

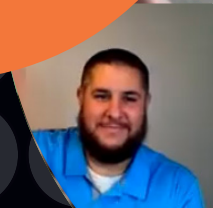


AUBURN HILLS  
Chamber of Commerce

# 2021 MARKETING OPPORTUNITIES SHOWCASE

Your Company & Your Brand

Annual Trustee Program  
Sponsorship Opportunities  
Advertising Packages



## JANUARY

- 12 DEI Diversity Taskforce
- 21 #Next Generation Event
- 26 Java with Jean
- 28 State of the Community

## FEBRUARY

- 23 Java with Jean
- 24 Membership 101

## MARCH

- 10 The Science Behind the Vaccine
- 23 Java with Jean
- 23 Excellence in Education

## APRIL

- 20 Safe City Certified Training
- 22 #Next Generation Event
- 27 Java with Jean
- 28 Membership 101

## MAY

- 25 Java with Jean

## JUNE

- 22 Health, Wealth & Wellness
- 23 Membership 101
- 29 Java with Jean

## JULY

- 20 ILEAD 1st Session
- 22 #Next Generation Event
- 27 Ice Cream Social

## AUGUST

- 19 Auburn Hills Chamber Golf Open
- 24 ILEAD 2nd Session
- 24 Safe City Certified Training
- 25 Membership 101
- 31 Java with Jean

## SEPTEMBER

- 14 Workforce Development/DEI Event
- 21 ILEAD 3rd Session
- 28 Java with Jean

## OCTOBER

- 7 Topgolf Tournament & Play
- 15-24 Taste on the Go
- 19 ILEAD 4th Session
- 26 Infused 365
- 28 Java with Jean

## NOVEMBER

- 2 Safe City Certified Training
- 3 Membership 101
- 8 Women Empowered
- 16 Java with Jean
- 30 ILEAD Final Session

## DECEMBER

- 6 Silver & Gold Awards
- 8 #NextGeneration Event
- 14 Holiday Java with Jean

\* Event dates are subject to change.



AUBURN HILLS  
Chamber of Commerce

For details about how to participate in these events, contact us at 248.853.7862 or visit [auburnhillschamber.com](http://auburnhillschamber.com)

## Table of Contents

### Annual Trustee Information

Trustee Benefits and Levels ..... 2

### Sponsorship Opportunities

State Of The Community ..... 3  
 Excellence In Education ..... 3  
 Health, Wealth & Wellness ..... 4  
 ILEAD ..... 4  
 Auburn Hills Chamber Golf Open .... 5  
 Topgolf Tournament & Play ..... 6  
 Workforce Development ..... 6  
 Taste on the Go ..... 7  
 Women Empowered..... 7  
 Silver & Gold Awards ..... 8  
 Mixers & Small Group Events..... 8

Advertising Packages ..... 9

Membership Application..... 10

### Deborah Burton Chair

CPA, Tax Partner,  
Plante Moran

### Gary Neumann Incoming Chair

General Manager,  
Great Lakes Crossing Outlets

### Joscelyn Davis Secretary

Founder, President & CEO,  
JADE Strategies, Inc.

### Michael Mazzeo, PhD Treasurer

Dean & Professor of Finance,  
School of Business  
Oakland University

### Peter Karsten, PhD Immediate Past Chair

President,  
Baker College of Auburn Hills

### Brad Lott Past Chair

Senior VP of Sales,  
Detroit Pistons

### Scott Abbate

Vice President of Sales,  
Hirotec America

### Katie Ackert

President,  
Branex Group

### Leslie Emmert-Buck, MD, PhD

CEO, Ophthalmologist,  
Capstone Vision

### Dan Kelly

President, Attorney,  
The Kelly Firm, PLC

### Lenise McWhorter

Manager,  
Community Engagement  
and Global Volunteerism

### Smita Mehta,

Community & Engagement  
Manager,  
Faurecia North America

### Bryan Messer

Regional Director of Sales,  
Aimbridge Hospitality

### Ryan Rasmussen

President & CEO,  
Fieldstone A&E, LLC

### John Sanchez

President & CEO,  
John A. Sanchez & Company  
CPA's + Consultants

### Thomas Tanghe

Honorary Board Member  
City Manager,  
City of Auburn Hills



Trustees Receive  
**EXCLUSIVE  
BENEFITS**  
and Maximum  
Visibility

## Looking for **Maximum Exposure?** Consider a Trustee Package Membership

Organizations interested in receiving the highest levels of marketing and community exposure can invest as a Trustee. Each level includes tickets, promotion, speaking opportunities, an unmatched level of recognition, and visibility with customized packages to fit your company needs.



