



MORE THAN YOU IMAGINE

# IONIA

MI  
AREA CHAMBER OF COMMERCE

LET'S  
**GROW**  
TOGETHER

**SPONSORSHIP  
& MARKETING  
OPPORTUNITIES**



**2023**



# FREE ADVERTISING

Communicate with business decision makers, community residents, and visitors throughout the greater Ionia Area! Whether you have a budget or not, we can help you GET YOUR MESSAGE out through free, affordable and targeted digital marketing campaigns.



## CHECK YOUR BUSINESS LISTING

Your member profile should include a robust description of your products and/or services, keywords and links to your website and social media channels so potential clients can find you on our searchable Member Business Directory which is accessible to the public as well as Chamber members. Log in to our Member Portal and choose "Profile Update" to update your information. In addition, your business will be personally referred by Chamber staff and other Chamber members!



## SHARE YOUR NEWS

**Send us news releases** regarding announcements, new hires, a new location, expansions, awards, recognition or other news, and we will include it in the **News Room** on our website. Email news releases to [info@ioniachamber.net](mailto:info@ioniachamber.net)



## GET SOCIAL

Like and Follow the Chamber's social media pages

**Facebook:** @Ionia.Chamber.Commerce

Join the IACC Members Only Facebook Group. This page was created specifically for members to promote your business in a private, professional setting.

**Instagram:** Ionia\_Chamber



## SHOWCASE YOUR MATERIALS

Bring your **brochures and business cards** to showcase in the Ionia Area Chamber Welcome Center. Thousands of residents & visitors come through the Welcome Center each year, with many of them specifically visiting the Chamber office for area information, make sure to capitalize this business and tourist audience.



## STRUT YOUR STUFF

Promote your business by distributing your company's **promotional products**. These items will be included in new member bags, golfer goodie bags and other programs throughout the year.



## SHOWCASE YOUR MEMBERSHIP - ADD CREDIBILITY!

You will receive a **membership plaque** to display in your office or business and the online website decal to show your website visitors your affiliation to the Chamber. Consumers are 80% more likely to buy from a Chamber member... so display your plaque with pride!  
Window Cling: FREE | Web Decal: FREE to members - Visit your member portal to download



## IONIA COMMUNITY CASH

Bring customers right to your front door with this **local gift certificate program** that keeps money in our community. Participating members are promoted through social media, our website, and corporate purchasers.



## RIBBON CUTTING CEREMONIES / CELEBRATION KITS

Opening a new business or location? We not only provide **ribbon cutting services** at no costs to members, but will help you plan and promote your celebration.



## MEMBERSHIP LISTS

Your membership provides you access to the best business community **mailing list** in the greater Ionia area! We can target your list by industry, size of company, zip code, or many other factors. | FREE Excel List or Mailing Labels – 1x/year | \$50 per additional



## SHARE YOUR EVENTS

Post your **upcoming events** free of charge on our online **Community Calendar**, one of the most utilized business and social calendars in the greater Ionia area! Visit [ioniachamber.org/events](http://ioniachamber.org/events) to view the calendar and [ioniachamber.org/login](http://ioniachamber.org/login) to add your events.



## SHARE JOB OPENINGS

Post your company **job openings** for free of charge on our online **Job Board**. Openings are emailed to our extensive contact list and posted on our social media. Visit the Job Board at [business.ionischamber.org/jobs](http://business.ionischamber.org/jobs) and [ioniachamber.org/login](http://ioniachamber.org/login) to add a job opening.



## MEMBER TO MEMBER DEALS & HOT DEALS

Offer a **Member to Member Deal** to promote your organization or event and encourage members to do business with you. You can also offer a sale, coupon, or special promotion to residents and visitors in the greater Ionia area by submitting a **Hot Deal**. To submit your "deal", log in to our Member Portal. Visit [ioniachamber.org/login](http://ioniachamber.org/login) to add your deals.



## VOLUNTEERING

An overlooked, no-cost approach to raising your profile is to become a **volunteer leader**. You can attain a level of **visibility** that sets you apart and leverage that visibility to build new, rewarding **relationships**. Opportunities include committee involvement, Chamber events, helping to run a Chamber program and more.



