



# 2024 *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.

**Create Brand Awareness.**

**Increase Your Visibility.**

**Strengthen Your Reputation.**

**Impact Your Community.**

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

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.

# FOCUS Magazine

## EDITORIAL MISSION

FOCUS Magazine is the greater Lansing region's premier monthly business publication, providing important updates on our members and the business, economic, legislative and community issues impacting our region.

## AD RATES\*

| <b>1/4-PAGE</b> | <b>1/2-PAGE</b> | <b>FULL PAGE</b> | <b>INSIDE FRONT COVER</b> | <b>INSIDE BACK COVER</b> | <b>BACK COVER</b> | <b>DOUBLE PAGE</b> |
|-----------------|-----------------|------------------|---------------------------|--------------------------|-------------------|--------------------|
| 6x: \$400       | 1x: \$850       | 1x: \$950        |                           |                          |                   |                    |
| 12x: \$350      | 3x: \$800       | 3x: \$900        | 1x: \$1,000               | 1x: \$1,000              | 3x: \$1,200       | 1x: \$1,800        |
|                 | 6x: \$750       | 6x: \$850        |                           |                          | 6x: \$1,050       |                    |
|                 | 12x: \$700      | 12x: \$800       |                           |                          | 12x: \$1,000      |                    |

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

---

## FOCUS MAGAZINE BUSINESS BRIEFS

Opportunity for business professionals to share their specific knowledge and expertise in a dynamic way to FOCUS Magazine readers. Only one Business Brief will be published in each issue of FOCUS Magazine.

- **250 WORDS** (includes one image) - \$750 (half-page)
- **500 WORDS** (includes two images) - \$1,250 (full page)

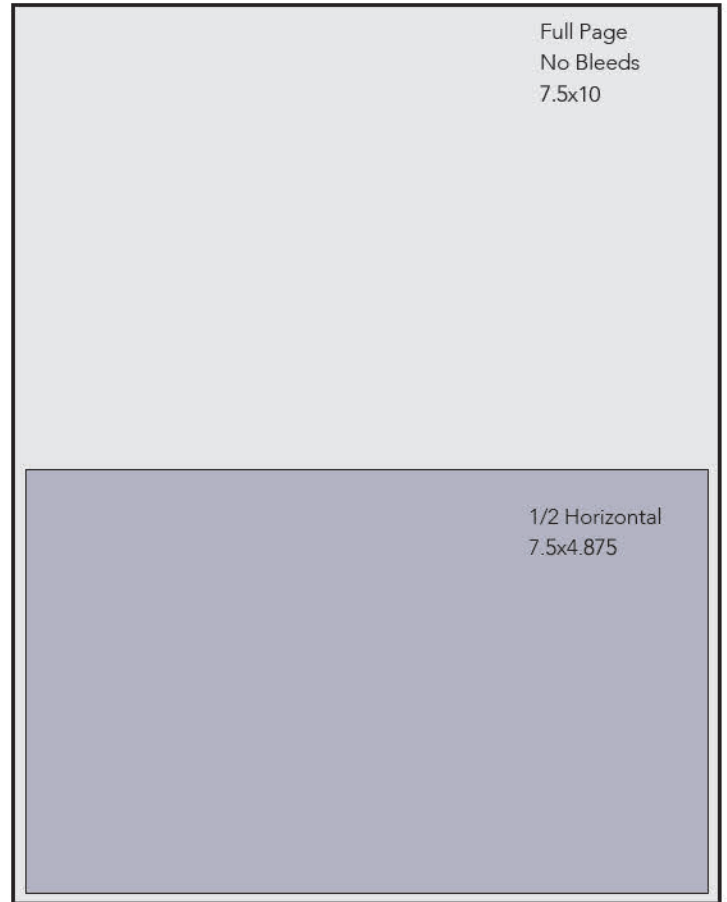
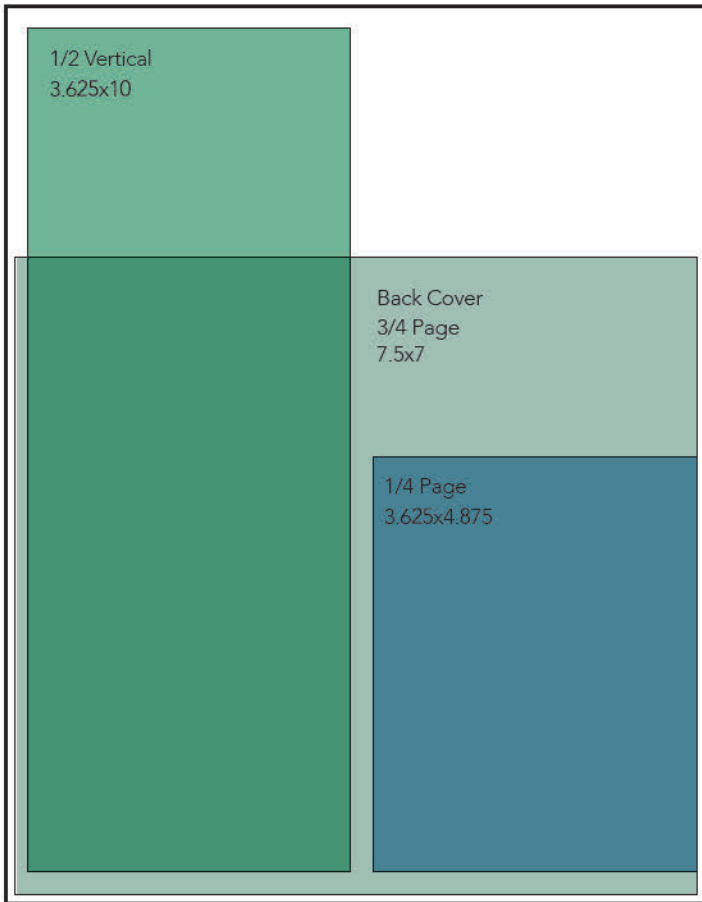
## GUIDELINES:

Sponsored content providers will conform to the writing standards for FOCUS Magazine and our commitment to providing our readers with timely and relevant content. Columnists will abide by the following rules when submitting content:

- Article topics, headlines, copy, images and more are subject to editor approval and may be changed at the discretion of the LRCC.
- Column space must not be used for self-promotion or promotion of a specific business.
- Political content will not be published.
- Content must be received by the stated deadlines to ensure placement in the designated edition. We cannot guarantee placement if the content is not received or there are other outlying concerns or questions.



## FOCUS AD SIZES

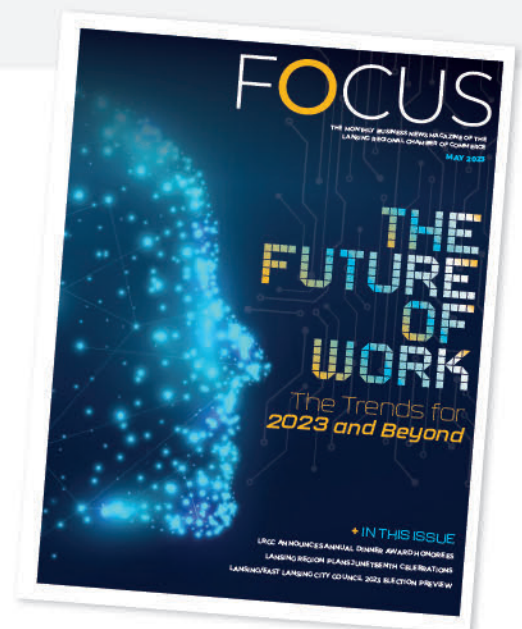


## AD SPECIFICATIONS

- 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
- Double page (art must include 1/8" bleed on all four sides): 17" w x 11.0" h **PLUS BLEEDS**

## 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**





# FOCUS Magazine

## TERMS & CONDITIONS

- Monthly advertisers are billed once the proposal is accepted
- Annual, semi-annual, and quarterly payments are billed as such, due Net 30
- 10% fee applied if ad total is not paid in 60 days from billing
- 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 technology for the online version of FOCUS Magazine, allowing readers to flip through the publication as if it were in their hands. Advertisers in FOCUS Magazine can embed a hyperlink in their digital ad, expanding the visibility and connectivity of their business.