### **2021** | Trustee Benefits and Levels

	<b>DIAMOND</b> \$20,000 +	<b>PLATINUM</b> \$15,000 - \$19,999	<b>GOLD</b> \$10,000 - \$14,999	<b>SILVER</b> \$7,500 - \$9,999	<b>BRONZE</b> \$5,000 - \$7,499
Annual Membership	✓	✓	✓	✓	✓
Enhances Website Directory	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓
Welcome Bags	✓	✓	✓	✓	✓
Featured on Event Pull-up Banner	✓	✓	✓	✓	
12 Monthly Newsletter Ads	✓	✓	✓	✓	
Spotlight Segment in e-Newsletter	✓	✓	✓		
Ad on Calendar Postcard	✓	✓			



### **Trustee Members** | Auburn Hills Chamber of Commerce

**AHPA**  
CPA & ADVISORS  
ANDREWS HOOPER PAVLIK PLC

**American  
House**  
SENIOR LIVING COMMUNITIES

**Atlas Copco**

**Auxiom**  
The Gold Standard in Business IT  
www.auxiom.com

**Baker  
College**

**Beaumont**

**CHIEF FINANCIAL  
CREDIT UNION**  
...more than money

**AH**  
AUBURN HILLS

**dbusiness**



**faurecia**  
inspiring mobility

**STELLANTIS**

**GARDNER-WHITE**

**GENISYS**  
CREDIT UNION

**OUTLETS**  
MICHIGAN'S LARGEST OUTLET CENTER

**h**  
HIROTEC

**HUB**  
STADIUM

**Mahindra**

**OAKLAND  
UNIVERSITY**

**PMG** PARAMOUNT  
MARKETING GROUP  
AN AFFILIATE OF HALO BRANDED SOLUTIONS

**Pomeroy  
Living**

**TRION**  
SOLUTIONS  
HR Administration • Payroll & Time • Pension Compensation  
Benefits Administration • Regulatory Compliance  
relyontrion.com

**unicom**  
solutions

## State of the Community | January

Bringing business professionals and community leaders together with an opportunity to start the year off building strong relationships. We welcome a message from the City of Auburn Hills Mayor, and updates from Chamber leadership.



### COMMUNITY SPONSOR | \$1,200

- Top digital branding visibility
- Logo prominently displayed on event signage
- Verbal recognition the event
- Logo on website event landing page
- Dedicate direct email recognizing community sponsors
- Virtual Expo table
- Unlimited Virtual Tickets

### EVENT SPONSORS | \$600

- Digital branding visibility
- Logo displayed on event signage
- Name on event landing page
- Virtual Expo Table
- 4 Virtual Tickets

### EXPO SPONSORSHIP | \$250

- Virtual Expo Table
- Name on event landing page
- 2 Virtual Tickets



## Excellence in Education | March

An awards program designed to promote the link between business, education, and the community, Excellence in Education celebrates the qualities of excellence within students and their teachers.

### PROGRAM CHAMPION | \$2,500

- Includes \$1,000 Future Leaders Fund Scholarship
- Top digital branding visibility
- Speaking opportunity and award presentation
- Company logo and ad displayed in event presentation
- Name on website event landing page
- Full-page company ad in event program
- Unlimited Virtual Tickets

### PROGRAM PARTNER | \$1,000

- Digital branding visibility
- Verbal recognition
- Full-page ad in event program
- Company logo and ad displayed in event presentation
- Name on website event landing page
- Unlimited Virtual Tickets

### EVENT SPONSOR | \$500

- Digital branding visibility
- Company logo and ad displayed in event presentation
- Half-page ad in event program
- Name on website event landing page
- Recognition from the podium
- 2 Virtual Tickets

### BUSINESS SPONSOR | \$250

- Digital marketing visibility
- Company logo and ad displayed in event presentation
- Business card size ad in event program
- 2 Virtual Tickets



Sponsorship, scholarship, and awareness of students and educators. One of the most feel-good events of the year.



## Health, Wealth & Wellness | June

This fun event provides individuals and companies with an opportunity to be part of a revolutionary new experience in health, financial wealth and overall wellness.