## COMMITTEE PARTICIPATION

Participating in one or more Chamber Committees is a great way to build relationships and share information about your organization and events.



# AFFORDABLE ADVERTISING



## WEBSITE ADVERTISING

Attract visitors to your website by placing a banner ad on [ioniachamber.org](http://ioniachamber.org). Thousands of people turn to the Chamber website for business and community information, annually. There are several ad placements available. Ad has tracking capability and is clickable to your member directory page.

**Three Months:** \$300 **Six Months:** \$550 **Twelve Months:** \$1,000



## EMAIL NEWSLETTER ADVERTISING

Reach the great Ionia area business community by placing a banner ad in our monthly IACC Insider Exclusive E-Newsletter. Sent to over 700 contacts, 42% Open Rate!

<b>Header Ad:</b>	Single Issue: \$75	Two Issues: \$125	Six Issues: \$350
<b>Mid-publication Ad:</b>	Single Issue: \$50	Two Issues: \$75	Six Issues: \$250
<b>Footer Ad:</b>	Single Issue: \$20	Two Issues: \$30	Six Issues: \$120



## WORD ON THE STREET E-BLAST ADVERTISING

Boost your ad in our "shopper-style" monthly e-blast aimed at spotlighting a limited number of member promotions. Members receive 1 FREE / year! Word on the Street E-blast is distributed twice per month as well as posted on our social media pages. Includes a dedicated post on our social media pages and links to drive traffic to your website (Ad designed by member - must be square). Sent to over 1,300 contacts, 42% Open Rate!

**\$25/Month** – Limited 12 spaces available per month



## BUSINESS DIRECTORY ENHANCED LISTINGS

Stand out among the rest with a highlighted directory listing, company logo or video in the number one source for online business listings in Ionia County.

**Set up by Member:** \$25 **Set up by Chamber:** \$55 **Annual Renewal:** \$25



## WELCOME TO IONIA COUNTY GUIDE

Full color 8.5 x 11" glossy magazine

- 3,000 copies will be distributed throughout the year to area residents and visitors; complete with business, non-profit and civic organization listings, local happenings, parks and trails information, features on chamber events and festivals, and more
- All ads include an online advertising component

**Rates are determined annually**

# SPONSORSHIPS

Sponsoring provides your business with brand awareness, recognition, possible media exposure all while making a statement that you are invested in your community. THERE'S AN OPPORTUNITY FOR BUSINESSES BIG & SMALL!



## PREMIERE PARTNER SPONSORSHIP:

**\$2000 = \$4000+ Value!**

- Logo displayed as Premiere Partner on homepage of website (linked to your company website)
- 12 Month Banner Advertising Package
- Logo in monthly IACC Insider e-newsletter for 12 months
- Recognition as Premiere Partner at Chamber events (Expo, Annual Celebration, Sizzlin' Summer Picnic, Golf Classic)
- Premiere Partner sign in Chamber Office/Lobby
- Premiere Partner sign to display at your business.
- 3/Year complimentary "Word on the Street" e-blasts sent to over 1,300 contacts, including post on social media
- Premiere partner ad in Annual Guide
- 2/Year complimentary Presentation Table at Power Networking Luncheon
- 1 Complimentary tee sponsor sign at Annual Golf Classic

## NETWORKING & TRAINING SPONSORSHIPS



### WAKE UP SHAKE UP NETWORKING BREAKFAST

The Wake Up Shake Up Networking Breakfast gathers business and community representatives for a presentation by a local business or organization and information sharing. Networking opportunities abound. Estimated attendance ~20-30.

#### **Program Sponsorship:** \$500/year

- 10 tickets to the event (can be used any time throughout the year)
- Logo on all event marketing
- Logo on event webpage
- Recognition from event facilitator/chamber staff at each event
- Company marketing materials on breakfast tables

#### **Event Sponsorship:** Cost Determined by Sponsor

- Provide a 15-minute program, including time for Q&A
- You choose the venue: your location, a local restaurant, or another local venue
- Provide arrangements for refreshments (we will provide list)
- Provide a door prize, minimum retail value \$25
- Inquire for available months



## **POWER NETWORKING LUNCH**

The Power Networking Lunch features open and structured networking. They are also highlighted by 3 presentation tables, allowing Chamber members to spotlight their business. The event usually lasts 90 minutes and allows attendees to make important connections within the business community.

