

SAGINAW COUNTY CHAMBER OF COMMERCE



2024 SPONSORSHIP CAMPAIGN MANUAL

CHAIRMAN’S CIRCLE

CUMULATIVE SPONSOR RECOGNITION

In addition to the recognition sponsors receive for each sponsorship, advertisement, and donation, the Chamber will provide the following additional recognition based on total yearly financial support after dues. The additional recognition is provided to acknowledge and sincerely thank all of the campaign sponsors without whose help the Chamber would not be able to provide its programs and services.

ONLY CAMPAIGN SPONSORSHIPS CLOSED BY DECEMBER 31, 2023
WILL BE INCLUDED IN TOTALS

- Gold Level - Total annual Chamber support of \$25,000+**
- 1. Recognition with logo on every page of the Chamber’s website
 - 2. Acknowledgement as a Gold Level Sponsor in the Chamber’s Annual Report
 - 3. Acknowledgement as a Gold Level Sponsor with logo in a premier position on a banner displayed at Percolator Breakfasts and Annual Signature Chamber events

- Silver Level Sponsor - Total annual Chamber support of \$15,000 to \$24,999+**
- 1. Recognition with logo on every page of the Chamber’s website
 - 2. Acknowledgement as a Silver Level Sponsor in the Chamber’s Annual Report
 - 3. Acknowledgement as a Silver Level Sponsor with logo on a banner displayed at Percolator Breakfast and Annual Meeting events

- Bronze Level Sponsor - Total annual Chamber support of..... \$7,500 to \$14,999**
- 1. Recognition with logo on every page of the Chamber’s website
 - 2. Acknowledgement as a Bronze Level Sponsor in the Chamber’s Annual Report
 - 3. Acknowledgement as a Bronze Level Sponsor with name on banner displayed at Percolator Breakfast and Annual Meeting events

ADVERTISING & PROMOTION

WEB, EMAIL, SOCIAL MEDIA

Website: SaginawChamber.org
SaginawChamber.org/YPN

Facebook:
Saginaw County Chamber of Commerce and
Saginaw County Young Professionals Network pages

Twitter: @SAGINAWCC

Instagram: @SAGINAWCC

Newsletters: Chamber At A Glance and YPN Navigator

Several opportunities for digital advertising and promotion exist targeting both Chamber members and the general public. The Chamber's website, visited by approximately 160,000 visitors per year, is a constantly updated and growing interactive site linked with major search engines and other local and national web sites. It is the Saginaw County business information site of choice for many local, national, and global organizations and residents.

The Chamber offers advertising in two digital newsletters: the weekly At A Glance and the monthly Young Professionals Network YPN Navigator.

The At A Glance newsletter highlights Chamber happenings, member news, coupons/offers from members, job postings and events. It is seen via email by over 3,000 business leaders weekly.

The YPN Navigator is a monthly newsletter designed to keep members of the Chamber's Young Professionals Network connected with each other and informed of volunteer and leadership opportunities, professional development information, social events and member successes. It is specifically targeted to the YPN audience of professionals between the ages of 21-40 and has a current distribution of 900.

Opportunities also exist for promotion and advertising through YPN targeted email flyers and sponsored content on the Chamber's and YPN's social media pages.

Note: Bundle pricing for advertising and promotion through the Chamber's electronic media is available. Contact Eugene Seals at 989-757-2112 or Eugene@SaginawChamber.org if you require a more customized package than those offered below.

CHAMBER WEBSITE

Premier Web Package..... \$4,000/year

There are two Premier Packages available

1. Rectangular banner ad on all pages of the Chamber website with link to company website (Specs: 725 px wide x 90 px high)
2. Square side ad on all interior pages of the Chamber website with link to company website (Specs: 250 px wide x 250 px high)
3. Company receives a highlighted directory listing in the Chamber's online searchable directory which is pinned to the top of each of the pages where the company is listed
4. Full color company logo in company's online Chamber directory

Banner Ad - \$2,300/year

There are two Banner Ads available

1. Rectangular banner ad on all pages of the Chamber website (Specs: 725 px wide x 90 px high)
2. Link from ad to company website

ADVERTISING & PROMOTION

WEB, EMAIL, SOCIAL MEDIA

Banner Ad - YPN Pages - NEW FOR 2024 \$1,000/year

There are two Banner Ads available

1. Rectangular banner ad on all YPN pages of the Chamber website (Specs: 725 px wide x 90 px high)
2. Link from ad to company website

Square Side Ad \$1,300/year

There are two Square Side Ads available

1. Square side-column ad on all pages of the Chamber website (Specs: 250 px wide x 250 px high)
2. Link from ad to company website

Highlighted Web Directory Listing..... \$200/year

There are unlimited Highlighted Web Directory Listings available

1. Highlighted directory listing in the Chamber's online searchable directory providing increased visibility
2. Full color company logo in company's online Chamber directory

NEWSLETTERS

At A Glance Newsletter Sponsor\$250/week

There are 52 At A Glance Newsletter sponsorships. Sponsor must provide jpg or gif file of ad no larger than 600px wide x 200px tall.

1. Company receives an exclusive ad for one issue of the weekly At A Glance digital newsletter with a distribution of over 3,000 area business leaders
2. Link from ad to company website

YPN Navigator Newsletter Sponsor\$100/month

There are 24 YPN Navigator Newsletter sponsorships.

Sponsor must provide jpg or gif file of ad no larger than 600 pixels wide x 200 pixels tall

1. Company receives an exclusive ad for one issue of the monthly YPN Navigator digital newsletter with a distribution of over 900 area young professionals aged 21-40
2. Link from ad to company website

TARGETED MARKETING

YPN Promotion Sponsor - SOLD\$3,000

There is one YPN Promotion Sponsorship. Sponsor must provide jpg or gif file of ad no larger than 600px wide x 200px tall.

1. Company recognition in YPN Event promotional materials
2. Company logo on YPN pull-up banner at YPN events and Chamber Percolator Breakfasts
3. Company logo on YPN website
4. Company listing in each YPN monthly newsletter
5. Company banner Ad in four issues of the YPN monthly newsletter the YPN Navigator.
6. Company will receive up to three complimentary lifetime YPN memberships for any qualifying employees interested in joining the Young Professionals Network

YPN Digital Ad Promotion\$300

There are multiple YPN Digital Promotions available.

1. Stand-alone email to be distributed to the YPN membership of over 900 area young professionals aged 21-40. (Company must provide content and any necessary artwork for the promotion. PDF files are acceptable. JPG files must be 600 px maximum and may be reduced as needed.)
2. Digital ad promotion will be cross posted on YPN social networks and Saginaw Chamber Community Calendar if applicable

SOCIAL MEDIA

Chamber Social Media Sponsored Content Promotion\$250

There are 52 Social Media Sponsored Content Promotions available

1. Company spotlight featuring photos, video, member story or message provided by the sponsor will be cross posted on Chamber social media outlets

ADVERTISING & PROMOTION

BUSINESS ADVOCATE

Ad Deadlines by Issue:

1st Quarter Issue - Friday, February 23, 2024

2nd Quarter Issue - Friday, May 24, 2024

3rd Quarter Issue - Friday, August 23, 2024

4th Quarter Issue - Friday, November 22, 2024

Distribution to businesses in Saginaw County with 10 or more employees and all Chamber Members

The Business Advocate Magazine is a quarterly, printed publication of the Saginaw County Chamber of Commerce. It includes legislative, policy, regulatory, community and Chamber information that can impact your business and your bottom line. In addition to the distribution of printed copies, the Business Advocate is also produced digitally and available on the Chamber's website. That's a circulation of 2,000 issues per quarter and 8,000 issues per year.

Advertising Information:

Ads may be purchased on a yearly basis or on an issue by issue basis in full, half or quarter-page sizes. All ads will appear in both the printed and digital issue. The digital issue ads have the added benefit of linking back to the advertiser's website. All ads are full-color at no additional cost.

Advertising Submission Requirements:

Preference is for ads distilled as pdf files using press optimized settings with all fonts embedded. We also accept jpg and eps files. Contact Nancy@SaginawChamber.org for all other file types. EPS files should have fonts converted to outlines and placed images embedded. Minimum resolution of 300 dpi is required. We recommend jpg files with type created at 600 dpi resolution. The advertiser takes full responsibility for the accuracy of supplied files. For additional questions on ad production, contact Nancy Stevenson at 989-757-2111 or Nancy@SaginawChamber.org.

Note: Ads should be emailed to Nancy Stevenson at Nancy@SaginawChamber.org

AD SIZE & SPECS

PAGE SIZE	PER ISSUE	PER YEAR (4 ISSUES)
PREMIER POSITIONS		
Back Cover	\$2600	\$2500/issue
Inside Front Cover - Full Page	\$2500	\$2400/issue
Inside Back Cover - Full Page	\$2500	\$2400/issue
RUN OF PUBLICATION		
Full Page	\$2400	\$2275/Issue
Half Page	\$1200	\$1125/Issue
Quarter Page	\$600	\$575/Issue

AD SIZE & SPECS

SIZE OF MATERIAL	WIDTH IN INCHES		HEIGHT IN INCHES
Full Page	7.25"	X	9.75"
Back Page	7.25"	X	8"
Bleed Page	8.875"	X	11.375"
Trimmed to *	8.5"	X	11"
1/2 Page (Verticle)	3.5"	X	9.75"
1/2 Page (Horizontal)	7.25"	X	4.8125"
1/4 Page	3.5"	X	4.8125"

* On bleed pages, keep all live matter 3/8" from trim on all sides. Require 3/16" bleed on all sides. Bleed refers to printing that goes beyond the edge of the sheet before trimming. If you want your copy to print to the edge of the page, bleed is required.

ANNUAL MEETING

Friday, April 12, 2024
Horizons Conference Center

DEADLINE: Inclusion in Program
Friday, March 22, 2024

Typical Attendance: 450+

The Annual Meeting provides members with a vital report on the innovations, highlights, programs and future of the Saginaw County Chamber of Commerce. New leadership is introduced and acknowledged, and efforts and achievements of member volunteers and supporters are recognized.

Event Features: Awards presentations, luncheon, networking, Chamber Annual Report

Premier Event Sponsor\$7,500

There is one Premier Event Sponsorship

1. Top billing in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program in premier location
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company representative to participate in the program from the podium (participation will be scripted by the Chamber)
7. Company name/logo to be featured on visual display at event (e.g. specialty signage, floral arrangement, or tablecloth)
8. Company logo featured at each table

Future Leader Sponsor\$3,600

There is one Future Leader Sponsorship

Sponsorship provides seating for participants in the Saginaw Chamber Young Professionals Network and Leadership Saginaw County programs to encourage future leader participation with the Chamber and the community.

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company representative to participate in the program from the podium (Participation will be scripted by the Chamber and will include introduction of future leaders in attendance at the event)
7. Additional recognition at table seating 8 representatives of Leadership Saginaw and YPN Steering Committee. (Chamber will coordinate participants from each group)

Keynote Sponsor\$3,100

There is one Keynote Sponsorship. Sponsor does not provide the speaker for the event.

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company representative may introduce speaker from the podium (participation will be scripted by the Chamber)

Event Program Sponsor\$2,600

There is one Program Sponsorship

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Full page advertisement or advertorial in program
7. Company recognized from the podium

ANNUAL MEETING

Award Sponsor\$1,600

There are five Award Sponsorships:

- **Chamber Challenge**
- **Ambassador of the Year**
- **Distinguished Ambassador**
- **Rising Young Professional**
- **Young Professional of the Year**
 1. Company included in promotional materials
 2. Preferred seating for 8 with name recognition on table
 3. Company listing in event program
 4. Company recognition on event signage
 5. Company recognition on event webpage
 6. Company name appears as sponsor on award
 7. Company recognized from the podium

Gold Level Sponsor\$850

There are multiple Gold Level Sponsorships

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

Media Partner - SOLD\$700

1. Company included in promotional materials
2. Event seating for 4 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

Photography Sponsor - SOLD\$500

There is one Photography Sponsorship

Photographer will provide Chamber with candid digital photos of the event as well as of award recipients and sponsors. All photo rights are the property of the Saginaw County Chamber of Commerce.

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

Chamber Partner Sponsor\$500

There are multiple Chamber Partner Sponsorships.

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

Small Business Sponsor\$250

Only available to Saginaw County Chamber members with 20 or fewer employees. There are multiple Small Business Sponsorships

1. Event seating for 2 in open seating
2. Company listing in event program
3. Company recognition on event signage
4. Company recognition on event webpage

AWARDS LUNCHEON

Friday, September 27, 2024
Horizons Conference Center

DEADLINE: Inclusion in Program
Friday, September 6, 2024

Typical Attendance: 450+

The Annual Community Leadership Awards Luncheon recognizes and honors individuals who have invested themselves in the people, businesses, and future of Saginaw County.

The *Spirit of Saginaw Award* celebrates the achievements of an individual or group for extraordinary volunteer efforts over the past 18 months to improve the quality of life and/or economic climate in Saginaw County.

The *Community Impact Award* recognizes a CEO or Executive Director of a not-for-profit organization for professional accomplishments and actions with significant impact on the quality of life in Saginaw County.

The *Lifetime Community Service Award* honors an individual for a lifetime of service to both the community and their profession.

The *Dr. Samuel H. Shaheen Vision of Free Enterprise Award* recognizes an innovative and visionary individual who has risked personal capital and to achieve the American Dream, has created employment opportunities, and is committed to the community through creation of unique products, systems or innovative solutions to problems.

The *Outstanding Small Business Award* honors a for-profit Saginaw County business with between 3 and 50 employees for good business practices, a vision for the future and service to the community.

Event Features: Awards presentations, luncheon, networking

Premier Event Sponsor\$7,600

There is one Premier Event Sponsorship

- 1. Top billing in promotional materials
- 2. Preferred seating for 8 with name recognition on table
- 3. Company profile in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage
- 6. Company representative to participate in the program from the podium (participation will be scripted by the Chamber)
- 7. Company name/logo to be featured on visual display at event (e.g. specialty signage, floral arrangement, or tablecloth)
- 8. Company logo featured at each table

Host Sponsor\$6,000

There is one Host Sponsorship

- 1. Company included in promotional materials
- 2. Preferred seating for 8 with name recognition on table
- 3. Company profile in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage
- 6. Company representative may participate in the program from the podium (participation will be scripted by the Chamber)

AWARDS LUNCHEON

Video Sponsor\$5,000

There is one Video Sponsorship

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company name announced from the podium
7. Company name/logo featured on screen-area signage (2 screens)

Future Leader Sponsor\$3,600

There is one Future Leader Sponsorship

Sponsorship provides seating for participants in the Saginaw Chamber Young Professionals Network and Leadership Saginaw County programs to encourage future leader participation with the Chamber and the community. The event provides an opportunity for new and existing leaders to interact and exchange ideas which could foster future mentorships, board participation, community involvement, and long-term friendships.

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company representative may participate in the program from the podium (participation will be scripted by the Chamber and will include introduction of future leaders in attendance at the event)
7. Additional recognition at table seating 8 representatives of Leadership Saginaw and YPN Steering Committee (Chamber will coordinate participants from each group)

Program Sponsor\$3,100

There is one Program Sponsorship

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Full page advertisement or advertorial in program
7. Company recognized from the podium

Award Sponsor\$1,950

There are five Award Sponsorships

- *Spirit of Saginaw*
- *Community Impact*
- *Lifetime Community Service*
- *Dr. Samuel H. Shaheen Vision of Free Enterprise*
- *Outstanding Small Business*

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company name appears as sponsor on award
7. Company representative may participate in presentation of the award (participation will be scripted by the Chamber)

Gold Level Sponsor\$850

There are multiple Gold Level Sponsorships

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

AWARDS LUNCHEON

Media Partner - SOLD\$700

- 1. Company included in promotional materials
- 2. Event seating for 4 in open seating
- 3. Company listing in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage

Photography Sponsor - SOLD\$500

There is one Photography Sponsorship

Photographer will provide Chamber with candid digital photos of the event as well as of award recipients and speakers. All photo rights are the property of the Saginaw County Chamber of Commerce.

- 1. Company included in promotional materials
- 2. Event seating for 2 in open seating
- 3. Company listing in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage

Chamber Partner Sponsor\$500

There are multiple Chamber Partner Sponsorships

- 1. Company included in promotional materials
- 2. Event seating for 2 in open seating
- 3. Company listing in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage

Small Business Sponsor\$250

Only available to Saginaw County Chamber members with 20 or fewer employees.

There are multiple Small Business Sponsorships

- 1. Event seating for 2 in open seating
- 2. Company listing in event program
- 3. Company recognition on event signage
- 4. Company recognition on event webpage

BUSINESS AFTER HOURS

EVENT DATES:

January 18, 2024
February 8, 2024
March 14, 2024
April 11, 2024
May 9, 2024
*June 6 or 13, 2024
*June 13 or 20, 2024
*July 18, 2024
*August 1 or 8, 2024
*August 15, 22, 2024
September 12, 2024
October 10, 2024
November 14, 2024
December 12, 2024

*In the summer months we compete with Party on McCarty. These dates will be confirmed when the Party on McCarty schedule is released.

LOCATION DETERMINED BY THE SPONSOR

Typical Chamber Member Attendance: 150-200

Business After Hours (BAH) events provide a platform for the sponsoring company to showcase their business, products, and team to the business community as well as to network with past, current and future customers, clients and associates. It is an open-house format with minimal structure and provides an excellent opportunity to develop relationships with other Chamber members.

Event Features: Heavy hors d’oeuvres, beer, wine, and soft drinks, business connections, and can include company tours, entertainment, games, etc.

Note: There is often a wait list for this sponsorship. Verify availability prior to sale.

Business After Hours Sponsor\$1,000

There is one Business After Hours Sponsorship available for each event

However, a sponsoring business may elect to partner with one or more additional businesses to share the sponsorship. All partnering businesses must be members of the Saginaw County Chamber of Commerce.

Business After Hours Sponsors are responsible for providing the venue, beverages (beer, wine, softdrinks) and hors d’oeuvres for 200 people in addition to the sponsorship fee.

- 1. Planning assistance for the event
- 2. Company recognition in advertising and promotion on the Chamber’s website, in the electronic At A Glance Newsletter, email blasts, from the podium at Chamber events, and on the Chamber’s Facebook page
- 3. Company may set up table displays, tours, provide promotional items, give away door prizes or offer other forms of promotion at the event

CHAIRMAN’S BALL

HALO’S & HORNS

Saturday, February 24, 2024
Horizons Conference Center

DEADLINE: Inclusion in Program
Friday, February 2, 2024

Typical Attendance: 400-500

The Chairman’s Ball is a black tie optional, themed fundraising event honoring the outgoing chair of the Saginaw County Chamber Board of Directors. The evening is also the platform for presenting the annual Corporate Community Service Award recognizing a company’s commitment and involvement in the community.

Past recipients of this award include AT&T, Garber Management Group, Dow, Spence Brothers, Nexteer Automotive, Consumers Energy, 1st State Bank, and Team One Credit Union among others.

Event Features: Cocktail reception, open bar, program and award presentation, served dinner, dessert, live entertainment, dancing, and many theme-related surprises thrown in for good measure and fun

Note: A special VIP amenities package including additional recognition and complimentary glamour photographs for up to 8 individuals or 4 couples is included for all sponsors at or above the \$3,600 level.

Premier Event Sponsor\$7,500

There is one Premier Event Sponsorship

- 1. Top billing in promotional materials
- 2. Preferred seating for 8 with name recognition on table
- 3. Company profile in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage
- 6. Company representative may participate in the program from the podium (participation will be scripted by the Chamber)
- 7. Special VIP Amenity package
- 8. Company name featured on Horizons Conference Center marquee prior to event
- 9. Company name or logo featured at each table

Corporate Community Service Award Sponsor.....\$6,600

There is one Corporate Community Service Award Sponsorship

- 1. Company included in promotional materials
- 2. Preferred seating for 8 with name recognition on table
- 3. Company profile in event program
- 4. Company recognition on event signage
- 5. Company recognition on event webpage
- 6. Company representative may present Corporate Community Service Award from the podium (participation will be scripted by the Chamber)
- 7. Special VIP Amenity package
- 8. Company name imprinted as sponsor on the award

CHAIRMAN'S BALL

HALO'S & HORNS

Future Leader Sponsor\$5,900

There is one Future Leader Sponsorship

Sponsorship provides seating for participants in the Saginaw Chamber Young Professionals Network and Leadership Saginaw County programs to encourage future leader participation with the Chamber and the community. The event provides an opportunity for new and existing leaders to interact and exchange ideas which could foster future mentorships, board participation, community involvement, and long-term friendships.