## 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. It is also hosted on the LRCC website and shared on the LRCC social media platforms, reaching 20,000+ followers. **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 leaders and decision-makers. This member-to-member newsletter allows businesses to market their products and services, build brand awareness, and increase visibility. All ads are hyperlinked, further enhancing the engagement of each ad. Marketplace Connect is an effective and inexpensive way to market to Lansing's decision makers.

## AD RATES\*

### ONE-TIME PLACEMENT

\$175

### 3X PLACEMENT

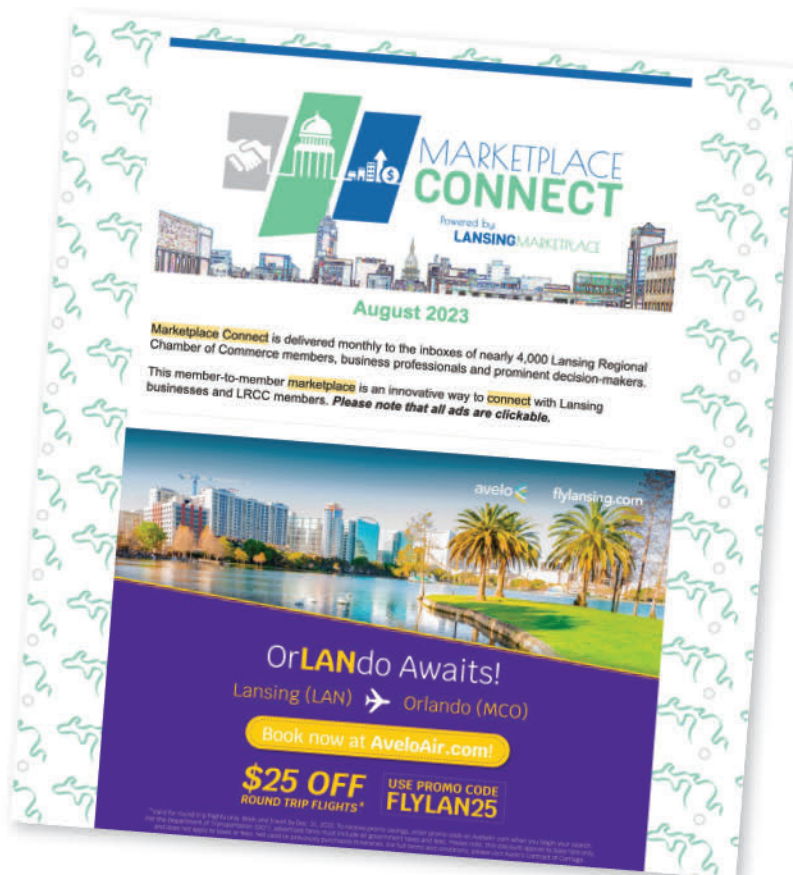
\$450

### 6X PLACEMENT

\$900

### 12X PLACEMENT

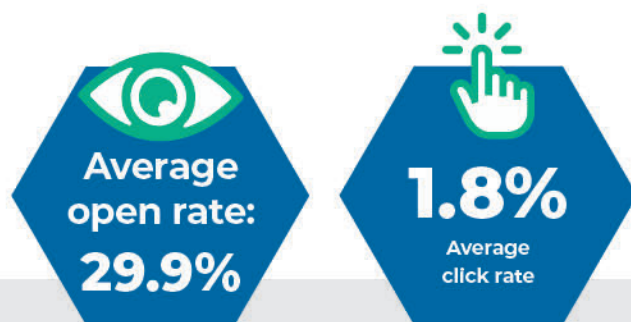
\$1,800



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

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.

All ads will be hyperlinked and users will be directed to the advertiser's preferred website. Maximum of three rotating advertisements per page.

