



LAKELAND  
CHAMBER  
*of* COMMERCE

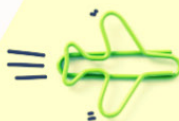
# TOTAL RESOURCE CAMPAIGN

LAKELAND CHAMBER OF COMMERCE

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Amplify! Your Business  
with TRC

[lakelandchamber.com](http://lakelandchamber.com)



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# Amplify! Your Business with TRC



## Why a Total Resource Campaign?

The Lakeland Chamber of Commerce values your membership investment, participation and leadership in our Chamber. The TRC is a vehicle for the Chamber to become more efficient in a number of ways. First, it is a way for our members to see the variety of the opportunities available through the Chamber such as engagement, professional/business development, networking and advocacy. TRC gives businesses a competitive advantage where you can select the programs that are most profitable and meaningful for your business. Second, it allows the Chamber staff to focus on programming and providing services throughout the year. Third, it allows our Chamber to effectively plan and strategize for the upcoming year.

## Why Sponsor?

### Brand Visibility

Sponsorships put your brand visuals in front of large audiences who haven't heard of your business. Customers love brands that care about spreading positive messages and helping the community. Linking your business to a professional organization can draw lasting support and media attention.

### Consumer Perception

In a recent survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience. Use the clout you earn as a sponsor to grow your reputation in the community.

### Return on Investment

Events are about starting quality relationships and the goal is to leave with a list of leads to follow up on afterward. Have a long-term way to leverage your investment and decide what you want to achieve before you commit. Come up with a metric to measure your efforts, this can be a number of leads, new ideas to implement in your business, employee participation or a number of media impressions. The benefits of event sponsorship are endless if you put in the effort to forge connections.

# Capitol Connection

## TBA 2021

Capitol Connection is an event held in collaboration with fellow Polk County chambers that allows our investors the opportunity to visit Tallahassee and speak with our legislative delegation, learn about state government, and provide visibility for our chambers. \$550 per person all inclusive.



Feature your company as one that supports good public policy in front of Polk County and the State of Florida's elected delegation and decision makers.

### Levels of Opportunity:

#### Presenting: \$3,000

- Company logo on all Chamber promotional items including a website slider
- Two (2) event seats (includes transportation, accommodations, meetings, and meals)
- Special recognition at a Tallahassee meeting
- Company logo on event signage
- Company logo on event program "Thank You" page
- Advertisement inclusion in attendee materials

#### Supporting: \$1,500

- Company name on all Chamber promotional items including a website slider
- One (1) event seat (includes transportation, accommodations, meetings, and meals)
- Special recognition at a Tallahassee meeting
- Company logo on event signage
- Company name on event program "Thank You" page

BENEFITS

Contact: Cory Skeates | (863) 688-8551 Ext. 234 | [cskeates@lakelandchamber.com](mailto:cskeates@lakelandchamber.com)



# Legislative Wrap- Up Breakfast



## TBA 2021

The Legislative Wrap-Up Breakfast provides investors an opportunity to hear a firsthand “wrap-up” of Florida Legislative session and engage with elected legislators on the outcomes in Tallahassee. As decisions are being made related to economic development, education, healthcare, unemployment compensation, and insurance, this opportunity to meet with Polk’s Legislative Delegation becomes increasingly more important each year.

Feature your company as one that supports good public policy in front of Polk County’s elected delegation and decision makers  
Reserved seating at this sell-out event

## BENEFITS

### Levels of Opportunity:

#### Presenting: \$2,500 (2 available)

- Top billing on event flyer, invitation and agenda
- Opportunity for display table near registration
- CEO or company representative recognized at event
- One (1) reserved table for 10 in preferred location
- Company featured in event promotional materials

#### Gold: \$1,000

- Company name listed on the invitation and agenda
- CEO or company representative recognized at event
- Six (6) tickets to event
- Company featured in event promotional materials

#### Silver: \$500

- Company name listed on the invitation and agenda
- Four (4) tickets to event
- Company featured in event promotional materials

#### Bronze: \$300

- Company name listed on the invitation and agenda
- Two (2) tickets to event
- Company featured in event promotional materials

# Political Hob Nob

**August 4, 2020**

The 2020 Political Hob Nob will take place Tuesday, August 4, 2020 from 5:00 pm to 8:30 pm with an expected attendance of 350 – including elected officials, candidates for public office, representatives for policy issues, board of directors, and community leaders. The Lakeland Chamber of Commerce seeks to increase awareness of and participation in the election process. This event is a favorite of candidates looking to connect directly with constituents. Attendees will have the opportunity to meet local, state, and federal candidates and hear their views, vote in a straw poll administered by the Polk County Supervisor of Elections (with results announced that evening at the close of the event), and enjoy delicious food and beverages.

This is the must-attend event of the election season in Polk County!



Feature your company as one that supports good public policy in front of Polk County and the State of Florida's elected delegation and decision makers.

## **Levels of Opportunity:**

### **Presenting Sponsor – Exclusive SOLD to SPECTRUM**

- Event name to include your company name
- Top billing on all on event promotions, marketing, signage (including sponsor banner)
- Recognition from Main Stage by Emcee
- Thirty (30) tickets to VIP area

### **Red Sponsors at \$2,500**

- Logo on all event promotions, marketing, signage (including sponsor banner)
- Recognition from Main Stage by Emcee
- Fifteen (15) tickets to VIP area

### **White Sponsors at \$1,500**

- Company's logo listed on event promotions, marketing, signage (including sponsor banner)
- Recognition from Main Stage by Emcee
- Ten (10) tickets to VIP area

### **Blue Sponsors at \$1,000**

- Company's name listed on event promotions, marketing and signage
- Recognition from Main Stage
- Six (6) tickets to VIP area

### **Stars & Stripes Sponsors at \$500**

- Company's name listed on event promotions, marketing and signage
- Two (2) tickets to VIP area

### **Corporate "10-pack" at \$250**

- Ten (10) Tickets to the event (\$50 savings)

**BENEFITS**

Contact: Amber Aaron | (863) 688-8551 Ext. 222 | [Aaron@lakelandchamber.com](mailto:Aaron@lakelandchamber.com)

# Economic Forecast Breakfast

## January, 2021

The Lakeland Chamber of Commerce and Allen & Company of Florida, Inc., the oldest investment firm in Florida, present the 34th Annual Economic Forecast Breakfast. This long-standing partnership brings economic insight to Lakeland to discuss the future of our economy. Florida CFP@s interested in earning up to 2.0 credits for the event must pre-register online. This is a sell-out event of over 700 tickets each year. Breakfast begins at 7 a.m., program starts promptly at 7:30 a.m. and concludes by 9 a.m.



## BENEFITS

An excellent opportunity to showcase your business in front of over 700 decision makers at this sell-out event.

### Levels of Opportunity:

#### Corporate Tables: \$350

- Reserved seating for 10
- Company logo/name on table

### Pricing

#### Early Bird:

Investor – \$35	Guest – \$40
Table – \$350	Guest Table – \$400

#### After December 1:

Investor – \$40	Guest – \$45
Table – \$400	Guest Table – \$450

# Economic Update Luncheon

## TBA 2021

This luncheon provides mid-year updates to economic projections for local, state and national economies. Featuring: Sean Snaith, Ph.D., The director of the University of Central Florida's Institute for Economic Competitiveness and a nationally recognized economist in the field of business and economic forecasting.



## BENEFITS

An excellent opportunity to showcase your business in front of over 300 decision makers at this sell-out event.

### Levels of Opportunity:

**Presenting Sponsor: \$2,500 - Sold to CPS Investment Advisors for 2021**

### Corporate Tables: \$350

- Reserved seating for 10
- Company logo/name on table

**Tickets: \$35 each**

Contact: Sarah Breed | (863) 688-8551 Ext. 230 | [Sbreed@lakelandchamber.com](mailto:Sbreed@lakelandchamber.com)



# Business After Hours

## (Bi-monthly on the 3rd Thursday of the month)

Held at Chamber business locations, this monthly networking event brings 100-150 investors together to learn more about other investor businesses and how investors can help each other promote their businesses. Opportunities based on availability – as Business After Hours hosts are offered the rights of first-refusal for the following year.



