



## **2017 WakeUp! Season Marketing Made Easy Sponsorship opportunities for any budget!**

WakeUp! Midland sponsorships are a great deal and priced to fit any marketing budget. WakeUp! is a content-driven, early morning program attended by over 300 business representatives each month. The program occurs on the first Friday of most months, with the exception of July and August. Speakers address issues of interest to business people and the community-at-large.

### **Navigating the Sea of Opportunities: Is your Goal to...**

#### **...Interact with attendees?**

Try the Season Table Sponsor, Coffee Host or Non-Profit Sponsor

#### **...Have Name/Face Recognition?**

Try the Secret Networker Sponsor or Ambassador of the Month Sponsor

#### **...Have YOU Deliver Your Message?**

Be a Program Sponsor

#### **...Deliver your message without making a presentation?**

Try the Folder Sponsor, Business Spotlight, Podium Sponsor or Folder Insert

### **Check out these great opportunities:**

#### **Program Sponsor (three per month) \$375**

- Three-minute infomercial at the podium during WakeUp! Midland
- Mini-tradeshow tabletop display (8' skirted table at the front of the room)
- Name mentioned as sponsor during WMPX/WMRX live radio segment
- One-page handout placed in program folders
- 35 words of copy in the WakeUp! Midland program
- Event sponsor listing on [www.macc.org](http://www.macc.org) event registration page and in the MACC Weekly Update eNewsletter
- Four complimentary event registrations

#### **Folder Insert (four per month) \$75**

- One-page handout placed in program folders.
- Recognized from the podium

#### **Business Spotlight Sponsor (two per month) \$275**

- Thirty-second copy recited by emcee with logo displayed on-screen
- Mini-tradeshow tabletop display (8' skirted table at the front of the room)
- Name mentioned as sponsor during WMPX/WMRX live radio segment
- One-page handout placed in program folders
- 25 words of copy in the WakeUp! Midland program
- Event sponsor listing on [www.macc.org](http://www.macc.org) event registration page and in the MACC Weekly Update e-newsletter.
- Four complimentary event registrations

**Season Table Sponsor \$350 (only seven available)**

- A logo table sign displayed for the entire season
- Name printed as sponsor in WakeUp! program
- A business card holder next to your sign (sponsor is responsible for keeping it full)
- One complimentary Season Pass
- First right of refusal for 2018

**Coffee Host Sponsor (one per month) \$150**

- Sponsor has the opportunity to pour coffee around the room for attendees throughout program. Coffee stations will be spaced around the room for convenience
- Name printed as sponsor in WakeUp! program
- Six Coffee Host aprons provided
- One-page handout placed in program folder
- Recognized in WakeUp! program and by emcee
- Opportunity to distribute 'trinkets' as you pour coffee
- Four complimentary event registrations
- Optional: provide 250 coffee mugs/cups for attendees to take away

**Ambassador of the Month Sponsor (one per month) \$200**

- Name printed as sponsor in WakeUp! program
- Sponsor presents award to recipient from podium
- Sponsor logo and tag line projected on-screen during presentation
- Sponsor tag line recited at introduction
- Sponsor logo placed on award
- One-page handout placed in program folders
- Two complimentary event registrations

**Podium Sponsor (one per month) \$250**

- Name printed as sponsor in WakeUp! program
- Logo displayed throughout program on the front of the podium (signage prepared for you)
- Full 90 minutes of exposure
- Potential to be in photos posted on Chamber website and Facebook page
- Sponsor tag line recited from the podium
- One-page handout placed in program folders
- One complimentary event registration

**Woo Hoo Sponsorship (one per month) \$100**

- One-page handout placed in program folders
- Logo displayed on our Woo Hoo sign at the front of the room, held up at least three times during the program
- Name printed as sponsor in the WakeUp! Midland program, recognition from the podium
- One complimentary event registration

**Non-profit Sponsor (five per month) \$100**

- Must be a 501(c)(3) charitable organization
- Mini-tradeshow tabletop display (8' table in registration area).
- Name printed as a sponsor in WakeUp! program
- One-page handout placed in program folders
- One complimentary event registration
- Optional: Reserved "It's Your Dollar"

**Folder Sponsor (one per month) \$100**

- Provide 250 folders to hold all materials for the event
- One-page handout place in program folders
- Name printed as sponsor in the WakeUp! Midland program and emcee
- One complimentary event registration

**Secret Networker Sponsor (one per month) \$75**

- Printed as sponsor in program for Secret Networker
- Tag line recited by emcee as the segment is introduced
- One-page handout placed in program folders
- Provide the \$20 prize to the segment winner that month. If the prize is not from your business, it must be from a fellow Chamber member business
- One complimentary event registration

**WakeUp! Midland Advertising Agreement**

**Questions, or to confirm availability:** Contact Tina Lynch at (989) 839-9901.

**Terms: Payment must be received** 30 days prior to event date.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Program Sponsor - \$375                             | <input type="checkbox"/> Coffee Host Sponsor - \$150             | <input type="checkbox"/> Folder Sponsor - \$100          |
| <input type="checkbox"/> Folder Insert - \$75                                | <input type="checkbox"/> Ambassador of the Month Sponsor - \$200 | <input type="checkbox"/> Secret Networker Sponsor - \$75 |
| <input type="checkbox"/> Business Spotlight Sponsor - \$275                  | <input type="checkbox"/> Podium Sponsor - \$250                  | <input type="checkbox"/> Woo Hoo Sponsor - \$100         |
| <input type="checkbox"/> Season Table Sponsorship - \$350 (Ten total months) | <input type="checkbox"/> Non-profit Sponsor - \$100              |  |

Please circle the event date(s) you wish to sponsor: 1/6/17 2/3/17 3/3/17 4/7/17 (Spring Break Week)  
5/5/17 6/2/17 9/8/17 (second Friday) 10/6/17 11/3/17 12/1/17

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_ **Method of Payment:**  Check Enclosed  Invoice Me  Credit Card (Visa/MasterCard)

Card Number: \_\_\_\_\_ Name on Card: \_\_\_\_\_ CVV (on back of card): \_\_\_\_\_

Expiration Date: \_\_\_\_\_

**Mail to:** Midland Area Chamber of Commerce, 300 Rodd St., Ste. 101, Midland, MI 48640 or **Fax to:** (989) 835-3701