

SPONSORSHIP Opportunities

NETWORKING EVENTS

Business After Hours

Business-to-business networking in a social setting hosted by a Chamber member. Host provides light refreshments. A great opportunity to showcase your business and facilities. Chamber promotes event, pre-registration and sign-in. Free for members to attend; \$200 Hosting Fee includes attendee contact info.

Member Spotlight Luncheon

As event sponsor you're in the spotlight for a twenty minute presentation about your business or organization. Logo included in chamber promotions. Sponsor also receives attendee contact info. Each member gets thirty seconds in the spotlight! Sponsor Fee \$160 includes two lunches.

ANNUAL EVENTS

Annual Member Dinner

Gala event celebrates member businesses and raises funds for the organization. Attendees are treated to a gala evening. Sponsors are featured front and center at the event and in promotional materials. Choose your level of sponsorship from \$50 to \$1,000.

Annual Golf Outing

Fundraiser and social event - one of the most popular golf outings in the area. Sponsorship opportunities from \$100 to \$2,000.

BiZ EXPO

Make connections with members and promote your products and services to the business public at this annual trade show. Sell right from your booth with mobile credit card processing. Exhibitors receive attendee contact information. Sponsorships available.

New Teacher Luncheon

The Chamber Young Professionals group, Lakefront Career Network's signature event to welcome new teachers and administrators from area schools to the community. A school supplies drive is also part of the luncheon. Sponsorships available \$50 - \$600.

Inspiring Women Luncheon

Focuses on women as an important part of our membership, our community and our economy; inspires and connects members with this important market segment. Sponsorships & Advertising opportunities \$35 - \$600

Educator of the Year

As part of the chamber's support of education and workforce development, this annual event focuses on those educators who make a difference every day in the lives of our community's young people. Sponsorships & advertising opportunities available \$300 - \$1200

PUBLIC LEADER EVENTS

City, county and state public leader forums held throughout the year. Sponsorships vary.

ADVERTISING Opportunities

Member Address Labels

Self-adhesive member business address labels **\$50**

Bulk Mailings

Save money by sending your promotional mailings using the Chamber's bulk mail permit. (200 pc min.) **\$20/Mailing or \$100/Year Unlimited**

Web Site Advertising

Advertise on the Chamber web site and your ad will be seen by over 8,000 unique visitors each month looking for products & services. One-time ad or advertise all year long.

Home Page Tile Ad: \$75/Month or \$675/Year

Secondary Page Tile Ad: \$55/Month or \$500/Year

Online Directory Enhancement Package: \$100/Year

CHOOSE FOUR ENHANCEMENTS from LIST - Any Combo

Logo • Business Locator Map Link • 50 Word Business Profile • Social Media Link • Third Business Category

Online Directory Category Ad: \$75/Month or \$200/Quarter

Your ad at top of your business category in the online member directory

E-Newsletter Advertising

Bi-weekly e-newsletter, The Beacon, keeps you informed about Chamber events, business issues & member news.

3.5" x 5.5" Ad: \$45/Issue or \$1000/Year

Gift Certificate Program

Retail members sign up to redeem gift certificates purchased at and issued by the chamber. Participating members listed on web site and receive identifying window decal

COST: 5% of certificate value

Member Directory Display Advertising



The Chamber Member Directory is a biennial printed guide to members and also includes editorial content about the chamber and community. A text listing is included in membership at no additional charge, but members may also choose to purchase a display ad. The next Member Directory will be produced in conjunction with the Chambers 100th anniversary in 2018. Contact the chamber for display advertising rates.





Your investment in the Michigan City Chamber of Commerce
is an investment in your business and in our community

Credibility

Member plaque and decal at your business; include member logo on your web site, electronic and print communications
Export documents validated with Chamber Certificate of Origin service

Visibility & Recognition

Increase exposure via listing on MichiganCityChamber.com* with a direct link to your web site, key employee emails
Member brochures, menus and coupons at the chamber office for residents, visitors and inclusion in relocation packages
Share company news and special offers/coupons on the chamber website
Celebrate grand openings and milestones with ribbon cuttings

Professional Development & Networking

Establish business relationships at networking events
Receive invitations to Chamber events at special member pricing

Information & Resources

Stay informed of Chamber events and news through bi-weekly e-newsletter, The Beacon.
New member orientation workshops inform members of Chamber programming, marketing, advertising and savings opportunities, as well as chamber advocacy and initiatives.
Post job openings on the chamber web site

Leadership

Support young employees' development through Young Professionals Lakefront Career Network
Chamber Ambassadors welcome new members, promote chamber membership and assist at events
The MC North End Advocacy Taskforce (MCNEAT) advocates and promotes the development of Michigan City for the long term benefit of all of its citizens

Manufacturers' Council
Community Development Committee focuses on public education & workforce development

Advocacy

Benefit from a unified voice advocating for business-friendly legislation at local, state and federal levels
On your behalf, the chamber monitors public policy issues impacting business, education and economic development
Meet and network with elected officials during public leader forums, legislative receptions and visits

Access to Savings

Save up to 30% on office supplies, take advantage of member promotional offers, save 25% on email marketing & get bulk mail rates through your membership

Marketing & Sponsorship

Build company image and name awareness by sponsoring chamber events
Increase exposure through advertising opportunities in the e-newsletter or on the Chamber web site*
Communicate directly with members with a custom E-blast
Increase visibility in the Member Directory with a display ad
Increase traffic and good will with the Gift Certificate program

Referrals

The Chamber responds to many inquiries for products and services each year. We refer callers and visitors to member businesses only, and include the Member Directory and literature in relocation packages.



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