



# GREATER WAUSAU CHAMBER OF COMMERCE

2021

# INVESTOR PACKAGES

Your Chamber. Your Choice.

Our membership team is more than happy to help you determine which member investor package best meets your needs.

Call us today at 715-845-6231 to get started!

*Looking for additional marketing opportunities to complement your investor package?*

*À la carte opportunities are available on [wausauchamber.com](http://wausauchamber.com) or by calling 715-848-5953.*



“The Greater Wausau Chamber of Commerce is at the heart of the community, connecting and aligning resources to build and sustain a vibrant business climate that enhances the economic wellbeing of our region.”

## DR. DAVID ECKMANN

President/CEO,  
Greater Wausau  
Chamber of Commerce

KEYSTONE	ASK
CORNERSTONE	\$10,000
BUILD	\$5,000
GROW	\$2,500
Member Benchmark	\$841
CONNECT	\$800
BASE	\$400



# CORNERSTONE \$10,000 ANNUAL INVESTMENT

The **CORNERSTONE** level focuses on supporting and investing in the Chamber's mission, vision and overall work. Businesses in this level typically strive to make a positive impact on the region and its businesses.

As a community leader and benefactor, you deserve recognition for investing into making the region a prosperous place to live, work, play and stay. You tend to care more about investing and giving, than receiving. You have a strong desire to help the region attract talent, build a robust workforce and drive a growing economy. To show your support of the Chamber's mission, vision and work, we provide you with **all of the benefits listed in the BASE, CONNECT, GROW and BUILD levels, as well as:**

## BENEFITS EXCLUSIVE TO THIS PACKAGE

- Business logo featured on WausauChamber.com homepage to show your proud support of the Chamber's work
- Business logo featured on weekly email update to member investors
- Gift a **BASE** level membership to a qualified charity of your choice (includes public presentation and press release)

## UPGRADED BENEFITS IN THIS PACKAGE

- Up to **10** customized concierge sessions for prospective and/or new employees
- Up to **24** complimentary seats\* to be used at any in-person\*\* or virtual events that have admission fees
- Up to **10 additional** businesses and/or branches listed in the enhanced search engine-optimized directory listing on WausauChamber.com
- One digital ad featured on GreaterWausau.org (region's talent website) for **one year**
- An audio ad (up to :15) featured in **four** episodes of the Chamber's podcast

\*Total seats reflect the total number available to be used during the program year, not the number of seats per event.

\*\*Due to the pandemic, in-person events may be limited and/or may not occur.



*"The Chamber allows us, in tandem with the rest of its membership, to pool dollars and efforts toward improving, building and expanding the region's business community."*

**ANDREW SHALLOW**  
Senior Vice President/  
Commercial Banking Team Leader,  
Associated Bank

# BUILD \$5,000 ANNUAL INVESTMENT

The BUILD level focuses on becoming more engaged with other business leaders and making the region a great place to live, work, play and stay. Businesses in this level typically have more than 126 employees.

As a business leader, you care about developing relationships with other business and community leaders, not only to grow your own business, but also to build a better community. To help you get connected to other leaders, we provide you with **all of the benefits listed in the BASE, CONNECT and GROW levels, as well as:**

## BENEFITS EXCLUSIVE TO THIS PACKAGE

- Up to five customized concierge sessions for prospective and/or new employees
- An invitation to attend exclusive monthly interactive VIP discussions with other investors and community leaders
- One interview featuring a representative from your business featured in an episode of the Chamber's podcast
- A video ad (up to :15) featured in one video update to member investors
- Up to 500 signed Certificate of Origin documents

## UPGRADED BENEFITS IN THIS PACKAGE

- Up to **12** complimentary seats\* to be used at any in-person\*\* or virtual events that have admission fees
- Up to **five additional** businesses and/or branches listed in the enhanced search engine-optimized directory listing on WausauChamber.com
- Up to **two** different rotating run of site digital ads featured on WausauChamber.com for **one year**
- Up to **four double-sized** digital ads featured in the weekly email and/or Ready. Let's Grow! update to member investors
- One digital ad featured on GreaterWausau.org (region's talent website) for **nine** consecutive months.
- An audio ad (up to :15) featured in **two** podcast episodes of the Chamber's podcast
- An invitation to a **one-on-one** digital media consult with the Chamber's marketing staff



LORI WEYERS  
President/CEO,  
Northcentral Technical College

*\*Total seats reflect the total number available to be used during the program year, not the number of seats per event.*

*\*\*Due to the pandemic, in-person events may be limited and/or may not occur.*

# GROW \$2,500 ANNUAL INVESTMENT

The GROW level focuses on building your influence and visibility through attendance at key events and by increasing marketing exposure. Businesses in this level typically have between 51 and 125 employees.

Connecting and engaging with other influencers is an important part of growth for you and your business. By attending events and increasing your marketing visibility, you can grow your business and help shape the region. To help you increase your visibility and marketing presence, we provide you with **all of the benefits listed in the BASE and CONNECT levels, as well as:**

## BENEFITS EXCLUSIVE TO THIS PACKAGE

- One digital ad featured on GreaterWausau.org (region's talent website) for **six** consecutive months
- An audio ad (up to :15) featured in one episode of the Chamber's podcast
- Listed as a featured business on a video update to member investors
- Up to **six** complimentary seats\* to be used at any in-person\*\* or virtual events that have admission fees

*\*Total seats reflect the total number available to be used during the program year, not the number of seats per event.*

*\*\*Due to the pandemic, in-person events may be limited and/or may not occur.*



## UPGRADED BENEFITS IN THIS PACKAGE

- Up to **three additional** business branches listed in the enhanced search engine-optimized directory listing on WausauChamber.com
- Up to **two** different rotating run of site digital ads featured on WausauChamber.com for **six** consecutive months
- Up to **three double-sized** digital ads featured in the weekly email and/or Ready. Let's Grow! update to member investors

*"The Chamber is an important part of our business. The business development opportunities are endless and are a proven success for us."*

**MIKE & BECKY BESAW**  
Owners, Fully Promoted & Goin' Postal

# CONNECT \$800 ANNUAL INVESTMENT

The **CONNECT** level is a marketing-focused package for businesses wanting to increase their marketing presence, yet still have access to information, education and connections. Businesses in this level typically have up to 50 employees.

