



**CRYSTAL LAKE**  
*Chamber of Commerce*

# SPONSORSHIP AND ADVERTISING GUIDE





## Sponsoring or Advertising with the Crystal Lake Chamber of Commerce means that you seek the best value and most effective opportunities to lift your business to that next level.

The Crystal Lake Chamber of Commerce implements a number of programs and initiatives to support our mission of promoting the business interests of members through advocacy, education, and building partnerships. The Chamber is a not-for-profit organization with deep roots in the Crystal Lake community. Your membership is what keeps us running and allows us to execute and expand our program of work. This Sponsorship and Advertising Guide has been carefully created to provide a variety of platforms for advertising, branding, and networking that will help your business get to the next level. We invite you to join us in this endeavor to create opportunities for business growth in the Crystal Lake area.

Within this Guide, you will find numerous ways Sponsorships and/or Advertising with our Chamber can make a difference for both your business and professional development. Should you have any questions, want more information on Sponsorships or Advertising or need any personal assistance, please email our Director of Membership Development, Lisa McLaughlin at [lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or call 815-459-1300 ext. 12.

Bill Eich  
President/CEO, Crystal Lake Chamber of Commerce  
[beich@clchamber.com](mailto:beich@clchamber.com)

Please note that some Sponsorships that were available previously may already be included in our Enhanced Chamber Membership Levels and not available for "a la carte" purchase. If you are interested in finding out more about our Enhanced Membership Levels, please contact Lisa McLaughlin.





## Why Consider Sponsoring a Chamber Event?

**No matter what type of business you are in, public relations and community interaction are just as essential as advertising!**

The Crystal Lake Chamber of Commerce events are the perfect opportunity for your company to gain the publicity and brand recognition that every business needs. Business leaders recognize and appreciate companies that help them gain knowledge and make important contacts. Our Chamber membership represents some of McHenry County's most important and influential corporate leaders; mid-level managers; small business owners; entrepreneurs; young professionals; media personalities; educators; political figures and more.

Sponsoring a Chamber event provides a great means of broadening your competitive advantage by improving your company's reflection, prestige and credibility through supporting events that your community and audience find attractive. Through sponsorships, our Chamber strives to create a partnership that is beneficial to all who are involved. By concentrating on aiding the businesses in Crystal Lake and surrounding areas in reaching their marketing goals through sponsored events, publications and web presence, the Crystal Lake Chamber promotes the development of businesses in our region.

**In addition to enhancing visibility and image, there are many great benefits that coincide with sponsoring Chamber events.**

**Access to New Business Relationships** – The face-to-face marketing opportunities at Chamber events allow businesses to kindle relationships with an unlimited number of new clients and customers. These events are also a great place to strengthen or renew relations with existing customers or clients.

**Creates Customer/Community Loyalty** – Your sponsorship and support of local community events builds rapport and increases the odds of your customers recommending your business to friends and other members of the community.

**Advertising** – Exposure in print, on our website and on-site advertising ensure heightened sponsor brand recognition among a targeted audience of business owners, executives and chamber members.

**Demonstrates Civic Engagement** – Small businesses play an important role in the framework of any community and accept a portion of the responsibility of making sure that the community stays healthy and whole. Your involvement in community events exhibits your concern for the community in which you work and live and has a favorable effect on your business.

**Association with High Profile Business Events** – Companies that desire to be coined "Industry Leaders" welcome the benefits of being associated with important business events and programs. Chamber events are among the top places to gain name recognition with high-income professionals, executives, managers and other business decision-makers.

**Publicity** – Chamber events are highly publicized and so are their sponsors. Your company's name is included in print and online advertising and collateral which will earn you public recognition.

*Some of our Events and Programs may be offered virtually using Zoom Video Conferencing and Zoom Breakout Rooms. We do have additional advertising opportunities available to us because we are utilizing the Zoom Platform including pre-meeting advertising slides, intermission slides, product placement and email distribution of advertising materials to all attendees.*

**For more information and a list of Chamber events, please contact our Community Outreach and Events Coordinator, Donna Sather at 815-459-1300 ext. 10.**

**If you are interested in becoming a sponsor of a Chamber Event or Program, please contact Lisa McLaughlin at [lmlaughlin@clchamber.com](mailto:lmlaughlin@clchamber.com) or 815-459-1300 ext. 12.**

# CHAMBER EVENTS



The Chamber is proud to host a number of events for our members and the community. Involvement in Chamber programs is a great way to further your professional network, take part in your community and grow professionally.

## STATE OF THE COMMUNITY EVENT

The State of the Community Event, hosted by the Crystal Lake Chamber of Commerce in partnership with the City of Crystal Lake, and the Villages of Lakewood and Prairie Grove, brings together business leaders and community leaders to celebrate the last year's successes and looking into the future.

## HOME AND BUSINESS EXPO

The Annual Home and Business Expo hosted by the Crystal Lake Chamber of Commerce is held every spring and is attend by 1,500 - 2,500 people every year. Booths and Sponsorships are available for this event.

## COMMUNITY CLEAN UP/COMMUNITY RECYCLING DAY

To maintain Crystal Lake's strong workforce and ensure a robust economic future, the Chamber facilitates the business community's impact on building an emerging workforce.

## ANNUAL INDEPENDENCE PARADE

The Crystal Lake Chamber of Commerce partners with the Crystal Lake Lions Club, the City of Crystal Lake, the Northwest Herald and Star 105.5 radio station to bring this extraordinary event to over 10,000 people every year.

## ANNUAL GOLF CLASSIC

The Chamber of Commerce Annual Golf Classic is attended by up to 100 of our local prominent business people for an afternoon of fun on the links. Sponsorships and promotional opportunities are available for this annual event.

## MEMBERS IN MOTION

Held in the fall, this fast paced networking event has been held for years and sees attendance of between 85-100 annually. Sponsorships and promotional opportunities are available for this annual event.

## MONDAY NIGHT FOOTBALL

Following the NFL Season, this Chamber fundraiser brings weekly fun and winners. Participants each year average 500-550. Sponsorships and promotional opportunities are available for this annual fundraiser.

## ANNUAL AWARDS AND GEMS AWARD EVENTS

The Chamber Annual Awards Event is an evening of celebration of the Chamber's year of accomplishments and the presentation of awards to select members. The GEMS Awards Event is a Chamber Foundation Celebration of Outstanding Chamber Members.



# MARKETING OPPORTUNITIES

We offer a wide variety of advertising opportunities to help market your company to local business leaders, local businesses and Crystal Lake residents. Consider advertising in Crystal Lake Chamber publications, emails, newsletters, and our website, which all provide outstanding value for your marketing dollars.

## COMMUNITY GUIDE

The Chamber's Annual Community Guide and member directory provides a quality connection between the Chamber, its members, key business organizations and our community. The publication focuses on both Chamber and local government information, annual community events along with an effective business directory of Chamber businesses by category and interest. The Community Guide is a joint publication of the Crystal Lake Chamber of Commerce and the Northwest Herald.

## BUSINESS PATHWAYS

Business Pathways monthly e-newsletter communicates topics that are relevant to the business community. Feature stories include Chamber and community events, economic development issues, current initiatives, local accolades, and legislative updates. Each issue is distributed digitally.

## EVENT SPONSORSHIPS

The Chamber hosts a number of events throughout the year, which are enhanced by the participation of member sponsors. Chamber events are designed to connect people on either a business or social level and only members can serve as sponsors. Being a sponsor is a great way for businesses to receive publicity while showing support for the Chamber and community.

## CHAMBER WEBSITE

The Chamber's website is a traditional and trusted source of business information and is viewed by members, the public, and visitors looking for products and services. Marketing on our website allows members to direct their message to specific site visitors and/or all visitors to the site. The Chamber's website is a powerful and inexpensive advertising tool.

Contact Lisa McLaughlin for more information at  
[lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or 815-459-1300

# ANNUAL AWARDS EVENT

## **ATHENA Leadership Award Sponsor - \$1,600**

- Logo recognition on invitation
- Logo in dinner program
- Logo on website & link to sponsor website
- Acknowledgment from podium
- Participate in selection committee
- Announce & introduce award winner

## **Keynote Speaker Sponsor - \$600**

- Logo recognition on invitation
- Logo on website & link to sponsor website
- Recognized in program
- Presenting sponsor announces speaker
- Participate in selection committee

## **Centerpiece Sponsor - \$500**

- Logo recognition on invitation
- Logo on website & link to sponsor website
- Recognized in program

Contact Lisa McLaughlin for more information at  
[lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or 815-459-1300



# HOME AND BUSINESS EXPO



The Annual Home and Business Expo is a community wide event which welcomes the community to meet and greet select members of the Chamber of Commerce. Consumers can shop for innovative home and business products. Come and check some of our amazing businesses, organizations and industries with over 100 vendors under one roof.

## Exhibitor lounge sponsor \$250 (2 available)

- Provide food and/or beverage for exhibitor breakfast held for approximately 140 exhibitors.
- Recognized in printed advertising for the EXPO
- Recognized in Exhibitor Packets
- Business referenced on social media

## Raffle Prizes

- Sponsor will donate a prize valued at \$100 or more
- Recognized in all printed advertising for EXPO
- Name displayed on signage at the event.

## Door Prize Sponsor

- Exhibitor will donate up to 5 prizes of any value that will be distributed randomly to attendees at EXPO which will direct winners to their booth."

# CRYSTAL LAKE INDEPENDENCE DAY PARADE

Crystal Lake Chamber of Commerce partners with the Crystal Lake Lions Club, the City of Crystal Lake, the Northwest Herald and Star 105.5 to bring this extraordinary event to over 10,000 people. The parade follows its historical 1.8 mile route beginning at City Hall, proceeding down Dole Avenue and ending at the Lakeside Festival grounds.

*A long time favorite, you're sure to increase your brand awareness.*

## Brunch Sponsor - \$1,000

- Logo and name recognition

Contact Lisa McLaughlin for more information at  
[lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or 815-459-1300

# ANNUAL GOLF CLASSIC



## Leader Board Sponsor - \$3,000 - 1 Available

- Exclusive Banner at entrance to event
- Logo or business name on all advertising promoting the outing
- Logo on website
- Logo displayed at the registration table
- Banquet table signage
- Recognition on Cart Schedule
- Logo on all printed materials distributed to golfers, including the event program
- Acknowledged at Awards Ceremony
- Golf for four with carts, lunch, dinner and participation gift

## Eagle Sponsor - \$1,500 – 2 Available

- Eagle Sponsor Banner at entrance to event
- Logo displayed at the registration table
- Banquet table signage
- Recognition on Cart Schedule
- Recognition on printed materials distributed to golfers
- Acknowledged at Awards Ceremony
- Logo in event program
- Golf for four with carts, lunch, dinner and participation gift

## Lunch Sponsor - \$1,000 - 1 Available

- Signage on Lunch tables and bar area
- Recognition on printed materials distributed to golfers
- Acknowledged at Awards Ceremony
- Logo in event program

## Hole in One Sponsor - \$500 – 1 Available

- Sponsor Car on Hole
- Signage on all Par 3's (Provided by sponsor)
- Recognition on Cart Schedule and printed materials distributed to golfers
- Acknowledged at Awards Ceremony
- Logo in event program

## Beverage Cart Sponsor \$500 - up to 2 Available

- Banner with logo on beverage cart
- Recognition on printed materials distributed to golfers
- Acknowledged at Awards Ceremony
- Logo in event program

## Exclusive Hole Sponsor - \$500 - 6 Available

- Exclusive sponsor on the hole
- Logo or business name digitally printed on flag
- Logo or business name on individual sign and displayed at Tee Box
- Recognition on printed materials distributed to golfers
- Recognition in event program

Contact Lisa McLaughlin for more information at  
[lmcloughlin@clchamber.com](mailto:lmcloughlin@clchamber.com) or 815-459-1300





**CRYSTAL LAKE**  
*Chamber of Commerce*

# COMMUNITY CLEAN UP/ RECYCLING DAY

Every year the Crystal Lake Chamber of Commerce and the Crystal Lake Park District co-sponsor Community Clean Up Day in McCormick Park (off Route 14, at King Street and Pierson Street.)

Volunteers are dispatched throughout the community, to clear trash that has accumulated in area parks and neighborhoods. This event draws residents, as well as various community groups and businesses.

## In-Kind Sponsors

In Kind sponsors provide breakfast snacks, lunch items, beverages and more for attendees who give of their time to clean up the community at this event.

- Recognition on chamber social media sites leading up to event
- Logo displayed on signage at event"

## MEMBERS IN MOTION

Members in Motion is a Chamber Networking Breakfast where businesses have the opportunity to network with business prospects for a day of power marketing. Learn about other potential partners, explore innovative business processes and increase awareness about your company.

### Promo Bag Sponsor - Barter

- Logo recognition on website with link to sponsor website
- Recognition in the program
- Display table at the event
- Logo on promo bags
- One marketing item for the promo bags
- One representative to attend the luncheon

Contact Lisa McLaughlin for more information at  
[lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or 815-459-1300

# PROFESSIONAL DEVELOPMENT SPONSOR

Leaders invest in the future. For today's business leader, moving outside of your comfort zone is not an option, it is a necessity. The Crystal Lake Chamber of Commerce has created professional development offerings that are relevant to the business challenges faced by our members. Take the lead - invest in the talent of tomorrow with the Professional Development Sponsorship.

## **Annual Sponsorship - \$3,500**

- Annual Quarter Page Ad in Business Pathways"
- Professional Development Sponsor in all marketing materials for
 

Leaders in Action	Out to Lunch
Business Builders	Women Empowering Women
- Professional Development Landing Page Ad on Website
- Interior Website Page Ads as Professional Development Sponsor
 

Main Business Directory	Chamber Events Calendar	Community Calendar
Industry Category (5)	Select Interior Ads (3)	
- 2 seats at Leaders in Action class.

