



# Member Advertising & Promotion Opportunities

September 2018 – August 2019

Sponsorships, advertising and donations are a great way to position your business in front of a targeted audience. The Wausau Region Chamber of Commerce offers a large number of opportunities to fit your marketing needs and your budget. Marketing opportunities are available exclusively for members.

To inquire about or to secure advertising or promotion opportunities, call 715.848.5953. Advertising and promotion opportunities are on a first-come, first-served basis.

# Sponsorships By Month

September 2018 – August 2019

● Premier Events   ● Signature Events   ● Program

September	October	November
<ul style="list-style-type: none"> <li>● The Immersion Project</li> <li>● Annual Dinner</li> <li>● Business PM</li> <li>● Nothing But Networking</li> </ul>	<ul style="list-style-type: none"> <li>● Manufacturing Excellence Awards</li> <li>● Business PM</li> </ul>	<ul style="list-style-type: none"> <li>● ATHENA Leadership Award® Program</li> <li>● Business PM</li> <li>● Nothing But Networking</li> </ul>
December	January	February
<ul style="list-style-type: none"> <li>● Business PM</li> </ul>	<ul style="list-style-type: none"> <li>● Women's Leadership Conference</li> <li>● Business PM</li> <li>● Nothing But Networking</li> </ul>	<ul style="list-style-type: none"> <li>● Business PM</li> </ul>
March	April	May
<ul style="list-style-type: none"> <li>● Economic Outlook</li> <li>● Business PM</li> <li>● Nothing But Networking</li> </ul>	<ul style="list-style-type: none"> <li>● Small Business Week</li> <li>● Young Professionals Conference</li> <li>● Business PM</li> </ul>	<ul style="list-style-type: none"> <li>● Business PM</li> <li>● Nothing But Networking</li> </ul>
June	July	August
<ul style="list-style-type: none"> <li>● Golf Outing</li> <li>● Business PM</li> </ul>	<ul style="list-style-type: none"> <li>● Business PM</li> <li>● Nothing But Networking</li> </ul>	<ul style="list-style-type: none"> <li>● Business PM</li> </ul>

# Premier Events

Premier events are the most prestigious and high exposure events of the year and create a lot of buzz in the business community.

## Small Business Week

An annual celebration of businesses in the region, featuring the announcement of the Small Business of the Year Award recipients, Business EXPO, EXPO Business PM and Small Business of the Year Recognition Ceremony and more! The Business EXPO is the annual "can't miss" event drawing thousands of attendees from all over the state, as well as the Midwest. The Business EXPO provides an opportunity to grow business networks by connecting attendees with hundreds of exhibitors. One of the largest tradeshows in the state!

**Typical Attendance:** 3,000 - 4,500 for entire week's events

**Investment:** \$500 - \$5,000 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
	Investment:	\$5,000	\$2,500	\$1,250	\$750	\$500
First Right of Refusal of Same Sponsorship Level for Next Year		●	●			
Local & Regional Pre-Event Marketing (Digital, Print & Social Media)		●	●	●	●	●
Video Commercial at Select Events During Week		●				
Complimentary Registrations		24* + 16 PM	12* + 8 PM	6* + 4 PM	4* + 2 PM	2* + 1 PM
Complimentary EXPO Booth(s) (Includes first right of refusal of booth space if the same sponsorship is secured the following year)		2	1			
Recognition at Events (Signage & Verbal)		●	●	●	●	●
Ad on Printed Business EXPO Map (Outside Back Cover)		Half Pg	Qtr Pg			
Brand Exhibitors Lounge at Business EXPO		●				
Logo on Business EXPO Tote Bag		●	●			
Option to Include Printed Marketing Piece in EXPO Tote Bag (Sponsor Supplies Copies)		●	●	●	●	●
Optional Display Table at Select Events During Week		●				

\*Registrations to be used at sponsor's choice of events throughout the week. EXPO Business PM registrations are in addition to the general registrations. Please note: All logos are scaled and/or grouped based on sponsorship levels.

# Signature Events

Signature events are “can’t miss” events that bring the business community together.

## Annual Dinner

An annual event celebrating the previous year’s accomplishments and looking ahead to the next year. Includes networking and the official announcement of the Chamber Board of Directors, awards including the Ambassador of the Year Award and the Ruder Ware Innovator Award in memory of G. Lane Ware. Advertising opportunities also available – see advertising section.

**Typical Attendance:** 150 - 350

**Investment:** \$250 - \$2,500 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
	Investment:	\$2,500	\$1,250	\$750	\$500	\$250
First Right of Refusal of Same Sponsorship Level for Next Year		●				
Pre-Event Marketing ( <i>Digital, Print &amp; Social Media</i> )		●	●	●	●	●
Complimentary Registrations		8*	6*	4*	2*	1*
Video Commercial at Event		●				
Recognition at Event ( <i>Signage &amp; Verbal</i> )		●	●	●	●	●
Ad in Printed Program ( <i>Outside Back Cover = OBC, Inside Cover (IC)</i> )		OBC	IC**	Full Pg	Half Pg	Half Pg
Display Table at Event		●				
Complimentary Drink Tickets ( <i>Evening Event Only</i> )		16	12	8	4	2

\*Reserved seating unless sponsor requests otherwise.

\*\*First choice given to first sponsor secured.

Please note: All logos are scaled and/or grouped based on sponsorship levels. Overall ad sizes vary based on the overall size of the publication.

## ATHENA Leadership Award® Program

An annual event recognizing members of the region who have demonstrated professional excellence, taken part in community service and actively assisted women in attaining leadership skills that have helped them advance professionally. Awards include: ATHENA Leadership Award® and ATHENA Young Professional Leadership Award®. Advertising opportunities also available – see advertising section.

**Typical Attendance:** 150 - 350

**Investment:** \$250 - \$2,500 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
	Investment:	\$2,500	\$1,250	\$750	\$500	\$250
First Right of Refusal of Same Sponsorship Level for Next Year		●				
Pre-Event Marketing ( <i>Digital, Print &amp; Social Media</i> )		●	●	●	●	●
Complimentary Registrations		8*	6*	4*	2*	1*
Video Commercial at Event		●				
Recognition at Event ( <i>Signage &amp; Verbal</i> )		●	●	●	●	●
Ad in Printed Program ( <i>Outside Back Cover = OBC, Inside Cover (IC)</i> )		OBC	IC**	Full Pg	Half Pg	Half Pg
Display Table at Event		●				

\*Reserved seating unless sponsor requests otherwise.

\*\*First choice given to first sponsor secured.

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## Golf Outing

An annual event bringing together golfers for a day of business development and networking at the beautiful Wausau Country Club.

**Typical Attendance:** 120 - 160

**Investment:** \$250 - \$2,500 (See Chart Below)

Level:	Presenting	Platinum	Gold	Beer Hole	Hole	Large Prize Sponsor
	Maximum Qty:	1	2	3	2	10
Benefits: Investment:	\$2,500	\$1,250	\$750	\$500	\$250	\$200
First Right of Refusal of Same Sponsorship Level for Next Year	●					
Pre-Event Marketing ( <i>Digital, Print &amp; Social Media</i> )	●	●	●			
Complimentary Golfers - Optional ( <i>Includes Lunch &amp; Dinner</i> )	4	2	1			
Recognition at Event ( <i>Signage &amp; Verbal</i> )	●	●	●	●	●	●**
Logo on Beverage Carts/Stations & Golf Carts	●	●	●			
Exclusive Hole with Signage	●	●	●	●	●	
Exclusive Beer Hole with Signage & Keg Included*				●		
Lunches for Hole Staff - Optional	4	2	2	2	2	
Drink Tickets for Hole Staff - Optional	8	6	4	2	2	
Complimentary Dinner for Hole Staff - Optional	4	2	2			1

\*Includes one half barrel of domestic beer for the outing. Additional charges may apply for extra barrels and/or imports.