## AD RATES

- **Homepage, Talent, Advocacy, Events Calendar, FOCUS, †**  
**Banner Ad**
  - 1 Month - \$300
  - 3 Months - \$750
  - 6 Months - \$1,200
  - 12 Months - \$1,800

## AD FILE REQUIREMENTS

### Banner Ad

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

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



**3%**

Average  
click rate



**1,647**

Average  
impressions

## DIGITAL ADVERTISING ANALYTICS

Industry average click rate: 1.9%  
Source: LOCALiQ

# Membership Directory

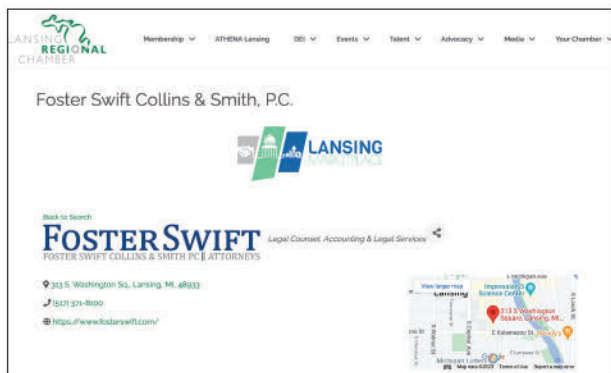
The Membership Directory serves as an online roster of Lansing Regional Chamber members. It allows you to connect with other members who offer products and services critical to mid-Michigan businesses and consumers. The Membership Directory engages potential customers with your brand to grow your professional network and business.



13,500+ annual  
page views in 2021



Top 3 most visited pages on  
www.lansingchamber.org



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

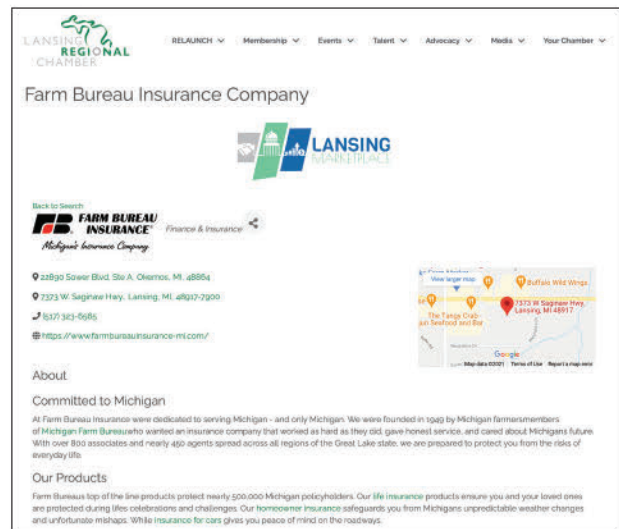
## ADDITIONAL BUSINESS CATEGORIES - \$50

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.

## ADVERTISE ON THE MEMBERSHIP DIRECTORY!

### Banner Ad†

- 1 Month - \$300
- 3 Months - \$750
- 6 Months - \$1,200
- 12 Months - \$1,800



Example of Enhanced Listing

## Best Value! ENHANCED LISTING ONLY \$199/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.

\*Member-to-Member Discount Program

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





LANSING REGIONAL CHAMBER OF COMMERCE

# *Sponsorship Opportunities 2024*

Branding your business with the Lansing Regional Chamber of Commerce is a win-win proposition.

Sponsorship opportunities are designed to help build and strengthen relationships with other prominent members of our community while supporting the important work the LRCC accomplishes each year.

In 2022, the LRCC garnered nearly two million impressions, demonstrating our ability to elevate your brand and foster connections through sponsorship branding.

Support of LRCC programs demonstrates that your company is an active participant in the Chamber's mission of facilitating community leadership to create economic prosperity. From leadership to advocacy, and from networking to business training, we have a perfect fit for your organization's goals and objectives.





# Annual Dinner

**Date: Spring/Summer 2024 | Location: Kellogg Hotel & Conference Center**

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 and includes remarks from the LRCC's incoming board chair. We proudly present 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. A toast to your success!

