



SPONSORSHIP GUIDE

2022



2022 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.

INVESTOR ENGAGEMENT

ANNUAL DINNER - Spring 2022

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

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

Gold Sponsor - \$2,500

- Private reception with keynote speaker
- Two bottles of complimentary wine at table
- Logo included in invitation and on all other promotional materials
- Logo on GBCC website
- Preferential seating
- Logo displayed at event
- Complimentary table for eight people
- Featured in the event program
- Special table décor
- Recognized in GBCC electronic newsletter and social media

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Joining the Chamber is truly a win-win for everyone involved. You will connect with people that will help you grow your business and also learn ways to improve upon yourself personally and professionally. They want you to succeed and are constantly seeking feedback on how they can better serve their members. It's a great resource and a fun one at that! It's a huge part of what community is all about – working together, we can do so much and really make an impact.

*Kelly Willoughby, Gordon Flesch Company
(Member since 2015)*

Silver Sponsor - \$1,500

- Preferential seating
- Logo displayed at event
- Complimentary table for eight people
- Featured in the event program
- Special table décor
- Recognized in GBCC electronic newsletter

2 CHAMBER GOLF CLASSIC - Friday, August 19th, 2022 | Beloit Club

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 Sponsor - \$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 Sponsor - \$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 Sponsor - \$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 Sponsor - \$150

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

3 TASTE OF THE CHAMBER - Fall/Winter 2022

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 Sponsor - \$2,000

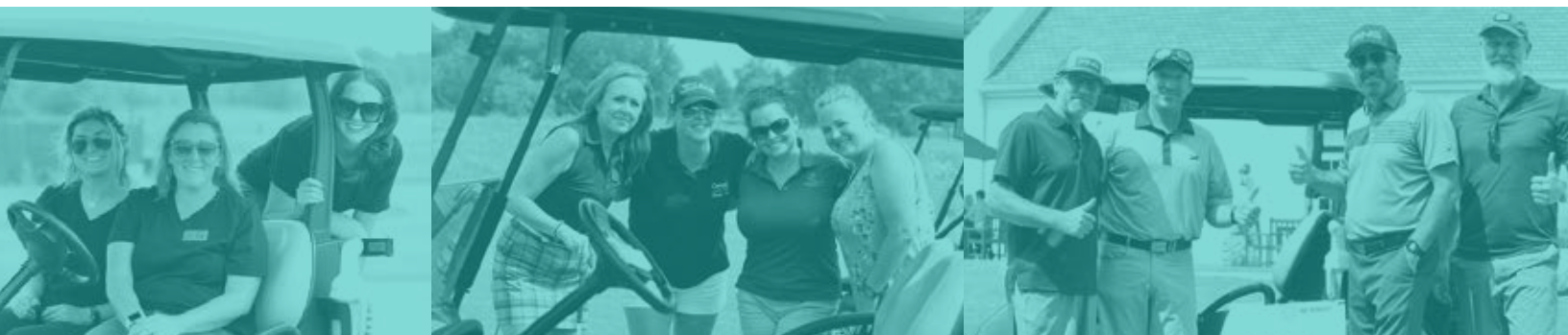
- Company logo placed on event video
- Special recognition on radio commercial
- Logo included on all promotional materials including flyers, website, newsletter, and social media
- Logo on promotional glass given to all pre-registered guests
- Recognition at event
- 4 free tickets to the event

Entertainment Sponsor - \$500

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

Glass Sponsor - \$300

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





The Chamber is a valuable resource for current Kerry employees to stay connected and contribute in the community, while also supporting our new employee recruitment and retention efforts in today's environment.

*Elizabeth Horvath, North America Kerry
(Member since 2001)*

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It's impressive to see how the GBCC brings businesses of all types together to discuss and aid in tackling community challenges. It's an organization that successfully promotes unity between businesses, local government and residents.

