



# Collaborative Membership

## NEW ULM AREA CHAMBER OF COMMERCE

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NEWULM.COM



# THE MEMBERSHIP

**The Chamber of Commerce works hard for you and your business.**

Chambers of commerce honor and respect capitalism and well-informed private sector job creators as a central and foundational element of regional and national prosperity. Chambers of commerce actively facilitate collaboration and open discussion between business and public officials through education, business advocacy and leadership.

The New Ulm Chamber aims to make a difference in our city and economic region through collaboration and partnerships. The voice of the business community for over 75 years, the Chamber supports policies that foster a positive business climate. We are a not-for-profit organization with 300+ active members.

Now is the time to join!





## Community Trailblazer

**\$10,000**

### INCLUDES:

- Your business logo on the wall at the New Ulm Area Chamber of Commerce Office and Visitor Center. In 2021 our doors opened, on average, 1,650 times each month. It's a busy place - great exposure!
- Logo on banner displayed at **every** Chamber event throughout the year.
- Lunch-and-Learn - Present on topic of your choice at a Chamber Lunch-and-Learn/Hot Topics.
- Email newsletter sponsorship - Your logo included every week in our weekly email newsletter to all Chamber Members.
- \$1,000 Scholarship - \$1,000 of this membership is entrusted to the Chamber Foundation, a 501(c)3 organization.

## Community Investor

**\$5,000**

### INCLUDES:

- Gift a membership to a charity or small veteran-owned startup of your choice (\$350).
- Network New Ulm leadership program sponsorship (or Leadership 2.0).
- Featured article about your company in our annual Community Guide (35,000 copies distributed).
- Permanent rotating logo on newulm.com linked to your company profile. The website averages over 30k pageviews each month.

EACH LEVEL ALSO INCLUDES ALL THE SERVICES & BENEFITS ON THE LEVELS BELOW

## Community Promoter

**\$2,500**

### INCLUDES:

- Exclusive invitation to CEO Panel event: giving insight on future Chamber activities.
- Scholarship to Network New Ulm or Leadership 2.0.
- Member of the Month Spotlight on social media (Facebook, Instagram, LinkedIn) and in Chamber email newsletter.
- Up to 3 additional business locations (over \$1,000 value; owned by same partnership).

## Progress Membership

**\$1,000**

### INCLUDES:

- Exclusive invitation to Annual Breakfast with the Board of Directors.
- One free Member Message in Chamber email newsletter.
- Up to three additional category listings on NewUlm.com (\$500 value).



EACH LEVEL ALSO INCLUDES ALL THE SERVICES & BENEFITS ON THE LEVELS BELOW



## Business Membership

**\$350**

This membership is not available to companies of 25 or more employees.

### INCLUDES:

- Membership listing in the Business Directory at [newulm.com](http://newulm.com) and in the printed New Ulm Guide. The website averages 30k pageviews each month, 35,000 guides are printed annually.
- Community & Business networking events.
- Members only sponsorship and advertising opportunities.
- Membership also includes all the services and benefits listed on the last page.

## Retired/Individual

**\$100**

Do you want to know the business buzz but have recently retired or your organization isn't legally allowed to donate to the Chamber? This membership includes weekly newsletters, networking opportunities and more. It does not include items such as press releases, listing in the membership directory, or discounts on events/advertising.

Individuals connected to a business cannot apply and use this account as an active business account.



# Sponsorship Opportunities

## Women's Networking Event

*Reach hundreds of women from the New Ulm area at this professional development and networking event.*

**\$1,000 - Diamond (3 available)** - Premium logo placement on all materials; individual slide in slideshow; listing on Facebook event page, newulm.com, email newsletter, *The Journal*; 8 event tickets; opportunity to address attendees during program; opportunity for giveaway item for attendees.

**\$500 - Garnet** - Logo placement on all materials; group slide in slideshow; listing on Facebook event page, newulm.com, email newsletter, *The Journal*; 4 event tickets.

**\$250 - Ruby** - Name in program and on event signage; listing on Facebook event page, newulm.com, email newsletter, *The Journal*; 2 events tickets

## New Ulm Home & Health Show

*Thousands of people flock to THE show of the spring. Profits from this show go to NUBRA to promote New Ulm as a retail and service destination.*

**\$1,000** - Logo inclusion - banner at event, newulm.com, social media, *The Journal*, email newsletter.

**\$500** - Business listing inclusion - banner at event, newulm.com, social media, *The Journal*, email newsletter.

## Newcomers Event

*Help those new to our community feel welcome! Hosted by the Willkommen Committee.*

**\$250** - logo inclusion - banner at event, newulm.com, social media, *The Journal*, email newsletter; opportunity to provide take-home item for attendees.

