



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 us at [info@clchamber.com](mailto:info@clchamber.com) or call 815-459-1300.

Bill Eich

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



PLEASE NOTE THAT WE DO OFFER A FIRST RIGHT OF REFUSAL TO THE PREVIOUS YEAR'S SPONSOR FOR MOST OF OUR CHAMBER SPONSORSHIP OPPORTUNITIES. FEEL FREE TO CONTACT US ABOUT SPONSOR AVAILABILITY.

# 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

**February 4, 2022**

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

**January 27 to March 17, 2022 - Community Foundation**

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.



## ANNUAL AWARDS

**May 19, 2022 The Dole Mansion**

**& GEMS AWARD EVENT**

**April 19, 2022 Boulder Ridge Country Club**

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 - June 27, 2022

**Crystal Lake Country Club**

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 EVENTS ...Continued

## MEMBERS IN MOTION

September 2022 - Crystal Lake Holiday Inn

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

August 23, 2022 to February 12, 2023

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.

## FALL BUSINESS SHOWCASE

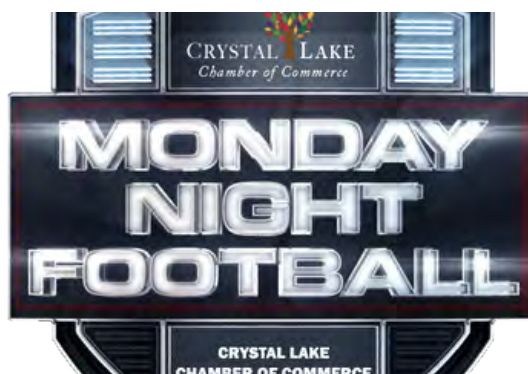
October 1, 2022 - Three Oaks Recreation Center

The Annual Home and Business Expo (now Fall Business Showcase) hosted by the Crystal Lake Chamber of Commerce is held every spring and is attend by 1,500 - 2,000 people every year. Booths and Sponsorships are available for this event.

## TOP GOLF OUTING

November 2022 - Schaumburg

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

**April 23, 2022 (8:30 - 1:00pm)**

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 DAY PARADE - July 3, 2022

The 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 10,000 people every year.

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.

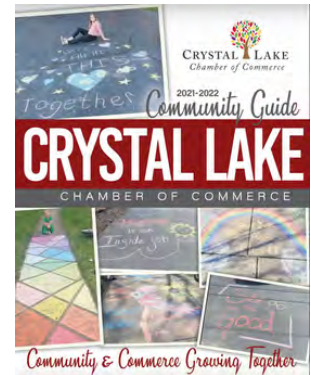


# MARKETING OPPORTUNITIES

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.

\*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 BENEFITS

- Annual Quarter Page Ad in Chamber Connections Magazine
- Professional Development Sponsor in all marketing materials for:
  - *Leaders in Action*
  - *Out to Lunch*
  - *Business Builders*
  - *Networking Group Events*
- Professional Development Landing Page Ad on Website
- Interior Website Page Ads as Professional Development Sponsor
  - *Main Business Directory Page, Chamber Events Calendar Page, Community Calendar Page, Industry Category (5) Pages, Select Interior Ads (3) Pages*
  - *2 seats at Leaders in Action class*



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### WORKFORCE DEVELOPMENT SPONSOR BENEFITS

- 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 Page, Chamber Events Calendar Page, Community Calendar Page, Industry Category (5) Pages, Select Interior Ads (3) Pages*





# STATE OF THE COMMUNITY LUNCHEON February 4, 2022

## 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.



<b>EVENT SPONSOR</b>
<b>\$2,000</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on all social media and promotional materials
Your Company's Logo on Table Signage as Event Sponsor
Event Sponsor has the opportunity to provide a 2 minute presentation about their company at the podium
<b>EXCLUSIVE</b>

<b>CENTERPIECE SPONSOR</b>
<b>\$500</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on all social media and promotional materials
Your Company's Logo on Table Signage as Centerpiece Sponsor
<b>EXCLUSIVE</b>





# LEADERS IN ACTION EDUCATION SERIES

January 27 to March 17, 2022

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.



<b>EVENT SPONSOR</b>
<b>\$1,500</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on Event Flyer distributed to over 2,500 contacts
Opportunity to distribute your company's brochure or marketing materials to attendees
Your Company's Logo on all social media, advertising and promotional materials
Four attendees included
<b>LIMITED AVAILABILITY</b>

<b>BREAKFAST SPONSOR</b>
<b>\$200</b>
Your Company's Logo on Session Presentation Media and Promotional Materials
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
<b>3 AVAILABLE</b>



# GEM LEADERSHIP CELEBRATION

## April 21, 2022



### 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.

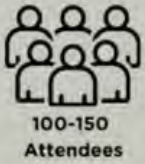
<b>BRILLIANT SPONSOR</b>
<b>\$2,000</b>
Reserved seating for 8
Opportunity to Open the GEMs Luncheon and Introduce the First Speaker
Your Company's Logo prominently displayed in the Connections Digital Magazine promoting the GEMs Luncheon
Includes a Banner Ad for Your Company on the Chamber Foundation Website
Includes a Full Page Ad in the Event Program and placement of Your Company's Logo on social media and all e-vites
<b>3 AVAILABLE</b>

<b>GENEROUS SPONSOR</b>
<b>\$1,500</b>
Reserved seating for 6
Recognition from the Podium as a Generous Sponsor
Your Company's Logo listed in the Connections Digital Magazine promoting the GEMs Luncheon
Includes a Full Page Ad in the Event Program and placement of Your Company's Logo on social media and all e-vites
<b>INCLUDES SEATING FOR 6</b>

<b>ENTHUSIASTIC SPONSOR</b>
<b>\$750</b>
Reserved seating for 4
Your Company's Logo listed in the Connections Digital Magazine promoting the GEMs Luncheon
Includes a Half Page Ad in the Event Program and placement of Your Company's Logo on social media and all e-vites
<b>INCLUDES SEATING FOR 4</b>

<b>MOTIVATED SPONSOR</b>
<b>\$500</b>
Reserved seating for 2
Your Company's Logo will be on Signage on all Tables at event
Your Logo will appear in the "Motivated Sponsors" section of the Event Program
Your Company's Logo/Name on Foundation Website and Social Media
<b>8 AVAILABLE</b>

<b>INSPIRED SPONSOR</b>
<b>\$250</b>
Reserved seating for 1
Your Logo will appear in the "Inspired Sponsors" section of the Event Program
Your Company's Logo/Name on Foundation Website and Social Media
<b>8 AVAILABLE</b>



# COMMUNITY CLEAN UP

April 23, 2022

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*





# ANNUAL AWARDS EVENT

## May 19, 2022



### Legacy of Leadership

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

Help select our Award Recipients and have the opportunity to announce/introduce them at our Awards Dinner.



<b>ATHENA LEADERSHIP AWARD SPONSOR</b>
<b>\$1,600</b>
Your Company's Logo on invitation and dinner program
Your Company's Logo on Event webpage & link to sponsor's website
Acknowledgement as Athena Leadership Award Sponsor from Podium
Opportunity to Participate in the Award Selection Process
Opportunity to Announce and Introduce the Award Winner
<b>RECOGNIZING WOMEN IN LEADERSHIP</b>

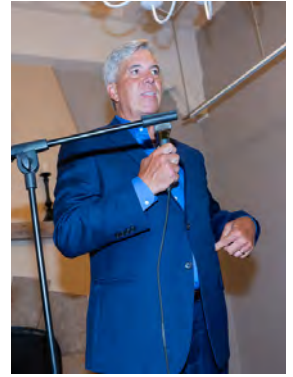
<b>LEADERSHIP AWARD SPONSOR</b>
<b>\$1,000</b>
Your Company's Logo on invitation and dinner program
Your Company's Logo on Event webpage & link to sponsor's website
Acknowledgement as Leadership Award Sponsor from Podium
Opportunity to Participate in the Award Selection Process
Opportunity to Announce and Introduce the Award Winners
<b>ROBERT O. COVEY AND CARL E. WEHDE AWARDS</b>

<b>PRESIDENTIAL AWARDS SPONSOR</b>
<b>\$500</b>
Your Company's Logo on invitation and dinner program
Your Company's Logo on Event webpage & link to sponsor's website
Acknowledgement as Presidential Awards Sponsor from Podium
Opportunity to Participate in the Award Selection Process
Opportunity to Announce and Introduce the Award Winners
<b>PRESIDENTIAL AWARDS</b>



# ANNUAL AWARDS DINNER

## May 19, 2022



### Legacy of Leadership

Be our Keynote Speaker Sponsor and help select our speaker and announce/introduce them at the Awards Dinner

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.