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company representative may participate in the program from the podium (participation will be scripted by the Chamber and will include introduction of future leaders in attendance at the event)
7. Special VIP Amenity package
8. Additional recognition at 2 tables seating representatives of Leadership Saginaw and YPN Steering Committee (Chamber will coordinate participants from each group)

Guest Gift Sponsor -\$5,000

There is one Guest Gift Sponsorship

A theme-related, branded gift, purchased by the Chamber, will relate to the event theme and enhance the guest experience. Past take-home gifts have included masquerade mask, eyeglasses, headphones, martini glass, champagne flute, wine stopper, etc.

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Special VIP Amenity package
7. Branded, theme-related take-away gift provided to attending guests

Video Sponsor\$4,500

There is one Video Sponsorship

1. Company included in promotional materials
2. Preferred seating for 8 with name recognition on table
3. Company profile in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company name announced from the podium
7. Special VIP Amenity package
8. Company name/logo featured on screen-area signage (2 screens)

Live Music Sponsor\$3,600

There are four Live Music Sponsorships

1. Company included in promotional materials
2. Reserved seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Special VIP Amenity package
7. Company name/logo featured on stage-area signage

Special Entertainment Sponsor\$3,600

There are two Special Entertainment Sponsorships

Theme-related entertainment is determined by the Chamber to enhance the guest experience. Past special entertainment has included a casino, a disco-lighted dance floor, a recording booth, cocktail reception floor show, celebrity look-alikes, etc.

1. Company included in promotional materials
2. Reserved seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Special VIP Amenity package
7. Company name/logo featured on special entertainment-area signage

CHAIRMAN'S BALL

HALO'S & HORNS

Program Sponsor\$3,300

There are two Program Sponsorships

1. Company included in promotional materials
2. Reserved seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Half-page advertisement or advertorial in program (Specs are determined by Program Design. These are the only advertisements in the program)

Decor Sponsor\$3,000

There are multiple Decor Sponsorships

1. Company included in promotional materials
2. Reserved seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company recognition/branding on theme related decor (e.g. street signs, movie posters, magazine covers, building signs, characters, special exhibits, etc.)

Gold Level Sponsor\$2,100

There are multiple Gold Level Sponsorships

1. Company included in promotional materials
2. Reserved seating for 8 with name recognition on table
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

Cocktail Napkin Sponsor\$1,500

There is one Cocktail Napkin Sponsorship

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company branding on cocktail napkins

Sweet Endings Sponsor **UPDATED\$1,500**

There are two Sweet Endings Sponsorships

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company name/logo featured on dessert-specific signage (e.g. logo on dessert plate, branded chocolates, etc.)

Photography Sponsor - **SOLD\$1,000**

There is one Photography Sponsorship

Photography sponsor will provide up to 60 5" x 7" complimentary glamour photographs of all VIP sponsors with vouchers as well as a maximum of 30 photographs of the program, podium, seated crowd, and candid shots of the event. The Chamber will pay for additional photos over 60 for guests with a voucher. One voucher equals one print. Additional copies of the print must be purchased by the guest. All photo rights are the property of the Saginaw County Chamber of Commerce.

1. Company included in promotional materials
2. Event seating for 4 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company may offer glamour photos for a fee to Chairman's Ball guests

CHAIRMAN'S BALL

HALO'S & HORNS

Specialty Drink Sponsor\$1,000

There are multiple Specialty Drink Sponsorships

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company recognition on signage at specialty cocktail bar

Coat Check Sponsor\$850

There are multiple Coat Check Sponsorships

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage
6. Company recognition in Coat Check area

Chamber Partner Sponsor\$750

There are multiple Chamber Partner Sponsorships

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

Media PartnerSee Eugene

1. Company included in promotional materials
2. Event seating for 2 in open seating
3. Company listing in event program
4. Company recognition on event signage
5. Company recognition on event webpage

CHAMBER 101

EVENT DATES:
Tuesday, January 30
Tuesday, April 30
Tuesday, July 30
Tuesday, October 29

Saginaw County Chamber of Commerce, 3rd Floor Conference Room

Typical Attendance: 20-30

Chamber 101 is a quarterly event for new, existing, or prospective members to learn about the benefits, programs and features of the Saginaw County Chamber of Commerce. The event is limited to a smaller group to allow for questions and answers with Chamber staff as well as member-to-member interaction. The program is designed to enable members to take full advantage of their Chamber membership investment including free promotion opportunities, job bank, sponsorships and advertising, advocacy efforts, benefits, website and more.

Event Features: Continental breakfast, staff and member-to-member interaction, live presentation, take-away instructions and information folder

Premier Sponsor - ~~SOLD~~..... \$2,000
There is one Host Sponsorship

- 1. Company included in promotional materials
- 2. Company branding included on all presentation slides
- 3. Company may place promotional flyer in Chamber 101 folder
- 4. Company mentioned from podium

Breakfast Sponsor \$150/event
There is one Breakfast Sponsorship for each event

- 1. Company included in promotional materials
- 2. Company may provide a promotional flyer to the attendees
- 3. Company representative may welcome guests at the sponsored event

CHAMBER CLASSIC GOLF OUTING

Wednesday, June 12, 2024
Saginaw Country Club

DEADLINES

Pre-registration of team (see note): Friday, December 29, 2023

Inclusion on signage: Friday, May 31, 2024

Typical Attendance: 200+ including golfers, sponsors and volunteers

One of our most popular events, the Chamber Classic provides an excellent opportunity to reward employees, connect with and thank customers, and build stronger relationships with suppliers, public officials or non-profit leaders. Many of our sponsorships include entry in the Flagship of the Fairways competition where golfers vote for which sponsor was most memorable and engaging. Competing sponsors run contests, play games, create imaginative displays and banter with golfers providing additional exposure for their companies.

Event Features: Full buffet breakfast, 18-holes of golf, grilled lunch, sponsor competition, games, contests, drink tickets, 19th hole dinner, golf prizes, door prizes, business connections and other fun stuff

Note: Unless noted in the description, teams are not included with sponsorships. However, sponsors are able to pre-register up to one team on a first come, first served basis until December 29, 2023. There are only 36 team spots available. Golfing rates are in addition to the sponsorship fee.

