



Mt. Pleasant Area
CHAMBER OF COMMERCE

2024 INVESTOR SPONSORSHIP OPPORTUNITIES

Build brand recognition and new relationships with key business leaders throughout the Mt. Pleasant area by investing in the Mt. Pleasant Area Chamber of Commerce.

ABOUT YOUR CHAMBER

OUR MISSION:

To foster economic vitality by supporting and strengthening our business community

OUR VISION:

To be the center of a diverse, vibrant and economically prosperous business climate

HOW WE DO IT:

We CULTIVATE growth
We CONVENE people and places
We EDUCATE our business community



Mt. Pleasant Area Chamber of Commerce team: Liz Conway, President & CEO; Deena Kalbfleisch, Membership Director; Jamie Pierson, Office Manager; Hannah Martin, Events & Communications Coordinator

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Amanda Schafer, Chair

Jennifer Marar, Vice Chair, MyMichigan Health

Bart Blystone, Immediate Past Chair, Blystone & Bailey, CPAs

Brad Wahr, Secretary & Treasurer, Mercantile Bank of Michigan

BOARD OF DIRECTORS

Paula Arndt, Weichert Realtors Broadway Realty

Sarah Christensen, GreenTree Coop Market

Shirley Martin Decker, Honorary, Retired

Aaron Desentz, City of Mt. Pleasant

Jasmine Eichinger, State Farm Insurance

Amy Fisher, Mid Michigan College

Doug LaBelle II, LaBelle Realty

Gary Lane, In a Snap Photobooths

Mark Pasquali, Pasquali Law Offices, PLLC

Bob Peters, Latitude Media

Erik Rodriguez, Saginaw Chippewa Indian Tribe of Michigan

Rob VanDorin, Central Michigan University

MEMBERSHIP BENEFITS



NETWORKING: Expand your network by meeting others through over 75 events offered annually.



CONNECTION: Build connections with over 440 other members and learn about the Mt. Pleasant community.



EDUCATION: Gain a competitive edge through our programs designed to cultivate knowledge.



ADVOCACY: Have a say. Our Chamber is an advocate for businesses in our community.



VISIBILITY: Stand out and get noticed. We provide exposure through our directory, website, events, emails, and social media.



CREDIBILITY: Raise your reputation. Chamber memberships are respected by the community.



DISCOUNTS: Save money via discounts offered from marketing to insurance.



CHAMBER EVENTS

Annual Awards Banquet: A time-honored tradition, the Annual Awards Banquet is held to honor Mt. Pleasant's exceptional citizens and businesses. The Chamber's highest honor, the Citizen of the Year Award, is the highlight of the evening as it is a surprise to the recipient and all attendees.

Annual Golf Outing: Held toward the end of July of each year, this event offers members the opportunity to connect with one another in a location where a great many business professionals dream of being all summer: the golf course!

***New* Women's Golf Outing:** This women's golf event features 9 holes and lunch in a fun, laid-back, social environment.

Corporate Cup Challenge: Employees from Chamber member businesses come together to compete in various challenges against other businesses as a way to promote employee wellness and community involvement.

Daybreak Mt. Pleasant: New in 2023, Daybreak Mt. Pleasant is a quarterly breakfast networking event featuring networking time along with a topic and guest speaker.

Economic Outlook: This annual luncheon serves as an informational and interactive presentation on the current state of our economy, and the new laws and policies that will affect our local economy in the near future.

Pop In 4 Lunch: This lunchtime event takes place at various Chamber Member restaurants around the area. This provides a great way to network and is exclusive to Members only.

Something to Chew On: New in 2023, Something to Chew On provides a free lunchtime opportunity to learn about various topics presented by a panel of local experts.

Spring Legislative Breakfast: Our legislators give presentations with the latest updates, new policy initiatives, and the most recent actions of the governor of Michigan.

***New* Off the Clock:** The Chamber's new After Hours quarterly event called Off the Clock provides attendees with will enjoy casual, friendly, and fun networking with a short program at fun and engaging locations.

Women in Business: New in 2023, these roundtable discussions provide women in leadership a platform to share their experiences around a topic of their choice.

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“Through a variety of networking events, activities, and programs, ICCU's involvement with the Chamber of Commerce has provided a thriving network of opportunities and connections to continue to grow our credit union.”

- Nicole Mozurkewich, Marketing Director,
Isabella Community Credit Union

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2024



PREMIER INVESTOR

Benefits:

- Logo on the Chamber's website as a Premier Investor
- Banner on online Member Directory as Premier Investor
- One Facebook post about your business made during the year
- Acknowledged with logo on all Chamber E-Newsletter as a Premier Investor
- One email newsletter highlight during the year
- Logo on banner that is displayed at Chamber events throughout the year
- Primary publicity on all materials promoting the Regional Chamber Summit Sponsorship
- Regional Chamber Summit- Reserved table (8 tickets)
- Annual Chamber Banquet- Table (8 tickets)
- Opportunity to present Awards at Annual Awards Banquet
- Opportunity to speak at the Annual Awards Banquet
- Opportunity to play a 30-second advertisement at the Annual Awards Banquet
- Annual Golf Outing- 1 team (of 4 people)
- *New* Women's Golf Outing- 2 teams (of 4 people)
- Corporate Cup Challenge - 2 teams (of 4-7 people)
- Opportunity to speak at the *new* after-hours event
- Opportunity to host a Women In Business Roundtable discussion
- Women in Business- 1 registration for each (6 total)
- Daybreak Mt. Pleasant- 4 tickets for each
- Logo/advertisement in all four Daybreak Mt. Pleasant programs
- Economic Outlook Luncheon- Table (7 tickets)
- Spring Legislative Breakfast- Table (8 tickets)
- 2024 RDLI Capstone Course enrollment- 1 enrollment
- 2024 YPN enrollment- 1 enrollment
- \$500 Event Sponsorship to be used at any event

\$15,000

Valued at over \$16,000

Mt. Pleasant Area Chamber of Commerce



CHAMPION INVESTOR

Benefits:

- Logo on the Chamber's website as a Champion Investor
- Banner on online Member Directory as Champion Investor
- One Facebook post about your business made during the year
- Acknowledged with logo on all Chamber E-Newsletter as a Champion Investor
- One email newsletter highlight during the year
- Logo on banner that is displayed at Chamber events throughout the year
- Primary publicity on all materials promoting the Regional Chamber Summit Sponsorship
- Regional Chamber Summit - reserved table (8 tickets)
- Annual Chamber Banquet- Table (8 tickets)
- Opportunity to present Awards at Annual Awards Banquet
- Opportunity to play a 30-second advertisement at the Annual Awards Banquet
- Annual Golf Outing- 1 team (of 4 people)
- *New* Women's Golf Outing- 1 team (of 4 people)
- Corporate Cup Challenge - 1 team (of 4-7 people)
- Logo/advertisement in two Daybreak Mt. Pleasant programs
- Daybreak Mt. Pleasant- 3 tickets per event
- Economic Outlook Luncheon- 3 tickets
- Spring Legislative Breakfast- 3 tickets
- 2024 YPN enrollment- 1 enrollment

\$10,000

Valued at over \$11,500

GOLD INVESTOR

Benefits:

- Logo on the Chamber's website as a Gold Investor
- Banner on online Member Directory as Gold Investor
- One Facebook post about your business made during the year
- Acknowledged with logo on all Chamber E-Newsletter as a Gold Investor
- One email newsletter highlight during the year
- Logo on banner that is displayed at Chamber events throughout the year
- Annual Awards Banquet- 4 tickets
- Opportunity to play a 30-second advertisement at the Annual Awards Banquet
- Corporate Cup Challenge- 1 team (of 4-7 people)
- Logo/advertisement in one Daybreak Mt. Pleasant program
- Daybreak Mt. Pleasant- 2 tickets per event
- Economic Outlook Luncheon- 3 tickets
- Spring Legislative Breakfast- 2 tickets
- 2024 YPN enrollment- 1 enrollment

\$6,500

Valued at over \$7,000

SILVER INVESTOR

Benefits:

Logo on the Chamber's website as a Silver Investor

Banner on online Member Directory as Silver Investor

One Facebook post about your business made during the year

Acknowledged with logo on all Chamber E-Newsletter as a Silver Investor

One email newsletter highlight during the year

Company name on banner that is displayed at Chamber events throughout the year

Annual Awards Banquet- 2 tickets

Logo/advertisement in one Daybreak Mt. Pleasant program

Daybreak Mt. Pleasant- 2 tickets per event

Economic Outlook Luncheon- 1 ticket

Spring Legislative Breakfast- 1 ticket

2024 YPN enrollment- 1 enrollment

\$3,000

Valued at over \$3,800

BRONZE INVESTOR

Benefits:

- Company name on the Chamber's website as a Bronze Investor
- Banner on online Member Directory as Bronze Investor
- One Facebook post about your business made during the year
- Acknowledged with Company Name on all Chamber E-Newsletter as a Bronze Investor
- One email newsletter highlight during the year
- Company name on banner that is displayed at Chamber events throughout the year
- Annual Awards Banquet- 1 ticket
- Logo/advertisement in one Daybreak Mt. Pleasant program
- Daybreak Mt. Pleasant- 1 ticket per event
- Economic Outlook Luncheon- 1 ticket
- Spring Legislative Breakfast- 1 ticket
- 2024 YPN enrollment- 1 enrollment

\$1,500

Valued at over \$2,200

Mt. Pleasant Area Chamber of Commerce



A LA CARTE INVESTOR

Regional Chamber Summit
\$2,000 Summit Partner Sponsorship
\$4,000 Regional Partner Sponsorship

Annual Chamber Banquet
Various Award Sponsorships ranging from
\$2,000-\$500

New Women's Golf Outing
\$500 Lunch Sponsorships
\$250 Bar Sponsorship
\$100 Hole Sponsorship

Annual Golf Outing
\$300 Games on the Course Sponsorship
\$275 Cart Sponsorship
\$150 Hole Sponsorship

Corporate Cup Challenge
\$1,500 Premier Sponsorship
\$150 Wellness Village Table Sponsorship

New Off the Clock
\$5,000 Premier Sponsorship
\$300 Program Sponsorship

Something to Chew On
\$300 Sponsorship

Women in Business
\$300 Sponsorship

Daybreak Mt. Pleasant
\$500 Co-Host Sponsorship
\$250 Nonprofit Sponsorship

Economic Outlook Luncheon
\$2,000 Premier Sponsorship
\$400 Event Sponsorship

For E-Newsletter and website advertising opportunities, contact Deena Kalbfleisch at deenakalb@mt-pleasant.net

\$40 Young Professionals Network

\$100 Referrals Over Breakfast (limited space available)

THE MT. PLEASANT AREA CHAMBER OF COMMERCE WILL WORK WITH YOUR BUSINESS TO CREATE A PERSONALIZED SPONSORSHIP PLAN. FOR MORE DETAILS, CONTACT LIZ CONWAY AT LCONWAY@MT-PLEASANT.NET OR (989) 772-2396.

AT A GLANCE

Investment Levels	Premier Investor \$15,000	Champion Investor \$10,000	Gold Investor \$6,500	Silver Investor \$3,000	Bronze Investor \$1,500	Ala Carte Sponsorship
Marketing						
Acknowledged on website as the level of investment	X (Large Logo)	X (Large Logo)	X (Logo)	X (Logo)	X (Company Name)	
Banner on Member Directory at level of investment	X	X	X	X	X	
Post on social media one time a year about your investment level as a Chamber member	X	X	X	X	X	
Acknowledged on Chamber E-New sletter as the level of investment (24 emails per year)	X (Logo)	X (Logo)	X (Logo)	X (Logo)	X (Company Name)	See 2024 Advertising Opportunities
One E-New sletter highlight per year	X	X	X	X	X	
Printed on banner that is displayed at Chamber events (all events but Regional Chamber Summit) throughout the year	X (Large Logo)	X (Logo)	X (Logo)	X (Company Name)	X (Company Name)	
Events						
Regional Chamber Summit	Table (8 tickets) Event marketing	Table (8 tickets) Event marketing				\$2,000 - \$4,000
Annual Chamber Banquet	Table (8 tickets) Opportunity to present Chamber Awards	Table (8 tickets)	4 tickets	2 tickets	1 ticket	Various Awards Sponsorship ranging from \$2,000-\$300
	Speaking Opportunity	30 Second Video (provided by business)	30 Second Video (provided by business)			
	30 Second Video (provided by business)					
	1 Team	1 Team				
Golf Outing	2 Teams	1 Team				Various sponsorships ranging from \$500 - \$100
Women's Golf Outing	2 Teams	1 Team				Food Sponsor- \$500, Hole Sponsor- \$100
Corporate Cup	2 Teams	1 Team	1 Team			Premier Sponsor- \$1,500 Wellness Village Table Sponsorship- \$150
Cliff the Clock	Opportunity to speak at one event					Premier sponsor- \$5,000 Program Sponsor - \$300 per event
Women in Business	Opportunity to host a round table discussion 1 attendee per event					Coffee Sponsor- \$300
Daybreak Mt. Pleasant	4 admissions per event Advertising opportunity in four programs	3 admissions per event Advertising opportunity in two programs	3 admissions per event Advertising opportunity in one program	2 admissions per event Advertising opportunity in one program	1 admission per event Advertising opportunity in one program	Premier sponsor- \$2,000 Program Sponsor- \$500
Economic Outlook Luncheon	7 tickets	3 tickets	3 tickets	1 ticket	1 ticket	Premier sponsor- \$2,000 Program Sponsor- \$400
Spring Legislative Breakfast	8 tickets	3 tickets	2 tickets	1 ticket	1 ticket	Program sponsor- \$400
\$500 Event Sponsorship	Event of your choice					
Program Enrollment						
Rollie Denison Leadership Institute Capstone Enrollment	1 ROLI Enrollment					\$1,000 for ROLI Enrollment 2024/2025
Young Professionals Network Enrollment	1 YPN Enrollment	1 YPN Enrollment	1 YPN Enrollment	1 YPN Enrollment	1 YPN Enrollment	\$40 annual YPN Enrollment

2024 EVENTS

January

- Off the Clock
- Something to Chew On
- Pop in 4 Lunch
- YPN

February

- Daybreak Mt. Pleasant
- Women in Business Roundtable
- Pop in 4 Lunch
- YPN

March

- Annual Awards Banquet
- Something to Chew On
- Pop in 4 Lunch
- YPN

April

- Off the Clock
- Spring Legislative Breakfast
- Women in Business Roundtable
- Pop in 4 Lunch
- YPN

May

- Daybreak Mt. Pleasant
- Women's Golf Outing
- Something to Chew On
- Pop in 4 Lunch
- YPN

June

- Women in Business Roundtable
- Pop in 4 Lunch
- YPN

July

- Annual Golf Outing
- Something to Chew On
- Pop in 4 Lunch
- YPN

August

- Regional Chamber Summit
- Daybreak Mt. Pleasant
- Women in Business Roundtable
- Pop in 4 Lunch
- YPN

September

- Corporate Cup
- Something to Chew On
- Pop in 4 Lunch
- YPN

October

- Off the Clock
- Economic Outlook
- Women in Business Roundtable
- Pop in 4 Lunch
- YPN

November

- Daybreak Mt. Pleasant
- Something to Chew On
- Pop in 4 Lunch
- YPN

December

- Off the Clock Holiday
- Women in Business Roundtable
- Pop in 4 Lunch
- YPN

