



2021-2022



**SPONSORSHIP &
ADVERTISING
OPPORTUNITIES**



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 or call 815-459-1300 ext. 12.

Bill Eich

President/CEO, Crystal Lake Chamber of Commerce
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.



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 Village of Lakewood, brings together business leaders and community leaders to celebrate the last year's successes and looking into the future.



LEADERS IN ACTION EDUCATION SERIES

For over 40 years, the Chamber has offered Leadership Training to local businesses and their employees. Furthering our mission to enhance the local business climate through education.



FOOD TRUCK FESTIVAL

A new Chamber fundraising event inviting local food trucks to our McCormick Park (Chamber Building) for a day of good food and family friendly fun. Anticipated attendance 500 - 1,000.



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.



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.



CHAMBER EVENTSContinued

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.

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.

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.

TOP GOLF OUTING

One of our newest fundraisers. Local Business Leaders get together for a day of fun and competition at Top Golf. Booth and Event Sponsorships are available for this event.



COMMUNITY 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.

COMMUNITY CLEAN UP/COMMUNITY RECYCLING DAY

Partnering with the Crystal Lake Park District, the Crystal Lake Chamber of Commerce organizes the community to clean our parks, sidewalks, and along roadways. Each year an average of 200-250 dedicated residents head out to clean and make a difference for our community.

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.



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.

CONNECTIONS MAGAZINE

Connections 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 or 815-459-1300

*Any changes to Sponsorships or Advertising offered are at the Chamber's discretion but will be replaced with other Sponsorships or Advertising of equal or greater value.

PROFESSIONAL AND WORKFORCE DEVELOPMENT SPONSOR

Leaders invest in the future. 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.

Total Annual Sponsorship - \$3,500

PROFESSIONAL DEVELOPMENT SPONSOR - \$2,000

- Annual Quarter Page Ad in Chamber Connections Magazine
- 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*

WORKFORCE DEVELOPMENT SPONSOR - \$1,500

- Annual Quarter Page Ad in Chamber Connections Magazine
- Workforce Development Sponsor in all marketing materials for:
 - *Out to Lunch / Business Builders / Women Empowering Women*
- Workforce Development Landing Page Ad on Website
- Interior Website Page Ads as Workforce Development Sponsor
 - *Main Business Directory / Chamber Events Calendar / Community Calendar / Industry Category (5) / Select Interior Ads (3)*

"Made in Your Own Backyard" Program Sponsor - \$500

Recognized as "Made in Your Backyard" Program Sponsor on all Chamber digital marketing.



we
SEPTEMBER MEETING
THIS MONTH'S GUEST SPEAKER:

PAULA JENKINS
OWNER
LFS CONSULTING, LLC

TUESDAY, SEPTEMBER 7 @ 11:30AM-1PM
MCHEMRY COUNTY MENTAL HEALTH BOARD
620 DAKOTA ST. | CRYSTAL LAKE, IL 60012

SEPTEMBER MEETING CO-SPONSORS

Exemplar
Financial Services

Snap-on

Professional Development Sponsor
GENERAL INVESTMENTS



STATE OF THE COMMUNITY LUNCHEON

An Update from our Local Government Officials

The State of the Community Event, hosted by the Crystal Lake Chamber of Commerce in partnership with the City of Crystal Lake and the Village of Lakewood, brings together business leaders and community leaders to celebrate the last year's successes and looking into the future. Sponsorships at this event put your company in front of local government officials and business leaders.



Event Sponsor

\$2,000

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Logo recognition on Table Signage and Event Program as Event Sponsor

Event Sponsor has the opportunity to provide a 2 minute presentation about their company

Exclusive

Table Sponsor

\$250

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Logo recognition on Tables as Table Sponsor

10 Available



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lmclaughlin@clchamber.com or 815-459-1300

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.

Each session features a different speaker and topic related to leadership. The Education Series Sponsorship covers all sessions promoting your business each week to all of our attendees. Breakfast Sponsorships are per week providing your company recognition to all attendees for one week's session.



Education Series Sponsor

\$1,500

Logo recognition on event page with link to sponsor website

Logo on event flyer distributed to over 2,500 contacts

Sponsor's brochure or marketing item distributed to attendees

Recognition in event promotions, advertising and social media

Four attendees included

EXCLUSIVE

Breakfast Sponsor

\$200

Logo recognition on session media and promotional materials

Logo recognition on event page with link to sponsor website

8 available



40-85
Attendees

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

COMMUNITY CLEAN UP

Every year the Crystal Lake Chamber of Commerce and the Crystal Lake Park District co-sponsor Community Clean Up Day starting at 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*



100-150
Attendees

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

FOOD TRUCK FESTIVAL AT THE PARK

Become a Sponsor for one of our newest Chamber fund-raisers! The Food Truck Festival is a great way to promote your business at a family friendly event with Sponsorships starting at \$100.

Food Trucks lined along the grounds at McCormick Park (Chamber Building) will serve a variety of food and beverages while local musical talent will be performing. Bring your family and friends for some tasty food and good times!



Event Sponsor

\$1,000

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Signage recognition as Event Sponsor at Event

Logo recognition on Tables as Event Sponsor

Exclusive

Table Sponsor

\$100

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Logo recognition on Tables as Table Sponsor

10 Available



**500 - 1000
Attendees**

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

ANNUAL AWARDS EVENT

Legacy of Leadership

An evening of celebration of the year's accomplishments and the presentation of awards to select members.

Sponsorships at this event put your company in front of local government officials and business leaders as our Chamber recognizes those who have made a difference in our community.



**ATHENA Leadership
Award Sponsor**

\$1,600

Logo recognition on invitation
and dinner program

Logo on website and link to
sponsor website

Acknowledgement from podium

Participate in selection
committee

Announce & introduce award
winner

**Recognizing Women
in Leadership**

Awards Sponsor

\$1,000

Logo recognition on invitation
and dinner program

Logo on website & link to
sponsor website

Participate in selection
committee

**Carl E. Wehde Award
and Robert O. Covey
Award**

**Keynote Speaker
Sponsor**

\$750

Logo recognition on invitation
and dinner program

Logo on website & link to
sponsor website

Presenting sponsor announces
speaker

Participate in selection
committee

**Select and Present
our Keynote Speaker**

Centerpiece Sponsor

\$500

Logo recognition on invitation
and dinner program

Logo on website & link to
sponsor website

Acknowledgement from podium

**More than 10 Table
Centerpieces**



GEM LEADERSHIP CELEBRATION

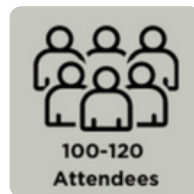


Honoring Local Leaders

The Crystal Lake Foundation's GEM Leadership Awards are given to individuals who are a Crystal Lake Chamber Foundation GEM - a leader who is Generous, Enthusiastic, and Motivated. These recipients are dedicated to community development, with a consistent and sustained pattern of community service!

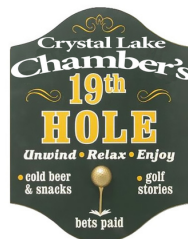
It's all about relationships and working together. Whether large, small, or somewhere in between, our donors make a difference in helping the community and commerce grow together. Our GEMS' contributions further the work of the Foundation in helping businesses meet the challenges of tomorrow.

Brilliant Sponsor	Generous Sponsor	Enthusiastic Sponsor	Motivated Sponsor	Inspired Sponsor
\$2,000	\$1,500	\$750	\$500	\$250
Reserved Seating for 8	Reserved Seating for 6	Reserved Seating for 4	Reserved Seating for 2	Reserved Seating for 1
Open Program & Announce First Speaker	Podium Recognition during Event	Logo Listed in Event Section of Connections Digital Magazine	Company Logo on Placard on All Tables at Event	Logo on Foundation Social Media/Website
Logo Listed in Event Section of Connections Digital Magazine	Logo Listed in Event Section of Connections Digital Magazine	Half-Page Advertisement with your Logo/Name in Event Program	Logo will Appear in the 'Motivated Sponsors' Section of Event Program	Logo will Appear in the 'Sponsors' Section of Event Program
Banner Ad on Foundation Website	Logo on Foundation Social Media/Website	Logo on Foundation Social Media/Website	Company Name/Logo on Foundation Social Media/Website	8 Available
Logo on Foundation Social Media	Full Page Ad in Event Program	Available	8 Available	
Full Page Ad in Event Program	Logo Included in all e-vites			
Logo Included in all e-vites	Available			
3 Available				



ANNUAL GOLF CLASSIC

Be a Sponsor at our 38th Annual Golf Classic and put your company out in front of local business leaders!