## BENEFITS

100+ business people at your location, interacting with your staff. Your company brand associated with one of the most popular and well respected Chamber events

### Levels of Opportunity:

#### Sponsorship Host: \$1,500

- Event held at company location
- Special name badge for representative(s) highlighting sponsor designation
- Opportunity to welcome attendees and give (2) minute commercial about company
- Opportunity to distribute company material at event
- Company featured in promotional materials developed by the Chamber
- The chamber will promote your event in weekly e-newsletters, social media platforms (Facebook event, Instagram post, Chamber Blog, etc.) and SMS Text Message to chamber subscribers
- Host will be provided with a recognition plaque at event



# Hat's Off!

**February, 2021**

ENGAGE. CONNECT. Mark your calendars to participate as the Lakeland Chamber of Commerce presents Hats Off! Every year, Chamber volunteers distribute investment packets to about 1,400 investor businesses. These dedicated volunteers personally visit each investor business and provide the Chamber with important feedback from investors.



## Ways to be involved

### 1. VOLUNTEER

Volunteering for Hats Off! offers you a unique opportunity to visit businesses as a Chamber representative while still promoting your company. In one afternoon, each volunteer will deliver up to 20 packets of investment renewal materials to our valued investors. The day begins at 8 a.m. with breakfast and packet pick-up. By 8:30 a.m., you're delivering packets! Return delivery receipts to the Chamber office (35 Lake Morton Dr).

### 2. BE A "SECRET HAT" COMPANY

Get added recognition for your company as a "Secret Hat" Company. Just let us know that you're interested, and then decorate a hat (any type of hat!) with either \$25 cash or \$50 in merchandise / gift certificates. When your volunteer arrives, award them the "Secret Hat" and be sure to take a picture or two! "Secret Hat" Companies will be promoted in our weekly e-newsletter.

## BENEFITS

Have your company marketing materials included in each packet as they are delivered directly to more than 1,400 business owners with important Chamber information. Align your company with the Chamber and its efforts to connect investors

#### Levels of Opportunity:

##### Host & Breakfast Sponsor: \$1,500

- Company recognized on event signage and event wrap-up
- Opportunity to put promotional items in delivery packets

##### Contributing Sponsor: \$150

- Have your company marketing materials(flyers, pens, magnets, etc.) included in each packet as they are delivered directly to more than 1,400 business owners with important Chamber information
- Align your company with the Chamber and its efforts to connect investors

Contact: Jazz Lyons | (863) 688-8551 Ext. 236 | [jlyons@lakelandchamber.com](mailto:jlyons@lakelandchamber.com)

# Good Day Lakeland!



**(February, August - December, Monthly on the 3rd Wednesday of the month)**

Educational lunch series featuring speakers and panels designed to educate/ update our investors and business community on relevant matters and offer practical insight into the questions affecting business today. Good Day Lakeland events provide a platform to learn, engage, and network with fellow investors. Topics may include State of the City/State of the County, Transportation, Education, Healthcare, Speed Networking, Economic Development and Nonprofits.

An excellent opportunity to showcase your business in front of a targeted audience.

## BENEFITS

### **Levels of Opportunity:**

**Presenting: \$10,000 (one available): First Right of Refusal to Suncoast Credit Union for 2021**

- The program will be referred to as “Good Day Lakeland! presented by Company Name
- Two-minute promotional announcement or video at each event
- Attendee list from each event
- Display table at each event
- Four (4) reservations to each event
- Logo/name on all marketing collateral and press releases
- Opportunity to distribute promotional materials at display table or in each seat
- Social media spotlight to promote Sponsor and the event series
- First opportunity to sponsor following year

### **Corporate Table: \$200**

- Table of eight (8) with preferred seating and signage

### **Display Table: \$75**

- Two (2) reservations to event
- Display Table



# New Business 101

Investors of the Chamber, SBA and SCORE will host a program three times a year to help prospective new businesses create a successful business plan and prepare for the challenges associated with business ownership. Individuals that complete the course will receive a complimentary six month investment to the Chamber and a SCORE mentor to assist them in their business venture.



Sponsorships available

Contact: Darla Sechrest Pettaway | (863) 688-8551 Ext. 228 | [dsechrest@lakelandchamber.com](mailto:dsechrest@lakelandchamber.com)



## Nod to Nonprofits Tour Series

**(January, February, August – December)**

This initiative is designed to spread awareness about our local nonprofits and highlight organizations that are impacting our community in positive ways.

## Benefits of Sponsorship

An excellent opportunity to showcase your business in front of a targeted audience by underwriting marketing promotion and event refreshments.

