



# SPONSORSHIP GUIDE

## 2021



# 2021 SPONSORSHIP GUIDE

*With your sponsor support, we can fulfill our mission to engage with member businesses, advocate for their success, and enhance the Greater Beloit community.*

*Please note: All event dates are subject to change.*

## SIGNATURE EVENTS

### ANNUAL DINNER - Spring/Summer 2021

The Annual Meeting is the business event of the year, highlighting the successes of the Chamber and the business community. Celebrate the vision for the future and spend the evening with one of the most respected business leaders in the region. You will leave an energizing event with real-world, practical business takeaways. Join us as we raise a glass to the companies and volunteers who partner with us to be the voice of business, create jobs and help our members thrive.

**Projected attendance:** 500+ in-person or virtual, depending on local safety regulations

**Audience:** Area business leaders, dignitaries, rising professionals, volunteer leadership from the Chamber and board of directors.

#### **Presenting - \$5,000**

- Logo on event invitation and program
- Logo on screen at event
- Logo on website with link
- Logo on survey to attendees and e-newsletters
- Name included in press release
- Private meet and greet with keynote speaker
- Introduction of keynote
- 3 company ads on Chamber Facebook and LinkedIn pages
- Logo included on Facebook cover photo for the event for 30 days
- Logo included in staff email signature for 30 days
- 1 "Facebook Live" interview to talk about upcoming event
- 1 30-second social media video promotion provided by member
- Logo recognition on post communication to attendees
- 10 complimentary registrations

#### **Gold - \$2,500**

- Logo on event invitation and program
- Logo on screen at event
- Logo on website with link
- Logo on survey to attendees and e-newsletters
- Name included in press release
- Private meet and greet with keynote speaker
- 2 company ads on Chamber Facebook and LinkedIn pages
- 8 complimentary registrations

#### **Silver - \$1,500**

- Company name listed on event program
- Company name listed on screen and website
- Company name listed in e-newsletter
- 1 company ad on Chamber Facebook and LinkedIn pages
- 8 complimentary registrations

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*Beloit's history is very interesting and unique. The community itself has created this change and it's really remarkable. You don't see a community grow the way that it does by a singular person or entity; it has to be a community thing and that is undeniable when you look at Beloit's history.*

*Carly Lincoln, Ho-Chunk Nation*

## CHAMBER GOLF CLASSIC - Summer 2021

This annual captain's choice tournament is full of networking and fun! Breakfast, lunch and beverages provided. Awards and prizes will be presented at the close of the event, providing additional opportunity for networking and visibility for sponsors.

**Projected attendance:** 100 golfers, plus 20 volunteers, sponsors and staff

**Audience:** Business leaders, their clients and Chamber volunteers

### **Event - \$2,500**

Complimentary golf foursome  
(includes lunch and cocktail reception for all four players)  
Complimentary display booth on a tee on the course  
Complimentary lunch for two display area staff  
Premium signage at event  
Company logo on event invitation and event program  
Recognition in "The Network" (electronic newsletter)  
Recognition on the GBCC website  
Thank you at the event

### **Cart - \$500**

Company name displayed on carts used during the event  
Recognition in "The Network" (electronic newsletter)  
Company name in event program  
Thank you at the event

### **Hole - \$300**

Non-profit rate available for this level - contact the Chamber for info  
Display booth on a tee on the course\*  
Company name displayed on the tee  
Company name in event program  
\*Location of the booth will be randomly selected by Chamber staff.  
Give-away items and/or games are recommended. Please let the Chamber staff know if you need a table

### **Tee - \$150**

Company name displayed on a tee on the course  
Company name in event program

### **Golf Prices**

Individual	\$150
Individual Non-Member	\$175
Foursome	\$600

## TASTE OF THE CHAMBER - Fall/Winter 2021

The Taste provides a boost to our members in the food and beverage industry. Vendors participate with special food and beverage samples and are competing for ultimate bragging rights for Best Taste, Best Treat, Best Beverage and Best Display. Taste of the Chamber brings in over 25 different restaurants, caterers, food distributors, breweries, and bakeries each year.

**Projected attendance:** 200+ **Audience:** General consumer public, Chamber member restaurants

### **Event - \$1,500**

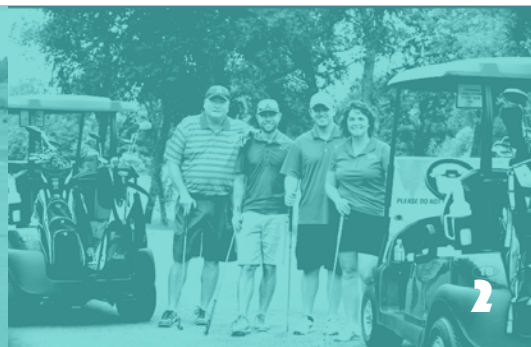
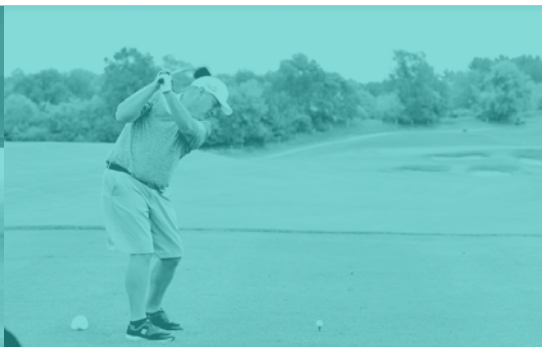
Company logo placed on event video  
Special recognition on radio commercial  
Logo included on all promotional materials including flyers, website, newsletter, and social media  
Logo on promotional glass given to all pre-registered guests  
Recognition at event  
4 free tickets to the event

