



## NETWORKING & EDUCATION

- Ambassador Program
- Annual Meeting
- Business After Hours
- Chamber 101
- Coffee & Commerce
- Excellence in Education
- Farmer Appreciation Dinner
- Golf Outing
- Leadership Chippewa Falls
- Non-profit Roundtable
- Women to Women Luncheon
- Young Professionals of the Chippewa Valley

## MEMBER MARKETING

- Chamber Buck\$
- Chamber Connection News
- Chamber Falls Area Chamber of Commerce Website
- GO Chippewa County Website
- Membership Directory
- Member Memo E-News
- Mailing Labels

## CHIPPEWA PARTNERS

- Investing in the Community
- Oktoberfest
- Owns 100% in stock shares of Northern Wisconsin Fairgrounds, Inc.

## MEMBER SERVICES

- Certificates of Origin
- Chamber Community Calendar
- Conference Room Usage
- Membership Directory - Digital & Print
- Member Referrals
- Regional Tourism Marketing
- Ribbon Cuttings & Groundbreakings
- Visitor Center Displays

## TOURISM DIVISION

- Official Destination Marketing Organization for Chippewa County
- Year-Round & Nationwide Destination Marketing
- Travel WI Regional Liaison
- Event/Meeting/Sporting Group Recruitment & Assistance
- Management of [www.gochippewacounty.com](http://www.gochippewacounty.com)
- Active Social Media Platforms
- Produces Exclusive Regional Travel Guide
- Visitor Center
- Customized Travel Packet Requests

## ECONOMIC ADVOCACY

- Chippewa Valley Rally
- Financial Literacy
- Live in Chippewa Falls Workforce Campaign
- Relocation Services
- Schools2Skills

# Networking & Education

*Not all options may be available as we respect the first right of refusal to our previous sponsors.*

**ANNUAL MEETING** is attended by more than 300 members annually. This networking event recognizes the community, Chamber accomplishments, and highlights priorities for the upcoming year.

- \$3,000 Presenting Sponsorship (Limit 1)
- \$2,500 Gold Sponsor (Limit 6)
- \$2,000 Silver Sponsor (Limit 6)
- \$1,500 Bronze Sponsor (Limit 4)
- \$1,500 Dessert Sponsor (Limit 1)
- \$1,250 Beverage Sponsor (Limit 1)
- \$100 Centerpiece Sponsor

**BUSINESS AFTER HOURS (BAH)** are held throughout the year to bring members together for a networking experience at the end of the work day. Member businesses who host or co-sponsor these events are given the opportunity to highlight their business. Generally held on the fourth Monday of the month.

- 1 host and 2 co-sponsors per event - provide refreshments & door prizes

**CHAMBER 101** is a virtual program designed to help members learn about and take advantage of **ALL** the benefits that come with their Chamber Membership. This free program is offered quarterly.

**CHAMBER GOLF OUTING** is a nine-hole scramble that provides an excellent networking opportunity on and off the green. Sponsors are highlighted at all of the holes and prizes are awarded.

- \$800 Major Sponsor (Limit 5)
- \$700 Cart Sponsor (Limit 1)
- \$700 Golf Ball Sponsor (Limit 3)
- \$700 Cash Cart Sponsor (Limit 1)
- \$600 Cookout Sponsor (Limit 2)
- \$400 Golf Tee Sponsor (Limit 1)
- \$400 Snack Cart Sponsor (Limit 1)
- \$200 Two-Hole Sponsor
- \$40 (minimum value) Door Prize Sponsor

**CHIPPEWA VALLEY YOUNG PROFESSIONALS** encourages young business professionals between the ages of 21-40 to interact socially, exchange ideas, share common interests, learn more about the area, and engage in the community's future. This program is a partnership between the Chippewa Falls and Eau Claire Chambers.

- Annual \$50 Chamber member/\$105 non-Chamber member rate

**COFFEE & COMMERCE** events are held throughout the year as morning networking opportunities to connect over fresh coffee. Generally held on the second Friday of the month.

- \$150 sponsorship & door prize valued at \$25+

**EXCELLENCE IN EDUCATION** recognizes the top 5% of graduating seniors from both Chippewa Falls high schools. Education and business leaders join students and parents during this banquet to celebrate student accomplishments and honor their most influential educators.

- \$1,250 Platinum Sponsor (Limit 4)
- \$350 Gold Sponsor
- \$250 Silver Sponsor
- \$125 Bronze Sponsor

**FARMER APPRECIATION DINNER** is an annual dinner that recognizes the farming community's impact on our local economy. More than 2,000 business leaders, community members, and farm families participate in this event each year.

- \$1,600 Platinum Sponsor (200 tickets)
- \$850 Ticket Sponsor (Limit 1)
- \$800 Gold Sponsor (100 tickets)
- \$575 Carryout Sponsor (Limit 2)
- \$575 Beer Garden Sponsor (Limit 1)
- \$500 Music Sponsor (Limit 2)
- \$500 Shuttle Sponsor (Limit 2)
- \$400 Silver Sponsor (50 tickets)
- \$399 or less Contributing Sponsor
- \$200 Table Sponsor

**LEADERSHIP CHIPPEWA FALLS** motivates emerging leaders and develops their potential for community leadership by acquainting them with the realities, opportunities, and challenges of Chippewa Falls. Classes run October through May, meeting the third Thursday of each month.