Marketing and customer engagement is critical in the success of any business. We all know the basis of marketing is for building brand awareness. Consumers, suppliers and vendors prefer to do business with the businesses, brands and people they trust. To help you increase your marketing presence, we provide you with **all of the benefits listed in the BASE level, as well as:**

## BENEFITS EXCLUSIVE TO THIS PACKAGE

- One** rotating run of site digital ad featured on WausauChamber.com for three consecutive months
- Up to **two** single-sized digital ads featured in the weekly email and/or Ready. Let's Grow! update to member investors
- An invitation to an interactive group digital media program with the Chamber's marketing staff

## UPGRADED BENEFITS IN THIS PACKAGE

- One annual **enhanced** search engine-optimized directory listing on WausauChamber.com. While a basic listing provides just that - basic business information, an enhanced listing gives you the opportunity to provide more elaborate information about your business
- The opportunity to celebrate milestone business anniversaries and host ribbon cuttings and/or groundbreakings (all subject to eligibility; upgraded to **premium** packages)



*"The Greater Wausau Chamber of Commerce has enhanced the businesses of the region by retaining and drawing quality employees to the Wausau area."*

JERRY BRICKNER  
President/Owner,  
Brickner's of Wausau Inc

# BASE \$400 ANNUAL INVESTMENT

The BASE level is a starter package for businesses wanting only a basic market presence and access to information, education and connections. Businesses in this level typically have less than 25 employees.

Studies show consumers are more likely to favorably perceive businesses that have invested into a chamber of commerce and are more likely to support them. To help identify your business as an investor and help them to support you, we provide you with:

- An annual member certificate and 'proud member investor' window cling
- One annual basic search engine-optimized directory listing on WausauChamber.com
- An digital member investor badge for your website
- The opportunity to accept Chamber gift certificates (includes a window cling to notify consumers)

We also know it's important for you to promote your business and make connections for business growth, so we provide you with:

- The opportunity to share news, events, job postings and deals on wausauchamber.com
- The opportunity to celebrate milestone business anniversaries and host ribbon cuttings and/or groundbreakings (all subject to eligibility; basic packages only)
- Access to member investor-only advertising and sponsorship opportunities
- Access to member investor-only programs and events with investor pricing (when applicable). We offer a variety of educational, networking and recognition events throughout the year.
- Access to purchase the member investor business directory (no emails)
- The opportunity to participate in member investor-exclusive affinity programs as both provider and consumer

To maximize your investment, it's important to stay informed and engage with what's going on at the Chamber, in the community and with issues impacting business. To accomplish this, we provide you with:

- Access for all employees with member investor-only logins and customizable subscriptions to regular email communications
- Access to an advocacy web portal, which allows you to take action on issues impacting business
- The opportunity to be considered for participation on the Board of Directors and/or ad-hoc groups

In addition, we go to work for your business and the Greater Wausau area by:

- Working to improve the economic health of the region through the development and execution of an organizational strategic plan in tandem with our regional economic development strategic plan
- Working with our investors and regional partners to address talent issues and opportunities in our region
- Providing position statements and/or letters of support on a variety of issues relating to the intersection of government and business

## NEW MEMBER INVESTOR BONUSES

- Enjoy one complimentary registration to a Business PM event - an opportunity to grow your network
- Receive a discounted rate for exhibiting at the annual Business EXPO
- Advertise in our weekly email update to members at a savings of up to \$100
- Save 20% when you advertise in our annual relocation guide and/or on GreaterWausau.org



# GREATER WAUSAU CHAMBER OF COMMERCE



200 Washington St, Ste 120, Wausau, WI 54403  
715-845-6231 info@wausauchamber.com



## ABOUT THE CHAMBER

The Greater Wausau Chamber of Commerce, established in 1912, is the oldest and most established business organization in the region and is proud to have nearly 900 member investors.

### Our Mission:

The purpose of the Greater Wausau Chamber of Commerce is to strengthen our member businesses and enhance our community by building business success.

### Our Vision:

We are the region's indispensable source for business connections, opportunities and solutions.

### Accreditation:

The U.S. Chamber of Commerce awarded the Greater Wausau Chamber of Commerce with a 4-Star Accreditation. Accreditation with the U.S. Chamber of Commerce is a prestigious honor that distinguishes the high quality, expertise and strong leadership displayed by Accredited state and local chambers of commerce. Less than 3% of all chambers of commerce are accredited.

## STAFF



**Sharon Baumann**  
Special Projects  
Manager



**Dave Eckmann,**  
Ed.D.  
President/CEO



**Renae Krings**  
Economic  
Development  
Specialist



**Stacy Livernash**  
Programs & Events  
Director



**Brian Otten**  
Marketing Manager



**Judy Pitek**  
Member Relations  
Manager



**Sue Wokatsch**  
Finance Director