\*\*Includes a sign with sponsor's logo on the item, sponsor's name included on the sign, which lists all raffle package contents, sponsor's logo included on printed program, opportunity to include a single promotional piece (e.g. company brochure) to accompany prize and verbal recognition at reception.

Please note: Due to course liability, only the beer hole sponsors can distribute alcohol on the course. Additionally, all logos are scaled and/or grouped based on sponsorship levels.

## The Immersion Project

An intensive nine-month program designed to provide a greater insight and perspective of the various aspects of the Wausau region through educational and behind-the-scene tours, interactive activities and experiences, meaningful discussions and access to business and community leaders. Session topics include: history and heritage, community development, community issues, government, public safety/judicial system, K-12 education, higher education, entrepreneurship, agriculture, non-profit organizations, quality of life and community involvement.

**Typical Attendance:** 15 - 20

**Investment:** \$1,250 - \$2,500 (See Chart Below)

Level:	Presenting	Supporting
	Maximum Qty:	1
Benefits: Investment:	\$2,500	\$1,250
First Right of Refusal of Same Sponsorship Level for Next Year	●	
Pre-Program Marketing ( <i>Digital, Print &amp; Social Media</i> )	●	●
Complimentary Tuition	1	
Discounted Tuition (Half Price)		1
Option to Speak at Kick-Off Session and Wrap-Up Session ( <i>Up to Five Minutes per Session</i> )	●	
Recognition at Beginning of Each Session ( <i>Verbal</i> )	●	●

Please note: All logos are scaled and/or grouped based on sponsorship levels.

## Manufacturing Excellence Awards

An annual event bringing together manufacturers to celebrate manufacturing excellence in the region. Awards are given to two manufacturers who demonstrate excellence in the following areas: contributions to growing the region's economy, operations, innovation, workplace culture, quality jobs, supply chain management and a commitment to the region. Advertising opportunities also available – see advertising section.

**Typical Attendance:** 150 - 250

**Investment:** \$250 - \$2,500 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
	Investment:	\$2,500	\$1,250	\$750	\$500	\$250
First Right of Refusal of Same Sponsorship Level for Next Year		●				
Pre-Event Marketing ( <i>Digital, Print &amp; Social Media</i> )		●	●	●	●	●
Complimentary Registrations		8*	6*	4*	2*	1*
Video Commercial at Event		●				
Recognition at Event ( <i>Signage &amp; Verbal</i> )		●	●	●	●	●
Ad in Printed Program ( <i>Outside Back Cover = OBC, Inside Cover (IC)</i> )		OBC	IC**	Full Pg	Half Pg	Half Pg
Display Table at Event		●				
Complimentary Drink Tickets ( <i>Evening Event Only</i> )		16	12	8	4	2

\*Reserved seating unless sponsor requests otherwise.

\*\*First choice given to first sponsor secured.

Please note: All logos are scaled and/or grouped based on sponsorship levels. Overall ad sizes vary based on the overall size of the publication.

## Women's Leadership Conference

An annual event focused on providing attendees with inspiration and leadership development to assist them in reaching their full potential in both their professional and personal lives. Advertising opportunities also available – see advertising section.

**Typical Attendance:** 150 - 450

**Investment:** \$250 - \$2,500 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
	Investment:	\$2,500	\$1,250	\$750	\$500	\$250
First Right of Refusal of Same Sponsorship Level for Next Year		●				
Pre-Event Marketing ( <i>Digital, Print &amp; Social Media</i> )		●	●	●	●	●
Complimentary Registrations		8*	6*	4*	2*	1*
Video Commercial at Event		●				
Recognition at Event ( <i>Signage &amp; Verbal</i> )		●	●	●	●	●
Ad in Printed Program ( <i>Outside Back Cover = OBC, Inside Cover (IC)</i> )		OBC	IC**	Full Pg	Half Pg	Half Pg
Display Table at Event		●				
Complimentary Drink Tickets ( <i>Evening Event Only</i> )		16	12	8	4	2

\*Reserved seating unless sponsor requests otherwise.