*Jim Spude, Fish Window Cleaning
(Member since 2013)*

4 INFLUENTIAL WOMEN IN BUSINESS - Fall 2022

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

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

Presenting Sponsor - \$2,500 (Limit 1)

8 event tickets (1 table)
Preferred seating
“Presented by” with company logo on promotional materials (digital and print)
Opportunity to speak on stage

Platinum Sponsor - \$1,500

6 event tickets
Preferred seating
Company logo on promotional materials (digital and print)
Verbal acknowledgement on stage

Gold Sponsor - \$750

4 event tickets
Reserved seating at event
Company logo on promotional materials where applicable
Acknowledgement on screen at event

Silver Sponsor - \$500

3 event tickets
Reserved seating at event
Company logo on promotional materials where applicable
Acknowledgement on screen at event

Award Sponsor - \$500

2 event tickets
Reserved seating at event
Opportunity for one company representative to be on stage to give brief intro of company and introduce one of three award honorees
Company logo on promotional materials where applicable
Acknowledgement on screen at event

ADVERTISING OPPORTUNITIES

COMMUNITY CONCIERGE (annual)

We help you promote the community to your job candidates as they make the choice to call Beloit their home.

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: 145

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)

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@greaterbeloitichamber.org.

Thank you to our current influential partners:



BUSINESS AFTER HOURS

A Business After Hours (BAH) event is held from 5-7pm on a Wednesday, with the exception of March, August, September and October.

The benefits you'll receive from hosting a Business After Hours are:

- name/business exposure
- all business cards collected from attendees at the event
- the opportunity to introduce your product or service to fellow chamber members, increase your connections, generate new business, and meet community leaders and influencers face to face

The Chamber will begin taking applications in November for those interested in hosting a Business After Hours event.

Email info@greaterbeloitichamber.org to reserve your Business After Hours date!

E-NEWSLETTER (weekly)

The weekly e-newsletter is emailed to more than 1,500 email subscribers (that's over 300+ businesses!) and is the perfect opportunity for members to place a business ad at a low cost.

Content includes up-to-date information on Chamber news, business resources and upcoming events. Circulation is based on the current number of opt-in subscribers. All ads link to the business's website.

Open rate: 17%

Click rate: 3.8%

Projected circulation: 1,500+

Weekly Ads

3 for \$100

1 for \$40

Top Position Ads

3 for \$200

1 for \$80



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 2022

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

Audience: RP members, Chamber members, business leaders, general public

Gold Sponsor - \$2,000 (Limit 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 Sponsor - \$1,000 (Limit 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 Sponsor - \$500

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

2 BREAKFAST WITH THE BIG CHEESE November 2022

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

Audience: RPmembers, Chamber members, business leaders, general public

Gold Sponsor - \$2,000 (Limit 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 Sponsor - \$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 Sponsor - \$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

Audience: RP members, Chamber members, general public

Gold Sponsor - \$2,500 (Limit 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

Audience: RP members, Chamber members, general public

Gold Sponsor - \$1,500 (Limit 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

Share your story with hundreds of
local leaders



The Greater Beloit Chamber of Commerce (GBCC) Membership Guide and Directory is designed to help your business shine all year long. In addition to reaching all GBCC members via direct mail and being placed in public spaces, the annual guide is 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 receive special benefits, including discounted pricing 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.

Ad sales take place October through December each year. Don't miss this opportunity to expand your reach and share your work.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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

Laura Barten, Barten & Associates
(608) 220-8955
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



FAST FACTS

- 1 The GBCC was established in 1927 and will celebrate 95 years in 2022.
- 2 Our mission is to engage with member businesses, advocate for their success and enhance the greater Beloit community.
- 3 Our staff consists of three community-oriented thinkers.
- 4 We support 350+ investor businesses on an annual basis.
- 5 The GBCC website has more than 3,500 page views every month.
- 6 Our Rising Professionals program supports 95 members in a wide variety of careers.
- 7 We have more than 50 Ambassadors with a combined 750+ years of business experience.
- 8 GBCC business and networking events engage more than 1,500 attendees annually.
- 9 Our Board consists of 23 growth-minded individuals representing businesses of all sizes and industries.
- 10 Every month, we give upwards of 25 Chamber member referrals to visitors and Beloit business inquiries.

Thank you to our print sponsor:

