



PHOTO CREDIT: DYLLAN WALKER



2022
INVESTMENT & SPONSORSHIP
OPPORTUNITIES



PHOTO CREDIT: MANISTEE COUNTY VISITORS BUREAU

WHY INVEST IN YOUR LOCAL CHAMBER OF COMMERCE?

The goal of any Chamber is to assist local businesses in furthering their interests to build a healthier economy. Our primary function is to convene, communicate, and connect. The Manistee Area Chamber of Commerce has four main priorities: Legislative Advocacy, Economic Development, Leadership/Professional Development, and the Downtown Development Authority.

Your Chamber is a leader in the state with a model that includes Economic Development. Investment in the Chamber of Commerce supports our efforts in all areas which benefit every business and the overall community.

ADVOCACY BENEFITS EVERY MANISTEE COUNTY BUSINESS!

Advocacy is one of the most important reasons to invest in your local Chamber. The Manistee Area Chamber of Commerce is part of the Northern Michigan Chamber Alliance which includes 16 other Chamber of Commerce and Economic Development Organizations. Collectively we work with one voice to advocate on policies and issues that impact our businesses in our rural northern Michigan community.

ECONOMIC DEVELOPMENT PROMOTES GROWTH AND REVITALIZATION OF OUR LOCAL AREA

Your Chamber is uniquely positioned as a leader in the state for its public-private partnership approach to economic development in Manistee County. Economic Development is critical for a community to thrive, it allows citizens to have employment opportunities, and local government to be able to generate revenue to provide services. Economic development organizations work to promote investment in the community as well as retain and grow jobs.

LEADERSHIP IS KEY TO ADDRESS CHALLENGES

Leadership within the community is important to address the challenges and opportunities facing us. Effective leadership is about facilitating and enabling people to act. Effective social action, community renewal, and community development rely on leaders from all spheres and levels of the community.

DOWNTOWN DEVELOPMENT AUTHORITY

Downtown is the commercial core of a community that serves as its social and economic center. It is an important catalyst that will help the success of all our county businesses & communities.

SUPPORT, NETWORKING, CONNECTING & VISIBILITY ARE ALL AN IMPORTANT PIECES TO ENSURE BUSINESS SUCCESS

Other important purposes of a Chamber are to provide business support, host networking events, and offer your business sponsorship opportunities to be visible in the community. We are here to help you form relationships in many ways!



PHOTO CREDIT: EARLENE DONITZ

The Chamber has many levels of investment from basic annual investment support of our mission and vision as a community partner to increased support as a community transformer, trailblazer or trendsetter. If you choose to elevate your partnership you have increased presence with early sponsorship selection, Chamber website recognition, and additional benefits listed below. If you have any questions please don't hesitate to contact us!

COMMUNITY TRANSFORMER \$5,000 Plus Annual Investment

- VIP Sponsorship Selection (select \$5,000 of sponsorship options 30 days before community partner investors.)
- Company Logo on Chamber Website Partner Ribbon
- Enhanced Online Business Directory Listing
- Enhanced Visibility Company Logo to be Featured on Chamber Newsletters
- 20 Business After Hours passes

COMMUNITY TRAILBLAZER \$3,000 Plus Annual Investment

- VIP Sponsorship Selection (select \$3,000 of sponsorship options 30 days before community partner investors.)
- Company Logo on Chamber Website Partner Ribbon
- Enhanced Online Business Directory Listing
- 10 Business After Hours passes

COMMUNITY TRENDSETTER \$1,500 Plus Annual Investment

- VIP Sponsorship Selection (select \$1,500 of sponsorship options 30 days before community partner investors.)
- Company Logo on Chamber Website Partner Ribbon
- Enhanced Online Business Directory Listing
- 5 Business After Hours passes

ANNUAL INVESTMENT

Our community partner level includes all of the important fluff such as a basic online business directory listing, subscription to all Chamber communications for all employees, ribbon-cutting ceremonies, attending chamber programs at special rates, and participate in sponsorship opportunities.

The real stuff is you are a partner in the work of a Chamber which advocates and promotes the economic growth of your community!

- \$750 Business/Corporations ~ 26+ employees
- \$325 Small Business ~ 1- 25 employees
- \$200 501 (c) 3 Non-Profit

ADVOCACY

One of our main priorities and reasons to invest in your Chamber of Commerce is the advocacy efforts we initiate for our local area and region. Our mission is to aggressively pursue rural and investor-focused policy initiatives at the state level.

