



# SPONSORSHIP GUIDE

## 2024



# 2024 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

*Sponsorship levels have multiple opportunities unless otherwise noted.*

### ANNUAL DINNER - Spring 2024

The Annual Dinner 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 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+

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

#### **Speaker Sponsor - \$5,000 (Limit 1)**

- Introduction to speaker at the private reception
- Opportunity to introduce the speaker and briefly speak about your organization OR have your company recognized during the speaker introduction
- Recognition on any social media platforms or GBCC newsletters pertaining to the speaker
- Private cocktail reception before the event (includes your table guests)
- Special table décor
- Featured in event video
- Logo included on invitation and all other promotional materials
- Logo displayed at event and on GBCC website
- Table for 8 people (10 with option for keynote to sit at your table)
- Preferential table seating by stage
- Recognized in GBCC e-newsletter and social media
- Featured in event program
- Recognition at event

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

- Private reception before the event (includes your table guests)
- Special table décor
- Featured in event video
- Logo included on invitation and all other promotional materials
- Logo displayed at event and on GBCC website
- Table for 8 people
- Preferential table seating
- Recognized in GBCC e-newsletter and social media
- Featured in event program
- Recognition at event

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

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

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

- Logo displayed at event
- Featured in event program
- Recognition at event

#### **Décor Sponsor - \$750**

- Featured in event program
- Recognition at event

# IGNITE - Spring 2024

## Greater Beloit Business Summit

IGNITE 2024 offers the opportunity to learn effective strategies and foundations to improve ANY business. Meet challenges head on and learn new approaches to promote growth and inspire our community leaders.

**Audience:** Chamber Business Community

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

- Company displayed on welcome screen at event
- Opportunity to set up a business booth at the event
- Logo featured on event promotional gift
- Logo included on all other promotional print/digital materials
- 4 event guests
- Recognized in GBCC e-newsletter and social media
- Logo on GBCC website
- Featured in event program
- Logo featured at event
- Recognition at event

### **Track Sponsor - \$1,500 (Limit 3)**

- 2 event guests
- Opportunity to introduce your organization and each speaker in your sponsored track OR have your company recognized during the track speaker introductions
- Recognized in GBCC e- newsletter and social media post revealing the track topics and speakers
- Logo on GBCC website
- Featured in event program
- Logo featured at event - track session location
- Recognition at event

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

- Logo on GBCC website
- Featured in event program
- Logo featured at event - food/drink locations
- Recognition at event

### **Dessert Sponsor - \$500**

- Logo featured at event - dessert table
- Recognition at event

# 3 CHAMBER GOLF CLASSIC - Friday, August 9, 2024 | 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 volunteers, sponsors and staff

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

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

- Golf foursome (includes lunch and cocktail reception for all 4 players)
- Display booth on a tee on the course (need to confirm participation by July 1)
- Lunch for 2 display booth staff at reception
- Recognition in GBCC e-newsletter
- Premium company signage at event
- Recognition on GBCC website
- Recognition at event
- Logo featured in event program

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

- Logo displayed on signage on each golf cart at event
- Recognition on GBCC website
- Recognition at event
- Featured in event program

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

- Logo displayed at event - food/drink locations
- Recognition on GBCC website
- Recognition at event
- Featured in event program

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

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

**Note:** Booth location will be randomly selected by club staff. Give-away or SWAG items are encouraged. Beverage and/or activity are required. You will be provided with a table at the tee. ANY alcohol brought onto the course MUST be purchased through the Beloit Club.

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

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





“ GBCC helps foster a sense of belonging and creates exciting opportunities for engagement so our community can thrive. The dedicated staff and enthusiastic volunteers will impress you with their passion and hometown pride.

Mary Fanning-Penny, President/CEO  
United Way Blackhawk Region

” As a Beloit Chamber of Commerce Ambassador, I look forward to our monthly meetings scheduled at different Chamber Business locations. The Ribbon Cuttings give me the opportunity to visit new businesses in the State Line Area and learn more about the community. I enjoy the BAH (Business After Hours) networking opportunities, chatting with business owners and staff.

Chuck Wilson, GBCC Ambassador

## INVESTOR ENGAGEMENT CONTINUED



### 4 TASTE OF THE CHAMBER - Fall 2024

The Taste provides a boost to our members in the food and beverage industry. Vendors participate with special food and beverage samples and compete 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.

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

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

- Logo included on all promotional materials
- Recognition on GBCC website
- Recognition in GBCC e-newsletter
- Recognition on social media
- 4 event guests
- Logo displayed at event
- Recognition at event

#### Entertainment Sponsor - \$750

- 2 event guests
- Logo displayed at event
- Recognition at event

#### Décor Sponsor - \$750

- 2 free event guests
- Logo displayed at event
- Recognition at event



### 5 BEYOND BREAKFAST: Discussions with Local Leaders

Beyond Breakfast events provide an opportunity for our members to listen to a variety of local leaders discuss different topics pertinent to our community.

We will host several sessions, providing breakfast and content on various relevant 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 (BAH) 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 [kellyb@greaterbeloitcommerce.org](mailto:kellyb@greaterbeloitcommerce.org) to reserve your date!

## ONLINE DIRECTORY ENHANCEMENTS

The online membership directory receives more than 1,200 page views 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 Turner, Executive Director of the GBCC, for information on how to become an Influential Partner:

[aimeet@greaterbeloitcommerce.org](mailto:aimeet@greaterbeloitcommerce.org)

**More information on page 6**

## 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!

**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 1,900 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 number of opt-in subscribers. All ads link to the business website.

**Open rate:** 35%

**Click rate:** 3%

**Projected circulation:** 1,900+

### Weekly Ads

3 for \$130

1 for \$50

### Top Position Ads

3 for \$250

1 for \$100

THANK YOU TO OUR CURRENT INFLUENTIAL PARTNERS:





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 nine 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 2024

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**

Recognition at each event for your 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 2024

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 Wellness Wednesday event  
Logo on Wellness Wednesday marketing materials  
Logo on Chamber and RP websites  
Opportunity to speak at a Wellness Wednesday event

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

Recognition at each Social Hour event  
Logo on Social Hour marketing materials  
Logo on Chamber and RP websites

# GBCC ANNUAL MEMBERSHIP GUIDE & DIRECTORY

- ✓ 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

## 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



## Why BECOME AN INFLUENTIAL PARTNER?

### MARKETING

Company visibility & IP status on all applicable GBCC key marketing materials

GBCC digital IP medallion for your organization to display

Four additional GBCC e-newsletter ads per year (1 top banner ad + 3 regular)

One-time feature story about organization in GBCC e-newsletter

The IP medallion with your logo as part of our email signature, during our non-event promotion times

Organization highlighted in our Membership Guide & Directory

Option to host a partnered event with the GBCC

Social media ad perks, with the purchase of ad space in our directory

### WEB & SOCIAL MEDIA

IP medallion displayed on your organization's GBCC website directory page

IP status located on GBCC website home page with direct link to your organization's website

IP status permanently posted (while active) on our Facebook page

Feature story shared on social media

### EVENTS

IP status at all GBCC events, including priority seating

Company & IP status visibility at all GBCC events

First right for Business After Hours hosting opportunities

Contact Aimee Thurner for more information:  
aimeet@greaterbeloitcommerce.org





THANK YOU TO OUR PRINT SPONSOR



EVENT PHOTOGRAPHY PROVIDED BY



COVER PHOTOGRAPHY PROVIDED BY



**PEER CANVAS**  
PHOTOGRAPHY & FILMS