\*\*First choice given to first sponsor secured.

Please note: All logos are scaled and/or grouped based on sponsorship levels. Overall ad sizes vary based on the overall size of the publication.

## Young Professionals Conference

New in 2019! An annual event focused on providing attendees with inspiration and leadership development to assist them in reaching their full potential in both their professional and personal lives. Advertising opportunities also available – see advertising section.

**Typical Attendance:** New in 2019!

**Investment:** \$250 - \$2,500 (See Chart Below)

Benefits:	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Qty:	1	2	3	4	5
	Investment:	\$2,500	\$1,250	\$750	\$500	\$250
First Right of Refusal of Same Sponsorship Level for Next Year		●				
Pre-Event Marketing ( <i>Digital, Print &amp; Social Media</i> )		●	●	●	●	●
Complimentary Registrations		8*	6*	4*	2*	1*
Video Commercial at Event		●				
Recognition at Event ( <i>Signage &amp; Verbal</i> )		●	●	●	●	●
Ad in Printed Program ( <i>Outside Back Cover = OBC, Inside Cover (IC)</i> )		OBC	IC**	Full Pg	Half Pg	Half Pg
Display Table at Event		●				
Complimentary Drink Tickets ( <i>If Applicable - Evening Event Only</i> )		16	12	8	4	2

\*Reserved seating unless sponsor requests otherwise.

\*\*First choice given to first sponsor secured.

Please note: All logos are scaled and/or grouped based on sponsorship levels. Overall ad sizes vary based on the overall size of the publication.

# Programs

Programs are educational and social opportunities that help members grow professionally and expand their networks.

## Educational Programs

### **Educational Programs**

Programs designed to equip attendees with the tools to increase knowledge and/or skills.

Typical Attendance: Varies

Investment: Call for Information & Availability

## Networking Programs

### **Nothing But Networking**

A bi-monthly program in which attendees give a 2 – 3-minute elevator pitch about their products and services. Additional time is available to network with other attendees.

Typical Attendance: 15 - 25

Investment: \$250/Program (See Chart Below)

<b>Benefits:</b>	Level:	Program
	Maximum Qty:	1/Program
	Investment:	\$75
Pre-Program Marketing ( <i>Digital, Print &amp; Social Media</i> )		●
Complimentary Registrations		2
Recognition at Program ( <i>Signage &amp; Verbal</i> )		●



# Advertising

Position your business in front of potential customers through various advertising opportunities.

## Central Time Relocation Guide

An annual publication distributed to individuals and businesses interested in relocating to the region.

Ads Available for Purchase: See Chart Below

Ad Dimensions: See Chart Below

Approximate Distribution Date: Annually in April

Distribution Quantity: 1,500

Investment: \$150 - \$1200 (See Chart Below)

Level:	Back Cover	Inside Covers	Full Page	Half Page	Quarter Page	Business Card
Maximum Qty:	1	2	Unlimited	Unlimited	Unlimited	Unlimited
Investment:	\$1,200	\$1,000	\$600	\$400	\$300	\$150
Ad Dimensions:	<u>Bleed</u> 8.5" W x 11" H	<u>Bleed</u> 8.5" W x 11" H	<u>Bleed</u> 8.5" W x 11" H	<u>Horizontal</u> 7.5" W x 4.5" H	3.5" W x 4.5" H	3.5" W x 2.25" H
	No Bleed 7.5" W x 10" H	No Bleed 7.5" W x 10" H	No Bleed 7.5" W x 10" H	<u>Vertical</u> 3.5" W x 10" H		

## Chamber Connection E-Newsletter

A monthly e-newsletter featuring Chamber news, member news, ribbon cuttings, new members and more!

Ads Available for Purchase: Unlimited

Ad Dimensions: Half Page (8.5" W x 5.5" H) or Full Page (8.5" W x 11" H)

Approximate Distribution Date: Monthly on/around 3<sup>rd</sup> Tuesday

Distribution Quantity: 8,000

Investment: Half Page (\$199) or Full Page (\$299)

## Chamber E-Update

A weekly e-update featuring can't-miss programs and events, along with other Chamber highlights.

Ads Available for Purchase Per Week: 2 (2 single or 1 takeover)

Ad Dimensions: 240 x 120 or 480 x 120 (if purchasing takeover ad (both ad spaces))

Approximate Distribution Date: Weekly on Mondays

Distribution Quantity: 8,000

Investment: \$75 Each or \$125 for Takeover (Both Ad Spaces)

## Chamber Pak

A bi-monthly mailing featuring marketing materials supplied by member businesses. Additional exposure available when upgrading to the print + digital option.

Insert Spaces Available for Purchase: Unlimited

Ad Dimensions: See Chart Below

Approximate Distribution Date: Bi-monthly (Sep, Nov, Jan, Mar, May & Jul)

Distribution Quantity: 1,400

Investment: \$149 - \$299 (Investment does not include printing of insert. Additional charges may apply for over-sized inserts – see Chamber Pak guidelines)

Level:	Print + Digital (Business)	Print Only (Business)	Print + Digital (Non-Profit)	Print Only (Non-Profit)
Maximum Qty:	Unlimited	Unlimited	Unlimited	Unlimited
Investment:	\$299	\$249	\$199	\$149
Ad Dimensions:	8.5" W x 11" H or Less	8.5" W x 11" H or Less	8.5" W x 11" H or Less	8.5" W x 11" H or Less

## Chamber Printed Calendar

A printed calendar featuring local photography, community events, quotes from local individuals, useful weather information and more.

Insert Spaces Available for Purchase: 365 Days, 12 months

Ad Dimensions: See Chart Below

Approximate Distribution Date: Annually in October

Distribution Quantity: 2,000

Investment: \$50 - \$550

Level:	Month Sponsorship	Enhanced Event Listing
Maximum Qty:	12	365
Investment:	\$550	\$50/Day
Ad Dimensions:	TBD	TBD
Complimentary Copies:	20	0

## Chamber Website

Advertising opportunities and rates coming soon! If interested, call 715.848.5947.

## Signature Event Printed Programs

Print advertising for signature event printed programs.

Ads Available for Purchase Per Program: Unlimited

Ad Dimensions: Varies, Based Upon Publication Size

Approximate Distribution Date: Date of Event

Distribution Quantity: 150 - 300

Investment: Half Page (\$100) or Full Page (\$200)

# Other Marketing Opportunities

*There are a variety of other marketing opportunities which provide additional business exposure.*

## Business PMs

Business PMs are an exclusive benefit for members in good standing and provides the business with an opportunity to showcase their facility, products and services, in an informal open house setting.

**Typical Attendance:** 100

## Business EXPO Booth

Exhibiting at the Business EXPO offers businesses the opportunity to make key business contacts, network with thousands of attendees, gain visibility, increase business credibility and sell products/services.

## Business Profile on wausauchamber.com

Members have a free business profile on wausauchamber.com. Update the profile frequently to ensure consumers can find you.

## Donations & In-Kind Donations/Services

Donating items and branded promotional items is a great way to build brand awareness. There are plenty of opportunities to donate for auctions, raffles, food and beverages and other services for programs/events.

## Hot Deals & Member-to-Member Deals

Hot Deals are specials that members desire to post for consumer viewing on wausauchamber.com. Member-to-Member Deals are specials that members desire to post exclusively for other members. Hot Deals and Member-to-Member deals can be posted through the Member Information Center (MIC).

## Member Events

Member events are a great way to promote upcoming events. Member events can be posted through the Member Information Center (MIC).

## Member News Releases

News releases are a great way to publish press releases, event summaries and business news. News releases can be posted through the Member Information Center (MIC).

## Ribbon Cuttings & Groundbreakings

Ribbon cuttings and groundbreakings are a great way to celebrate any of the following:

- Groundbreaking for a new facility.
- Moving or opening of a new facility.
- Remodeling of an existing facility.
- Welcoming new ownership.
- Significant re-branding or name change.