## Sponsorships:

**Tour Sponsors:** \$300 (three available) or \$750 (for the entire series)

- Company featured prominently on certain promotional materials
- Recognition in the community as a supporter of nonprofit organizations

Contact: Sarah Breed | (863) 688-8551 Ext. 230 | [Sbreed@lakelandchamber.com](mailto:Sbreed@lakelandchamber.com)



# 75th Annual Tiger BBQ

## February, 2021

Each year, the Detroit Tigers organization helps boost Lakeland's economy with an estimated \$45 million impact. Through the Chamber's Convention & Visitor's Division, the Tigers' players, families, staff, and fans are all treated to a warm homecoming and thank you each spring. Three-hundred Tigers and their guests attend this event with 500 Lakeland fans.



Show your company's support of one of Lakeland's biggest economic drivers. Sponsor recognition to business leaders, tourism industry leaders and the general public. Sponsor's logo included on the drink mug giveaway!

## BENEFITS

### Levels of Opportunity:

#### Title: \$5000

- Logo on giveaway souvenir mug
- Top billing on event advertising, promotions and signage Ten (10) VIP tickets to the event with early VIP entrance with team

#### Grand Slam: \$1,500

- Logo on event signage
- Four (4) VIP tickets to the event with early VIP entrance with team

#### Home Run: \$1,000

- Logo on event signage
- Three (3) VIP tickets to the event with early VIP entrance with team

#### Double Run: \$500

- Logo on event signage
- Two (2) VIP tickets to the event with early VIP entrance with team

#### Line Drive: \$250

- Logo on event signage
- One (1) ticket to the event with early VIP entrance with team

# 30th Annual Golf Scramble

**December 7, 2020**

The Chamber's annual Golf Scramble offers members time to reconnect, entertain clients, and enjoy the beautiful Florida weather. This popular event serves as one of the Chamber's most important fundraisers, allowing the organization to fulfill its mission goals.



## Benefits of Sponsorship

Display your support of Lakeland's growing economy and receive reservations for your players to compete on a private course during this sell-out event.

### Levels of Opportunity:

#### Tournament: \$5,000

- Top billing on all tournament signage
- Company representative to address attendees at start of day and give 60-second "commercial" about company
- Banner placement at the Clubhouse the day of the event (company to provide banner)
- Opportunity to give away promotional items during event
- One (1) team in the tournament (6-person team)
- Company featured in promotional materials developed by the Chamber for the event

#### Lunch or Reception: \$2,000

- Company's name listed on tournament signage
- Banner placement at lunch/reception day of event (company to provide banner)
- Opportunity to distribute promotional items
- Two (2) players in the tournament

#### Team Sponsorship: \$1,200

- Six (6) players in the tournament
- One (1) hole sign with company name

#### Golf Cart: \$1,000

- Sponsor signage at tournament
- Company's name on all golf carts for tournament
- Opportunity to place promotional items in all golf carts
- One (1) player in the tournament

#### Beverage Cart: \$500

- Sponsor signage at tournament
- Company's name on signage on beverage carts
- One (1) entry into the Scramble Reception
- Driving Range: \$500 (one available)
- Company's name on signage at the driving range
- One (1) entry into the Scramble Reception

#### Putting Green: \$500

- Company's name on signage at the putting green
- One (1) entry into the Scramble Reception

#### Contest: \$500

- Choose Longest Drive, Closest to Pin or Putting contest
- Company's name on signage at the designated hole
- One (1) entry into the Scramble Reception

#### Interactive Hole: \$250

- Display at designated hole

#### Hole: \$100

- Company's name on signage at your designated hole

# BENEFITS

Contact: Amber Aaron | (863) 688-8551 Ext. 222 | [Aaron@lakelandchamber.com](mailto:Aaron@lakelandchamber.com)

# Lakeland Chamber of Commerce HONORS



**February 16, 2021**

We are proud to announce that our Annual Meeting will now be known as the Lakeland Chamber of Commerce HONORS. You are invited to enjoy an evening with projected attendance of over 700 area business Leaders, Dignitaries, Investors and Boards of Directors. We will recognize Chamber Investors for their accomplishments, review our annual highlights and pass the gavel to new leadership.