### In Partnership With



### GOLD SPONSOR | \$2,500

- Top digital branding visibility
- Logo displayed on event signage
- Representative provide introduction
- Verbal recognition at the event
- Name on event landing page
- Expo table

### SILVER SPONSOR | \$1,000

- Digital branding visibility
- Logo displayed on event signage
- Verbal at the event
- Name on event landing page
- Expo table

### BRONZE SPONSOR | \$500

- Digital branding visibility
- Logo displayed on event signage
- Name on event landing page
- Expo table

### EXPO SPONSOR | \$250

- Name on event landing page
- Expo table



## ILEAD: Learn. Engage. Achieve. Discover. | July- November

Sponsorship of this professional development leadership program offers your company exposure continuously throughout the year while the program is underway. Graduates of the program are recognized along with the sponsors at the following year's State of the Community. An excellent source of recognition.

### CHAMPION SPONSOR | \$3,000

- Top digital and print branding visibility for all iLEAD program events
- Logo prominently displayed on event signage
- Logo on website event landing page
- Distribution of sponsor marketing materials
- Name on event landing page
- 4 tickets for whole program

### EVENT SPONSOR | \$1,500

- Digital and print branding visibility
- Logo displayed on event signage
- Name on event landing page
- 2 tickets for whole program



A program designed for early to mid-level leaders who want to build their strengths in influence, community development, self-awareness, team work, and adaptability while forging life-long relationships with other trailblazers in the Auburn Hills business community.

## Auburn Hills Chamber of Commerce Golf Open | August

Join the area's business leaders in one of the biggest and best golf outings in Michigan at Pine Knob Golf Club. Kick off the day with a networking breakfast including Bloody Marys & Mimosas, lunch at the turn, and don't forget about the raffle & 50/50!

### LEAD EVENT SPONSORSHIP WITH GOLF \$4,000

- Speaking opportunity at the event
- Top marketing visibility, program and event recognition
- Large event banner
- Opportunity to bring banners and branded items
- Signage on the course
- Logo on event landing page
- 2 teams of four golfers

### TOP EVENT SPONSORSHIP WITH GOLF

- Verbal recognition at the event
  - High marketing visibility, program and event recognition
  - Large shared event banner
  - Opportunity to bring banners and branded items
  - Signage on the course
  - Name on event landing page
  - 1 team of four golfers
- |                                   |                |
|-----------------------------------|----------------|
| <b>Bar Sponsor</b>                | <b>\$3,000</b> |
| <b>Cigar</b>                      | <b>\$2,500</b> |
| <b>Specialty Cocktail Station</b> | <b>\$2,000</b> |
| <b>Premiere Beer Station</b>      | <b>\$2,000</b> |
| <b>Beer Station</b>               | <b>\$1,600</b> |
| <b>Breakfast Sponsor</b>          | <b>\$1,600</b> |
| <b>Lunch Sponsor</b>              | <b>\$1,600</b> |
| <b>Best Team Sponsor</b>          | <b>\$1,600</b> |

### SPONSORSHIP WITH GOLF\*

- Brand your company with each award (where applicable)
  - Marketing visibility, program and event recognition
  - Event signage and signage on the course
  - Name on the event landing page
  - 1 team of four golfers
- |   |                |
|---|----------------|
| <b>Longest Drive Men &amp; Women</b>      | <b>\$1,500</b> |
| <b>Closest to the Pin Men &amp; Women</b> | <b>\$1,500</b> |
| <b>Putting Green</b>                      | <b>\$1,500</b> |
| <b>Beverage Cart</b>                      | <b>\$1,500</b> |
| <b>Tee/Hole Sponsor</b>                   | <b>\$1,300</b> |
| <b>Hole-in-One</b>                        | <b>In-kind</b> |

\* \$300 additional fee to add a table and chairs on the course

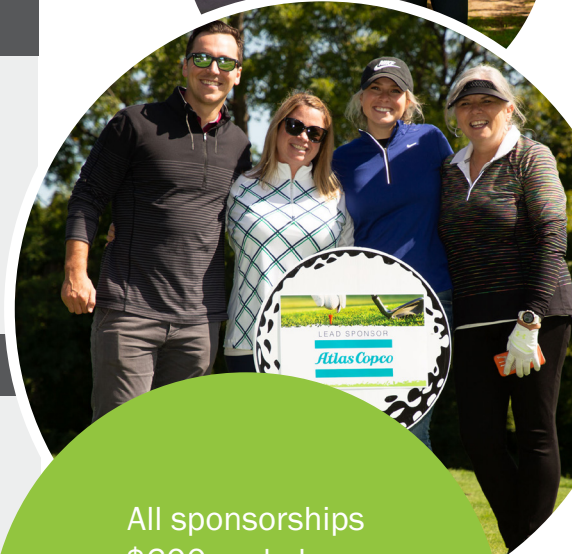
### SPONSORSHIP WITHOUT GOLF

- Event signage and signage on the course
  - Marketing visibility, program and event recognition
  - Name on event landing page
- |                                |                |
|--------------------------------|----------------|
| <b>Vegas Hole</b>              | <b>\$600</b>   |
| <b>Expo Table at Breakfast</b> | <b>\$500</b>   |
| <b>Driving Range</b>           | <b>\$400</b>   |
| <b>Tee</b>                     | <b>\$350</b>   |
| <b>Mulligans</b>               | <b>\$300</b>   |
| <b>Golfers Gifts</b>           | <b>In-kind</b> |
| <b>Photography</b>             | <b>In-kind</b> |



AUBURN HILLS  
Chamber of Commerce

**GOLF  
OPEN**



All sponsorships \$600 and above include 2 hospitality tickets including breakfast and lunch for 2 people.





This event draws many high profile corporate professionals working toward the common goal of closing the skills gap.

## Workforce Development | September

With leadership from human resource executives, directors and managers, business owners/managing partners and c-suite professionals, the workforce development events provide an opportunity to be recognized among some of the most influential people in business.

### EVENT SPONSOR | \$1,000

- Digital and print branding visibility
- Logo displayed on event signage
- Representative give 1-2 minute introduction
- Name on website event landing page
- Expo table at event
- 4 tickets

### CORPORATE SPONSOR | \$600

- Digital and print branding visibility
- Logo displayed on event signage
- Verbal recognition from the podium at the event
- Name on website event landing page
- Expo table at event
- 2 tickets

### EXPO SPONSOR | \$250

- Name on website event landing page
- Expo table at event
- 1 ticket



## TOPGOLF Tournament & Play | October

Whether you golf or don't this is the event for you! Come for an afternoon with colleagues to get some power fun, networking and work done. Prizes, raffle, and serious bragging rights will be awarded. Become a sponsor to build extra recognition!

### LEAD EVENT SPONSORSHIP \$2,000

- Top digital and print branding visibility
- Verbal recognition at the event
- Name on event landing page
- 2 sponsored bays with 12 golfers

### BAY SPONSORSHIP | \$1,000

- Digital and print branding visibility
- Name on event landing page
- 1 sponsored bay with 6 golfers

## Taste on the Go | October

Support local Auburn Hills Chamber Restaurants during Taste on the Go. Visit participating restaurants for dine in or carry out, for a chance to win fabulous prizes!

### LEAD EVENT SPONSOR | \$5,000

- Top billing on all digital and print media
- Inclusion in all publicity & advertising
- Name on website event landing page
- Logo featured on event handout

### PRESENTING SPONSOR | 4,000

- 2nd placement level on all digital & print media
- Inclusion in all publicity & advertising
- Name on website event landing page
- Name featured on event handout

### COMMUNITY OUTREACH SPONSOR | \$2,500

- Digital and print branding visibility
- Inclusion in all publicity
- Inclusion in all advertising
- Name on website event landing page
- Name featured on event handout

### GOLD LEVEL SPONSOR | \$1,500

- Digital and print branding visibility
- Name on website event landing page
- Name featured on event handout

### SILVER LEVEL SPONSOR | \$1,000

- Digital and print branding visibility
- Name on website event landing page
- Name featured on event handout

### BRONZE LEVEL SPONSOR | \$500

- Digital and print branding visibility
- Name on website event landing page
- Name featured on event handout



AUBURN HILLS CHAMBER OF COMMERCE

# TASTE On the Go

**EAT,  
REGISTER  
& WIN!**

## Women Empowered | November

Women Empowered brings together women from the community to advance careers through knowledge, acquisition, and networking. Listen as empowering female executives provide key take-aways on how they position themselves at the top of their professions.

