



# SPONSORSHIP GUIDE

———— **2023** ————



# 2023 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 2023

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.

**Admission Price:** \$80/Member or \$650/Member Table of 8

**Projected attendance:** 500+ in-person

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

#### **Gold Sponsor - \$3,000**

- Private Reception with keynote speaker
- Complimentary table for eight people
- Preferential seating
- Complimentary bottle of red & white wine at table
- Special table décor
- Featured in event program
- Logo included on invitation and all other promotional materials
- Logo displayed at event and on GBCC website
- Recognized in GBCC e-newsletter and social media

#### **Silver Sponsor - \$2,000**

- Complimentary table for 8 people
- Preferential seating
- Special table décor
- Featured in event program
- Logo displayed at event
- Recognized in GBCC e-newsletter and social media

#### **Décor Sponsor - \$750**

- Recognition at event

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*The Chamber brings great value to its members by providing platforms for individuals and companies to network, learn, and collectively focus on the needs of the community.*

*Nommo Donald, Beloit Health System*

## CHAMBER GOLF CLASSIC - Friday, August 18, 2023 | Glen Erin Golf 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.

**Admission Price:** \$175/Member of \$700/member Foursome **Projected attendance:** 100+ golfers, plus volunteers, sponsors and staff

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

### **Event Sponsor - \$3,000**

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" (e-newsletter)  
Recognition on the GBCC website  
Thank you at the event

### **Cart Sponsor - \$1,000**

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

### **Hospitality Sponsor - \$750 (or trade opportunity if applicable)**

Featured in event program  
Thank you at the event

### **Hole Sponsor - \$500 (non-profit rate available - contact for info)**

Display booth on tee on the course (see note below)  
Company name displayed on tee  
Featured in event program

*Note: Booth location will be randomly selected by Chamber staff. Give-away or SWAG items are encouraged. Beverage and/or activity are required. You will be provided with a table and two chairs. Breakfast/lunch will be an additional cost for display area staff.*

### **Tee Sponsor - \$300**

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

## TASTE OF THE CHAMBER - Fall 2023

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 different restaurants, caterers, food distributors, breweries, and bakeries each year.

**Admission Price:** \$40/member **Projected attendance:** 200+ **Audience:** General consumer public, Chamber member restaurants

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

Company logo placed on event video  
Logo included on all promotional materials including flyers, website, newsletter, and social media  
Recognition at event  
4 free event guests

### **Entertainment Sponsor - \$750**

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

### **Décor Sponsor - \$750**

Recognition at event  
2 free event guests

### **Home Zone Sponsor - \$400/zone (Limit 3 - open to realtor Chamber members only)**

Zones to be staged by realtor as a seating area for all guests at event  
Company signage and business cards in designated zone provided by realtor  
2 free event guests  
\*Sponsor is responsible for cost of all furniture & décor, staging and take-down of the space, and delivery and pick-up of furniture & décor

### **Glass Sponsor - \$400 large logo / \$300 small logo**

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





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*Through involvement in boards and committees connected to the Chamber, I've been able to participate in conversations focused on creating opportunities for students, up-and-coming leaders, and economic growth. Being a part of the GBCC allows me to help align local business needs in order to bring amazing programs and initiatives to the area.”*

*Heather Dobson, Corporate Contractors Inc.*

The investment we make in the Chamber is one of the simplest decisions we make each year.

Celestino Ruffini, Visit Beloit

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## INVESTOR ENGAGEMENT CONTINUED

# 4 INFLUENTIAL WOMEN IN BUSINESS - Fall 2023

### 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

Contact the Stateline Chamber at (815) 623-9065 for 2023 sponsorship packages.

# 5 BEYOND BREAKFAST: Discussions with Local Officials

Beyond Breakfast events will provide an opportunity for our members to listen to what a variety of our local officials have to say.

We will host 3- 4 different sessions, providing breakfast and featuring different discussion topics.

**Projected attendance:** 30-50 members    **Audience:** GBCC Membership

### Advocacy Sponsor - \$500 (Limit 4)

Featured on event materials where applicable  
2 free event guests

# ADVERTISING OPPORTUNITIES

## BUSINESS AFTER HOURS

Business after hours events give our membership the opportunity to mingle, network and promote business within the community.

The benefits you'll receive from hosting a BAH include:

- name and 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

Email [info@greaterbeloitcommerce.org](mailto:info@greaterbeloitcommerce.org) to reserve your date!

## 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:** \$100

## INFLUENTIAL PARTNER (annual)

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

THANK YOU TO OUR CURRENT INFLUENTIAL PARTNERS:



## COMMUNITY CONCIERGE

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:** 148

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

**Cost per tour:** \$300

## E-NEWSLETTER (weekly)

The weekly e-newsletter is emailed to more than 1,800 subscribers (that's 300+ businesses!) and is the perfect opportunity for members to place ads at a low cost.

Content includes 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 website.

**Open rate:** 28%

**Click rate:** 31%

**Projected circulation:** 1,800+

### Weekly Ads

3 for \$130

1 for \$50

### Top Position Ads

3 for \$250

1 for \$100



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 eight 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 2023

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:** 30+ per event

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

### **Gold Sponsor - \$2,500 (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 websites  
Mentioned in all RP Week press releases  
7 complimentary tickets to RP week

### **Silver Sponsor - \$1,500 (Limit 2)**

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

### **Bronze Sponsor - \$1,000**

Logo on signage and materials for RP Week  
Logo on Chamber and RP website  
3 complimentary tickets to RP week

## 3 COFFEE HOURS

Coffee Hours are for members and non-members to socialize and learn about a local business in the greater Beloit region.

**Projected attendance:** 15-25 per event

**Audience:** RP and Chamber members, general public

### **Gold Sponsor - \$2,000 (no limit)**

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

## 5 SOCIALS

Social Hours are for members and non-members to socialize and learn about a local business in the greater Beloit region.

**Projected attendance:** 15-25 per event

**Audience:** RP and Chamber members, general public

## 2 BREAKFAST WITH THE BIG CHEESE November 2023

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

**Projected attendance:** 50+ per event

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

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

Lead sponsor  
Recognition on all BWTBC marketing materials  
Opportunity to provide promo items at BWTBC  
Logo on Chamber and RP websites  
Mentioned in all BWTBC press releases  
7 complimentary tickets to BWTBC

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

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

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

Logo on signage and materials for BWTBC  
Logo on Chamber and RP websites  
3 complimentary tickets to BWTBC

## 4 WELLNESS WEDNESDAYS

Hosted the 3rd Wednesday of the month, local experts present on a variety of personal, career and lifestyle topics.

**Projected attendance:** 20-30 per event

**Audience:** RP and Chamber members, general public

### **Gold Sponsor - \$3,000 (Limit 1)**

Recognition at each event for their contribution  
Logo on WW marketing materials  
Logo on Chamber and RP websites  
Opportunity to speak at a Wellness Wednesday event

### **Gold Sponsor - \$1,000**

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



# GBCC ANNUAL MEMBERSHIP GUIDE & DIRECTORY

Share your story with hundreds  
of local readers



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) 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





PHOTOGRAPHY PROVIDED BY

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