

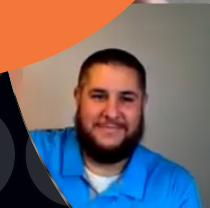


AUBURN HILLS
Chamber of Commerce

2021 MARKETING OPPORTUNITIES SHOWCASE

Your Company & Your Brand

Annual Trustee Program
Sponsorship Opportunities
Advertising Packages





2021 | Events Calendar*

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

- 22 #Next Generation Event
- 27 Java with Jean
- 28 Membership 101

MAY

- 6 Enhanced Directory Training
- 25 Java with Jean

JUNE

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

JULY

- 22 Chamber Cheers
- 27 Java with Jean
- 29 Grant Seeking Tips & Tricks Webinar

* Event dates are subject to change.

AUGUST

- 11 Chamber Cheers
- 19 Auburn Hills Chamber Golf Open
- 24 ILEAD Session 1
- 25 Membership 101
- 31 Java with Jean

SEPTEMBER

- 14 IMPACT 2021
- 21 ILEAD Session 2
- 28 Java with Jean
- 29 Open Book Selling Webinar

OCTOBER

- 5 Dewpoint Webinar/
- 7 Topgolf Tournament & Play
- 12 Securing the Employees You Need Webinar
- 14 Java with Jean
- 15-24 Taste on the Go
- 19 ILEAD Session 3
- 26 Infused 365

NOVEMBER

- 3 Membership 101
- 8 Women Empowered
- 16 Java with Jean
- 30 ILEAD Session 4

DECEMBER

- 6 Silver & Gold Awards
- 14 Holiday Java with Jean
- 15 ILEAD Final Session



AUBURN HILLS
Chamber of Commerce

For details about how to participate in these events, contact us at 248.853.7862 or visit auburnhillschamber.com

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2021 | Board of Directors

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

Scott Abbate

Vice President of Sales,
Hirotec America

Katie Ackert

President,
Branex Group

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CEO, Ophthalmologist,
Capstone Vision

Dan Kelly

President, Attorney,
The Kelly Firm, PLC

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Manager,
Community Engagement
and Global Volunteerism,
Stellantis

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

	DIAMOND \$20,000 +	PLATINUM \$15,000 - \$19,999	GOLD \$10,000 - \$14,999	SILVER \$7,500 - \$9,999	BRONZE \$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



2021 | Sponsorship Opportunities

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.



In Partnership With



Auburn Hills Chamber Health & Wealth | 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.

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. | August- December

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

SPONSORSHIP WITH GOLF*

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

SPONSORSHIP WITHOUT GOLF*

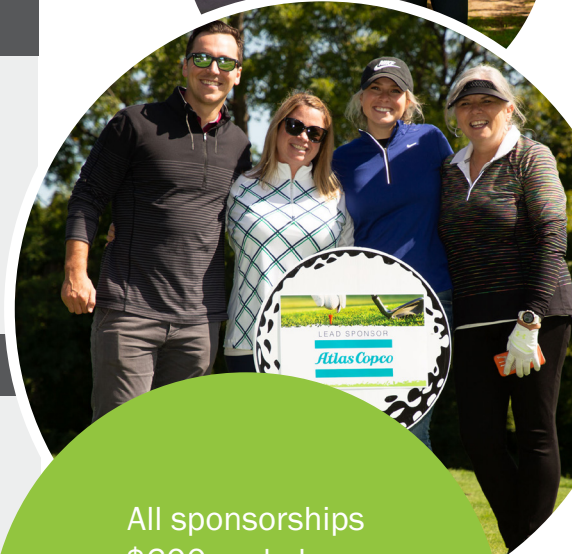
- | | | |
|---|--------------------------------|----------------|
| • Event signage and signage on the course | Vegas Hole | \$600 |
| • Marketing visibility, program and event recognition | Expo Table at Breakfast | \$500 |
| • Name on event landing page | Driving Range | \$400 |
| | Tee | \$350 |
|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

* \$100 additional fee to add a table and chairs on the course



AUBURN HILLS
Chamber of Commerce

GOLF
OPEN



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





IMPACT 2021 | September

Designed to celebrate innovation and inclusion in the workplace. Participants will hear from two speaker panels comprised of organizations in our community who are successfully demonstrating best practices in the areas of workforce development and inclusion.

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



Host Partner



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
- Logo on I-75 digital rotating billboards for two weeks prior to event
- Logo featured on promotional web banner and social media images
- Inclusion in all publicity and advertising
- Logo featured on promotional event postcards and posters
- "Presenting Sponsor" title recognition on press release

COMMUNITY OUTREACH SPONSOR | \$3,000

- 2nd placement level - logo on all digital and print media
- Logo featured on promotional web banner and social media images
- Inclusion in all publicity & advertising
- Logo on website event landing page
- Logo featured on event postcards and posters
- Sponsor recognition on press release

GOLD LEVEL SPONSOR | \$1,500

- 3rd placement level - logo on all digital and print branding visibility
- Logo on promotional web banner
- Inclusion in all publicity
- Logo on website landing page
- Name featured on promotional postcard and posters

SILVER LEVEL SPONSOR | \$1,000

- Name on all digital and print branding visibility
- Logo on website event landing page
- Name featured on promotional event postcards and posters

BRONZE LEVEL SPONSOR | \$500

- Logo on website event landing page
- Name featured on promotional event postcards and posters



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



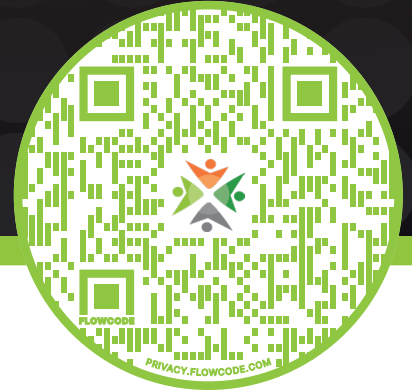
Spotlight Event **\$500**

- 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



Scan to Apply Online!



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
- Next Generation (Emerging Leaders)
- Non-Profit
- Silver & Gold Awards
- Taste of Auburn Hills
- Workforce Development

For details about how to participate on these committees contact us at 248.853.7862 or visit auburnhillschamber.com

Meet our Staff



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