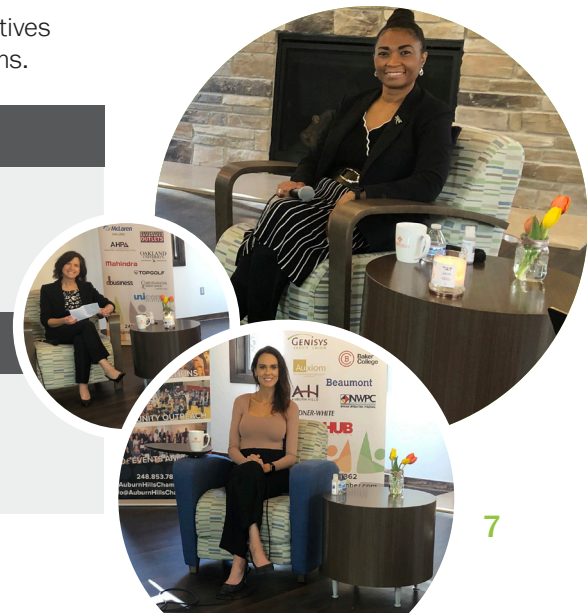
### PROGRAM SPONSOR | \$1,500

- 1-2 minute introduction
- Digital and print branding visibility
- Logo prominently displayed on event signage
- Name on event landing page
- 4 tickets

### EVENT SPONSOR | \$500

- Digital and print branding visibility
- Logo on event signage
- Name on website event landing page
- Verbal recognition at the event
- 2 tickets

# WOMEN EMPOWERED







An amazing holiday brunch with high profile professionals showcasing your company's initiatives.



## Silver & Gold Awards Holiday Brunch | December

The Chamber's Silver & Gold Awards showcases the best of their membership. Sponsored Named Awards celebrate "sterling" professional qualities while Chamber Awards honor volunteers and supporters of the Chamber's mission.

### NAMED AWARD SPONSOR | \$1,500

- Top digital and print branding visibility
- Branded award with naming rights
- Logo prominently displayed on event signage
- Opportunity to present award
- Name on website event landing page
- Verbal recognition from the podium during the event
- 8 tickets

### CHAMBER AWARD SPONSOR | \$1,000

- Digital and print branding visibility
- Supports volunteer Chamber awards
- Name on website event landing page
- 8 tickets

### TABLE SPONSOR | \$750

- Logo displayed on event signage
- Name on event landing page
- 8 tickets



## Advertising Packages

**ENHANCED DIRECTORY LISTING \$200** Included in Trustee Packages. See page 2 for details.

#### BASIC LISTING:

- Company Address, Phone Number
- Social Media Links, Web Address

#### ENHANCED LISTING:

- All Basic Listing Benefits
- Priority Placement, Photos, Logo, Video
- Hours of Operation, Driving Directions, Location Map

**Enhanced Online - \$200**  
**Enhanced Online Membership**  
**Directory Listing for 12 months**

#### LOGO \$500

**Company Logo in most visible spot on all Chamber webpages for 12 months**

#### 12 eAds \$900

**12 ads in monthly ePublication placed below the news section (W9.3in x H3.5in)**

Contact Alex Drake at  
adrake@auburnhillschamber.com  
or at 248-853-7862  
for more information on  
Advertising Packages.

#### Spotlight \$500

**Member Spotlight E-Blast:**  
**Constant Contact E-Blast emailed to 6,000 contacts**

#### Post Card \$200

**Calendar Postcard Advertising**  
**(Per 200 Postcards – Not Mailed)**

#### Post Card mailed - \$900

**Calendar Postcard Advertising**  
**(Full Ad delivered to all members – Mailed) \$900**



## Small Group Events | Varies

### JAVA WITH JEAN



#### EVENT SPONSOR \$150 (individual month)

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event landing page
- Logo displayed on event signage

#### SERIES SPONSOR \$500

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event landing page
- Logo displayed on event signage

### MEMBERSHIP 101



#### EVENT SPONSOR \$150

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event landing page
- Logo displayed on event signage

#### HOSPITALITY SPONSOR In-Kind

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event landing page
- Logo displayed on event signage

### #NEXTGENERATION



#NextGeneration events bring together men and women of diverse backgrounds who share a common commitment to the future of the community. #NextGeneration events include professional development seminars, networking and social gatherings, and volunteer opportunities for professionals under the age of 35.