## Tickets

**Member: \$95**

**Non-member: \$140**

## Sponsorships

### Sponsorships – Exclusive

#### Presenting Sponsor – \$12,500

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

#### Reception Sponsor – \$8,500

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

#### Afterglow Sponsor – \$3,500

- Eight (8) tickets at dinner
- Company logo on table tent at each table
- Eight (8) tickets to Sponsor Reception
- Corporate branding in all marketing materials

### Sponsorships – Unlimited

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

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

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

- Four (4) tickets at dinner
- Corporate branding in all marketing materials
- (4) Tickets to VIP Sponsor Reception

#### Bronze Package - \$750

- Two (2) tickets at dinner
- Corporate branding in all marketing materials
- (2) Tickets to Sponsor Reception

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

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

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

*(AVAILABLE – Community Service, Outstanding Small Business, Legacy, Diversity Star)*

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





# ATHENA Leadership Award

**Date: December 2024 | 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
- Sponsor remarks during the award presentation
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other guests
- Corporate branding in all marketing materials
- 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
- Company hosts all former ATHENA Leadership Award recipients at the ATHENA Award luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other Guests
- Sponsorship recognition from the podium during the awards program
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

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

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

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

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other Guests
- Opportunity to present ATHENA Pendant to ATHENA Award recipient on stage
- Corporate branding in all marketing materials
- 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
- Corporate branding in all marketing materials

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

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





## Tickets

**ATHENA WIN Members: \$75**

**Non-members: \$85**

# ATHENA WIN Evening of Empowerment

**Date: Fall 2024 | Time: Evening | Location: TBD**

Evening of Empowerment is ATHENA Women's Interest Network's (WIN) premiere event. This annual dinner is hosted in the fall and attended by over 200 women leaders and guests. Evening of Empowerment is an opportunity to recognize and celebrate our ATHENA Leadership Award recipient, network with fellow ATHENA members and hear from an inspiring and dynamic keynote speaker. Past keynote speakers have included Patti Poppe, Lisa Corless, Monica Sparks and many more.

## Sponsorships

### **Courageous Acts—Keynote Sponsor \$5,500 (Exclusive)**

- Complimentary dinner reservations for 10
- Entry to pre-reception with event speaker, ATHENA Leadership Award recipient, sponsors, and other guests
- VIP reserved seating at dinner
- Opportunity to introduce the keynote speaker
- Prominent logo placement on event signage
- Prominent recognition on printed materials
- Logo included in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

### **Connectivity—Pre-Event Reception Sponsor \$3,500 (Exclusive)**

- Complimentary dinner reservations for 8
- Entry to pre-reception with event speaker, ATHENA Leadership Award recipient, sponsors, and other guests
- Opportunity to display company banner and marketing materials in reception area
- Logo recognition on event signage
- Logo recognition in the program
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

### **Authenticity—Gift Sponsor \$3,500 (4 Available – Commitment Due By August 1, 2024)**

- Complimentary dinner reservations for 8
- Entry to pre-reception with event speaker, ATHENA Leadership Award recipient, sponsors, and other guests
- Opportunity to have company logo on participant gift
- Prominent logo placement on event signage
- Prominent logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

### **Community—Beverage Sponsor \$3,000 (Unlimited Available)**

- Complimentary dinner reservations for 8
- Entry to pre-reception with event speaker, ATHENA Leadership Award recipient, sponsors, and other guests
- Prominent logo placement on event signage
- Logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

### **Collaboration—Video Sponsor \$3,000 (Unlimited Available)**

- Complimentary dinner reservations for 8
- Entry to pre-reception with event speaker, ATHENA Leadership Award recipient, sponsors, and other guests
- Prominent logo placement on event signage
- Logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

### **Knowledge—Communications Sponsor \$2,500 (Unlimited Available)**

- Complimentary dinner reservations for 8
- Entry to pre-reception with event speaker, ATHENA Leadership Award recipient, sponsors, and other guests
- Logo recognition on event signage
- Logo recognition in the program
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

### **Celebration And Joy—Table Sponsor \$1,000 (Unlimited Available)**

- Complimentary dinner reservations for 8
- Name included in the program

*\*Benefits subject to change if not confirmed by pre-determined cut-off dates for print materials*





# Lansing Regional Chamber Economic Club

**Monthly Luncheons February – June and September – December**

**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)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Sponsor remarks from the podium at every luncheon
- Distribution of marketing materials at every luncheon
- 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 logo

### Distinguished Member - \$8,500

*(Exclusive | Eight Available Annually)*

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Two (2) seats at Lansing Regional Chamber head table with luncheon speaker for sponsored luncheon
- Sponsor remarks and speaker introduction from the podium for sponsored luncheon
- Distribution of marketing materials at the event for sponsored luncheon
- Table of eight (8) to Celebration of Regional Growth Awards
- Corporate branding as the Distinguished Member
- Table-top signage with corporate logo

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

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Table of eight (8) to Celebration of Regional Growth Awards
- Table-top signage with corporate logo
- Corporate branding as a Preferred Member

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

- Half table (4 tickets) for the entire 2024 Lansing Regional Chamber Economic Club series
- Half table four (4) tickets to Celebration of Regional Growth Awards
- Table-top signage with corporate logo
- Corporate branding as a Contributing Member

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

- Two (2) tickets for the entire 2024 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 2024 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 2024 | Time: 9 a.m. – 3 p.m. | Location: Eagle Eye Golf Course**

As one of the Greater Lansing region's premier business golf outings, the Lansing Open is an excellent opportunity to network with the area's top business leaders while enjoying one of the state's most pristine courses.

## 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; 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 corporate branding all materials and event banner
  - o Opening remarks at the start of the outing

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

All sponsorships at the Chipping from the Fairway Level are **EXCLUSIVE** and include: Foursome of golfers; Tee sign; 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; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• <b>Coffee Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Logo prominently featured with on-site coffee vendor</li></ul></li><li>• <b>Mulligan Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Sponsor provides branded item for Mulligan</li></ul></li><li>• <b>Beverage Cart Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate branding on golfer drink tickets</li><li>o Signage on all beverage carts</li></ul></li><li>• <b>First Aid Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Logo on first aid items distributed at outing</li></ul></li><li>• <b>Scorekeeper Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Company logo on scorekeeper cards and golfer leaderboard</li></ul></li></ul> | <ul style="list-style-type: none"><li>• <b>Player Cart Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate branding on all golf carts</li></ul></li><li>• <b>Lunch Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate flyer inserted into all golfer boxed lunches</li></ul></li><li>• <b>T-Shirt Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Lead branding on all staff Lansing Open t-shirts</li></ul></li><li>• <b>Breakfast Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate branding on all breakfast boxes</li></ul></li><li>• <b>Tote Bag Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Lead branding on tote bag provided to every golfer</li></ul></li></ul> | <ul style="list-style-type: none"><li>• <b>Dessert Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate branding on pre-packaged dessert item</li></ul></li><li>• <b>Award Ceremony Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate branding on table tents</li><li>o Brief remarks provided at start of dinner</li></ul></li><li>• <b>\$100,000 Shootout Sponsor (Exclusive)</b><ul style="list-style-type: none"><li>o Corporate branding for \$100,000 Shootout contest</li></ul></li></ul> |
|---|--|---|





# Lansing Open

## Teeing Off

Teeing Off sponsorships are unlimited for any company to purchase. Exact cost and deliverables are listed below.

- **Premier Package - \$3,000**
  - o Foursome of golfers
  - o 8-foot table with two chairs placed on golf course
  - o Two tee signs placed on course
  - 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 8-foot table with two chairs placed on golf course
  - o Tee sign placed on course
  - 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 course
  - 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 course
  - 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 Awards

**Date: November 2024**

**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)**

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

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

- Two (2) tickets to luncheon
- Congratulations graphic to be included in event PowerPoint (provided by sponsor)





# 10 Over the Next Ten Awards

**Date: September 2024 | Time: 5:30 – 7:00 p.m. | Location: TBD**

In partnership with Lansing 5:01, this award ceremony celebrates Greater Lansing's top young professionals who are anticipated to contribute to the community significantly over the next 10 years. The winners are selected on professional achievement and community involvement.

## 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
- Marketing materials distributed on tables
- Corporate branding in all marketing materials and PowerPoint

### Business Sponsor - \$500

- Recognition in all marketing materials
- Corporate branding in all marketing materials and PowerPoint







# Business Education Series

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

**Location:** Lansing Regional Chamber of Commerce Insurance Capital Board Room

The Business Education Series provides opportunities for our members to learn from business leaders and industry experts. From tips and techniques to the latest industry trends, each seminar covers a different business topic to help you succeed and save time and money.

