



**2023**  
**INVESTMENT & SPONSORSHIP**  
**OPPORTUNITIES**



PHOTO CREDIT: DEKE LUDWIG

## 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**.

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 Chambers 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 AREA

The 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 and provide services. The Chamber's economic development efforts promote investment in the community as well as retain and grow jobs.

### LEADERSHIP IS KEY TO ADDRESS CHALLENGES

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

### DOWNTOWN DEVELOPMENT AUTHORITY

Acting as the Manistee DDA, the Chamber recognizes the 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 and communities.

### SUPPORT, NETWORKING, CONNECTING & VISIBILITY ARE ALL IMPORTANT PIECES TO ENSURE SUCCESSFUL BUSINESS

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: 22NORTH PHOTOGRAPHY

**The Chamber has many levels of investment to support our mission and vision as a community transformer, trailblazer or trendsetter. If you choose to elevate your partnership, you will 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 Chamber UnTapped 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 Chamber UnTapped 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 Chamber UnTapped 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 benefit is that 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 initiated in 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, which puts a spotlight on our community. Additionally, the President and CEO served on the board of directors for the Michigan Chamber of Commerce in 2022. 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.



In October 2022, the Chamber of Commerce hosted a non-partisan Manistee County & City Council Candidate Forum, to address the concerns, issues, and policies that impact local businesses.

## ECONOMIC DEVELOPMENT

**Economic Development, another main priority of the Chamber, is critical for a community to be vibrant and progress. It gives citizens employment opportunities, and local government the ability to generate revenue and provide services. Our mission is 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.



PHOTO CREDIT: WELL DRONED

# 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 and develop future leaders in our community, utilizing 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 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 (1 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, 2023

**This is one of our most popular programs! The 2022 outing sold out with over 136 business professionals playing. Get your company noticed at this fun day of networking, food, snacks, cocktails and golf!**

All sponsors are welcome to attend, **network with guests** during the event, and bring any additional promotional material, signage, or giveaways.

### 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!

In addition to the standard marketing (right), the company logo will be on print marketing materials, prime location for your company's promotion booth, opportunity to address the participants before the shotgun start, and entry for a golf foursome.

### Cart Sponsor \$1,000 (1 Available)

#### \*Exclusive Sponsorship\*

Get your company name on all the carts for 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!

### Course Beverage Sponsor \$750

(1 Available)

#### \*Exclusive Sponsorship\*

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

### Meal Sponsor \$500 (1 available)

### 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.

### Photo Booth Sponsor \$650 (1 Available)

#### \*Exclusive Sponsorship\*

Always entertaining with our golfers as they like to have a bit of fun on the course! Company logo on photo backdrop.

### Exclusive Hole Sponsor Package \$350 (15 Available)

#### \*Exclusive Sponsorship\*

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. Lunch provided for two.

### Wellness Station Sponsor \$500 (1 available)

| Welcome banner | Select digital promotion | Event program | Print recognition during the event | Mentioned verbally |
|----------------|--------------------------|---------------|------------------------------------|--------------------|
| X              | ALL                      | X             | X                                  | X                  |
| X              | X                        | X             | X                                  | X                  |
| X              | X                        | X             |                                    | X                  |
| X              | X                        | X             | X                                  | X                  |
| X              | X                        | X             | X                                  | X                  |
|                | X                        | X             | X                                  |                    |
|                | X                        | X             | X                                  |                    |
|                | X                        |               |                                    |                    |
|                | X                        |               | X                                  |                    |

# NETWORKING OPPORTUNITIES & PROGRAMMING

## BUSINESS AWARDS GALA - March 10, 2023

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!

A reserved table of ten (10) will be provided in the lower tier of the room. The sponsor will have an opportunity to address the guests, and may bring additional onsite signage to be featured at the entry of the event.

### After Party Sponsor \$2,500 (3 Available)

#### \*Exclusive Sponsorship\*

The Awards Program has concluded, but the celebration continues! End the night with classic entertainment and the opportunity to socialize with friends and colleagues. Have a drink and enjoy the company - all that makes the After Party worth waiting for.

### Champagne Sponsor \$2,000 (1 Available)

#### \*Exclusive Sponsorship\*

The champagne sponsorship will go towards providing two bottles of champagne for each table. Each bottle will get custom printed labels, featuring your logo!

### Dessert Sponsor \$2,000 (1 Available)

#### or \$500 (4 Available)

#### \*Exclusive Sponsorship\*

A delicious sweet treat will be enjoyed at the end of the meal.

### Decor Sponsor \$1500 (1 Available)

#### \*Exclusive Sponsorship\*

The decor sponsorship will cover the costs of the table and gala decorations.

### 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 displayed at the end of the video series.

### 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!

### Beverage & Signature Cocktail Sponsor \$750

#### (1 available)

Event features a custom Signature Cocktail & Beer to be served complimentary to all guests. As a sponsor, you can help us name the signature drink.

| Logo on print marketing | Select digital promotion | Featured on the sponsorship slide | On-site signage | Mentioned verbally |
|-------------------------|--------------------------|-----------------------------------|-----------------|--------------------|
| X                       | ALL                      | X                                 | X               | X                  |
| X                       | X                        | X                                 | X               | X                  |
|                         |                          | X                                 | X               | X                  |
| X                       | X                        | X                                 | X               |                    |
|                         |                          |                                   | X               | X                  |
| X                       | X                        | X                                 | X               | X                  |
| X                       | X                        | X                                 | X               | X                  |
| X                       | X                        | X                                 | X               | X                  |

# NETWORKING OPPORTUNITIES & PROGRAMMING

## BUSINESS AWARDS GALA - March 10, 2023

### Appetizer Sponsor \$650 (1 available)

#### \*Exclusive Sponsorship\*

The appetizer table is the first stop of the evening!

### 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.

| Logo on print marketing | Select digital promotion | Featured on the sponsorship slide | On-site signage | Mentioned verbally |
|-------------------------|--------------------------|-----------------------------------|-----------------|--------------------|
| X                       | X                        | X                                 | X               | X                  |
|                         | X                        |                                   |                 |                    |

### Award Sponsor \$500 (2 available)

#### \*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 Leader of the Year, Emerging 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.

### Gala Supporter \$500 (Unlimited)

|   |   |  |  |   |
|---|---|--|--|---|
|   |   |  |  |   |
| X | X |  |  | X |
|   | X |  |  |   |

# NETWORKING OPPORTUNITIES & PROGRAMMING

## CHAMBER UNTAPPED (formerly Business After Hours)

Back in 2023, don't miss out on one of our most popular sponsorship & networking opportunities! Chamber UnTapped is held quarterly and always features 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 featured event calendar at [ManisteeChamber.com](http://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.



### 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](http://ManisteeChamber.com).



**LEGISLATIVE ADVOCACY**

**ECONOMIC DEVELOPMENT**

**LEADERSHIP & PROFESSIONAL DEVELOPMENT**

**MANISTEE DOWNTOWN DEVELOPMENT AUTHORITY**

400 River Street  
Manistee, MI 49660  
(231) 723-2575  
[ManisteeChamber.com](http://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.**