Premier Event Sponsor\$7,500

There is one Premier Event Sponsorship

1. Top billing in promotional materials
2. Company recognition on event signage
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to engage golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary foursome (sponsor must register the team to take advantage of this option)
6. Complimentary meals for up to 2 representatives
7. Company name/logo featured on signage at every hole

Cart Sponsor.....\$4,000

There is one Cart Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to engage golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary foursome (sponsor must register the team to take advantage of this option)
6. Complimentary meals for up to 2 representatives
7. Company name/logo featured on signage on every golfer's cart (72)

CHAMBER CLASSIC GOLF OUTING

Poker Run Sponsor\$3,000

There is one Poker Run Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit in registration area where they will hand out the 1st poker hand to golfers
4. Company branding on playing cards distributed to all golfers and hole sponsors for Poker Run
5. Company recognition on Rules Sheet distributed to all golfers
6. Complimentary breakfast for up to 2 representatives
7. Company name mentioned at podium during awards ceremony as Poker Run game sponsor
8. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Golfer Gift Sponsor \$2,500 or \$2,000

There is one Golfer Gift Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary meals for up to 2 representatives
6. Company name/logo on gift presented to each golfer (approximately 144 gifts will be provided by the Chamber unless other arrangements are made. Alternative: Sponsor may provide a gift with a minimum value of \$3.50 per golfer for 144 golfers. The sponsorship cost will then reduce to \$2,000.)
7. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Closest to the Pin Sponsor (Men's & Women's contests included).....\$1,000

There is one Closest to the Pin Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary meals for up to 2 representatives
6. Company name announced from podium during awards ceremony as contest and prize sponsor
7. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Longest Drive Sponsor (Men's & Women's contests included).....\$1,000

There is one Longest Drive Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary meals for up to 2 representatives
6. Company name announced from podium during awards ceremony as contest and prize sponsor
7. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

CHAMBER CLASSIC GOLF OUTING

Putting Contest Sponsor\$1,000

There is one Putting Contest Sponsorship

Putting contest has a guaranteed winner of a \$150 prize supplied by the Chamber. No purchase of an insurance policy is required.

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit at the Putting Green and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on signage at the putting green
5. Complimentary meals for up to 2 representatives
6. Company name is announced from podium during awards ceremony as contest and prize sponsor
7. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

19th Hole Sponsor\$1,000

There are six 19th Hole Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition on dinner signage
4. Complimentary meals for up to 2 representatives
5. Company name is announced from the podium during awards ceremony as 19th Hole Sponsor
6. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Watering Hole Sponsor\$1,000

There are two Watering Hole Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit near the watering holes on the course and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. *Depending on the course, either water or beer will be available to the golfers at each location.
4. Company recognition on watering hole signage
5. Complimentary breakfast for up to 2 representatives
6. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Welcome to the Fairway Sponsor\$850

There are two Welcome to the Fairway Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit near the registration area and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers.
4. Company recognition on signage in registration area
5. Complimentary breakfast for up to 2 representatives
6. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Tee Sponsor\$850

There are 11 Tee Sponsorships

There will be only one tee sponsor per hole

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary meals for up to 2 representatives
6. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

CHAMBER CLASSIC GOLF OUTING

Drink Ticket Sponsor.....\$750

There are three Drink Ticket Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company name/logo will be printed on drink tickets provided to golfers/volunteers/sponsors
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Birdie Sinker Sponsor\$600

There is one Birdie Sinker Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company name/logo will be printed on golf cup liners at each of 18 holes (subject to approval by golf course)
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Vehicle Hole in One Sponsor - SOLD.....\$500

There is one Vehicle Hole in One Sponsorship

Sponsor will provide a vehicle lease prize to the winner of this contest.

Sponsor is responsible for obtaining, providing and complying with insurance requirements of this prize.

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor.
4. Company recognition on hole signage
5. Complimentary meals for up to 2 representatives
6. Company name is announced from podium during awards ceremony as contest and prize sponsor
7. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

\$5,000 Hole in One Sponsor.....\$500

There is one \$5,000 Hole in One Sponsorship

Sponsor will provide a \$5,000 prize to winner of this contest.

Sponsor is responsible for obtaining, providing and complying with insurance requirements of this prize.

1. Company recognition on event signage
2. Company included in promotional materials
3. Company may set up an exhibit on their assigned hole and have company representatives on hand to offer promotional items, contests, food, drinks, etc. to gain corporate recognition among golfers. Exhibit is entered in Flagship of the Fairways competition where golfers vote for most engaging sponsor
4. Company recognition on hole signage
5. Complimentary meals for up to 2 representatives
6. Company name is announced from podium during awards ceremony as contest and prize sponsor
7. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Breakfast Buffet Sponsor\$500

There are four Breakfast Buffet Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition in breakfast area
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Lunch Sponsor\$500

There are four Lunch Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition at lunch site(s)
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

CHAMBER CLASSIC GOLF OUTING

Dinner Buffet Sponsor\$500

There are six Dinner Buffet Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition at dinner location
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Breakfast Cocktail Sponsor\$400

There are four Breakfast Cocktail Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition at the cocktail site
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Refreshment Cart Sponsor\$400

There are four Refreshment Cart Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition on refreshment cart
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Driving Range Sponsor\$400

There are four Driving Range Sponsorships

Complimentary bucket of balls at driving range compliments of sponsor

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition at driving range
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Cart Path Sponsor \$250 or 2/\$400

There are unlimited Cart Path Sponsorships

1. Company recognition on event signage
2. Company included in promotional materials
3. Company recognition on signage along the cart path
4. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

Sign Sponsor - ~~SOLD~~ See Eugene

There is one Sign Sponsorship

1. Company recognition on event signage
2. Company included in promotional materials
3. Company name/logo included on all tee signs as the Sign Sponsor
4. Complimentary twosome (sponsor must register the twosome to take advantage of this option)
5. Opportunity to pre-register a team (additional fee & subject to availability/deadline restrictions)

CHAMBER FRIGHT NIGHT: A GHOSTLY AFFAIR

TO BENEFIT THE NEXT GENERATION FUND

Saturday, October 26, 2024
Venue TBD

DEADLINE: Inclusion on signage and promotional items
Friday, October 4, 2024

Typical Attendance: 100-200

Chamber Fright Night: A Ghostly Affair is a costumed fundraising event which serves as a service project for the YPN and is open to both chamber members and young professionals age 21+. A portion of the funds raised are donated to the YPN-managed Next Generation Fund which helps finance initiatives that attract, retain and support young professionals in Saginaw County. A Ghostly Affair is entertaining and fun but also provides social and professional connection opportunities for area young professionals seeking to establish community ties.

Event Features: Music, dancing, costume contest, open bar, special entertainment, surprises, and a hauntingly good time

Premier Sponsor.....\$3,500

There is one Premier Sponsorship

- 1. Top billing in promotional materials
- 2. Company recognition on event signage
- 3. Company representative may participate as a costume judge
- 4. Company recognition on YPN and Chamber Facebook pages
- 5. Company recognition on event web page
- 6. Six event tickets
- 7. Six drink tickets
- 8. DJ mentions sponsor throughout the evening

Music Sponsor.....\$2,500

There are two Music Sponsorships

- 1. Company recognition in promotional materials
- 2. Company recognition on event signage
- 3. Company recognition on YPN and Chamber Facebook pages
- 4. Company recognition on event web page
- 5. Four event tickets
- 6. Four drink tickets
- 7. DJ mentions sponsor throughout the evening

Keepsake Sponsor - NEW FOR 2024\$1,500

There is one Keepsake Sponsorship

- 1. Company recognition in promotional materials
- 2. Company recognition on event signage
- 3. Company recognition on event web page
- 4. Company name on commemorative item purchased by Chamber for event guests
- 5. Two event tickets

Costume Contest Sponsor.....\$1,000

There is one Costume Contest Sponsorship

- 1. Company recognition in promotional materials
- 2. Company recognition on event signage
- 3. Company recognition on event web page
- 4. Company representative may participate in announcing the costume contest winners
- 5. Two event tickets

CHAMBER FRIGHT NIGHT: A GHOSTLY AFFAIR

TO BENEFIT THE NEXT GENERATION FUND

Decor Sponsor - NEW FOR 2024\$1,000

There are two Decor Sponsorships

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Company recognition on decor specific signage
5. Two event tickets

Signature Drink Sponsor - NEW FOR 2024\$800

There are four Signature Drink Sponsorships

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Company recognition on cocktail napkins at specialty drink area and bar
5. Two event tickets

Special Entertainment Sponsor\$800

There are two Special Entertainment Sponsorships

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Company recognition on signage in near special entertainment area (past entertainment has included spiritual readers, revolving video photo booth, live performance, etc.)
5. Two event tickets

Soaking up the Suds Sponsor (formerly food sponsor)\$600

There are multiple Soaking up the Suds Sponsorships

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Two event tickets
5. Company recognition on signage near the pizza bar

Patron Sponsor\$250

There are multiple Patron Sponsorships

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Two event tickets

Photography Sponsor -See Eugene

There is one Photography Sponsorship

Photographer will provide Chamber with candid digital photos of the event, attendees, costume contest and guests (guests posed by signature event signage). All photo rites are the property of the Saginaw County Chamber of Commerce. Sponsor may send posed photos to each person by email and may include their company name on the bottom of these photos.

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Two event tickets

Sign SponsorSee Eugene

There is one Sign Sponsorship

1. Company recognition in promotional materials
2. Company recognition on event signage
3. Company recognition on event web page
4. Two event tickets

LEADERSHIP SAGINAW COUNTY

CLASS OF 2024

DEADLINE: Inclusion in yearbook
FRIDAY, MAY 19, 2024

Typical Attendance: 120-150

Leadership Saginaw County is a 10-month community awareness program designed to familiarize existing and emerging leaders with the advantages and challenges present in Saginaw County. The program provides participants an opportunity to meet community leaders to gain insight and deepen their understanding of our community while fostering a network of contacts among participants and presenters. The graduation event celebrates the commitment of the current class and and honors the achievements and leadership success of an alumnus. Many of the over 900 graduates occupy key positions on community boards and committees, hold elected offices, and/or practice acquired leadership skills within their own occupations.

Marsh Princing Award Sponsor\$1,250

There is one Marsh Princing Award Sponsorship

- 1. Company name on award
- 2. Company included in promotional materials
- 3. Preferred seating for 8 with name recognition on table
- 4. Company recognition on event signage
- 5. Company recognition on event webpage
- 6. Company listing in class yearbook
- 7. Company representative may introduce Marsh Princing Award recipient from the podium (participation will be scripted by the Chamber)

Class Meet & Greet Sponsor - NEW FOR 2024\$1,000

There is one Meet & Greet Sponsorship - sponsorship provides hors d'oeuvres and beer/wine/soft drinks at an after hours gathering for the incoming Leadership Saginaw County Class prior to the opening retreat.

- 1. Top billing in promotional materials
- 2. Event seating for 2
- 3. Company recognition on event signage
- 4. Company recognition on event webpage
- 5. Company recognition in class yearbook at the end of the year
- 6. Company representative may welcome guests from the podium at the Meet & Greet

Graduation Host Sponsor\$1,000

There is one Graduation Host Sponsorship

- 1. Top billing in promotional materials
- 2. Event seating for 2
- 3. Company recognition on event signage
- 4. Company recognition on event webpage
- 5. Company recognition in class yearbook at the end of the year
- 6. Company representative may welcome guests from the podium (participation will be scripted by the Chamber)

LEADERSHIP SAGINAW COUNTY

CLASS OF 2024

Graduation Cocktail Reception Sponsor\$750

There is one Cocktail Reception Sponsorship

- 1. Company included in promotional materials
- 2. Preferred seating for 4
- 3. Company recognition on event signage
- 4. Company recognition on event webpage
- 5. Company listing in class yearbook
- 6. Company representative may offer a toast from the podium (participation will be scripted by the Chamber)

Yearbook Sponsor\$750

There is one Yearbook Sponsorship

- 1. Company included in promotional materials
- 2. Company recognition on event signage
- 3. Company recognition on event webpage
- 4. Company listing in class yearbook
- 5. Exclusive 1/2 page advertisement or advertorial in class yearbook

Congratulations Sponsors - NEW FOR 2024..... \$100 - 1/8 page, \$200 1/4 page

There are unlimited Congratulations Sponsorships

- 1. Company may provide a 1/8 page or 1/4 page congratulatory message ad to a specific graduate of the current class or the class as a whole in class yearbook.

Session Lunch Sponsors TRADE - Contact Eugene

There are nine Session Lunch Sponsorships

Sponsor provides lunch for the class at a single session of the program. Lunch to include food and drinks to serve up to 40 individuals.

- 1. Company receives acknowledgment from podium on sponsored class day
- 2. Company included in promotional materials for Graduation event
- 3. Company recognition on event signage
- 4. Company recognition on event webpage
- 5. Company name/logo in class yearbook

LEGISLATIVE LUNCHEON

OUT OF THE FRYING PAN

Friday, October 11, 2024
Location TBD

Typical Attendance: 100-200

The annual Out of the Frying Pan Legislative Luncheon features a keynote speaker, panel, or political commentator to discuss legislative concerns and current policy issues of the day. Legislators, elected officials and policymakers for the region will be in attendance providing you with an opportunity to ask questions and discuss issues up close and in person.

Past presenters have included Governor Rick Snyder, Lieutenant Governor Brian Calley, Off the Record Anchor and Political Columnist Tim Skubick and seated Michigan legislators.

Event Features: Legislative/Policy expert presentation, luncheon, networking

Premier Sponsor.....\$1,000
There are multiple Premier Sponsorships

- 1. Company included in promotional materials
- 2. Preferred seating for 6 with name recognition on table
- 3. Company recognition on event signage
- 4. Company recognition on event webpage
- 5. Company acknowledged as a Premier Legislative Sponsor in each of four quarterly Busines Advocate Magazines

Speaker Sponsor.....\$1,000
There is one Speaker Sponsorship. Sponsor does not provide the speaker for the event.

- 1. Company included in promotional materials
- 2. Preferred seating for 6 with name recognition on table
- 3. Company recognition on event signage
- 4. Company recognition on event webpage
- 5. Company representative may introduce speaker from the podium (participation will be scripted by the Chamber)

Gold Level Sponsor.....\$400
There are multiple Gold Level Sponsorships

- 1. Company included in promotional materials
- 2. Preferred seating for 6 with name recognition on table
- 3. Company recognition on event signage
- 4. Company recognition on event webpage

EVENT DATES:
TBA

Typical Attendance: 30-35

Momentum is a minority and women owned business education and mentorship program targeted toward those in business for less than five years and are actively seeking growth strategies. Participation is by application.

Program components include:

- Six workshop sessions on topics ranging from business structure to business funding, marketing and branding, strategic planning, forecasting, and plan implementation
- Full Chamber membership benefits for half price for two years which includes Chamber 101 business support, free business promotion, networking events, and facilitated introductions
- Individual and/or group mentoring by Chamber staff and Chamber-member businesses based on their own identified growth goals and needs.
- At the end of the program, participants will receive certificates of completion they may provide as part of financing applications or business information packets to financial institutions or other investors

As the Momentum grows, the goal is to have program graduates engage in mentoring new program participants, completing the circle of a community where successful businesses help other businesses be successful.

Program Sponsor

There are 30 Program Sponsorships

Sponsorships provide participation and Chamber membership fees for qualified minority and women-owned business candidates to utilize the growth strategies and contacts available to them through the Momentum Program helping to grow and diversify Saginaw County’s business community.

Sponsor 1 Business.....	\$750
Sponsor 2 Businesses.....	\$1,200
Sponsor 3 Businesses.....	\$1,500
1. Company recognition on the Momentum page of the Chamber website	
2. Company recognition on event signage at each workshop and Momentum event	
3. Reserved seating for 2 at the program completion ceremony	
4. Company recognition in Chamber Annual Report	

Workshop Sponsor	\$500
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There are 6 Workshop Sponsorships

1. Company logo on workshop powerpoint
2. Company recognition from the podium
3. Reserved seating for 2 at the program completion ceremony
4. Sponsor may welcome the class from the podium and provide company information to participants at their sponsored workshop

PERCOLATOR BREAKFAST SERIES

EVENT DATES:

February 1, 2024
State of the City/State of the County at the Dow Event Center

March 7, 2024
April 4, 2024
May 2, 2024
June 6, 2024
September 5, 2024
October 3, 2024
November 7, 2024
December 5, 2024
January 9, 2025
Horizons Conference Center

DEADLINE: Inclusion on Premier Perc or Small Business Banner
Friday, December 29, 2023

Typical Attendance: 250-300

The Percolator Breakfast is a series of ten monthly events featuring quality speakers on important local, regional, state and national business issues providing an opportunity to create and renew connections with 250-300 area movers and shakers.

Twice per year, the series includes a new member expo to highlight the products and services of the Chamber’s newest members, and the February Perc is the Chamber’s State of the City/State of the County event.

Event Features: Breakfast, business card exchange, door prizes, keynote speaker, community update, introduction to new Chamber members, sponsor highlights and more

Note: Prior to any sale, Eugene Seals must confirm availability. There is often a wait list for Speaker and Premier Perc sponsorships.

Video Sponsor - NEW FOR 2024 (ONE SOLD)..... \$4,300
There are two Video Sponsorships

- 1. Company logo on live video feed at each Perc Breakfast

Perc Folder Sponsor..... \$3,000
There is one Perc Folder Sponsorship

- 1. Company name/logo printed on a two-pocket folder to be placed at each seat at nine Percolator Breakfast events (excludes February). Folder will hold Chamber information, speaker information when applicable, and Premier Perc Sponsor flyers. Folder to be purchased by the Chamber and placed by Chamber staff and volunteers at each seat prior to beginning of each event
- 2. Sponsor may supply one-page flyer to be placed in the folder each month. Flyer must be provided to the Chamber one week prior to event
- 3. Company name mentioned from the podium at each event when referring guests to look at the contents of their folders

PERCOLATOR BREAKFAST SERIES

Premier Perc Sponsor\$2,200

There are 50 Premier Perc Sponsorships

4. Company recognition on event invitation and on event webpage
5. Company branding on the Premier Perc banner displayed at all regular Percolator Breakfast programs
6. Display table for your company information at three different Percolator Breakfasts: once at your scheduled Perc and once at each of two New Member Expo events in June and December
7. Preferred event seating upon request (tables seat 10)
8. Podium recognition of your company at a scheduled Percolator Breakfast
9. Distribution of promotional items and/or literature on individual banquet tables during your company's scheduled month
10. Opportunity to provide a door prize at your scheduled Percolator event (\$50 minimum value)

Speaker Sponsor.....\$2,000

There is one Speaker Sponsorship available for each regular Perc event and two available for the State of the City/State of the County event. Speaker sponsors do not provide the speaker for the event.

1. Company recognition on event invitation and on event webpage
2. Display table for your company information in registration area
3. Preferred event seating for company representatives and guests upon request (tables seat 10)
4. Company representative may present a three-minute message of choice from the podium
5. Company representative may be seated at President's table and introduce the keynote speaker
6. Distribution of information/literature placed in the Perc folder at each guests seat
7. Company may display banners on/near the stage at designated Perc event

Perc Partner Sponsor\$1,500

There is one Perc Partner Sponsorship available for each regular Perc event (excludes State of the City/State of the County)

Political messaging is ineligible for this sponsorship. Sponsorship fee includes one Perc event to be determined by staff and sponsor based on availability. February event is excluded.

1. Company recognition on event invitation and on event webpage
2. Display table for your company information in registration area upon request
3. Preferred event seating for company representatives and guests upon request (tables seat 10)
4. Company representative may present a three-minute message of choice from the podium

New Member Expo Sponsor\$700

There is one New Member Sponsorship available per Expo (June & December)

1. Company recognition on event invitation and on event webpage
2. Display table for your company information in expo area
3. Preferred event seating for company representatives and guests upon request (tables seat 10)
4. Company name/logo in New Member Booklet
5. Company name announced from podium as Expo Sponsor

Small Business Sponsor\$300

There are unlimited Small Business Sponsorships

Only available to Saginaw County Chamber members with 20 or fewer employees

1. Company recognition on event invitation and on event webpage for May Percolator Breakfast (Small Business Month)
2. Company branding on the Small Business Sponsor pull-up banner displayed at all regular Percolator Breakfast programs
3. Preferred event seating for company representatives and guests upon request (tables seat 10)
4. Podium recognition of your company at the May Percolator Breakfast in honor of Small Business Month

SMALL BUSINESS DEVELOPMENT PROGRAM

WHAT'S IN YOUR TOOLBOX?

EVENT DATES:
May 21, 2024
November 19, 2024

Typical Attendance: 30-50

Our Small Business Development Program is a series of educational events featuring topics with important, immediately-useable information to increase business traffic, improve customer service, enhance administration and management practices, and help you make sense of human resource and legal compliance regulations.

Event Features: Breakfast or lunch, keynote speaker, networking with other small businesses, information targeted to small business needs, interactive Q&A with topic experts

Premier Sponsor.....\$2,000

There is one Premiere Sponsorship

- 1. Company included in promotional materials
- 2. Company recognition and a direct link to your website from the Chamber’s event page
- 3. Company recognition on signage displayed at each event
- 4. Podium recognition of your company at each event
- 5. A display table for your corporate information at each event
- 6. Two complimentary event seats

Speaker Sponsor.....\$1,000

There is one Speaker Sponsorship available for each event.

Speaker Sponsors do not provide the speaker.

- 1. Company included in promotional materials
- 2. Company recognition on signage displayed at sponsored event
- 3. Company representative may introduce the keynote speaker
- 4. One complimentary event seat

YOUNG PROFESIONALS NETWORK PROGRAM SPONSOR

DEADLINE: Inclusion on YPN pull-up banner
Friday, December 29, 2023

The mission of the Saginaw Chamber Young Professionals Network is to support the attraction and retention of young talent to the Saginaw Valley and Great Lakes Bay Region while developing the next generation of leaders.

To fulfill this mission, the YPN acts to make the area an attractive place for young professionals to live, work, learn, and play. With a lifetime membership of over 1,000, the YPN participates in service projects, professional development activities and social events. They also direct Next Generation Fund grants and initiatives to enhance Saginaw County.

Program Sponsorships support the program, projects, and initiatives of the YPN which, in turn, aid talent attraction and retention, leadership, and community building efforts.

Gold Level Sponsor\$3,000

There are multiple Gold Level Sponsorships

1. Company recognition in all YPN Event promotional materials
2. Company logo in a premier location on YPN pull-up banner at YPN events and Chamber Percolator Breakfasts
3. Company logo on YPN website
4. Company listing in each YPN monthly newsletter
5. Company banner ad in two issues of the YPN monthly newsletter the YPN Navigator
Sponsor must provide jpg or gif file of ad no larger than 600 pixels wide x 200 pixels tall
6. Company will receive up to six complimentary lifetime YPN memberships for any qualifying employees interested in joining the Young Professionals Network

Silver Level Sponsor\$1,500

There are multiple Silver Level Sponsorships

1. Company logo on YPN pull-up banner at YPN events and Chamber Percolator Breakfasts
2. Company name on YPN website
3. Company listing in each YPN monthly newsletter
4. Company will receive up to three complimentary lifetime YPN memberships for any qualifying employees interested in joining the Young Professionals Network

Bronze Level Sponsor\$500

There are multiple Bronze Level Sponsorships

1. Company name listed on YPN pull-up banner at YPN events and Percolator Breakfasts
2. Company name on YPN website
3. Company listing in each YPN monthly newsletter
4. Company will receive one complimentary lifetime YPN membership for any qualifying employee interested in joining the Young Professionals Network

8th ANNUAL GOLF OUTING

Friday, August 23, 2024
Sawmill Golf Club

DEADLINE: Inclusion on signage
Friday, August 9 2024

Typical Attendance: 72-84

The YPN Annual Golf Outing is a fundraiser for Saginaw County Young Professionals Network programs, initiatives, and the Next Generation Fund. The event is a great way to reward employees, connect with and thank customers, build stronger relationships with potential clients, and connect with area young professionals and Chamber members.

Event Features: 18 Holes of golf, grilled lunch on the course, games, contests, a complimentary drink ticket and cash bar, 19th hole dinner, golf prizes, door prizes, business connections and other fun stuff

Premier Sponsor NEW FOR 2024.....\$1,250

There is one Premier Sponsorship

- 1. Top billing in promotional materials
- 2. Top billing on event webpage
- 3. Complimentary foursome
- 4. Company name/logo featured on signage at every hole
- 5. Company recognition on hole signage
- 6. Company name announced from podium during awards ceremony

Cart Sponsor.....\$850

There is one Cart Sponsorship

- 1. Company recognition on event invitation
- 2. Company recognition on event web page
- 3. Complimentary foursome
- 4. Company logo on signage on every golfer’s cart
- 5. Company recognition on hole signage
- 6. Company name announced from podium during awards ceremony

Closest to the Pin Sponsor (Men’s & Women’s contest included)\$550

There is one Closest to the Pin Sponsorship

- 1. Company recognition on event invitation
- 2. Company recognition on event web page
- 3. Complimentary twosome
- 4. Company recognition on hole signage
- 5. Company name announced from podium during awards ceremony

Longest Drive Sponsor (Men’s & Women’s contest included)\$550

There is one Longest Drive Sponsorship

- 1. Company recognition on event invitation
- 2. Company recognition on event web page
- 3. Complimentary twosome
- 4. Company recognition on hole signage
- 5. Company name announced from podium during awards ceremony

8th ANNUAL GOLF OUTING

Putting Contest Sponsor\$500

There is one Putting Contest Sponsorship

1. Company recognition on event invitation
2. Company recognition on event web page
3. Complimentary twosome
4. Company recognition on Putting Green signage
5. Company name announced from podium during awards ceremony

Un-Putting Contest Sponsor - NEW FOR 2024\$500

There is one Un-Putting Contest Sponsorship. For this contest, each golfer circles the putting green. On go, they throw their ball toward the cup.

1. Company recognition on event invitation
2. Company recognition on event web page
3. Complimentary twosome
4. Company name announced from podium during awards ceremony

19th Hole Dinner Sponsor.....\$400

There are six 19th Hole Dinner Sponsorships

1. Company recognition on event invitation
2. Company recognition on event web page
3. Company recognition in dining area
4. Company name announced from podium during awards ceremony

Drink Ticket Sponsor.....\$300

There are three Drink Ticket Sponsorships

1. Company recognition on event invitation
2. Company recognition on event web page
3. Company name/logo printed on drink tickets provided to every golfer and volunteer

Lunch Sponsor\$300

There are three Lunch Sponsorships

1. Company recognition on event invitation
2. Company recognition on event web page
3. Company recognition in Lunch area

Refreshment Cart Sponsor\$300

There are four Refreshment Cart Sponsorships

1. Company recognition on event invitation
2. Company recognition on event web page
3. Company recognition on Refreshment Cart signage

Tee Sponsor.....\$300

There are 14 Tee Sponsorships

1. Company recognition on event invitation
2. Company recognition on event web page
3. Company recognition on hole signage

Driving Range Sponsor.....\$200

There is one Driving Range Sponsorship

1. Company recognition on event invitation
2. Company recognition on event web page
3. Company recognition in Driving Range area

8th ANNUAL GOLF OUTING

Photography Sponsor -See Eugene

There is one Photography Sponsorship

Photographer will provide Chamber with candid digital photos of the event, golfers, sponsors and volunteers. All photo rites are the property of the Saginaw County Chamber of Commerce.

- 1. Company recognition on event invitation
- 2. Company recognition on event web page
- 3. Complimentary dinner for up to two representatives

Sign Sponsor -See Eugene

There is one Sign Sponsorship

- 1. Company recognition on event invitation
- 2. Company recognition on event web page
- 3. Company name/logo printed on all hole signs



VERONICA HORN

President/CEO
Veronica@
SaginawChamber.org
989-757-2113

NANCY STEVENSON

Communications/Events
Director
Nancy@
SaginawChamber.org
989-757-2111

LISA DOBBINS

Program Director &
Event Manager
Lisa@
SaginawChamber.org
989-757-2115

EUGENE SEALS, JR.

Member/Sponsor Sales
Director
Eugene@
SaginawChamber.org
989-757-2112

SAM TANY

YPN Program Director
& Member Engagement
Specialist
Sam@
SaginawChamber.org
989-757-2114

REBECCA SUHR

Communications/Event
Specialist
Rebecca@
SaginawChamber.org
989-717-4047

PATTY SAPAK

Executive Assistant
Patty@
SaginawChamber.org
989-717-4047

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