Leaderboard Sponsor

\$3,000

Exclusive Banner at Entrance

Logo or Business Name on All Advertising Promoting the Event

Logo on Website

Logo Displayed at Registration Table

Banquet Table Signage

Recognition on Cart Schedule

Logo on All Printed Materials

Golf for Four (4) Included; Food & Participation Gift also Included

1 Available

Eagle Sponsor

\$1500

Eagle Sponsor Banner at entrance to event

Logo displayed at the registration table and in event program

Company Logo on Cart Schedule & All Printed Materials Distributed to Golfers

Acknowledged at Awards Ceremony

Banquet table signage

Golf for four with carts, lunch, awards reception, and participation gift

1 Available

Lunch Sponsor

\$1,000

Opportunity to distribute sponsor provided marketing materials with lunch

Signage at Tables in Food & Bar Area

Company Logo on Cart Schedule & All Printed Materials Distributed to Golfers

Acknowledged at Awards Ceremony

Logo in Event Program

Golf for two with cart, lunch, awards reception and participation gift

1 Available

19th Hole Award Reception Sponsor

\$1,000

Signage on Tables & Bar Area During Awards Ceremony

Opportunity to distribute sponsor provided marketing materials with food (flyers, napkins, etc.)

Company Logo on Cart Schedule & All Printed Materials Distributed to Golfers

Acknowledged at Awards Ceremony

Golf for two with cart, lunch, awards reception and participation gift

1 Available



Contact Lisa McLaughlin for more information at
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ANNUAL GOLF CLASSIC

Be a Sponsor at our 38th Annual Golf Classic! Designated Hole Sponsors can promote their business with a table/booth at their tee box. Beverage Cart Sponsors ride in the golf cart and stop by every hole meeting everyone.



Hole-in-One Sponsor

\$750

Placement of Sponsor's car on hole

Recognition on cart schedule and printed materials distributed to golfers

Acknowledged at Awards Ceremony

Logo in event program

*Company must provide own Hole-in-One insurance

2 Available

Beverage Cart Sponsor

\$750

Banner with Logo on Beverage Cart

Recognition on Printed Materials Distributed to Golfers

Acknowledged at Awards Ceremony

Logo in Event Program

2 Available

Designated Hole Sponsor

\$400

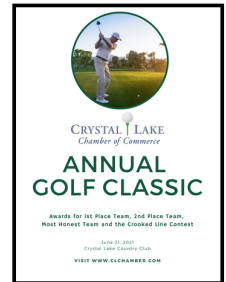
Sponsor on Designated Hole

Recognition on Printed Materials Distributed to Golfers

Recognition in Event Program

Opportunity to set up Table/Canopy next to Designated Hole (*sponsor must provide table/canopy materials)

16 Available



**100-120
Attendees**

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

CRYSTAL LAKE INDEPENDENCE DAY PARADE

Crystal Lake Chamber of Commerce partners with the Crystal Lake Lions Club, the City of Crystal Lake, and the Crystal Lake Park District to bring this extraordinary event to over 15,000 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. Become a Brunch Sponsor where we honor our Parade Grand Marshal with local government officials and prominent business leaders.

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

Brunch Sponsor - \$1,000

- Logo and name recognition

Grandstand Sponsor - \$500

- Banner with Logo and name recognition

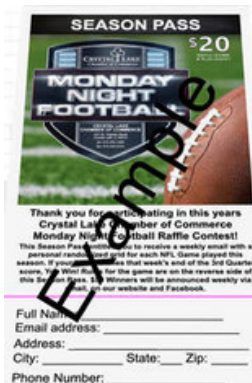


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MONDAY NIGHT FOOTBALL FUNDRAISER

Become a Sponsor or Advertise in one of the most popular Chamber fundraisers! The Monday Night Football Season Pass is a sure way to expose your business with sponsorships starting at \$250 and ads ranging from \$50 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. The 500 Season Passes are printed to sell.



Monday Night Football
Fundraiser Sponsor

\$750

Sponsor receives a full banner ad in the Monday Night Football weekly emails

Logo prominently displayed in weekly emails

Recognition in Chamber newsletter and digital advertising

Exclusive

Monday Night Football
Mixer Sponsor

\$500

Sponsor provides location and/or food and beverage for the Monday Night Football Mixer for approximately 100 attendees

Logo prominently displayed in weekly emails

Recognition in Chamber newsletter and social media posts for event

Exclusive

Corporate Sponsor

\$250

Sponsor receives a 1/2 banner ad in the Monday Night Football weekly emails

Logo prominently displayed in weekly emails

Recognition in Chamber newsletter and digital advertising

Up to 10 Available

Advertising Prices

See below for pricing

\$75 - Double Business Card Size Ad

\$150 - 1/2 Page Banner Ad

\$250 - Full Page Banner Ad

All ads shown prominently in weekly emails

Two emails sent out per week to all participants - 17 week season

Ads link to sponsor website

Promote Your Business!



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

MEMBERS IN MOTION

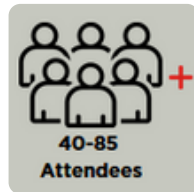
Members in Motion is a Multi -Chamber Networking Breakfast where businesses have the opportunity to network with business prospects for a day of power marketing. Learn about other potential partners, explore innovative business processes and increase awareness about your company.

Sponsorships at this event make sure your company gets the promotion you are looking for with the added benefit of expanding your network to members from other Chambers.



Event Co-Sponsor	Table Sponsor	Grand Door Prize Sponsor
\$500	\$100	\$250
Logo recognition on website with link to sponsor website	Logo recognition on social media and promotional materials	Logo recognition on website with link to sponsor website
Logo recognition in the program and all promotional material	Logo recognition on event webpage with link to sponsor website	Logo recognition in the program and all promotional material
Acknowledgement from podium	One attendee included	Acknowledgement from podium
One Available	8 available	Exclusive

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



HOME AND BUSINESS EXPO

The Annual Home and Business Expo is a community wide event which welcomes local area residents to meet and greet select members of the Chamber of Commerce.

Over 1,500 local consumers shop for innovative home and business products from these local vendors. Become a Sponsor today to promote your business and support our Chamber!



Event Sponsor

\$1,500

Logo recognition on all printed and digital advertising

Recognition through social media posts and advertising for the event

Logo prominently displayed on Event Signage

Includes 1 regular sized booth space

EXCLUSIVE

Exhibitor Lounge Sponsor

\$250

Sponsor provides food and/or beverages for exhibitor breakfast (approx. 140 exhibitors)

Recognized in printed and digital advertising

Recognition through social media posts for the event

2 Available

Raffle Prizes

Donation

Sponsor will donate a prize valued at \$100 or more

Recognition in all printed and digital advertising

Company Name displayed on signage at event

Great Opportunity!

Door Prize Sponsor

Donation

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

Open to All Exhibitors



**1,000 to 2,000
Attendees**

Contact Lisa McLaughlin for more information at
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HOME AND BUSINESS EXPO

Held outdoors last year at the Crystal Lake OfficeMax campus across from Home Depot, the Home and Business Expo was our most well attended event with over 1,750 attendees and over 60 booths!

Both attendees and vendors thought that holding the event outside was a better way to showcase each exhibitor's booth. Become a Sponsor today to promote your business and support our Chamber!



Porta Pottie Sponsor

\$500

Signage recognition at Porta Pottie area

Recognition in all printed and digital advertising

Company Name displayed on signage at event

One Available

Sanitation Station Sponsor

\$250

Signage recognition at each Sanitation Station

Recognized in printed and digital advertising

Recognition through social media posts for the event

One Available

Food Truck Sponsor

\$500

Logo recognition on all printed and digital advertising

Recognition through social media posts and advertising for the event

Signage recognition at the Food Truck area

One Available

Pet Adoption Booth Sponsor

\$250

Logo recognition on all printed and digital advertising

Recognition through social media posts and advertising for the event

Logo prominently displayed on Booth Signage

One Available

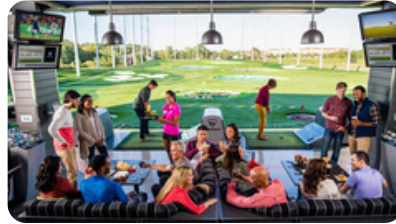


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TOP GOLF OUTING

Become a Sponsor for one of our newest Chamber fund-raisers! Our golf outing at Top Golf is a great way to promote your business at a family friendly event with Sponsorships starting at \$250.

Approximately 50 - 75 local business leaders get together for a fun and competitive golf outing that isn't weather dependent.



Event Sponsor

\$1,000

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Signage recognition as Event Sponsor at Event

Logo recognition at booths as Event Sponsor

Exclusive

Lunch Sponsor

\$500

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Signage recognition as Lunch Sponsor at Event

Signage at booths providing recognition as Lunch Sponsor

Exclusive

Booth Sponsor

\$250

Logo recognition on event webpage with link to sponsor website

Logo recognition on social media and promotional materials

Logo recognition at booth as Booth Sponsor

10 Available



**50-75
Attendees**

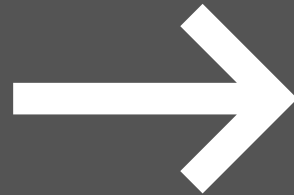
Contact Lisa McLaughlin for more information at
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for more information about advertising.

ADVERTISE



**WITH
THE
CRYSTAL
LAKE
CHAMBER**

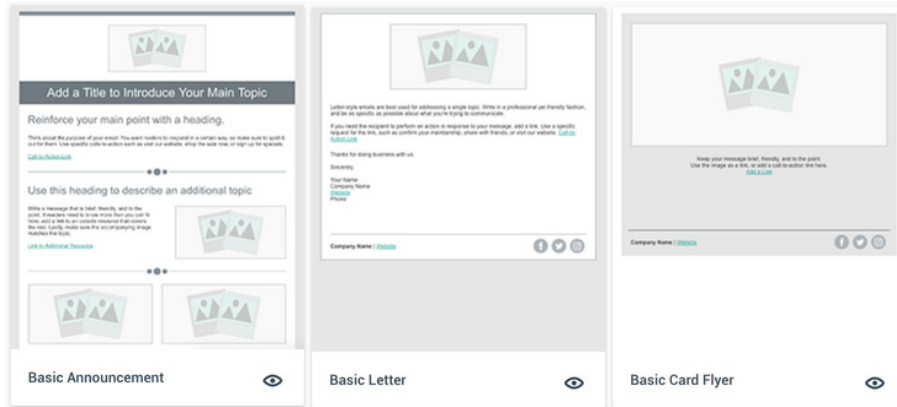


E-Blast for Members

Need to announce a business opening/sale/upcoming event/etc.?
We can send out your special message to all of our Chamber Members for you.

All we need from you is:

- Photos, videos, gifs and/or graphics (png, jpg, gif, mp4s only)
- Info on what you want to promote
- Your choice of email template from the following:



\$100

\$75

\$50

(50-word Limit)

Your E-Blast Message will go out to over
800 local businesses and over 2,500 individuals via email.
Pricing is per mailing, includes E-Blast Design with your content.

Social Media Sponsors

Become a Social Media Post Sponsor of our Chamber Social Media Posts

Your logo placed on our Facebook posts showing your support of our Chamber

Puts your company logo in front of over 3,500 Facebook followers every time the Chamber posts an upcoming event or program.

Sponsorship packages by number of Facebook posts or by time duration of sponsorship. (i.e. entire month of posts)

Sponsorship packages start from \$50 for logo placement on 10 Chamber Facebook posts, (Posts typically run for 5 days). Monthly pricing starting at \$200 for all posts in month. The Crystal Lake Chamber averages over 40 posts for events/programs each month.

Photos, videos, gifs, etc. are allowed. Content to be provided by the purchaser of ad.

Logos must be provided by Sponsor in png or jpeg file format.



Chamber Website Ads

Ad Space on our new Chamber website
is available at affordable prices.

All Ads are banner size dimensions of 728 x 90 and are available at the top or bottom of various webpages on our website.
(Image file types: png or jpeg only)

AD EXAMPLE: 728px



90px

Ad images are also active links directly to your business website.
(Advertiser to provide link address)

- Ads are priced at **\$100** for twelve months of placement
 - Available webpages of the Crystal Lake Chamber website
 - Member News / Press Releases
 - Calendar Pages (Chamber, Member, & Community)
 - Business Directory (not Explore Crystal Lake)
- * Multiple ads may be placed on certain pages (no more than 3 rotating ads)
- * **Enhanced Membership Levels include 3 Webpage Ads**
- Ads will be placed on the following pages:
 - Chamber Advocacy, Connections Magazine, & FAQs
 - Rotating w/ other Enhanced Members

Contact Lisa McLaughlin at 815-459-1300 ext. 12 or
lmcLaughlin@clchamber.com for more information about advertising.

Connections Digital Magazine Ads

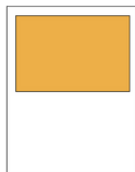


CONNECTIONS MAGAZINE

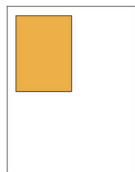
MONTHLY DIGITAL MAGAZINE AND QUARTERLY HIGHLIGHTED BUSINESS SEGMENT ISSUE

The Chamber's digital magazine is a great investment opportunity for large and small businesses. With monthly digital distributions, advertisers get the best of digital brand awareness. Digitally sent to over 2,000 email addresses to over 900 businesses, Connections Magazine is also featured on our social media pages, reaching an additional 5,000 readers. 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.

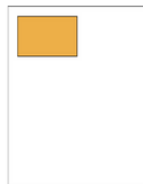
ADVERTISER-PROVIDED VIDEO CAN BE ADDED IN PLACE OF AN IMAGE AD FOR NO ADDITIONAL COST. Both of these new options connect each reader directly to your business or video content you want to promote, greatly increasing your exposure and value advertising through your Chamber.



Ad: Interior Half Page
Size: 7.38" w X 4.82" h
Color: Color or B&W
Bleed: None



Ad: Interior Quarter Page
Size: 3.55" w X 4.82" h
Color: Color or B&W
Bleed: None



Ad: Business card
Size: 3.55" w X 2" h
Color: Color or B&W
Bleed: None

Print-Ready Check List:

- ☐ Check Size Dimensions
- ☐ File Size: 300 dpi
- ☐ Color Format: CMYK
- ☐ Color Format: RGB
- ☐ File Type: PNG or JPEG

Note: any file not meeting these specifications will be sent back for corrections.

ADVERTISING RATES CONNECTIONS MONTHLY DIGITAL MAGAZINE

	Monthly	Quarterly	Yearly	Special Editions
AD SIZE	AD PRICE	AD PRICE	AD PRICE	AD PRICE
1/8TH PAGE AD	\$65	\$190	\$700	\$75
1/4TH PAGE AD	\$150	\$415	\$1,495	\$175
1/2 PAGE AD	\$250	\$735	\$2,645	\$300
FULL PAGE AD (INTERIOR PAGE)	\$425	\$1,250	\$4,500	\$500
FULL PAGE AD (INTERIOR BACK PAGE)	\$500	\$1,450	\$5,220	\$650
FULL PAGE AD (EXTERIOR BACK PAGE)	\$650	\$1,800	\$7,220	\$850

*Any changes to Sponsorships or Advertising offered are at the Chamber's discretion but will be replaced with other Sponsorships or Advertising of equal or greater value.

Contact Lisa McLaughlin at 815-459-1300 ext. 12 or
lmclaughlin@clchamber.com for more information about advertising.



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

Crystal Lake Chamber of Commerce |
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