



LET'S
GROW
TOGETHER

**SPONSORSHIP
& MARKETING
OPPORTUNITIES**



2024



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 'ENHANCED' 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.

All Business Builder Members and higher receive a free Enhanced listing (set up by member), which provides highlighted directory listing, company logo or video and more in the number one source for online business listings in Ionia County. \$25 fee for set up by the Chamber.



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



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.



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 to view the calendar and 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 and 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 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. 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 greater Ionia area businesses & community by placing an ad in our monthly IACC Insider Exclusive E-Newsletter. A digital version is sent monthly to over 700 contacts, including all members (42% Open Rate). It is also posted online at ioniachamber.net, and on social media with hyperlinks to your website/page.

Business Card Size - \$25 / month

Invoiced Annually



"FAST BLAST" E-BLAST SERVICE

FastBlasts are an email service designed to provide direct email communication from our members with the Chamber's extensive email list. Fast Blasts are emailed to over 1,300 contacts (42% Open Rate) and posted on our social media pages with links to drive traffic to your website/page.

Qualifying FastBlast Requests includes: Sales & Promotions, News & Events, & Community happenings.
(Ad designed by member)

Business Builder members - 1 FREE / year | Community Partner members and higher - 2 FREE / year
Additional - \$25 / Each



WELCOME SERVICE

Sent, monthly , to 75+ new residents in the greater Ionia area. Did you know?

- New residents spend 8- 10 times more in their first six months than established residents spend in a two year period
- New homeowners are stable and creditworthy
- New movers have IMMEDIATE product and service needs
- New movers establish their buying patterns within the first three months following their move

1/6 Page: \$40 / month (Discounted Annual Rate of \$400/year. \$80 savings)

1/3 Page: \$75 / month (Discounted Annual Rate of \$750/year. \$150 savings)



WELCOME TO IONIA COUNTY GUIDE

Full color 8.5 x 11" glossy magazine | **Rates are determined annually**

- 3,000 copies will be distributed throughout the state of Michigan (all 14 MDOT rest areas), as well throughout the year to area residents and visitors via as through publication Sponsors, Chamber Members, and major area festivals and events. The publication is complete with business, non-profit and civic organization listings, local happenings, parks and trails information, features on chamber events and festivals, and SO MUCH more.
- All ads include an online advertising component

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!



NETWORKING & TRAINING SPONSORSHIPS



WAKE UP SHAKE UP NETWORKING BREAKFAST

The Wake Up Shake Up Networking Breakfast gathers business and community representatives at a variety of locations around the county for a presentation by a local business or organization and information sharing. Networking opportunities abound. Estimated attendance ~30-40.

Program Title Sponsorship: \$500/year

- Unlimited company registration to any event
- Logo on all event webpage and all marketing (email, social, newsletter, flyers, etc.)
- Recognition from event facilitator/chamber staff at each event
- Company marketing materials on breakfast tables

Host/Sponsor an Event: (4 events per year - 1 per quarter)

- Host at your location
- Provide a 15-minute program, including time for Q&A
- Provide a door prize, minimum retail value \$25
- Provide refreshments
 - You can coordinate and use your own resources, which is often more affordable
 - The Chamber can make arrangements for a catered breakfast (\$500 Minimum Flat Charge)



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. (4 events per year – 1 per quarter)

Program Sponsorship: \$500/year

- 12 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
- Lunch for (1)



BUSINESS AFTER HOURS

Business After Hours events allows 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!



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 quarterly.

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 and/or commercial during announcements at event

Supporting Sponsor \$500 | 4 available

- Your company logo on canvas bags that will be handed to the first 100 attendees to visit the Chamber welcome booth.
- Your company logo on all volunteer t-shirts
- (1) Free Booth Space
- Recognition and/or commercial during announcements at event

Punchcard Sponsor \$1,000 | 1 Available

The first 1,000 attendees will be able to pick up a Punchcard from your booth. If they visit each vendor on the card (vendor placement purchased at \$50/ea), they can return it to enter to win one of the amazing prizes (chamber will purchase / collect)!

- Recognition as on event web pages (Chamber website, Eventbrite, WMTA)
- Logo recognition on all event advertising (Newspaper, print, social media, etc.)
- (1) Free Booth Space - option to host Punchcard "Prize Table" at your booth (otherwise at Chamber booth)
- Large sign with your company logo to recognize your contribution as Punchcard Sponsor on the Prize Table during the event
- Option to be the prize pick-up location after the event (increase your ROI by guaranteeing the chance to connect with prize winners!)
- Recognition and/or commercial during announcements at event

Entertainment Sponsor \$500 | 4 Available

- Recognition on event website and social media as entertainment sponsor
- Logo recognition on all event advertising (Newspaper, print, social media, etc.)
- Banner placement near entertainment zone and announcements at the event.

Hospitality Suite Sponsor \$500 | 1 available

The Hospitality Suite is hosted at Brick Street Studio and provides refreshments, resting place, and networking opportunities to vendors prior to & during the Expo Block Party.

- Recognition on event website and social media as hospitality suite sponsor
- Logo recognition on all event advertising (Newspaper, print, social media, etc.)
- Banner placement near entertainment zone and announcements at the event.

"Zone" Sponsor \$250 / each - first come first serve

A banner/sign will be prominently placed at the "entrance" of the event zone of your choice. You will also receive recognition on the event webpage and announcements during the event. Choose from:

- Kid Zone
- Touch a Truck Zone

Block Sponsor \$100/ea | 5 Available

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



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 creativity 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.

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.

COMMITMENT FORM



Company Name: _____ Contact: _____

Contact Email: _____ Phone: _____

Authorized by (signature): _____ Date: _____

Authorized by (please print): _____ Date: _____

This contract is a sponsorship agreement. By signing above, I agree, on behalf of the company listed above, to provide written notice to the Ionia Area Chamber of Commerce on cancellation of any or all of this sponsorship at least 60 days prior to the date of the sponsored event. I also agree that I understand the terms and deadline dates and am authorized to sign this contract on behalf of my company.

This contract is not complete until it has been reviewed and accepted by the Chamber staff. Once accepted, you will receive a copy of this contract signed by the Chamber staff. Before accepting, a representative of the Chamber will be in contact to confirm all details and answer any questions.



**YES, I WANT TO GROW MY BUSINESS
THROUGH SPONSORSHIP WITH THE CHAMBER!**

Opportunity	Note	Level/Amount
Website Banner Ads		
Email Newsletter Ad		
Word on the Street		
Welcome to Ionia County Guide		
Premiere Partnership		
Wake Up Shake Up Networking		
Power Networking Lunch		
Business After Hours		
Multi-Chamber Mega Mixer		
Sizzlin' Summer Open House		
Business Education		
Chamber 'U'		
Annual Celebratin & Awards		
Golf Classic		
Expo Block Party		
Autumn Celebration		
Hometown Holidays		
Holiday Shopping Passport		
Twinkle Town Light Tour		

**RETURN BY MAIL TO 439 W. MAIN ST. IONIA
OR EMAIL TO INFO@IONIACHAMBER.NET**

Chamber Authorized Signature: _____ Date: _____