# LEADERS IN ACTION - EDUCATION SERIES

The Crystal Lake Chamber of Commerce has provided 40+ years of Leadership and Development programming. The mission of the Leaders in Action Series is to promote growth, development and the pursuit of leadership opportunities in a changing environment. The Leaders in Action program includes curriculum for all levels of career development.

## **Leaders in Action**

Each session features a different speaker and topic related to leadership. Eight Sessions are held in the spring.

## **Event Sponsor - \$1,000**

- Logo recognition on event page with link to sponsor website
- Logo on Event flier-distributed to over 1,800 contacts
- Logo on attendee certificate
- Sponsor's brochure or marketing item distributed to attendees
- Recognition in event promotions through all Chamber social media channels
- Recognition in all advertising promoting the event
- Two attendees included

Contact Lisa McLaughlin for more information at  
lmclaughlin@clchamber.com or 815-459-1300



# MONDAY NIGHT FOOTBALL FUNDRAISER

Advertise in one of the most popular Chamber fund-raisers! The Monday Night Football Season Pass is a sure way to expose your business with ads ranging from \$40 to \$250. Monday Night Football Season Passes are sold for \$20 each and offer a chance to win \$50 for each of the NFL Monday Night Football games and \$100 for the Super Bowl. This is a great way to increase your visibility for your business not only to other Chamber members but also to the community. 800 Season Passes are printed to sell.

## Event Sponsor - Barter

- Sponsor provides location and/or food and beverage for the Monday Night Football mixer for approximately 100 attendees.
- Sponsor receives a full page ad in the Monday Night Football weekly emails
- Logo prominently displayed in the emails
- Acknowledged in the Chamber newsletter
- Acknowledged in Northwest Herald's ad for the mixer
- Acknowledged during Monday Night Football ads on STAR 105.5

## Corporate Sponsor - \$250

- Full page ad in the Monday Night Football emails
- Logo displayed prominently in the weekly emails
- Acknowledged in the Chamber newsletter
- Acknowledged in the Northwest Herald's ad for the mixer

## Advertising Prices/Early Bird Prices

- \$50 Business Card Ad
- \$75 Double Business Card Size Ad
- \$150 Half Banner Ad
- \$250 Full Banner Ad

Contact Lisa McLaughlin for more information at  
[lmclaughlin@clchamber.com](mailto:lmclaughlin@clchamber.com) or 815-459-1300

# Advertising Guide



## Connections Magazine (formerly Business Pathways)

(Monthly Digital Magazine and Quarterly Highlighted Business Segment Issue\*)

**Sent to 4,000+ Emails, 900+ Businesses, 3,500+ Followers via Social Media**

This magazine is a great advertisement investment for large and small businesses. With monthly digital distributions; advertisers get the best of digital brand awareness including interactive options like live hyperlinks and video ads. Digitally sent to over 4,000 email addresses to over 900 businesses, Connections is also featured on our Facebook page monthly reaching an additional 3,500 readers.

Ad Size	Monthly	Quarterly	Annual
1/8 Page	\$65	\$190	\$700
1/4 Page	\$150	\$415	\$1495
1/2 Page	\$250	\$735	\$2645
Full Page Ad (Interior)	\$425	\$1250	\$4500
Full Page Ad (inside back cover)	\$500	\$1450	\$5220
Full Page Ad (Back Cover)	\$650	\$1800	\$7220

The Connections Magazine is produced and distributed digitally. This enables us to offer the addition of live hyperlinks within your ad to your business, to an email address, or even your social media pages. Advertiser provided video can be added in place of an image ad for no additional cost. Both of these new options connect each reader directly to your business or video content you want to promote, greatly increasing your exposure and value advertising through your Chamber.

\* Starting in 2021.

Contact Lisa McLaughlin for more information at  
lmclaughlin@clchamber.com or 815-459-1300



# Website Advertising

**Includes 10,000+ Monthly Page Views**

Choose from a variety of Web Advertising Packages all designed to bring attention and promotion to your business.

**Enhanced Web Package - \$250**

Highlighted Business Listing, Long Business Description, Option to Upload a Video (Provided by Client)

**Premier Web Package - \$600**

Enhanced Web Package + Professional Video Created About Your Business (30 secs)

**Website Interior-Page Ads - \$600**

3 Interior Page Ads (Ads Link to Client's Website)

**Business Directory Package - \$1750**

Enhanced Member Package, Interior Ads (Business Directory, 5 Industry Categories), Premium Placement in Search Results

**High Profile Package - \$2500**

Enhanced Web Package, Homepage Banner Ad, Interior-Page Ads (Business Directory, Chamber/Event Calendars, 5 Industry Categories), Premium Placement in Search Results





*Committed to maximizing business development and economic growth  
of the community through advocacy, education, innovation, and  
collaboration.*