### **Program Sponsorship: \$500/year**

- 4 tickets to the event (can be used any time throughout the year)
- Logo on all event marketing
- Logo on event webpage
- Recognition from event facilitator/chamber staff at each event
- Company marketing materials on lunch tables

### **Presentation Table: \$50/Each (3 Available per event)**

- Table for promotional materials/displays
- 5 Minutes to present



## **BUSINESS AFTER HOURS**

Business After Hours events allow the host(s) to showcase its business, services, and facilities to the business community and it offers chamber investors the chance to meet one another and network in a casual and relaxed atmosphere. Contact us for details!



## **MULTI-CHAMBER MEGA MIXER - Details coming Spring 2023**



## **SIZZLIN' SUMMER PICNIC/OPEN-HOUSE - Details coming Summer 2023**



## **BUSINESS EDUCATION - Contact us for details!**



## **CHAMBER "U" – MAXIMIZE YOUR MEMBERSHIP**

Attending a Chamber Orientation will help you get the most out of your membership! Learn about cost-saving programs, find ways to promote your business and connect with other members. Events are hosted the second Tuesday on odd-numbered months from 11am - 1pm.

### **Program Sponsorship: \$500/Year**

- Logo on all event marketing
- Logo on event webpage
- Video commercial or ad placement in Power Point presentation

## **PACKAGES CAN BE TAILORED TO MEET YOUR BUSINESS NEEDS**

**Call Kat at 616-527-2560**

# PREMIER EVENT SPONSORSHIPS



## ANNUAL CELEBRATION & AWARDS

The Annual Dinner & Awards is the networking event of the year where businesses and individuals are celebrated for their achievements and contributions to the Chamber and our community. Attendees will also receive important updates from the Chamber and will enjoy dinner, drinks and more.

### All Sponsors Receive Recognition:

On "Event Sponsor" Signage at the event  
On Event Slideshow  
In printed event program  
Verbally during Program Presentation

On event web page (Chamber website)  
Event Promotions (print, email, social media)  
Special Recognition on Social Media

### VIP Reception \$750/ea | 1 available

- Choice of (4) VIP Attendee Tickets OR An invitation for up to (8) to VIP Cocktail Reception plus (2) general admission event tickets
- Recognition as VIP Reception Sponsor:
  - On VIP ticket/e-ticket
  - On Signage at VIP Reception
  - On Drink Ticket provided to VIP Reception attendees (may be used during event if not used during VIP Reception)

### Dinner \$2,000/ea | 1 available

(May be co-sponsored upon joint request by all interested parties)

- (8) VIP Attendee Tickets
- Recognition as Dinner Sponsor:
  - On Signage at dinner stations
  - On each table at the event

### Dessert \$750 | 1 available

- (4) VIP Attendee Tickets
- Recognition as Dessert Sponsor:
  - On Signage at dessert stations
  - On each table at the event

### Drink Ticket \$500/ea | Max. 2 available

- (2) VIP Attendee Tickets
- Recognition as Drink Ticket Sponsor:
  - On Signage at event bar
  - On Drink Ticket provided to VIP Reception attendees

### Slideshow \$500/ea | 1 Available

- (2) VIP Attendee Tickets
- Recognition as Slideshow Sponsor on ALL slides of video played prior to and after formal event program presentation (~2 hours total on repeat)

### Business Hall of Fame Video \$500 /ea | 1 available

- (2) VIP Attendee Tickets
- Recognition as Hall of Fame Sponsor in Hall of Fame Video played during the event to attendees and after the event via online channels (YouTube, Facebook, etc.)