## **Benefits of Sponsorship**

An excellent opportunity to showcase your business in front of 600-700 decision makers and Reserved seating at this sell-out event

## **Levels of Opportunity**

### **Sponsorships:**

**Title \$10,000: GrayRobinson, P.A. – 2021 Right of First Refusal**

### **Award Sponsor \$5,000 (5 available)**

- Company name/logo displayed in all event marketing produced by the Chamber
- Opportunity to present one of the newly added awards
- Sponsor recognition during event remarks
- Ten (10) seats with premium seating at meeting
- Name/logo displayed on event signage

### **Reception Sponsor \$3,000 (Exclusive)**

- Company name/logo displayed in all event marketing produced by the Chamber
- Sponsor recognition during event remarks
- Five (5) seats with premium seating at meeting
- Logo displayed on Reception signage
- Ability to provide standing banners for reception entry way

### **Signature Sponsor \$1,000 (multiple available)**

- Company name/logo displayed in all event marketing produced by the Chamber
- Ten (10) seats with premium seating at meeting

### **Small Business Sponsor \$250 (multiple available)**

- Company name on event website
- Two (2) seats with premium seating

**BENEFITS**

# Leadership Lakeland



Established in 1983 by the Lakeland Chamber of Commerce, Leadership Lakeland is an annual program designed to identify leadership and enhance the leadership currently existing in our community. The program unites leaders from diverse backgrounds and perspectives in order to increase their understanding of community issues and improve their ability to lead effectively. Leadership Lakeland offers its members a broad range of experiences and insights about the community, its people, its needs, and its services.

Leadership Lakeland requires a serious commitment of time and energy. Eight day-long sessions are held on the second Thursday of each month from October to May (exception, the May day session is held on the first Thursday). Attendance is mandatory at the orientation/reception in August, opening retreat in September, mid-year retreat in January, and closing retreat in May.

Tuition for Chamber Investors is \$1,950 and Tuition for Future Investors is \$2,315. Partial scholarships are available.

Nominations open every March and applications are accepted every April.

Contact: Sarah Breed | (863) 688-8551 Ext. 230 | [Sbreed@lakelandchamber.com](mailto:Sbreed@lakelandchamber.com)



# Managerial Leadership Program with Emily Rogers

## (Spring & Fall)

The Lakeland Chamber recognizes the need for its members to identify high-potential future leaders and provide professional development training designed to cultivate a pool of qualified leaders who are prepared to fill mid-level management roles. Training Topics will include: Introduction to High-performance Leadership, Understanding your Leadership style, Developing Highly-functioning Teams, Managing and Resolving Conflict through Improved Communication, Creating Intelligent Chamber, Managing Workplace Stress, Generational Communication, and Cultivating a Conscious Culture. The series will begin with a 3-hour introduction and orientation, followed by a series of six, 2-hour trainings.

## Sponsorships

**Presenting: \$5,000**

**Leadership: \$2,500**

**Management: \$1,000**

Contact: Darla Sechrest Pettaway | (863) 688-8551 Ext. 228 | [dsechrest@lakelandchamber.com](mailto:dsechrest@lakelandchamber.com)

## Travel with the Chamber

### TBD, 2021

Each year, the Lakeland Chamber of Commerce, take a fun adventure.

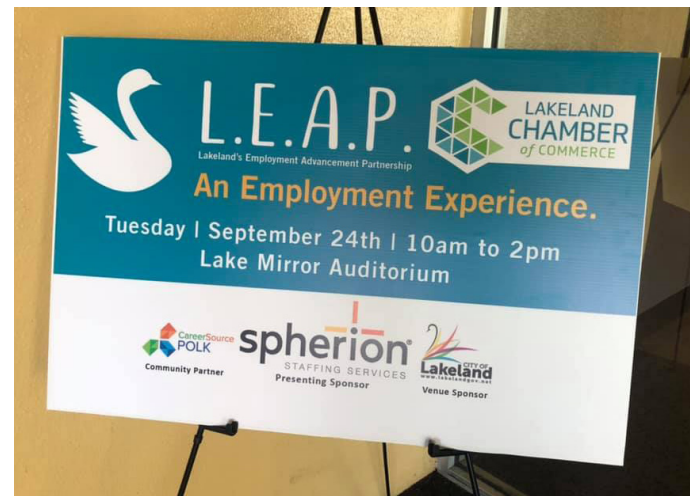
Contact: Sarah Breed | (863) 688-8551 Ext. 230 | [Sbreed@lakelandchamber.com](mailto:Sbreed@lakelandchamber.com)



# L.E.A.P. An Employment Experience

## January 2021

LEAP will provide opportunities for employment seekers to learn about potential careers, internships and education opportunities. Employers can interact with a local diverse talent pool and pre-qualify potential candidates for the open positions in your business.



An excellent opportunity to showcase your business to potential employment seekers. Show support to the local employment market.

## BENEFITS

### Levels of Opportunity:

#### Presenting: \$2,500

- Top billing on event flyer and website
- Logo on signage at the event
- Two (2) reserved tables in preferred location
- First right of refusal for 2022 event
- Company featured in all promotional materials developed by the Chamber for the event

#### Supporting: \$1,000

- Logo event flyer and website
- Logo on signage at the event
- One (1) reserved table in preferred location
- First right of refusal for 2022 event
- Company featured in all promotional materials developed by the Chamber for the event

#### Table: \$250

- One (1) reserved table in preferred location

Contact: Amber Aaron | (863) 688-8551 Ext. 222 | [Aaron@lakelandchamber.com](mailto:Aaron@lakelandchamber.com)



# The Healthies

## Spring, 2021

The Lakeland Chamber of Commerce will host its inaugural Healthcare Award Program “The Healthies” on November 5, 2020 at the RP Funding Center. The awards will recognize the collective actions of the individuals, institutions and programs that have made an extraordinary impact in the Lakeland healthcare community and whose acts reflect dedication to excellence in their area of expertise beyond the scope of their profession.

### Benefits of Sponsorship

Your sponsorship support not only strengthens the partnership between healthcare and executives by making this event possible, it also sets your company apart as an industry leader—showcasing your commitment to improving the healthcare industry.

### Levels of Opportunity:

#### Sponsorships

##### Presenting: \$7,500 Sold to Watson Clinic LLP

- Top billing in all media and marketing materials
- Two (2) Corporate Tables of ten (10) with priority seating & signage
- Drink Package with (20) vouchers and private bar at event
- Opportunity to present the most prestigious Healthies Award of the evening
- Two minute video or speech during the program
- Opportunity to serve on the Healthies Planning Committee
- Recognition, signage and display table at the event
- Opportunity to provide a promotional gift to each place setting.
- Full page advertisement in prominent location in printed program (Specifications: color .jpg 5” w x 8” h) due by 9/5/20
- Sponsor inclusion in all follow-up media coverage and thank yous

##### Diamond: \$3,500

- Company logo/name in all media and marketing materials
- One (1) Corporate Table of ten (10) with priority seating & signage
- Drink Package with (10) vouchers and private bar at event
- Opportunity to present one of Lakeland’s first Healthies Awards
- Opportunity to serve on the Healthies Planning Committee
- Recognition from the podium at the event
- Display table for sponsor’s marketing materials at the event
- Advertisement or logo in presentation at the event
- Half (1/2) page advertisement in printed program (Specifications: color .jpg 5” w x 4” h) due by 9/5/20
- Sponsor inclusion in all follow-up media coverage and thank yous

##### Platinum: \$1,000

- Company name in all media and marketing materials
- One (1) Corporate Table of ten (10) with priority seating & signage
- Drink Package with (10) vouchers and private bar at event
- Opportunity to serve on the Healthies Planning Committee
- Recognition and signage at the event
- Opportunity to place promotional materials at registration table.
- Advertisement or logo in presentation at the event
- Half (1/2) page advertisement in printed program (Specifications: color .jpg 5” w x 4” h) due by 9/5/20
- First-right-of refusal for sponsorship for the 2021 Healthies
- Sponsor inclusion in all follow-up media coverage and thank yous

##### Gold: \$650

- One (1) Corporate Table of ten (10) with priority seating & signage
- Recognition at the event
- Business card advertisement in printed program. (Specifications: color .jpg 2” w x 3” h) due by 9/5/20
- Opportunity to serve on the Healthies Planning Committee

##### Silver: \$200

- Two (2) seats at event
- Business card advertisement in printed program (Specifications: color .jpg 2” w x 3” h) due by 9/5/20
- Opportunity to serve on the Healthies Planning Committee
- Recognition at the event

# ATHENA Awards

**November 5, 2020**

The Lakeland Chamber will recognize the distinguished leaders and present three ATHENA Awards at an Awards Presentation with over 300 participants. This celebration will bring together inspiring women, young professionals and organizations aimed at mentoring women's success.



## Benefits of Sponsorship

Increased visibility for your corporation. Relationship building with a diverse group of prominent members of your community. Partnership with an international women's leadership program. Credibility with women by honoring dynamic leaders. Reward of local and regional media exposure. Recognition for your corporation in ATHENA International eNews. Publicity and the opportunity to reach a wider customer base as the word spreads that you support women's leadership initiatives.

## Levels of Opportunity:

### **Presenting Level Sponsorship: Sold to Junior League of Greater Lakeland**

### **Reception: \$3,000 (Exclusive) - Sold to Junior League of Greater Lakeland**

### **Diamond: \$2,000 (one each available)**

- Company logo/name in all media and marketing materials
- One (1) Corporate Table of ten (10) with priority seating & signage
- Opportunity to present one of Lakeland's ATHENA Awards
- Opportunity to serve on the ATHENA Planning Committee
- Recognition and signage at the event
- Advertisement or logo in presentation at the event
- Half (1/2) page advertisement in printed program
- First-right-of refusal for sponsorship for the 2021 ATHENA Awards
- Sponsor inclusion in all follow-up media coverage and thank yous

### **Platinum: \$1,000**

- Company name in all media and marketing materials
- One (1) Corporate Table of ten (10) with priority seating & signage
- Opportunity to serve on the ATHENA Planning Committee
- Recognition and signage at the event
- Display table for sponsor's marketing materials at the event
- Advertisement or logo in presentation at the event
- Half (1/2) page advertisement in printed program
- First-right-of refusal for sponsorship for the 2021 ATHENA Awards
- Sponsor inclusion in all follow-up media coverage and thank yous

### **Gold: \$600**

- One (1) Corporate Table of ten (10) with priority seating & signage
- Recognition and signage at the event
- Company name in printed program
- Opportunity to serve on the ATHENA Planning Committee

### **Silver: \$200**

- Two (2) seats at event
- Business card advertisement in printed program
- Opportunity to serve on the ATHENA Planning Committee

Contact: Sarah Breed | (863) 688-8551 Ext. 230 | [Sbreed@lakelandchamber.com](mailto:Sbreed@lakelandchamber.com)



# 13th Annual CarBQ



**October 23, 2020**

Each year, we fire up the grill to provide a completely portable CarBQ meal guaranteed to delight your taste buds and show your employees how valuable they are to your business! Celebrate your employees by ordering lunches for the entire office, order for clients; or, donate to your favorite organization. Then, just drive on up and get your mouth-watering meal served right up! Free delivery for orders of 25 or more!

## Benefits of Sponsorship

Show your support of the Chamber and the more than 100,000 Lakeland residents that Chamber investors employ. Sponsorship recognition in on-site signage, communications, and event materials where appropriate.

## Levels of Opportunity

### Sponsorships:

#### Title Sponsor at \$7,500

- Event will be referred to as "The Lakeland Chamber of Commerce and (name of company) Presents the CarBQ"
- Top billing on all event signage, collateral and lunch box insert, including sponsor's name and logo
- Company banner displayed at pick-up points (company to provide banner)
- Opportunity to provide company promotional items to volunteers at event
- Opportunity for company employees to volunteer in company shirts
- One hundred (100) CarBQ lunches delivered to your business
- Company featured in promotional materials developed by the Chamber for the event

#### Diesel Sponsors at \$5,000

- Company's name listed on the event collateral, lunch box insert, and event signage
- Opportunity to provide company promotional items to volunteers at event
- Opportunity for company employees to volunteer in company shirts
- Fifty (50) CarBQ lunches delivered to your business
- Company featured in promotional materials developed by the Chamber for the event

#### Premium Sponsors at \$2,500

- Company's name listed on the event collateral, lunch box insert, and event signage
- Opportunity for company employees to volunteer in company shirts
- Thirty-five (35) CarBQ lunches delivered to your business
- Company featured in promotional materials developed by the Chamber for the event

#### Super: \$1,000

- Company's name listed on the event collateral and lunch box insert
- Opportunity for company employees to volunteer in company shirts
- Twenty-five (25) CarBQ lunches delivered to your business
- Company recognized in Midweek Memo and Chamber website

#### Unleaded: \$500

- Company's name listed on the event collateral and lunch box insert
- Opportunity for company employees to volunteer in company shirts
- Fifteen (15) CarBQ lunches delivered to your business
- Company recognized in Midweek Memo and Chamber website

#### Hybrid: \$250

- Ten (10 box lunches) delivered to your business
- Company recognized in Midweek Memo and Chamber website

# Polk Goes Global

## Fall 2021

The Lakeland Chamber of Commerce and the Central Florida Development Council presents a half-day symposium to discuss tariffs and their impact on global trade and local businesses at Polk Goes Global VI: International Trade Symposium. The discussion will be moderated by Javier Marin, Director of Business Development and Global Trade, at Central Florida Development Council. Foreign Trade Zones will be the primary topic of conversation.



Feature your company as one that supports increasing international trade in Polk County. Reserved seating at this popular event.

### Levels of Opportunity:

#### Global Leadership Sponsor at \$2,500

- Top billing on event flyer and agenda
- Speaking opportunity for CEO or company representative
- Four (10) reserved seats in preferred location
- Company featured in promotional materials developed by the Chamber for the event

#### International Sponsor at \$1,000

- Company name listed on the flyer and agenda
- CEO or company representative recognized at event
- Two (5) reserved seats in preferred location
- Company featured in promotional materials developed by the Chamber for the event

#### Intercontinental Sponsor at \$500

- Company name listed on the flyer and agenda
- Company recognized at the event
- Two (3) reserved seats

#### Event Sponsor at \$300

- Company name listed on the flyer and agenda
- Two (2) reserved seats

BENEFITS

Contact: Sarah Breed | (863) 688-8551 Ext. 230 | [Sbreed@lakelandchamber.com](mailto:Sbreed@lakelandchamber.com)



# Board Retreat

**October, 2020**

The Annual Board Retreat is a time where new and current directors connect for a day and a half session to set, plan and maintain the Chamber's goals, future and strategic plan. Your sponsorship of this event shows that your business supports the mission, values, leadership and a prosperous future for the Chamber and the Lakeland business community.

## SPONSORSHIP

### Levels of Opportunity:

#### Retreat Sponsor at \$2,000

- Receives top billing (to include Sponsor's name and logo) on all event and promotional signage, including the Chamber's e-newsletter, the Mid-Week Memo and Retreat Presentation
- Receives top billing on Event Registration Page
- Sponsor recognized from podium
- Opportunity to address and welcome the board of directors and guests at beginning of retreat
- Logo on Retreat Website Slider

#### Thursday Evening Dinner Sponsor at \$2,000

- Receives recognition (to include Sponsor's name and logo) on all event and promotional signage, including the Chamber's e-newsletter, the Mid-Week Memo and Retreat Presentation
- Receives recognition on Event Registration Page
- Sponsor recognized at dinner
- Opportunity to address and welcome the board of directors and guests at Dinner
- Logo on Retreat Website Slider

#### Lunch Sponsor (\$1,500)

- Receives recognition (to include Sponsor's name and logo) on all event and promotional signage, including the Chamber's e-newsletter, the Mid-Week Memo and Retreat Presentation
- Receives recognition on Event Registration Page
- Sponsor recognized from podium during Lunch
- Opportunity to address and welcome the board of directors and guests at Lunch
- Logo on Retreat Website Slider

#### Breakfast Sponsor (\$750)

- Receives recognition (to include Sponsor's name and logo) on all event and promotional signage, including the Chamber's e-newsletter, the Mid-Week Memo
- Receives recognition on Event Registration Page
- Sponsor recognized from podium during breakfast
- Company name on Retreat Website Slider

#### Two (2) Break Sponsors (\$500 ea)

- Receives recognition (to include Sponsor's name) on all event and promotional signage, including the Chamber's e-newsletter, the Mid-Week Memo
- Receives recognition on Event Registration Page
- Sponsor recognized from podium during break

#### Reception Sponsor (\$500)

- Receives recognition (to include Sponsor's name) on all event and promotional signage, including the Chamber's e-newsletter, the Mid-Week Memo
- Receives recognition on Event Registration Page
- Sponsor recognized from podium during Reception