



LAKELAND
CHAMBER
of COMMERCE

TOTAL RESOURCE CAMPAIGN

LAKELAND CHAMBER OF COMMERCE

Amplify! Your Business
with TRC

lakelandchamber.com

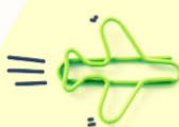


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Amplify! Your Business with TRC



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 that allows our investors the opportunity to virtually visit Tallahassee and speak with our legislative delegation, learn about state government, and provide visibility for our chambers.



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
- Virtual ticket link to share company-wide
- Special recognition at a Capitol Connection meeting
- Advertisement inclusion in attendee materials

Supporting: \$750

- Company name on all Chamber promotional items including a website slider
- Virtual ticket link to share with 4 guests
- Special recognition at a Capitol Connection meeting

BENEFITS

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

Legislative Wrap- Up Breakfast



May 18, 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
- Two (2) reserved tables for 5 (10 total) 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

Economic Forecast Breakfast

January 14, 2021

We all know that 2020 was maybe the strangest year ever. COVID-19, economic shutdowns, travel cancelled, sports without fans, the US presidential election, and the worst recession since the Great Depression. The good news: 2020 is over. But the future of global economic growth, earnings, inflation, and markets will reflect its impact for years to come. So, what does 2021 have in store? Will the recovery continue? Can stocks climb from here? Is inflation a worry?



Join us virtually for insights from Chief Economist of First Trust Advisors, Brian Wesbury, at the Economic Forecast 2021 event.

Understanding the year we all experienced in 2020, we're glad to make tickets to this 2021 virtual event complementary to all our Chamber Investors. Don't miss this opportunity to hear from nationally recognized Brian Wesbury as he returns as our guest speaker for this premier event, sponsored by Allen & Company of Florida, LLC

BENEFITS

Free Virtual Tickets for Investors

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

Economic Update Luncheon

June 10, 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

Corporate Tables: \$350

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

Tickets: \$35 each

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



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

Hat's Off!

Spring, 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

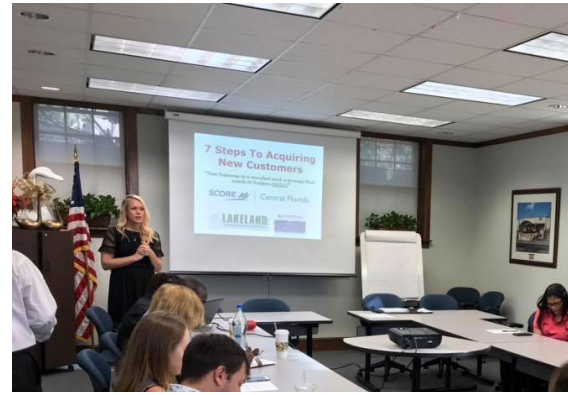
- Company recognized on event signage and event wrap-up
- Opportunity to put promotional items in delivery packets

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

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

Nod to Nonprofits Tour Series

April

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

30th Annual Golf Scramble

December 13, 2021

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: \$3,500

- 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 Breakfast: \$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

Lakeland Chamber of Commerce HONORS



April 27, 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: Suncoast Credit Union - 2022 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
- Twelve (12) 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
- Six (6) 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
- Six (6) seats with premium seating at meeting

Small Business Sponsor \$250 (multiple available)

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

BENEFITS

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

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.

Applications are accepted every March.

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

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





The Healthies

November 4, 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

August 26, 2021

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: First Right for 2021

Reception: \$3,000 (Exclusive)

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

14th Annual CarBQ



October 22, 2021

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

Board Retreat



September, 2021

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