#### LEAD SPONSOR \$2,000

- Sponsor of all #NextGeneration meetings and mixers throughout 2021
- Logo displayed on all event materials and handouts
- Representative provide introduction at all related events
- Marketing materials distributed at related events
- Name on event landing page for all related events

#### EVENT SPONSOR \$500

- Sponsor of (1) #NextGeneration meeting or mixer in 2021
- Logo displayed on event materials and handouts at event
- Representative provide introduction
- Marketing material distributed at event
- Name on event landing page for event

### BUSINESS REFERRAL GROUP



#### LEAD SPONSOR \$500

- Sponsor of all Business Referral Group meetings in 2021 (10 per year)
- Logo displayed on event materials and handouts
- Representative provide introduction
- Name on event landing page

This business-generating, fun networking opportunity creates strategic alliances between members across various industries. This sponsorship opportunity provides you with the opportunity to build long lasting relationships with this growing networking group.

### SPOTLIGHT EVENT



#### Spotlight Event \$500

- Opportunity to present on agreed upon educational webinar topic based on your expertise
- Chamber promoted direct email and social media marketing
- Chamber handles all logistics - promotion, registration, participant communication, virtual hosting platform, and speaker introduction, pre/post event facilitation
- Your logo and contact information on event landing page





# 2021



## Membership Application | 2021

Company Name

Physical Street Address / City / State / Zip code

Website

Business Phone

Primary Contact / Title

Primary Contact Email Address

Primary Contact Phone

Billing Address / City / State / Zip code (if different from above)

Billing Contact / Title

Billing Email Address

Billing Contact Phone

Marketing Contact / Title

Marketing Contact Email Address

Marketing Contact Phone

\_\_\_\_\_ # of Full Time Employees    \_\_\_\_\_ # of Part Time Employees

### PAYMENT INFORMATION:

Name on Card

Type of Card

Credit Card Number

CVC / Expiration Date mm/yy

Signature

### MEMBERSHIP LEVELS:

- ☐ **Independent Business Consultant \$250**
- ☐ **Small Business I \$295**  
1-2 employees
- ☐ **Small Business II \$325**  
3-25 employees
- ☐ **Small Business III \$495**  
26-75 employees
- ☐ **Mid-size Business \$725**  
76-150 employees
- ☐ **Large Business \$995**  
151-300 employees
- ☐ **Corporation I \$1,495**  
301-500 employees
- ☐ **Corporation II \$1,950**  
501+ employees
- ☒ **Administration fee \$25**

### ADVERTISING OPPORTUNITIES:

- ☐ **Enhanced Directory Listing \$200**

### TRUSTEE LEVELS:

- ☒ **DIAMOND Trustee \$20,000**
- ☐ **PLATINUM Trustee \$15,000**
- ☐ **GOLD Trustee \$10,000**
- ☐ **SILVER Trustee \$7,500**
- ☐ **BRONZE Trustee \$5,000**

Make Checks Payable to:  
Auburn Hills Chamber Of Commerce,  
Po Box 214083, Auburn Hills,  
MI 48321  
*Payment is Considered Final, and  
Non-Refundable.*

# 2021

# MARKETING OPPORTUNITIES



**AUBURN HILLS**  
Chamber of Commerce

3395A Auburn Rd.  
Auburn Hills, MI 48326

**248.853.7862**

info@auburnhillschamber.com  
**auburnhillschamber.com**

## Join a Committee

Build your personal awareness, or volunteer to participate on a committee with others who have similar interests. There's something for everyone and your expertise and time is valued so much.

- Ambassadors
- Auburn Hills Chamber Golf Open
- Business Referral Group
- Diversity, Equity & Inclusion
- Hospitality
- Health, Wealth & Wellness
- Non-Profit
- Silver & Gold Awards
- Taste of Auburn Hills
- Workforce Development
- #NextGeneration (Emerging Leaders)

For details about how to participate on these committees contact us at 248.853.7862 or visit [auburnhillschamber.com](http://auburnhillschamber.com)

## Meet our Staff



**JEAN JERNIGAN**, CAE, CMP, IOM  
President  
[jjernigan@auburnhillschamber.com](mailto:jjernigan@auburnhillschamber.com)



**COURTNEY PRICE**  
Business Development Manager  
[cprice@auburnhillschamber.com](mailto:cprice@auburnhillschamber.com)



**RENÉE RONAN**  
Director of Events  
[rronan@auburnhillschamber.com](mailto:rronan@auburnhillschamber.com)



**ALEX DRAKE**  
Graphics & Marketing Manager  
[adrake@auburnhillschamber.com](mailto:adrake@auburnhillschamber.com)

