

TOTAL RESOURCE CAMPAIGN

Amplify Your Business



LAKELAND
CHAMBER
of COMMERCE

TABLE OF CONTENTS

Why a Total Resource Campaign?	3
Why Sponsor Now?	3
Economic Forecast Breakfast	4
Capitol Connection	4
HONORS	5
Legislative Wrap-Up Breakfast	5
The Healthies	6
Hats Off!	6
Mid-Year Economic Update	6
Political Hob Nob	7
ATHENA Awards	7
CarBQ	8
Golf Scramble	8
Biz & Brew	9
Behind the Business	9
Educational Programs	10

AMPLIFY YOUR BUSINESS

Why a Total Resource Campaign?

The Lakeland Chamber of Commerce values your investment, participation, and leadership in the community and Chamber. The Total Resource Campaign (TRC) is a first step in preparing for the upcoming year of programs and events. The TRC looks into investor opportunities in engagement, professional and business development, networking, and advocacy. Throughout this guide, you will see the countless ways to sponsor and, most importantly, why the Chamber hosts these annual events and how they help support our businesses and community. By receiving the TRC, you are given a first look at where your business can support that mirrors your Company's mission or vision.

Why Sponsor Now?

Our sponsor logos appear on all event marketing material used on our website, email blasts to over 3000 people, and social media platforms. Submitting your sponsorship early ensures maximum return on your investment by exposing your Company from the start of our marketing campaign for an event. Instead of one night of exposure at the event, you ensure roughly three months of exposure through multiple platforms.

Contact Info

Sponsorship Questions

Amber Aaron

863-688-8551 Ext. 222

AAaron@LakelandChamber.com

Event Questions

Shannon Powers

863-688-8551 Ext. 230

SPowers@LakelandChamber.com

Sponsor Now



ANNUAL EVENTS

Economic Forecast Breakfast Presented by Allen & Company January 13, 2022

Join the Chamber and Allen & Company in welcoming Brian Wesbury, the Chief Economist at First Trust Advisors L.P., to the R.P. Funding Center. Hear updates on economic growth, earnings, inflation, and market trends in the upcoming year. Allen & Company will continue to provide Continuing Education Credits for Florida Certified Financial Planners (CFP®s) for attending.

“This forecast breakfast originated from the idea that independent business owners needed exposure to economic intelligence. The macro-level of material that Mr. Wesbury shares translates significant concepts into easily digestible, relevant data that paints an economic landscape for businesses both small and large,” comments Ralph Allen. He further comments, “each year I feel the same way, that this year is the most critical in our country’s history, and this year is no different.”

The Lakeland Chamber continues to follow our vision to be the premier catalyst for economic growth and the quality of life. We strive to help investors grow and succeed in their professional development and become champions for a thriving community.

Capitol Connection January 2022

Join the Lakeland Chamber as we travel to Tallahassee during the legislative term to connect with our delegation. Learn firsthand from our local delegation on what their priorities are and a chance to ask questions. This unique experience allows the Chamber to be a convener of leaders and influencers and provides our investors an opportunity to gather and meet the leaders that will shape our legislative future. The Chamber strives to help our investors grow by advocating on the critical issues that affect their businesses and the community while raising our investors’ visibility and voice.



► The Lakeland Chamber HONORS Presented by Suncoast Credit Union

February 22, 2022

The Lakeland Chamber of Commerce HONORS is the premier event of the Lakeland Chamber, serving as the annual meeting and allowing the Chamber to be the catalyst for business success by celebrating the investors who stand out in the community. Join us as we celebrate the Businessman of the Year, Businesswoman of the Year, Nonprofit of the Year, Rising Business of the Year, Employer of the Year, Volunteer of the Year, and the recipients of the two Legacy Awards, the Scott Linder Small Business of the Year and the George Jenkins Award.

The HONORS highlights the Chamber's accomplishments from the previous year and features the Passing of the Gavel to the new Chamber Board Chair. In addition, this event convenes many of the top leaders and influencers in the Lakeland Business Community, with several hundred attendees from multiple professions.

► Legislative Wrap-Up Breakfast

March 29, 2022

The Legislative Wrap-up Breakfast provides investors an opportunity to hear firsthand from our Polk County Legislative Delegation. Our delegation shares their outcomes and what they advocated for in Tallahassee from the previous legislative session. During our question and answer segment, Chamber investors are provided an opportunity to speak directly with the delegation on key issues to them and their businesses. The Lakeland Chamber continues to be the champion of our thriving community and the legislation that shapes it.

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 important each year.



► The Healthies Presented by Watson Clinic

April 28, 2022

The Lakeland Chamber will host the First Annual Healthies Awards to showcase our healthcare champions. The Awards will recognize the collective contributions of the individuals, institutions, and programs that have significantly impacted the Lakeland healthcare community. The Chamber continues to be the catalyst for business success and highlights investors' actions that reflect dedication and excellence.

► Hats Off!

April 11, 2022

Hats Off to our Investors! During Hats Off!, Investor volunteers deliver the Annual Investor Packet, which includes the Lakeland Business Guide, the Lakeland Chamber Investor window cling, and gifts from some of our sponsoring investors. While delivering the Investor Packet, the volunteers collect updated investor information for the digital Chamber Directory.

Participants can use this opportunity to connect face to face with the decision-makers of other Chamber Investors in their target audience. This connection builds potential business partners and relationships within the community and the chance to gain new customers.

► Mid-Year Economic Update Presented by CPS Investment Advisors

July 28, 2022

This breakfast provides our investors the opportunity to hear from an expert economist on how the health of our economy will affect our community and local businesses. During the event, attendees will be able to ask our expert questions about current market trends or any key concerns they may have.

The Lakeland Chamber continues to offer this development opportunity that will help our investors by providing an economic snapshot of the first half of the year and a forecast of the future. Through the knowledge gained at this event, our investors are better equipped to make educated investments to enhance the growth of their businesses. With thriving businesses, economic development can flourish.



► Political Hob Nob

August 23, 2022

The 2022 Political Hob Nob is an opportunity to engage political candidates at the Local, State, and Federal levels. During the event, candidates will be accessible for questions and to discuss their platforms. Attendees can participate in a straw poll administered by the Polk County Supervisor of Elections with winners announced at the close of the evening.

The Lakeland Chamber continues to be a champion for a thriving community. Our goal is to connect the community and our investors to the candidates that will shape the future for their businesses and personal lives while increasing awareness and participation in the election process.

ATHENA AWARDS

Honoring & Empowering Women Leaders

► The ATHENA Awards

September 8, 2022

The ATHENA International mission encourages women to live authentically, learn constantly, build relationships, foster collaboration, act courageously, advocate fiercely, and give back to the community. This event acknowledges woman leaders who embody the ATHENA International Mission and Vision. Join us to award and honor our recipients and nominees of the ATHENA Leadership Award, Young Professional Award, and the Organizational Award.

ATHENA allows the Lakeland Chamber to be a champion for women leaders and women-owned businesses in the community. This event brings together leaders and influencers that can assist and mentor other businesswomen to flourish.



► 15th Annual CarBQ October 21, 2022

Give back to your employees through this appreciation lunch provided by the Lakeland Chamber and its partners. Each year, we fire up the grill to provide a completely portable barbecue meal to say “thank you” to your employees. Take this opportunity to celebrate your employees, your customers, or donate them to a nonprofit organization. Come pick up your meals at our convenient spot in Lakeland or order over 25 meals for free delivery.

The Lakeland Chamber of Commerce strives to help the Lakeland Business Community fuel employee appreciation by hosting the annual CarBQ event.



► 32nd Annual Lakeland Chamber Golf Scramble December 5, 2022

For over 30 years, the Lakeland Chamber has been proud to host the Annual Golf Scramble for our investors. This popular event allows your team of six to play a round of golf at one of Lakeland’s premier courses. While on the course, enjoy interactive holes, contests, and raffle prizes.

Take this opportunity to connect with other businesses and clients in a fun and dynamic environment. The Annual Golf Scramble is the largest fundraiser, which helps the Chamber fulfill its mission to give back to the business community.

MONTHLY EVENTS



► Biz & Brew Bi-Monthly

The Lakeland Chamber of Commerce, in partnership with EMERGE Lakeland, created the Biz & Brew event to aid in bridging the generational gap in the business industry. This event offers Chamber Investors the opportunity to network and form lasting business relationships in a fun and relaxed environment. Biz & Brew events are held bi-monthly from 5:30 p.m. to 7:30 p.m. at one of Lakeland's local hot spots, and as the Host Business, you can expect new customers in attendance looking to enjoy everything your business has to offer.



► Behind The Business Bi-Monthly

The Lakeland Chamber of Commerce's Behind the Business is held bi-monthly at various Chamber business locations. Behind the Business brings investors together for a fun evening of networking while getting a "Behind the Business" experience or tour of the Host Business. As the Host Business, you will have the opportunity to promote your business while bringing people together to learn more about your industry and what makes you stand out.

EDUCATIONAL PROGRAMS

► Leadership Lakeland

Class 39 Applications Open March 2022

Leadership Lakeland is a program of the Lakeland Chamber Foundation with the goal to enhance the development of long-term leadership in the Lakeland Community. The program identifies existing and emerging leaders from various backgrounds to come together and further develop their leadership skills. Leadership Lakeland also acquaints participants with a wide range of community issues, resources, and opportunities that exist within Lakeland and Polk County to discover a greater sense of community.

► New Business 101

February & September 2022

New Business 101 occurs every Thursday for four weeks in February and September. These training seminars assist new and potential business owners prepare to open. The Lakeland Chamber Foundation partners with local experts across varying fields such as Business Banking, Business Taxes, Marketing, Human Resources, and much more!

► Management Training

The Lakeland Chamber Foundation offers Management Training to Lakeland Chamber Investors on every Thursday of a given month. These courses were designed to increase leadership within the workplace at a discounted rate to Chamber Investors. The Lakeland Chamber Foundation partners with Forbes Coach Council Member, Emily Rogers to provide relevant training sessions to increase the leadership potential in Lakeland.

Contact Info

Sponsorship Questions

Amber Aaron

863-688-8551 Ext. 222

AAaron@LakelandChamber.com

Event Questions

Shannon Powers

863-688-8551 Ext. 230

SPowers@LakelandChamber.com

Sponsor Now