### **Entertainment - \$500**

Logo included on all promotional materials including flyers, website, newsletter, and social media  
Recognition at event  
2 free tickets to the event

### **Glass - \$250**

Logo on promotional glass given to all pre-registered guests  
2 free tickets to the event





I have watched this community overtime face challenges, as any other community has, but Beloit in general takes the bull by the horns. The Chamber is connecting people and that is foremost in making changes and growth in a community.

Tara Tinder, Stateline Community Foundation

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*Beloit has always been and always will be a community that rolls up its sleeves and gets it done. The Chamber is a vital organization and is such a value to our community from a business perspective.*

Tim McKeveatt, Beloit Health System

## 4 INFLUENTIAL WOMEN IN BUSINESS - Fall 2021

### Co-hosted with the Stateline Chamber of Commerce

Influential Women in Business is focused on women in business who wish to build a strong network of women intent on inspiring one another to achieve individual potential and supporting each other in business endeavors. This remarkable event connects, inspires and supports women in business. The celebration includes lunch, a keynote speaker, and an award ceremony to recognize outstanding individuals who are dedicated leaders, advocates in their field and influential to those around them.

**Projected attendance:** 500+ in-person or virtual, depending on local safety regulations

**Audience:** Professionals from businesses of all sizes and industries, Beloit Chamber and Stateline Chamber members

**Contact the Stateline Chamber at (815) 623-9065 for 2021 sponsorship packages.**

## 5 BUSINESS EDUCATION SUMMIT - Fall 2021

This event brings together our education community and business professionals and highlights trends and how emerging technologies, changing consumer expectations, and how we get, and process information will impact Beloit's future competitiveness. Event includes breakfast, a panel discussion and a keynote address.

**Projected attendance:** 100+ in-person or virtual, depending on local safety regulations

**Audience:** Beloit Chamber professionals from businesses of all sizes and industry types, general public, educators and students

### Event - \$1,000

- Complimentary breakfast for four
- Complimentary display of promotional materials
- Preferred seating
- Opportunity to introduce keynote speaker
- Company logo on event invitation
- Recognition in GBCC "The Network" electronic newsletter
- Recognition in GBEDC "In Motion" electronic newsletter
- Recognition on the GBCC and GBEDC website
- Recognition at the event

### Supporting - \$500

- Complimentary breakfast for two
- Preferred seating
- Company logo on event invitation
- Recognition in GBCC "The Network" electronic newsletter
- Recognition in GBEDC "In Motion" electronic newsletter
- Recognition on the GBCC and GBEDC website
- Recognition at the event

### Event Prices

Students - \$10, Chamber Member - \$20, Non-Member - \$30



# PROGRAM SPONSORSHIPS

## BUSINESS STUDIO (monthly)

In this monthly educational series, members are offered a wide variety of opportunities to enhance their abilities and training for optimum performance in the marketplace. Topics of interest include technology, human resources, marketing and finance.

**Projected attendance:** 35-50 per event, in-person or virtual, depending on local safety regulations

**Audience:** Chamber members and their employees; attended by a variety of businesses and employee levels, from front-line to owner.

**Title Sponsorship - \$500**  
**(One sponsor per month)**

Logo recognition  
(Chamber website, e-newsletter, event signage)  
Opportunity to introduce guest speaker

## COMMUNITY CONCIERGE (annual)

Launched in December 2016, the Community Concierge program offers interactive and personalized community tours that showcase Beloit's finest assets, including our thriving downtown, vibrant history, Gateway Business Park, a variety of unique neighborhoods, our school systems and more!

**Total Tours since 2016:** 134

**Audience:** Program investors, Chamber members and talent retention teams hiring for executive positions and above

**Levels**

\$9000 (includes up to 40 tours per year)  
\$6000 (includes up to 25 tours per year)  
\$3000 (includes up to 15 tours per year)  
\$300 (individual tour, up to 2 hours)

# DIGITAL ADVERTISING

## E-NEWSLETTER (weekly)

The weekly e-newsletter provides up-to-date information on Chamber news, business resources and upcoming events. Circulation is based on the current opt-in subscribers. All ads link to the business's website.