### Program \$500/ea | 1 Available

- (2) VIP Attendee Tickets
- Recognition as Program Sponsor on all printed programs at the event

### Award Category \$400 each | 7 Available

- (1) VIP Attendee Ticket
- Recognition as Program Sponsor on recipient certificate and during award presentation program
- Opportunity to present the award and/or include a personalized letter in recipient envelope

### In-Kind Sponsorship:

- Platinum: \$1,500 value or greater
- Gold: \$1,000 value or greater
- Silver: \$500 value or greater
- Bronze: \$500 value or less

**ALL PRIOR YEAR SPONSORS WILL BE OFFERED FIRST RIGHT OF REFUSAL**



## CHAMBER GOLF CLASSIC

The Ionia Chamber Golf Classic is the area's largest business golf outing and one of the premier opportunities for business promotion and networking. Projected attendance: 150+ golfers and volunteers.

### **Winner's Circle** \$1,100/ea | 1 available

- Logo displayed on event webpage (Chamber website)
- Logo on all event marketing (online & print)
- Recognition in attendee email & day of announcements
- Recognition on day of print materials
- Opportunity to display banners at event

### **Dinner** \$500/ea | 4 Available

- Logo displayed on event webpage (Chamber website)
- Logo on all event marketing (online & print)
- Logo displayed on sponsor signage at event
- Recognition in attendee email & day of announcements
- Recognition on day of print materials
- Opportunity to set up a display to mingle with guests and hand out promotional materials during the dinner portion of the event.

### **Drink Ticket** \$500/ea | Max 2 Available

- Logo displayed on event webpage (Chamber website)
- Recognition in attendee email & day of announcements
- Recognition on day of print materials
- Your company/organization's logo will be printed on customized drink ticket's so attendees know exactly who to thank!

### **Hole Contests** \$500/ea | 1 Available

- Your company/organization's logo will be very prominently displayed on 6 different holes throughout the golf course! (Picture a Giant Cardboard print out of your logo instead of those boring standard metal stakes to mark Closest to the Pin, Longest Drive, etc.)
- Recognition as hole contest prize sponsor during post-event announcements
- Recognition on day of print materials

### **OTHER:**

Tee Sponsorship (Price TBD)

Grand Prize Raffle Donation Item (\$200 value or higher)

Raffle Prize Donation (\$20-200 value)

Door Prize Donation (\$20 or Less value)

In-kind/Fundraising: Breakfast, Lunch at the Turn, Hole in One, Putting Game, Tee Shot for Hire

### **VIP Bag** \$500/ea | 2 Available (or provide 144 logo'd bags)

- Your company/organization's logo printed on customized event bags stocked with goodies for each attendee

### **VIP bag stuffers**

We are looking for 136 - 144 of your logo'd items (limit 1/each - contact us to check availability):

Examples:

Golf Balls

Golf Tees

Golf Towel

Tumbler

Can Koozies

Ball Marker/Divot Repair Tool

Snack Survival Kit

Chapstick

Sunglasses

Keychains

Sunscreen / Bug Spray

Coupons

### **Mulligans** \$300/ea | 1 Available

Your company/organization's logo will be displayed on all mulligan tickets sold (directly into the hand of over 100 attendees)

### **Cart fleet** \$300/ea | 1 Available

Your company/organization's full color 8.5" x 5.5" ad will be displayed in EVERY golf cart to be seen all day

### **Beverage cart** \$300/ea | 1 available

Your company/organization's logo will be prominently displayed on the event beverage cart(s) to be seen over and over by attendees throughout the day.

**Add \$200 for logo'd disposable cups!**

**ALL PRIOR YEAR SPONSORS WILL BE OFFERED FIRST RIGHT OF REFUSAL**





## EXPO BLOCK PARTY

The Expo Block Party in Downtown Ionia has something brings local businesses, vendors, and organizations FRONT & CENTER of the community! This event is FREE admission and offers entertainment for the whole family! More than 50 vendors are featured including health care, home improvement, home based business, Main Street businesses and event planning. Local non-profit organizations and restaurants are also in attendance.

### **Presenting Sponsor** \$2,250/ea | 1 Available

- Recognition as presenting sponsor on event web pages (Chamber website, Eventbrite, WMTA)
- Logo recognition on all event advertising (Newspaper, print, social media, etc.)
- (2) Free Booth Spaces
- Recognition during announcements at event

### **Grab Bag** \$500 | 1 available

Your company logo on canvas bags that will be handed to the first 100 attendees to visit the Chamber welcome booth.

### **Block Sponsor** \$100/ea | 5 Available

Your company logo atop one of our Street Closure sandwich boards visible to thousands of event attendees.

### **Entertainment Sponsor** \$500 | 2 Available

- Recognition on event website and social media as entertainment sponsor
- Banner placement near entertainment zone and announcements at the event.



## AUTUMN CELEBRATION

The season comes alive in downtown Ionia during the Autumn Celebration. This event includes trunk or treat, costume contests, the Independent Bank Chili Dawg Challenge, a carnival and so much more! There are many ways for members to participate and support this local family favorite event.

### **Supporting Sponsor** \$350/ea

- Company logo displayed on the Autumn Celebration webpage with direct link back to your company website
- Recognition on all event advertisements and promotions, including newspaper, online, and social media channels
- Logo display on all print materials related to the event including posters, etc.
- Special social media sponsor recognition
- MC Announcement recognition during the event (~12x)

### **Street Closure Sign** \$100/ea | 5 available

- Your company logo atop one of our Street Closure sandwich boards

**Future sponsorship possibilities:** Zombie Walk, Build a Scarecrow, other activities



## HOMETOWN HOLIDAY CELEBRATION

An event that helps you begin the joy of the holiday season. Picture yourself in the first weekend in December, there's a chill in the air and a warmth in your heart because you've come to visit downtown Ionia for our Annual Hometown Holiday Celebration in our own "Hallmark" hometown. Events include visit with Santa, community caroling and Christmas Tree lighting, Christmas Parade, Mrs. Claus Bazaar and a free family movie at the Ionia Theater.

### **Grand Marshall** \$650/ea | 1 available

- All supporting sponsor benefits with increased prominence PLUS placement with banner in front of santa carriage in holiday parade

### **Supporting Sponsor** \$350/ea

- Company logo displayed on the Autumn Celebration webpage with direct link back to your company website
- Recognition on all event advertisements and promotions, including newspaper, online, and social media channels
- Logo display on all print materials related to the event including posters, etc.
- Special social media sponsor recognition
- MC Announcement recognition during the event (~12x)

### **Street Closure Sign** \$100/ea | 5 available

- Your company logo atop one of our Street Closure sandwich boards

**Future sponsorship possibilities:** Reindeer Visits, Cookie Decorating, Ornament Decorating, other activities



## HOLIDAY SHOPPING PASSPORT

Help keep dollars local during the holiday season! Residents can pick up a passport November - December and earn stamps for spending at participating businesses. Completed passports are entered into a drawing for several grand prize packages.

### **Supporting Sponsor** \$500/ea | 4 available

- Company logo displayed on the Holiday Shopping Passport webpage with direct links back to your company website
- Recognition on all campaign advertisements and promotions including newspaper, online, radio and social media channels.
- Logo displayed on all print materials related to the event, such as posters, passports, etc.
- Special social media sponsor recognition

**In-Kind Sponsors** - Sponsor an item in our Prize Basket Giveaways!



## TWINKLE TOWN LIGHT FEST

Twinkle Town Light Fest is active through the month of December and offers residents and visitors the chance to enjoy the creativitiy and magic of the season.

Downtown Ionia businesses will compete for a traveling trophy (public & judged voting). In addition residents are invited to pull out your lights, inflatables, and other decorations and deck out your house/yard. Add your address to our Self-Guided Light Tour [ioniachamber.org/holiday-light-tour](http://ioniachamber.org/holiday-light-tour).

### **Presenting Sponsor \$300 | 4 Available**

- Company logo displayed on the Twinkle Town Light Fest event webpage with direct links back to your company website
- Recognition on all campaign advertisements and promotions including newspaper, online, and social media channels
- Logo displayed on all print materials related to the campaign including posters, etc.
- Special social media sponsor recognition



## MORE TO COME

Although we have worked hard to make sure this guide is inclusive of all current opportunities, we are continuously working to review and improve our offerings. There may be additional events and opportunities added through-out the year.

In addition, all events and programs and associated sponsorships are subject to change. In the event of change, any currently obligated sponsors will be contacted immediately.