## Leaderfest

*A full day of leadership training - high-caliber speakers, networking and professional growth for attendees. One of each sponsorship available:*

**\$1,000 - Speaker** - business listed in pre and post advertising, including newulm.com, social media, email newsletter, and *The Journal*; business recognized at event; opportunity to provide promotional item to attendees; opportunity to address the audience.

**\$500 - Happy Hour** - business listed in pre and post advertising, including newulm.com, social media, email newsletter, and *The Journal*; business recognized at event; opportunity to provide promotional item to attendees.

**\$250 - Breakfast / Lunch / Snack** - business listed in pre and post advertising, including newulm.com, social media, email newsletter, and *The Journal*.

# Sponsorship Opportunities

## Murder Mystery Dinner

*A NUBRA Fundraising event. All proceeds will go towards promoting New Ulm's retail and service businesses.*

**\$100** - Business listed in program, and in pre and post advertising, including newulm.com, social media, email newsletter, and *The Journal*.

## Oktoberfest - Downtown

*Partner with The Chamber at our nationally-recognized festival - exposure to thousands! Sponsors also have the opportunity to have a booth at the event.*

**\$2,500 - Ein Prosit!** - sponsor is thanked by Mayor at tapping/kick-off; opportunity to address the crowd between bands; opportunity to put item in VIP Swag Bags; 10 VIP Wristbands; logo (large) on advertising materials, including: banner at event, website, social media, newspaper ads, email newsletter, *The Journal*.

**\$1,000 - Lederhosen** - Opportunity to put item in VIP Swag Bags; 5 VIP Wristbands; logo (medium) on advertising materials, including: banner at event, website, social media, newspaper ads, email newsletter, *The Journal*.

**\$500 - Hoi Hoi Hoi!** - Opportunity to put item in VIP Swag Bags; listing in advertising materials, including: banner at event, website, social media, newspaper ads, email newsletter, *The Journal*.

## Business of the Year Event

*Recognizing businesses for their local impact since 1974. Sponsorships offset cost of tickets for Business of the Year recipients.*

**\$500** - business listed in program, recognized at event, and listed at newulm.com, social media, email newsletter, and *The Journal*.

## Downtown Christmas Trees

*Help us continue this tradition of lining Minnesota Street with real Christmas trees during the holiday season.*

**\$100** - sponsors are listed in *The Journal*, chamber email newsletter, and recognized on social media.

## Partner with the Chamber!

Do you have other ideas on how to further the work happening at the Chamber to benefit our community? Be creative with your marketing and sponsorship dollars - reach out to us with any ideas you have!

# CHAMBER MEMBER BASIC BENEFITS

available to all members at any level



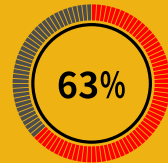
- Members-only business referrals
- Chamber Member Plaque
- Proud Member Digital Icon
- Access to Willkommen Visits for new professionals, remodels, etc.
- Ribbon Cuttings for new businesses
- Chamber Dollars program inclusion
- Access to weekly Chamber email newsletter
- Invitation to Hot Topics, Lunch-and-Learns, more
- Businesses with <10 employees receive MN Chamber Membership and Small Business Federation Membership at no additional cost.
- Distribute business brochures at the Chamber
- Ticket sales at the Chamber office
- Window Display (30 days)
- Press Releases and Hot Deals listings
- Job postings at newulm.com
- Event calendar postings
- Inclusion in retail events/promotions
- Discounts on advertising and registration fees
- Oversea permitting, shipment of product notice (Certificate of Origin)
- Home & Health Show discounts
- Discounted entry into Parade of Lights
- Career Expo opportunity
- Free use of Chamber Board Room
- Mailing labels at a discount
- New Ulm logo / Germans Have More Fun logo access

## Health Insurance!

**NEW!**

**Businesses with 2-10 employees have access to health insurance plans through the Minnesota Chamber!**

**[mnchamber.com/chamberhealth](http://mnchamber.com/chamberhealth)**



**According to American Business Magazine, statistics show that consumers are 63% more likely to purchase goods and services from a business that is a chamber member, and 44% are likely to view that business more favorably.**