Your Chamber, President and CEO, has served as the Chair of the Alliance in 2020 and 2021, and will be on the board of directors for the Michigan Chamber of Commerce in 2022. These efforts put a spotlight on our community. We are proud to lead these efforts and bring attention to Manistee County!

Why is Advocacy Important to you?

Your Chamber is the voice of the business community, working to remove barriers to business progress and promoting opportunity for business success.

Our advocacy efforts include:

SUPPORT The success of Northern Michigan Businesses.

DEVELOP Attract a talented workforce to Northern Michigan.

COMPETE Maximize the competitiveness of the rural Northern Michigan Business.

Advocacy Newsletter Sponsor \$1,000 (3 Available - 1 year placement)

Company logo will be placed on the bottom of every Newsletter for one year from January-December.

General Supporter \$500 (unlimited)

Company recognized in the electronic newsletter twice a year



Pictured: Lt. Governor Garlin Gilchrist Visiting Manistee to tour and discuss economic development opportunities in the downtown district.

ECONOMIC DEVELOPMENT

Economic Development is critical for a community to be vibrant and progress, it allows citizens to have employment opportunities, and local government to be able to generate revenue to provide services. Economic development organizations work to promote investment in the community as well as retain and grow jobs.

The Manistee Area Chamber of Commerce with our public-private partnership is positioned to lead and implement strategies as Manistee County's Economic Development Organization.

Our approach is expressed by the following statements:

- To "make business easier" in Manistee County.
- Serve as the first point of contact and concierge for developers and entrepreneurs.
- Attract businesses and investment to our area.
- Assist and work with business and governmental leaders to create conditions for success.

We hope you will support and be our partner in these efforts!

Sponsorship of **\$1,000, \$5,000, \$7,500+** will directly impact these economic efforts to attract and grow successful businesses, workforce, and residents.

All investors will receive a quarterly report providing you with updates and information on current projects.



Pictured: Michigan Economic Development Corporation, CEO, Quentin Messer. Day tour of priority property sites, riverwalk, and M.R. Products expansion.

LEADERSHIP & PROFESSIONAL DEVELOPMENT



Community development is shaped by the leaders of that community. Leaders listen and experience the people's needs, have foresight when making important decisions, and collaborate when possible for the benefit of all. Leaders have focus and direct actions towards the needs, they understand the past and assess the present to produce good future outcomes. Good Leaders are paramount to the betterment of life and services provided in the community.

The vision of this program is to enhance the skills of current leaders or develop future leaders in our community that will utilize their talents and passions to make a positive impact in the Manistee area. Current and prospective leaders will acquire knowledge of the strengths, trends and issues within Manistee County with the goal of participants identifying and getting involved in ways of affecting change.

Presenting Sponsor \$1,500 (3 Available)

Company logo on print marketing materials, Chamber produced promotional items utilized for the program, and any digital promotion of the program. Sponsors are also encouraged to donate any company-specific promotional items to be given to the participants during the nine months.

Power Hour Sponsor \$1,000 (1 Available) *Exclusive Sponsorship*

Company logo on all of the print marketing materials and digital promotion for the program. Company name will be featured during each of the 9 leadership skill development hours. May provide ideas for topics, tools for the skill hours or any company-specific promotional items to be given to the participants during any or all of the power hour sessions.

Opening Retreat Sponsor \$1,000 (1 Available) *Exclusive Sponsorship*

Company logo on all of the print marketing materials, digital promotion for the program, and on-site signage at the retreat. May provide any company-specific promotional items to be given to the participants at sponsored retreat.

Roger Vasquez Leadership Scholarship Sponsor \$1,200 (1 Available)

The Roger Vasquez Scholarship sponsorship has been established in the memory of Roger Vasquez, a resident of Manistee and one of our very own alumni of the Leadership Program. His dedication and passion for the Manistee community have left a footprint in the leadership program. This scholarship will be awarded to someone who will be able to continue the inspiration.

Lunch Sponsor \$350 (4 Available)

Recognition on all print marketing materials and digital promotional for the day that lunch is sponsored.

NETWORKING OPPORTUNITIES & PROGRAMMING

CHAMBER GOLF OUTING - June 16, 2022

This is one of our most popular programs! Over 144 business professionals played in the 2021 outing. Get your company noticed at this fun day of networking, food, snacks, cocktails and golf!

Presenting Sponsor \$3,500 (1 Available)

Exclusive Sponsorship

As the presenting sponsor, we want you to partner with us to bring your ideas to make the event bigger and better! You will also receive:

Company logo on print marketing materials, welcome banner, and digital promotion for the event. A prime location to set up your company's promotion booth, opportunity to address the participants before the shotgun start and will be mentioned at the awards program. A golf foursome for the event included and may bring additional on-site signage for the day of the event.

Cart Sponsor \$1,000 (1 Available)

Exclusive Sponsorship

Get your company name on all the carts for the event! Your company logo will also be added to the event program, welcome banner, and on select digital promotion for the event. Sponsor is welcome to attend the event and network with guests. May bring additional signage, giveaways, and will be mentioned at the start of the event.

Cart Snack Sponsor \$1,000 (1 Available) ***Exclusive Sponsorship*** or \$500 (2 Available)

Snacks will be provided on the carts for each golfer!

Your company logo will be added to the event program, welcome banner, and on cart snack digital promotion for the event. Sponsor is welcome to attend the event and network with guests. May bring additional signage, giveaways, and will be mentioned at the start of the event. Sponsors are welcome to be at the event to network with participants before the start and throughout the event.

Course Beverage Sponsor \$750 (1 Available)

Exclusive Sponsorship

Always a favorite stop! Who doesn't like a beverage or two on the course.... This sponsorship includes:

Company logo on the event program, welcome banner, signage at the beverage stop on the course, and digital promotion when highlighting the course beverage stop. Sponsor is welcome to attend the event and network with guests. May bring additional signage, giveaways, and will be mentioned at the start of the event.

Bloody Mary / Mimosa Bar Sponsor \$750 (1 available) ***Exclusive Sponsorship***

This has become a tradition at the Chamber Outing! Players can select a Bloody Mary or Mimosa to start off their day.

The sponsor is welcome to attend the event and network with participants while they enjoy their beverage. You will also receive recognition on the event program and digital promotion for the bloody mary/mimosa bar. May also bring additional signage or giveaways for the area.

Photo Booth Sponsor \$650 (1 Available)

Exclusive Sponsorship

This sponsorship always proves to be entertaining with our golfers as they like to have a bit of fun on the course!

Company logo on photo backdrop, recognition on the event program, and digital promotion for the photo booth. Sponsor is welcome to attend and network with the golfers, bring additional signage or giveaways for the photo booth location.

Meal Sponsor \$500 (4 available)

Recognition on the event program, welcome banner, meal area signage, and digital promotion when the meal is highlighted. May bring additional signage or give-aways to be displayed in the lunch area, and will be mentioned during the event.



Exclusive Hole Sponsor Package \$350 (18 Available)

Exclusive Sponsorship

This has proven to be a fun day for both the sponsors and the golfers! Set up a booth and a game (if you want to have even more fun!) at one of the 18 holes on the course to exclusively advertise your business and engage with each team of golfers as they play through.

Your business will also receive recognition on digital promotion when highlighting exclusive holes. May bring additional signage, giveaways to be featured at your hole and lunch will be provided for (2).

NETWORKING OPPORTUNITIES & PROGRAMMING

BUSINESS AWARDS GALA

This is a time to celebrate OUR Manistee County businesses and business professionals! An elegant semi-formal evening starts with a networking cocktail hour paired with appetizers, followed by dinner, dessert and the awards program. Finally, for those that want more, it is wrapped up with a festive after-party!

Presenting Sponsor \$7,500 (1 Available)

Exclusive Sponsorship

As the presenting sponsor, a representative of your business can help us plan the big event. We welcome your ideas to make this event stellar!

Company logo on print materials and digital promotions for the event. A reserved table of ten (10) will be provided in the lower tier of the room. The sponsor will be mentioned live at the start and end of the program, have an opportunity to address the guests, be on the sponsor slide, and may bring additional onsite signage to be featured at the entry of the event.



Dessert Sponsor \$2,000 (1 Available) ***Exclusive Sponsorship*** or \$500 (4 Available)

Company will receive recognition on print & digital marketing materials when dessert is featured, on sponsor slide, and on signage in the dessert area.

Video Award Sponsor \$1,500 (1 Available)

Exclusive Sponsorship

Each year we feature the nominees in a video for guests to view before casting their vote in each award category.

Company logo on print marketing materials, sponsor slide, on-site signage, verbally mentioned during the program, logo displayed at the end of the video series and on all video digital promotions.

Appetizer Sponsor \$650 (1 Available)

The appetizer table is the first stop of the evening!

Company logo will be featured on print & digital marketing materials when the appetizers are promoted, on on-site signage in the appetizer area, on the sponsor slide, and mentioned live during the event.

Entertainment Sponsor \$1,000 (1 Available)

Exclusive Sponsorship

It could be a DJ, Quartet, Jazz Band, or other during the event. As the sponsor, we want your help in deciding!

Company logo on print marketing materials, sponsor slide, on-site signage, verbally mentioned when the entertainment is introduced, and on all digital promotions when highlighting the entertainment.

Beverage & Signature Cocktail Sponsor \$750 (1 Available)

Event features a custom Signature Cocktail & Beer to be served complimentary to all guests.

Company logo will be featured on print & digital marketing materials when the beverages are promoted, in the Beverage area, on the sponsor slide, and mentioned live during the event.

Photo Area Sponsor \$650 (1 Available)

Exclusive Sponsorship

Everyone put on their best outfit ~ now it's time for some photos! Sponsor the photo area for all guests to take selfies to record a memory of the night.

Company logo will be featured on the backdrop and recognition on photo area digital promotions.

Award Sponsor (1 Available) \$500

Exclusive Sponsorship

Time to introduce the Winners!! You, our investors, will nominate and vote for your choices in five categories including Large Business of the Year, Small Business of the Year, Business Person of the Year, Rising Star Business, and Community Action Award.

As a sponsor your company will be able to select one of the above awards (first come first serve), your company logo will be featured on the award presentation slide, and someone from your company can present the award on stage. Each sponsor will also be featured on print and digital promotion for the award chosen.

NETWORKING OPPORTUNITIES & PROGRAMMING

CHAMBER UNTAPPED (formerly Business After Hours)

We are changing things up a bit for 2022 on one of our most popular sponsorship & networking opportunities! Business After Hours is changing its name, it will be held quarterly and have live music! Mark your calendars for February, May, September and December. Dates sell out fast, please contact the Chamber for availability.



\$1,600 (Fee can be split with up to four sponsors)

- Company logo will be listed on all digital promotional materials and on the on-line featured event calendar at ManisteeChamber.com.
- Each sponsor will get two complimentary admissions to the event.
- Each Sponsor will have the option for a table to bring additional signage/marketing materials/giveaways.
- Each Sponsor will have an opportunity to address the guests for about 3-5 minutes at the event.
- Sponsors are recommended to send an email with company highlights and the Chamber will send an eblast to all fellow chamber investors after the event to provide information to those who were not able to attend.

*If you would like to be an exclusive sponsor contact the Chamber.

NEW

This year!

CHAMBER CHAMPION SPONSORSHIP

Chamber Champion Sponsorship \$2,500 (1 Available)

Exclusive Sponsorship

Sponsorship covers the membership investment for those not renewing due to unforeseen financial circumstances. The Chamber Champion can select the members (from a list) of whose dues they would like to renew for another year. The members will be notified that their investment has been renewed by the Chamber Champion! The sponsor can choose to be known or anonymous.



manistee county ca\$h



Sponsor and help encourage local spending at Manistee County businesses! The goal of this county-wide community currency program is to make **manistee county ca\$h** a reward or gift that our employers, business professionals, and residents will use instead of national brand gift cards that have no benefit to our local businesses community.

Sponsorship for one year \$1,000 (4 Available)

Company logo will appear on every certificate and on the purchasing portal for one year from January - December. All certificates can be purchased at ManisteeChamber.com.

Disclaimer: If any event/program is canceled or rescheduled please contact us to redirect your investment to another opportunity.



PHOTO CREDIT: CHRIS FRANKOWIAK



LEGISLATIVE ADVOCACY

ECONOMIC DEVELOPMENT

LEADERSHIP & PROFESSIONAL DEVELOPMENT

MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY

400 River Street
Manistee, MI 49660
(231) 723-2575
ManisteeChamber.com

Our mission is to build a dynamic and sustainable organization to serve the Business, Workforce and Economic Development needs of all in Manistee County.