## Sponsorships

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

- Short sponsor remarks at the beginning of each program
- Corporate branding as the Presenting Sponsor

---

# 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: 5:00 – 8:00 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
- Two (2) seats at the speaker table
- Corporate branding in all marketing materials and table-top signage
- Distribution of marketing materials at each place setting
- First right of refusal to renew sponsorship for the following year

### Reception Sponsor - \$4,000 (Exclusive)

- Table of eight (8) at dinner
- Two (2) seats at speaker table
- Company logo on drink tickets
- Recognition as event reception sponsor
- Corporate branding in all marketing materials and table-top signage
- First right of refusal to renew sponsorship for the following year

### 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



# Policy and Regulatory Education Series

**Dates: TBD**

The Lansing Regional Chamber of Commerce Policy and Regulatory Education Series provides members with opportunities to hear from experts on specific policy and regulatory issues that may impact businesses at the federal, state or local level of government. These educational programs are held throughout the year. However, some sessions may be held on an ad hoc basis depending on the timing of a particular issue.

Past areas of focus include family and medical leave, overtime rules, paid sick leave, minimum wage laws, A.I., and medical/recreational marijuana regulations.

## Sponsorships

### Presenting Sponsor - \$3,500

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

---

## Leadership & Bipartisanship Award

The LRCC Leadership & Bipartisanship Award recognizes an elected official who demonstrates bipartisan leadership and fosters constructive governance necessary to move our region forward.

## Sponsorships

### Award Package - \$2,500

- Eight (8) tickets to Policy Forum 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





# *Pints & Politics*

**Date: TBD**

The Lansing Regional Chamber of Commerce Pints & Politics event is an annual gathering where business and political leaders come together to connect. The event is typically held at a local pub or brewery and provides an informal setting for attendees to network and engage in candid conversations about politics and policy.

The goal of Pints & Politics is to foster a stronger relationship between the business community and elected officials, as well as to provide a platform for meaningful dialogue and collaboration.

## *Sponsorships*

### **Presenting Sponsor - \$1,000.00 (2 max)**

- Brief remarks at the event
- 10 tickets
- Branding in all marketing communications
- Distribution of marketing materials for your business
- Table-top signage with corporate branding
- First right of refusal to renew sponsorship for the following year

### **Legislative Sponsor - \$500 (8 max)**

- 5 tickets
- Branding in all marketing communications



# Business Roundtables

**Dates: First, Second, Third and Fourth Wednesdays of Each Month (Excluding July and August)**

Our monthly business roundtable meetings are for business, community, and government leaders to share what is going on in our community and collaborate on ways to advance our region. We're proud to now offer four business roundtables throughout the region on each Wednesday of the month:

- Delta Township-Eaton County (*First Wednesday*)
- Lansing-Delhi Township (*Second Wednesday*)
- East Lansing-Meridian Township (*Third Wednesday*)
- **NEW!** Clinton County (*Fourth Wednesday*)

## Sponsorships

**Presenting Sponsor - \$2,500.00**

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





# Diversity, Equity and Inclusion Series

**Dates: Programming throughout 2024**

The Diversity, Equity and Inclusion (DEI) series of programs and resources is 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.

The Lansing Regional Chamber of Commerce is 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.

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.

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

## Sponsorships

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

- Lead corporate branding in all marketing materials
- Opportunity to make opening remarks at all DEI programs
- Six (6) featured articles in monthly DEI newsletter
- Three (3) featured articles on DEI placed in FOCUS Magazine
- Corporate recognition in LRCC DEI newsletter
- Representation on LRCC DEI Committee
- Video promotion in DEI newsletter of corporate DEI efforts (provided by sponsor)

### Diversity Sponsors - \$3,000 (Unlimited)

- Video promotion in DEI newsletter of corporate DEI efforts (provided by sponsor).
- Three (3) featured articles in monthly DEI newsletter.
- Corporate recognition on LRCC DEI webpage

### Inclusion & Equity Sponsors - \$2,000 (Unlimited)





- Corporate recognition on LRCC DEI webpage



## LANSING **REGIONAL** CHAMBER

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

Follow the Lansing Regional Chamber of Commerce on social media for news and updates.

-  [LansingChamber](#)
-  [LansingChamber](#)
-  [company/lansing-regional-chamber-of-commerce](#)
-  [LansingRegionalChamber](#)