<b>KEYNOTE SPEAKER SPONSOR</b>
<b>\$750</b>
Your Company's Logo on invitation and dinner program
Your Company's Logo on Event webpage & link to sponsor's website
Opportunity to Participate in the Speaker Selection Process
Acknowledgement as Keynote Speaker Sponsor from Podium
Opportunity to Announce and Introduce the Keynote Speaker
<b>EXCLUSIVE</b>

<b>CENTERPIECE SPONSOR</b>
<b>\$500</b>
Your Company's Logo on invitation and dinner program
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Acknowledgement as Centerpiece Sponsor from Podium
<b>EXCLUSIVE</b>



# ANNUAL GOLF CLASSIC

## June 27, 2022



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

Sponsorships promote and highlight your business, associating you with the best Crystal Lake has to offer.



<b>LEADERBOARD - TOURNAMENT SPONSOR</b>
<b>\$3,000</b>
Golf for four (4) with carts, includes Food and Participation Gift
Your Company's Logo will appear on the Chamber Golf Classic Webpage, all Social Media and Promotional Materials, and on an Exclusive Banner at the Entrance
Your Company's Logo will be on the Registration Table & Banquet Table Signage and will also receive recognition on the Card Schedule provided to each Golfer.
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>

<b>EAGLE SPONSOR</b>
<b>\$1,600</b>
Golf for Four (4) with Carts, includes Food and Participation Gift
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company's Logo will be on an Eagle Sponsor's Banner at the Entrance
Your Company's Logo will be on the Registration Table & Banquet Table Signage and will also receive recognition on the Card Schedule provided to each Golfer.
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>

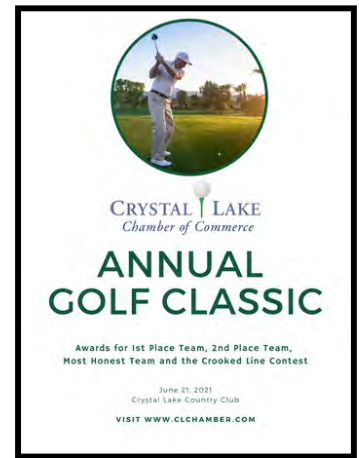
<b>LUNCH SPONSOR</b>
<b>\$1,000</b>
Golf for Two (2) with Cart, includes Food and Participation Gift
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company's Logo will be on all Chamber Signage in Food & Bar Area and on the Event Program and the Card Schedule provided to each Golfer.
Your Company has the Opportunity to Distribute Sponsor Provided Promotional Items with Lunch
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>

<b>19TH HOLE AWARD RECEPTION SPONSOR</b>
<b>\$1,000</b>
Golf for Two (2) with Cart, includes Food and Participation Gift
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company's Logo will be on all Chamber Signage in Food & Bar Area and on the Event Program and the Card Schedule provided to each Golfer.
Your Company has the Opportunity to Distribute Sponsor Provided Promotional Items at the Reception
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>



# ANNUAL GOLF CLASSIC

## June 27, 2022



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.



<b>HOLE -IN-ONE SPONSOR</b>
<b>\$1,000</b>
Placement of Sponsor's Car on Hole
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company's Logo will be on the Event Program and the Card Schedule provided to each Golfer.
Your Company must provide your Own Hole-in-One Insurance
Your Company will be acknowledged at the Awards Ceremony
<b>2 AVAILABLE</b>

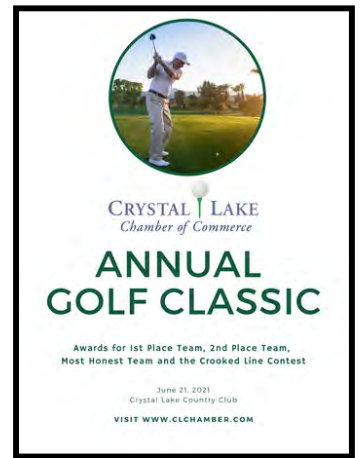
<b>BEVERAGE CART SPONSOR</b>
<b>\$750</b>
Your Company's Logo on a Beverage Cart Banner
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company's Logo will be on the Event Program and the Card Schedule provided to each Golfer.
Your Company Representatives can ride on the Beverage Cart serving and greeting all golfers.
Your Company will be acknowledged at the Awards Ceremony
<b>2 AVAILABLE</b>

<b>DESIGNATED HOLE SPONSOR</b>
<b>\$400</b>
Your Company will be the Sponsor on a Designated Hole
Your Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Logo will be on the Event Program and the Card Schedule provided to each Golfer.
Your Company will be able to set up a Table/Canopy next to your Designated Hole Tee Box (Sponsor must provide Table/Canopy and own promotional materials)
<b>2 AVAILABLE</b>



# ANNUAL GOLF CLASSIC

## June 27, 2022



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.



<b>CROOKED LINE CONTEST SPONSOR</b>
<b>\$250</b>
Your Company's Logo will be on the Event Program and the Card Schedule provided to each Golfer.
Your Company will be recognized as the Sponsor of the Crooked Line Contest
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>

<b>CLOSEST TO THE PIN CONTEST SPONSOR</b>
<b>\$250</b>
Your Company's Logo will be on the Event Program and the Card Schedule provided to each Golfer.
Your Company will be recognized as the Sponsor of the Crooked Line Contest
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>

<b>LONGEST PUTT CONTEST SPONSOR</b>
<b>\$250</b>
Your Company's Logo will be on the Event Program and the Card Schedule provided to each Golfer.
Your Company will be recognized as the Sponsor of the Crooked Line Contest
Your Company's Logo will appear on the Chamber Golf Classic Webpage & all Social Media and Promotional Materials
Your Company will be acknowledged at the Awards Ceremony
<b>EXCLUSIVE</b>



# CRYSTAL LAKE INDEPENDENCE DAY PARADE July 3, 2022

Our Chamber 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





# MONDAY NIGHT FOOTBALL FUNDRAISER

**August 23, 2022 to February 12, 2023**

Become a Sponsor or 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 sponsorships starting at \$250 and ads ranging from \$50 to \$250.



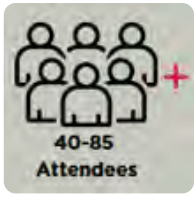
Monday Night Football Season Passes are sold for \$20 each and offer a chance to win \$50 for each of the NFL Monday Night Football games and \$100 for the Super Bowl. This is a great way to increase your visibility for your business not only to other Chamber members but also to the community. The 500 Season Passes are printed to sell.



MONDAY NIGHT FOOTBALL FUNDRAISER SPONSOR
<b>\$750</b>
Your Company will receive a full banner ad on our Monday Night Football Webpage and recognition as our MNF Main Sponsor.
Your Company's Logo will be prominently displayed in each MNF Weekly Game Grid and Weekly Announcement of Winners Emails (includes links to your website)
Your Company will receive recognition in our Weekly Chamber "What You Need to Know" Newsletter
<b>EXCLUSIVE</b>

MONDAY NIGHT FOOTBALL MIXER SPONSOR
<b>\$500 (in kind option available)</b>
Your Company provides the location and/or food and beverage for the Monday Night Football Mixer for approximately 100 attendees
Your Company's Logo will be prominently displayed in each MNF Weekly Game Grid and Weekly Announcement of Winners Emails (includes links to your website)
Your Company will receive recognition in our Weekly Chamber "What You Need to Know" Newsletter and Social Media Posts for the Event.
<b>EXCLUSIVE</b>

CORPORATE SPONSOR	ADVERTISING PRICES
<b>\$250</b>	<b>See below for pricing</b>
Your Company will receive a half banner ad on our Monday Night Football Webpage.	\$75 - Double Business Card Size Ad
Your Company's Logo-1/2 Banner Ad will be displayed in each MNF Weekly Game Grid and Weekly Announcement of Winners Emails (includes links to your website)	\$150 - 1/2 Page Banner Ad
Your Company will receive recognition in our Weekly Chamber "What You Need to Know" Newsletter and Social Media Posts for the Event.	\$250 - Full Page Banner Ad
	Your Company's Ad will be displayed in each MNF Weekly Game Grid and Weekly Announcement of Winners Emails (17 Week Season, includes links to your website)
<b>UP TO 10 AVAILABLE</b>	<b>PROMOTE YOUR BUSINESS</b>



# MEMBERS IN MOTION NETWORKING SCRAMBLE September 21, 2022

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.

Member pricing is approximately \$35 including breakfast.



<b>EVENT CO-SPONSOR</b>
<b>\$500</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on the Event Program and all social media and promotional materials
Your Company will be recognized as a Sponsor from the podium.
<b>EXCLUSIVE</b>

<b>GRAND DOOR PRIZE SPONSOR</b>
<b>\$250</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on the Event Program and all social media and promotional materials
Your Company will be recognized as a Sponsor from the podium.
Your Company will have the Opportunity to provide one or multiple Grand Door Prizes.
<b>EXCLUSIVE</b>



# FALL BUSINESS SHOWCASE

## October 1, 2022

The Annual Home and Business Expo (now Fall Business Showcase) is a community wide event which welcomes local area residents to meet and greet select members of the Chamber of Commerce. This event provides vendors with tremendous exposure and promotion along with direct one-on-one contact with interested consumers.

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
<b>\$1,500</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on all social media and promotional materials
Your Company's Logo will be prominently displayed on Event Signage
Includes 1 Regular Sized Booth Space
<b>EXCLUSIVE</b>

FOOD TRUCK SPONSOR
<b>\$1,000</b>
Your Company's Logo on our Chamber Event Webpage with link to Sponsor Website
Your Company's Logo on all Social Media and Promotional Materials
Your Company's Logo will be prominently displayed on Signage in Food Truck Area
<b>EXCLUSIVE</b>

RAFFLE PRIZES
<b>DONATION</b>
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
Your Company's Name will be prominently displayed on Signage at the Event
<b>GREAT OPPORTUNITY</b>

DOOR PRIZE SPONSOR
<b>DONATION</b>
Exhibitor will donate up to 5 prizes of any value that will be distributed randomly to attendees which will direct winners to their booth.
<b>OPEN TO ALL EXHIBITORS</b>



# FALL BUSINESS SHOWCASE October 1, 2022

Held outdoors last year at the Crystal Lake OfficeMax campus across from Home Depot, the Home and Business Expo (now Fall Business Showcase) 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.

This year's Business Showcase will be held at Three Oaks Recreation Center and is scheduled date for Saturday, October 1, 2022 9-3pm

Become a Sponsor today to promote your business and support our Chamber!



<b>PORTA POTTIE SPONSOR</b>
<b>\$750</b>
Your Company's Logo/Name will be displayed on signage designating the Porta Pottie Area
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
<b>ONE AVAILABLE</b>

<b>SANITATION STATION SPONSOR</b>
<b>\$250</b>
Your Company's Logo/Name will be displayed on signage at each Sanitation Station
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
<b>ONE AVAILABLE</b>

<b>PET ADOPTION BOOTH SPONSOR</b>
<b>\$150</b>
Your Company's Logo/Name will be displayed on signage at the Pet Adoption Booth as Sponsor
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
<b>ONE AVAILABLE</b>



# TOPGOLF OUTING

## November 11, 2022



Become a Sponsor for one of our newest Chamber fundraisers! Our golf outing at TopGolf 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.

\$75 Member pricing includes 3 hours of golf and games, food (pulled pork sliders, chicken tenders, and vegetable tray), beverages (soft drinks, iced tea, water and one drink ticket).



<b>EVENT SPONSOR</b>
<b>\$1,000</b>
Your Company's Logo/Name will be displayed prominently on Event Signage as Event Sponsor and at each hitting bay
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
<b>EXCLUSIVE</b>

<b>LUNCH SPONSOR</b>
<b>\$500</b>
Your Company's Logo/Name will be displayed prominently on Event Signage as Lunch Sponsor
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
<b>EXCLUSIVE</b>

<b>HITTING BAY SPONSOR</b>
<b>\$250</b>
Your Company's Logo/Name will be displayed prominently on Event Signage as Hitting Bay Sponsor
Your Company's Name on our Chamber Event Webpage with link to Sponsor Website
Your Company's Name on all Social Media and Promotional Materials
<b>10 AVAILABLE</b>

# LET US HELP YOU GROW YOUR BRAND!

**ADVERTISE  
WITH THE CRYSTAL LAKE  
CHAMBER OF COMMERCE**



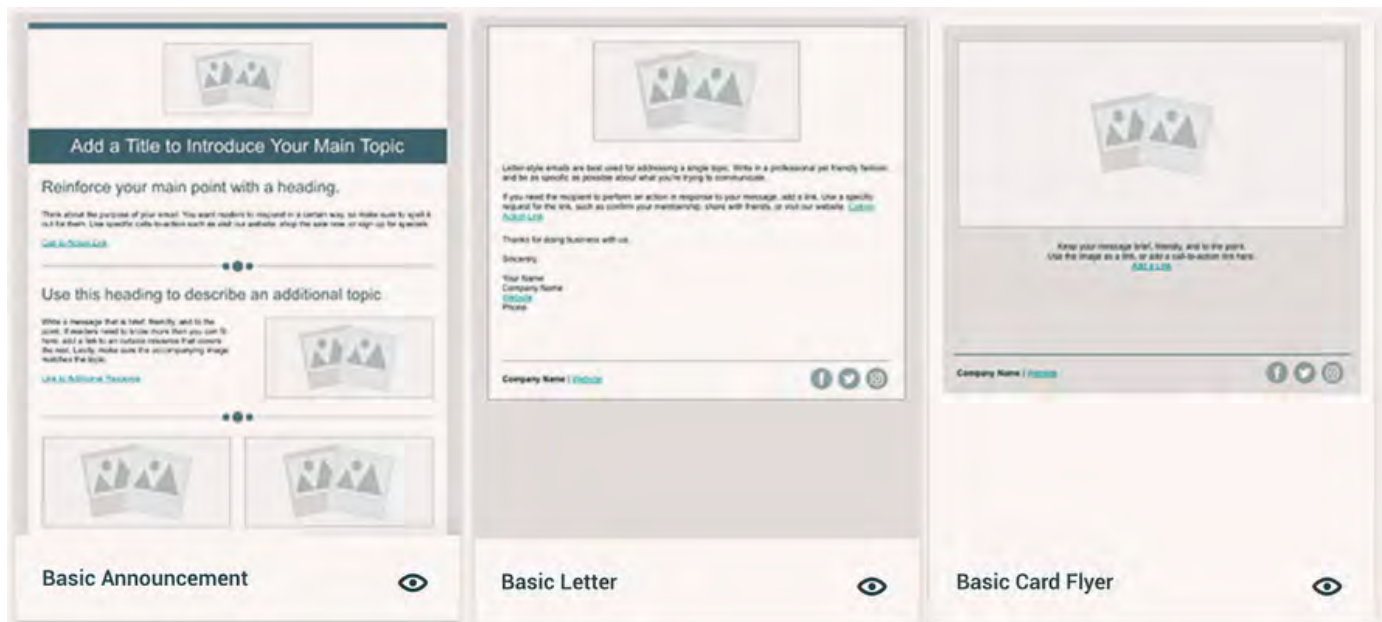
## E-BLASTS FOR MEMBERS

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

# CONNECTIONS DIGITAL MAGAZINE ADS

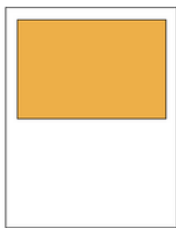


## CONNECTIONS MAGAZINE

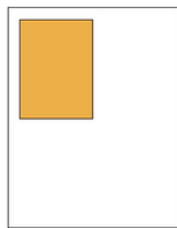
MONTHLY DIGITAL MAGAZINE AND QUARTERLY HIGHLIGHTED BUSINESS SEGMENT ISSUE

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.



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