive Welcome - \$3,500

- Sponsor remarks at the beginning of the program
- Lead branding on all marketing materials

### 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

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# Executive Welcome

**Date:** TBD | **Location:** TBD

The Executive Welcome program is a gathering of new business executives in our community and an opportunity to hear from this new group of local leaders. Part networking reception, CEO introductions and Q&A, the Executive Welcome highlights the vision and passion these leaders bring to our community.

## Sponsorships

### Presenting Sponsor - \$3,500

- Sponsor remarks at beginning of program
- Speaker introductions
- Corporate branding on all marketing materials





# Policy Forum

**Date: TBD**

**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 engage with key public policy officials to discuss the most pressing issues impacting the business community.

## Tickets

**Member: \$60**

**Non-member: \$95**

**Table of eight: \$450**

## Sponsorships

### Presenting Sponsor - \$10,000 (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
- Two (2) seats at the speaker table

### Reception Sponsor - \$4,000 (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
- Two (2) seats at speaker table
- Company logo on drink tickets

### Legislative Sponsor - \$1,500 (Unlimited)

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

### Business Supporting Sponsor - \$750 (Unlimited)

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



# *Diversity, Equity and Inclusion Series*

**Dates: Programming throughout 2023**

The Lansing Regional Chamber of Commerce will continue the 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

## Sponsorships

### Co-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 2023 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 (Unlimited)

- 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 2023 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 (Unlimited)

- Name recognition on sponsor recognition marketing materials at all 2023 DEI events
- *Number of guests and DEI programs both determined by the LRCC*





## LANSING REGIONAL CHAMBER

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