**Open rate:** 17%

**Click rate:** 3.8%

**Projected circulation:** 1,400+

**Presenting Sponsorship - \$1,100 quarterly**

Includes image and text block in every newsletter that quarter

**Weekly Ads**

3 for \$100

1 for \$40

**Top Position Ads**

3 for \$200

1 for \$80

## ONLINE DIRECTORY ENHANCEMENTS (annual)

The online membership directory receives 1,642 pageviews per year from consumers utilizing the Chamber's listing of members for referrals. Directory enhancements allow you to upgrade your complimentary membership listing to bring additional visibility to your business.

**One-Time Fee:** \$50

## INFLUENTIAL PARTNER

Contact Aimee Thurner, Executive Director of the GBCC, for information on how to become an Influential Partner: [aimeet@greaterbeloitcommerce.org](mailto:aimeet@greaterbeloitcommerce.org)



# RP BELOIT

The Rising Professionals of Beloit (RPs) engage, empower and connect young professionals in the Greater Beloit region. Founded in 2014 through the Chamber of Commerce, the RPs have spent the last six years building relationships, crafting signature events and connecting our members to their community and other Chamber businesses. [Learn more at rpbeloit.com](http://rpbeloit.com)

## 1 RP WEEK Summer/Fall 2021

RP Week is an annual week-long event dedicated to connecting young professionals and engaging them in professional development and social events throughout the Beloit region.

**Projected attendance:** 20+ per event, in person or virtual  
**Audience:** RP members, Chamber members, business leaders, general public

### **Gold - \$2,000 (2)**

Lead sponsor at all events during RP Week  
Recognition on all RP Week Marketing materials  
Opportunity to provide promo items at RP Week  
Opportunity to speak at RP Week events  
Logo on Chamber and RP website  
Mentioned in all RP Week press releases  
5 complimentary tickets to RP week

### **Silver - \$1,000 (2)**

Logo on signage and materials for RP Week  
Logo on Chamber and RP website  
Mentioned in all RP Week press releases  
3 complimentary tickets to RP week

### **Bronze - \$500**

Logo on signage and materials for RP Week  
Logo on Chamber and RP website

## 2 BREAKFAST WITH THE BIG CHEESE November 2021

Breakfast with the Big Cheese (BWTBC) invites a number of local “big cheeses” to talk about their career paths and share insight with RP members.

**Projected attendance:** 40+ per event, in person or virtual  
**Audience:** RPmembers, Chamber members, business leaders, general public

### **Gold - \$2,000 (1)**

Lead sponsor  
Recognition on all BWTBC Marketing materials  
Opportunity to provide promo items at BWTBC  
Logo on Chamber and RP website  
Mentioned in all BWTBC press releases  
5 complimentary tickets to BWTBC

### **Silver - \$1,000**

Logo on signage and social media for BWTBC  
Logo on Chamber and RP website  
Mentioned in all BWTBC press releases  
3 complimentary tickets to BWTBC

### **Bronze - \$500**

Logo on signage and materials for BWTBC  
Logo on Chamber and RP website

## 3 WELLNESS WEDNESDAYS

Hosted the 3rd Wednesday of the month, these professional development lunch and learns focus on a variety of personal, career and lifestyle topics presented by local experts.

**Projected attendance:** 10-20 per event, in person or virtual  
**Audience:** RP members, Chamber members, general public

### **Gold - \$2,500 (1)**

Recognition at each event for their contribution  
Logo on WW marketing materials  
Logo on Chamber and RP website

## 4 COFFEE HOURS

The last Friday of each month, members and non-members meet to socialize over coffee and learn about a local business in the greater Beloit region.

**Projected attendance:** 10-20 per event, in person or virtual  
**Audience:** RP members, Chamber members, general public

### **Gold - \$1,500 (1)**

Recognition at each event for their contribution  
Logo on Coffee Hour marketing materials  
Logo on Chamber and RP website



# GBCC ANNUAL MEMBERSHIP GUIDE & DIRECTORY

**Commit Early for the Best Rates**



The third annual Greater Beloit Chamber of Commerce (GBCC) Membership Guide and Directory is underway, and we want to help your business shine in 2021. In addition to reaching all GBCC members via mail and being placed in public space, this year's annual guide will once more be complemented by an interactive online member directory that allows advertisers to link directly to a web page of their choosing.

The directory is a unique opportunity to share what you do and why it is important with other chamber members and the community at large. New advertisers will receive special benefits, including discounted pricing only available during early stage ad sales plus bonus digital advertising to complement directory placements and the opportunity to receive additional copies to share with prospective clients and others.

Don't miss this opportunity to expand your reach and share your work. Early ad sales specials expire November 30, 2020, and standard rate ad sales close December 18, 2020. If you are interested, please reach out for more details or an advertiser agreement form.

## FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

**Aimee Thurner, Greater Beloit Chamber**  
(608) 365-8835  
aimeet@greaterbeloitchamber.org

**Laura Barten, Barten & Associates**  
(608) 758-2672  
laurabarten@gmail.com

## MAXIMIZE YOUR INVESTMENT

- Directly share your story with hundreds of area business people
- Spotlight new products and services
- Enhance brand recognition with key business and community leaders
- Support continued regional economic development and growth
- Increase engagement through both print and interactive online exposure

Thank you to our print sponsor:

