

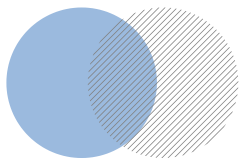


**JEFFERSON** Chamber of  
WISCONSIN Commerce

# MARKETING & MEMBERSHIP GUIDE

A Complete Guide to Chamber Membership

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jeffersonchamberwi.com



# From the Director



Hello!

On behalf of the Jefferson Chamber of Commerce, welcome! As the largest business organization in Jefferson, our primary goal is to help our businesses do business. We do this by serving, protecting, and promoting businesses in our community through advocacy, professional development, job growth, marketing empowerment, networking, and more. We are confident that the Jefferson Chamber of Commerce has what you are looking for, and we look forward to serving you!

Sincerely,

Jen Pinnow  
Executive Director

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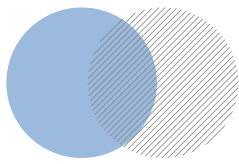
“INDECO has been a member of the Jefferson Chamber of Commerce since 2014. Being a member of the Chamber has helped build relationships with other business owners, credibility, and allowed us to be more involved in the community. Being a part of improving Jefferson's business community is very important to me. If our businesses thrive, our community thrives.



I hope all our local businesses will consider being a part of the Jefferson Chamber of Commerce. The Chamber advocates for all of us which helps all of our businesses.”

Julia Chady, INDECO Owner

# Supporting business, growing community.



# Why Join the Chamber?



## EXPOSURE

- Website coverage  
*Ability to post jobs, events, hot deals & news releases*
- Literature display
- Referrals
- Chamber Bucks Program
- Ribbon Cuttings
- E-Blasts available
- Community Events
- Social Media outlet
- Awards / Recognition

## NETWORKING

- Business at 5
- Annual Golf Outing
- Annual Awards Dinner
- Various Social Events throughout the year

## OPPORTUNITIES

- Educational opportunities for your and your employees
- Let your voice be heard through round table discussions, committees and the Ambassador Program

## INFORMATION

- The Chamber acts as the hub for information and streamlines relevant information for the business community
- Provide information to visitors and the community and our members

## ADVOCACY

- Front seat to legislative information
- Constant contact with local government
- "State of Series" at local/county/state level

## Membership Investment Schedule

|   |         |
|---|---------|
| 1-5 full time employees.....                            | \$200   |
| 6-10 full time employees.....                           | \$300   |
| 11-15 full time employees.....                          | \$400   |
| 16-20 full time employees.....                          | \$500   |
| 21-30 full time employees.....                          | \$600   |
| 31-50 full time employees.....                          | \$800   |
| 51+ full time employees.....                            | \$1,000 |
| Financial Institution Level A (assets \$0M-\$25M).....  | \$500   |
| Financial Institution Level B (assets \$26M-\$50M)..... | \$1,000 |
| Financial Institution Level C (assets \$50M+).....      | \$1,500 |
| Non-Profit / Civic Organization.....                    | \$100   |

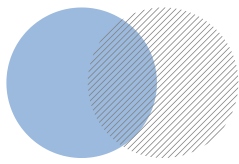
**NEW!**

## **110% Club** *Those who go above & beyond*

Add 10% to your annual membership investment to support Chamber initiatives, and be recognized as a member of the 110% Club.







# Growing • Learning • Networking Opportunities

We listened to your feedback from the 2020 Member Survey, and are responding with new initiatives! All events listed below are opportunities to grow your business, learn something new or network with fellow business people and will be adapted in order to follow CDC safety guidelines as needed. Events may be rescheduled or cancelled due to the pandemic.

## Business at 5

This event is an opportunity to promote your business, show off your facility, and network with other local business professionals. This event is FREE for members to attend. Your event will be held at your place of business or co-hosted with another business from 5:00pm-6:30/7:00pm.

### Host Business provides:

- Appetizers and drinks
- Adequate space for networking and mingling
- A check in table/space for guests
- Personal invitations to customers and associated businesses
- Designated spokesperson from your business to welcome attendees
- Have fun with the event; we suggest advertising a giveaway or door-prize for the event

**NEW!**

## Coffee & Conversation

Connect with local businesses on the 1st Friday of every month in a casual, laid back setting while sipping coffee. Each event will have a focused topic to guide conversation with the goal of discussing shared challenges, sharing ideas, and building partnerships.

**NEW!**

## State of Series

Learn the current state of the City of Jefferson, Jefferson County, and State of Wisconsin from city, county and state officials in this new series. Speakers will share initiatives and the current state of affairs, as well as offer a Q & A session.

## CA\$H Mob

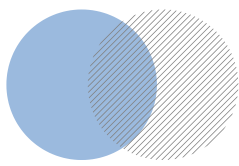
Support local dining and retail members by visiting CA\$H Mob businesses when announced on the Chamber Facebook page and Wake Up Wednesday (our weekly e-newsletter). You can also sponsor a CA\$H Mob!

By sponsoring a CA\$H Mob you are now the "Mob Boss". Your sponsorship covers in \$10 Chamber Bucks for up to 10 attendees (you have the option to increase your sponsorship amount to allow more attendees to receive Chamber Bucks). The Mob Boss choose the "Target Business."

**NEW!**

## Goats, Gemuetlichkeit, Going Outside & Great Deals!

We will be introducing fun, interactive ways to promote your business during high traffic events, as well as during the "slower" seasons. We welcome your ideas to bolster our local economy and look forward to partnering up on projects to keep Jefferson a thriving community!



**NEW!**

# Chamber Champion

Exclusive Benefits

## Chamber Champion

At the premiere membership level, Chamber Champions are valuable partners to the Chamber and the community. The Chamber Champion membership investment includes sponsorship of all the major events, business tools, and marketing opportunities. This is an investment into your business with tangible returns.

- **Annual Dinner Gold Sponsor\*** (\$500) - See Annual Dinner page for full details
- **Wine Walk Host Sponsor\*** (\$250) - See Wine Walk page for full details
- **Golf Outing Birdie Sponsor\*** (\$400) - See Golf Outing page for full details
- **Holiday Parade Gold Sponsor\*** (\$250) - See Holiday Parade page for full details
- **Proud Member Banner** (\$100) - Premiere listing on Proud Member Banner
- **Wake Up Wednesday e-newsletter Sponsor** (\$500) - 50 e-newsletters a year
- **Six B2B E-blasts per Year** (\$300) - with preferred scheduling
- **Website Homepage Logo Scroll** (\$500) - Your company logo with a link to your website
- **Enhanced Online Profile in Directory** (\$100)
- **Chamber Email Signature Line** (\$100) - Your company logo in the signature line of every email sent from the Chamber (Executive Director & Intern emails)
- **Community Bags** (\$100) - Your company logo on the Welcome Letter included with every Community Bag given to visitors and new businesses. You may also include your business brochure and/or promotional items.
- **Visitor Guide Coupon Insert** (\$50) - We're promoting local businesses by creating a coupon insert for our Jefferson County Tourism Guide. Add a coupon of value for a product or service in the 2021 issue.
- **Sign on Chamber Office Wall** (\$50) - Chamber Champions will be recognized with a framed certificate on a main wall in the Chamber office.

*\*You may upgrade any sponsorship level for any event if available.*

**Champion Price: \$2,500/year**

Total Value: \$3,100

Savings: \$700

*Available on an annual basis.*

### Jefferson Chamber Analytics at a glance:

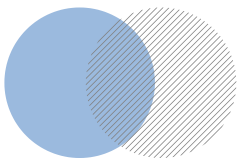
**NEW & IMPROVED website coming in 2021!**  
**JeffersonChamberWI.com**

#### Facebook Page

- 1,800+ Likes and Followers

#### Wake Up Wednesday e-newsletter

- 1,700+ Audience Reach
- 75% Engagement



# Annual Events

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## Annual Awards Dinner

*The Annual Dinner is a big tradition in Jefferson with over 200 people in attendance each year gathering to recognize outstanding businesses and individuals.*

### **Presenting Sponsor - \$750 (Exclusive)**

- 6 Dinner Tickets w/ preferred seating
- Co-present Businessperson and Business of the Year award
- May set company swag item at each table
- Verbal, digital and print recognition\*
- Company logo in program & on shared recognition banner at event

### **Gold Sponsor - \$500**

- 6 Dinner Tickets w/ preferred seating
- Verbal, digital and print recognition\*
- Company logo in program & on shared recognition banner at event

### **Silver Sponsor - \$300**

- 4 Dinner Tickets
- Digital recognition\*
- Company logo in program & on shared recognition banner at event

### **Bronze Sponsor - \$200**

- 2 Dinner Tickets
- Digital recognition
- Company name in program & on shared recognition banner at event

### **Wine Pull Sponsor - \$50 (fundraiser at event)**

- Company name on each wine bottle tag
- We sold out in 2020!

### **Silent Auction Donation**

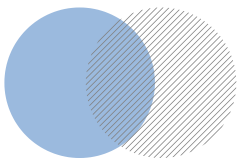
- We are accepting silent auction items (value of \$50 or more)

*\*Verbal recognition includes: Verbal thank you at event*

*\*Digital recognition includes: Event Power Point Presentation; Chamber Website, Facebook Shout Outs, Facebook Event Page, Wake Up Wednesday.*

*\*Print materials include: Event program*





# Annual Events

**NEW!**

## Wine Walk

*Giving 250+ participants an opportunity to sample high quality wine and delicious appetizers and sweets while shopping our unique downtown Jefferson businesses, the event gives excellent exposure to our growing downtown community, as well as the event's sponsors.*

### **VIP Sponsor - \$750 (Exclusive)**

- Naming rights to VIP section
- Ability to provide items to VIP participants
- Logo on all marketing materials (digital & print)\*
- Logo on passport & map
- May include business card/flyer/giveaway in swag bag
- 6 VIP tickets

### **Souvenir Glass Sponsor - \$500 (4 Available)**

- Logo on souvenir wine glass
- Logo on all marketing materials (digital & print)\*
- Logo on passport & map
- May include business card/flyer/giveaway in swag bag
- Choice of 2 VIP tickets or 4 General Admission tickets

### **Water Bottle Location - \$300 (Exclusive)**

- Signage at water bottle stations at both registration and along route featuring sponsor logo
- Logo on all marketing materials (digital & print)\*
- May include business card/flyer/giveaway in swag bag
- 2 General Admission tickets

### **Wristband Sponsor - \$300 (Exclusive)**

- Logo Printed on wristband worn by all attendees at the event
- Logo on all marketing materials (digital & print)\*
- May include business card/flyer/giveaway in swag bag
- 2 General Admission tickets

### **Transportation Sponsor - \$300 (Exclusive)**

- Logo on signage for transportation stops & vehicle
- Logo on all marketing materials (digital & print)\*
- May include business card/flyer/giveaway in swag bag
- 2 General Admission tickets

### **Host Sponsor - \$250 (unlimited)**

- Logo on all marketing materials (digital & print)\*
- Signage at Registration featuring logo as Host Sponsor
- 2 General Admission tickets

### **Swag Bag Sponsor - \$200 (8 available)**

- Logo on bag that holds Souvenir Wine Glass & giveaways
- Digital recognition\*
- 1 General Admission ticket

### **Participating Wine Walk Business - \$100 (20 available)**

- Covers the cost of temporary B license, wine & supplies.
- Digital recognition\*
- Business name on passport & map
- May include business card/flyer/giveaway in swag bag

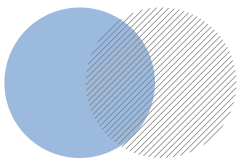
### **Food Sponsor - No charge other than the cost of food**

- Digital recognition\*
- Ability to be present at wine stop location to promote your business
- Your signage, business cards & menus, etc. will be on display next to your contribution
- 250+ people tasting the selection of your choice (food choice must be approved by the Jefferson Chamber to avoid any duplication)
- Logo on passport & map
- May include business card/flyer/giveaway in swag bag

**Other sponsorships may be available with this event.**

*\*Digital materials include: Chamber Website, Facebook Shout Outs, Facebook Event Page, Wake Up Wednesday,*

*\*Print materials include: Event Flyers*



# Annual Events

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## Chamber Golf Outing

*For more than 18 years, the Chamber's annual golf outing has been one of the most anticipated networking events of the year with approximately 60+ golfers and games on the holes!*

### **Ace Sponsor - \$700 (exclusive)**

- Four Golf Outing Packages
- Acknowledgement in all publicity
- Inclusion of promotional item in swag bag
- Company logo on tournament swag
- Company banner displayed at event (provided by you)



### **Eagle Sponsor - \$500**

- Four Golf Outing Packages
- Acknowledgement in all publicity
- Inclusion of promotional item in swag bag
- Company logo on tournament swag
- Company banner displayed at event



### **Birdie Sponsor - \$400**

- Four Golf Outing Packages
- Acknowledgement in all publicity
- Inclusion of promotional item in swag bag
- Company logo on tournament swag
- Company banner displayed at event

### **Hole Sponsor - \$150**

- Logo displayed at tee/green

### **Raffle Sponsors**

- We are accepting raffle items (value of \$50 or more)

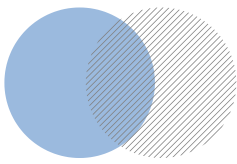
### **Golf Outing Package will include:**

- Official tournament swag courtesy of Ace Sponsor
- 13 hole course fee
- Golf Cart
- Meal

\$70 individual registration, \$280 foursome registration







# Annual Events

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## Holiday Parade

*A holiday tradition, the parade draws the community out in droves to kick off the holiday season.*

### **Presenting Sponsor - \$500 (exclusive)**

Sponsorship includes logo on digital & print marketing materials, large company logo on banner at front of parade and on Chamber vehicle that carries the Chamber president in parade

### **Gold Sponsor - \$250**

Sponsorship includes logo on digital & print marketing materials, company logo on banner at front of parade

### **Silver Sponsor - \$100**

Sponsorship includes logo on digital & print marketing materials, company logo on banner at front of parade

### **Parade Entry Fee - \$10**

Each entry will be evaluated by a panel of judges and prizes will be awarded prizes to the first place recipients in 4 different categories including non-profit/civic organization, business, children, or animal.



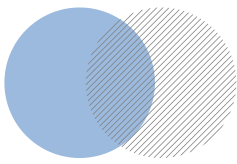
## Window Decorating

*Jefferson businesses are invited to decorate their storefront windows to create a winter wonderland! Prizes awarded for People's Choice and Judge's Choice.*

### **Window Decorating Sponsor - \$100**

Sponsorship includes logo on digital & print marketing materials





# Advertising Opportunities

All Advertising Opportunities are valid for 2021

## PRINT

### **NEW! PROUD MEMBER BANNER**

The "Proud Chamber Member" banner (2.5' W x 6' H) is an excellent and inexpensive way to expose your business. Your business logo will be on display at Chamber sponsored events (i.e. Business at 5, Annual Dinner, etc.) and daily in our Chamber Office Main Street window.

**Standard Placement: \$50** (Smaller logo and located on lower half)

**Premium Placement: \$100** (Larger logo and located on upper half)

### **NEW! COMMUNITY BAGS - \$100**

Your company logo on the Welcome Letter included with every Community Bag given to visitors and new businesses. You may also include your business brochure and/or promotional items.

### **NEW! CHAMBER BUCKS INSERT - \$200**

Business logo will be displayed on the business listing insert included with EVERY Chamber Bucks purchase. Over \$30,000 in Chamber Bucks were sold in 2020 to date.

### **NEW! VISITOR GUIDE COUPON INSERT**

We're promoting local businesses by creating a coupon insert for our Jefferson County Tourism Guide. Add a coupon of value for a product or service in the 2021 issue.

**CHAMBER MEMBER:** \$50

**NON-MEMBER:** \$75



### **Mailing List of Members - FREE**

Every member receives a complimentary mailing list of all members upon request (emails not included).

## DIGITAL

### **NEW! ALL INCLUSIVE PACKAGE - \$250** (\$300 VALUE)

- **Banner Ad** (1 year)
  - Annual metrics of impressions and clicks
- **Enhanced Web Pack** (1 Year)
  - Ability to add photos, videos and logo to listing
  - Ability to add keywords to listing
  - Ability to add additional bulleted description
- **4 E-Blasts** (Must be used in calendar year of purchase)

### **NEW! Chamber Homepage Logo Scroll (1 year) \$500**

- Your company logo with a link to your company website
- Visibility 24/7/365

### **NEW! Banner Ad (1 Year) - \$100**

### **NEW! Enhanced Web Pack (1 Year) - \$100**

**E-Blasts - \$50 each**

### **Jefferson Chamber Analytics at a glance:**

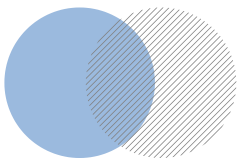
**NEW & IMPROVED website coming in 2021!**  
[JeffersonChamberWI.com](http://JeffersonChamberWI.com)

#### **Facebook Page**

- 1,800+ Likes and Followers

#### **Wake Up Wednesday e-newsletter**

- 1,700+ Audience Reach
- 75% Engagement



# Annual Fundraisers

**NEW!**

## Happy Hour Package Raffle

*Proceeds go towards Jefferson Chamber of Commerce programs to support local businesses.*

### Raffle Ticket Sponsor - \$200 (Exclusive)

- Logo on raffle ticket
- Logo on all promo materials (digital & print)

### Booze Sponsor - \$50

- Business name on bottle of booze in raffle
- Business name listed on website

### Dining Gift Card Sponsor - \$50

- Business name on gift card envelope in raffle
- Business name listed on website



### Wagon Sponsor - \$50 (filled)

- Business name on wagon sign
- Business name listed on website

**NEW!**

## Buy Local Goat Hunt (official name TBD)

*What's a 'Buy Local Goat Hunt'?! It's an exciting new way to increase foot traffic into your business! Participating businesses can purchase a cutout of a goat, decorate it as you choose and display it at your business. The public can purchase tickets and put with the goat they would like to win. The business with the most tickets will receive a prize (1st, 2nd & 3rd). The Chamber will create a map where all goats are located and encourage the public to do business locally. Exact time of year TBD.*

*Proceeds go towards Jefferson Chamber of Commerce programs to support local businesses.*

### Goat Cutout- \$TBD (unlimited)

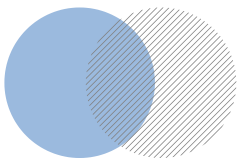
- Businesses can purchase a cutout of a goat (blank slate)
- Business name & location on map
- Photos of event to be used in future marketing
- Winners announced in Daily Union & Chamber Social Media

### Event Sponsor - \$250

- Business logo on all marketing (digital & print)
- Business representative presents winners with trophy - photo in Daily Union and Chamber social media



*additional sponsorships may be available*



# Volunteer Opportunities

**NEW!**

## Volunteer Your Time to Earn Bonuses!

To grow your business you need to get the word out about who you are and what you do. The Jefferson Chamber of Commerce not only provides a platform for you to do that, but your fellow chamber members join your team in building your business profile in the community. Chamber committees and events provide you with an active role in community happenings and it is a great place to build rapport with fellow business men and women in Jefferson.

### Earn Volunteer BONUSSES!

- Company Facebook Shout Outs
- Volunteer Spotlight
- General Event Sponsorships

*The Chamber will track and automatically apply your bonuses.*



### Volunteer Opportunities:

- Sit on a Chamber committee (roughly 1 hour commitment per month & the hours of the event)
- Participate as an Ambassador
- Commit to 8 hours of volunteering throughout the year



### Ambassador Program:

Ambassadors serve the Chamber's membership through retention activities; goodwill representation at Chamber sponsored events and open communication with our 180+ members.

### Board of Directors:

The Board consists of 15 individuals who meet once per month and represent the interests of all Chamber members. Some benefits include: 'First to know opportunities', Business Spotlight on Chamber digital platforms, shape the future of the local economy, etc.



“Being involved in the Jefferson Chamber has allowed me to grow, both professionally and personally. The connections I've established through the Chamber are significant and lasting. They are an instrumental asset that will help me realize my long term goals.

I am proud to contribute my time and energy to an essential organization, who invests in our community.”

Tracey Carlson, Badger Bank  
Jefferson Chamber of Commerce Board of Directors

## COMMITTEES

***New Events will be announced in 2021!***

*All committees are responsible for actively recruiting event volunteers and assisting the day of the event.*

### Annual Dinner

This committee helps celebrate a year of success and recognizes member accomplishments. Responsibilities include selecting awards, coordinating entertainment, organizing raffles, etc.

### Wine Walk

This group plans the Wine Walk as a fundraiser for the Chamber. Responsibilities include securing sponsors, recruiting participating businesses, promoting event, etc.

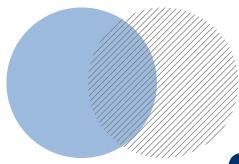
### Golf Outing

The committee executes the Annual Golf Outing. Responsibilities include securing sponsors, golfers, prizes, etc.

### Holiday Parade & Window Dec

This team helps get the community in the holiday spirit and encourages spending and eating local! Responsibilities include organizing parade line up, recruiting judges, communicating with entries, etc.





**NEW!**

# 2021 Annual Investment

## Customize Your 2021 Membership

Please note, all sponsorships are effective for **one year** and are available on a first come, first served basis, unless otherwise noted. Additional sponsorships may be available throughout the year.

It is the policy of the Jefferson Chamber of Commerce to always give 'first right of refusal' to existing event sponsors. Thus, if a sponsorship you are interested in has an existing sponsor, we will confirm with the existing sponsor first and then contact you as soon as possible.

### Voluntary Add-ons:

110% Club (Add 10% of your dues): \$ \_\_\_\_\_  
Chamber Champion: \$ \_\_\_\_\_

### Event Add-ons:

Annual Dinner Sponsor Level: \$ \_\_\_\_\_  
Wine Walk Sponsor Level: \$ \_\_\_\_\_  
Golf Outing Sponsor Level: \$ \_\_\_\_\_  
Holiday Parade Sponsor Level: \$ \_\_\_\_\_  
Holiday Window Dec. Sponsor: \$ \_\_\_\_\_  
CA\$H Mob Sponsor: \$ \_\_\_\_\_

### Advertising Add-ons:

Proud Member Banner: \$ \_\_\_\_\_  
Community Bags: \$ \_\_\_\_\_  
Chamber Bucks Insert: \$ \_\_\_\_\_  
Visitor Guide Coupon Insert: \$ \_\_\_\_\_  
All-inclusive Digital Package: \$ \_\_\_\_\_  
Homepage Logo Scroll: \$ \_\_\_\_\_  
Banner Ad: \$ \_\_\_\_\_  
Enhanced Web Pack: \$ \_\_\_\_\_

### Fundraiser Add-on:

Happy Hour Raffle Sponsor Level: \$ \_\_\_\_\_  
Buy Local Goat Hunt:  Interested  Not interested or Event Sponsor: \$ \_\_\_\_\_

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### Contact Information

Organization Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**TOTAL DUE: \$** \_\_\_\_\_

Name on card: \_\_\_\_\_

Pay Now (enclosed check, cash or CC)

CC#: \_\_\_\_\_

Invoice me total due now

Exp: \_\_\_\_\_ / \_\_\_\_\_ CW: \_\_\_\_\_

Invoice me event sponsorship closer to event

Zip Code: \_\_\_\_\_

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*For our records:*

Will you accept Chamber Bucks Gift Certificates?  Yes  No

If yes, do you have a "Chamber Bucks Accepted Here" cling for your door?  Yes  No

*Thank you for your continued support and partnerships!*