- \$495 per person (Chamber member)
- \$755 per person (non-Chamber members)

**NONPROFIT ROUNDTABLE DISCUSSION** is a free annual networking event for non profit organizations that service Chippewa Falls.

**WOMEN TO WOMEN LUNCHEON** is a networking event that highlights a panel of local women of influence in our community.

- \$450 Sponsorship (Limit 8)

# Member Marketing

All marketing opportunities in **GOLD** need to be in place by **October 11, 2024**.

**CHAMBER BUCK\$** is our gift certificate program that keeps local dollars in our community. Buck\$ can be purchased at the Chamber office and are redeemable at participating member businesses.

- \$500 Logo Sponsorship and Linked URL on Website (Limit 6)

## CHIPPEWA FALLS AREA CHAMBER OF COMMERCE

**WEBSITE** ([chippewachamber.org](http://chippewachamber.org)) is a powerful tool to share the story of our business community and provide up-to-date information to members, prospect members, residents, relocation potential as well as visitors. On average, the Chamber's website has more than 5,000 page views on the Chamber website each month giving our members innovative options to promote their business.

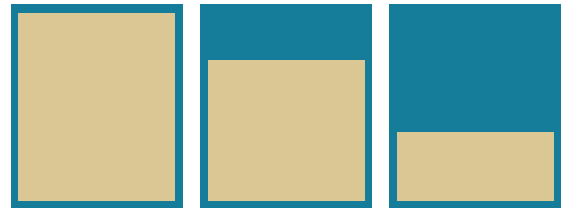
- \$2,000/yr. Digital Communication Sponsor (Logo on footer of website - Limit 6)
- \$150/mo. Featured Area Event
- \$150/mo. Horizontal/Side Ad

**MEMBERSHIP DIRECTORY** is an annual publication that is available in both print and digital format. The directory is distributed to every Chamber member, given to guests, and is a great resource in our relocation packet. The digital format is available on the Chamber website and E-news, complete with a free link to each business' website. Members can be listed under two categories as part of their membership.

- \$600 Inside Front Cover Ad (Limit 1)
- \$600 Inside Back Cover Ad (Limit 1)
- \$600 Outside Back Cover Ad (Limit 1)
- \$450 Full Page Ad
- \$300 Half Horizontal
- \$200 Quarter Horizontal
- \$200 Enhanced listing - Includes logo, name, address, phone, and website and is placed on chamber website listing, print directory, and digital directories.
- \$25/each additional category

**MEMBER MEMO E-NEWS** reaches more than 1,700 member representatives in a semi-monthly email newsletter highlighting Chamber news and events. Members have the opportunity to be 1 of 13 purchased ads within any given e-news.

- \$120 620x800px (Limit 3 per email)
- \$90 620x600px (Limit 4 per email)
- \$60 620x300px



**MAILING LABELS** help elevate business mail campaign efforts for events, fundraisers, and/or brand awareness. These are only available for purchase by members.

- \$60 Main Contact List - over 700 contacts
- \$80 Main Contact and Representatives List - over 1,700 contacts

**WELCOME BAGS** are provided annually to new faculty and staff in our area schools. Members have the opportunity to contribute promotional items that highlight their business.

# Member Services

**CERTIFICATE OF ORIGIN** is an important international trade document that certifies goods in a particular export shipment are wholly obtained, produced, manufactured or processed in a particular country. It also serves as a declaration by the exporter. The Chippewa Falls Chamber is the only organization able to complete this certification in Chippewa Falls.

**CHAMBER BUCK\$** is our gift certificate program that keeps local dollars in our community. Buck\$ can be purchased at the Chamber office and are redeemable at participating member businesses.

**CHAMBER COMMUNITY CALENDAR** is a no-cost marketing opportunity for our members to highlight their upcoming events on our website through the Community Calendar. Anyone looking at the Chamber website is able to access this calendar.

**CONFERENCE ROOMS** are available to Chamber members only. They are available free of cost Monday - Friday 8:30 am to 4:30 pm and must be reserved in advance.

- Large Conference Room - 20 people
- Small Conference Room - 12 people

**MEMBER REFERRALS** are provided to guests walking into our Visitor Center, on our website, and by individuals calling or emailing our staff. This is a first touch approach to highlight members and their many services.

**MEMBERSHIP DIRECTORY** is an annual publication that is available in both print and digital formats. The directory is distributed to every Chamber member, given to guests, and is a great resource in our relocation packet. The digital format is available on the Chamber website, complete with a free link to member business websites. Members can be listed under two categories as part of their membership. Extra categories can be added for an additional \$25 each year per category.

**REGIONAL TOURISM MARKETING** is included for industries that are supported by our GO Chippewa County tourism division.

## **RIBBON CUTTINGS AND GROUNDBREAKING**

**CEREMONIES** are conducted by the Chamber Ambassadors for new or expanding businesses. The Chamber will assist with preparations including contacting speakers, creating agendas, supplying the ribbon and scissors, and promoting the ceremony in the Member Memo E-News, and on social media.

**VISITOR CENTER DISPLAYS** are a free opportunity for Chamber members to place literature in our Visitor Center.

# Economic Advocacy

**CHIPPEWA VALLEY RALLY** brings together a diverse group of community and business leaders who journey to Madison for a full day of meetings with state legislators. The goal is to strengthen the area's relationship with state government to educate, influence, and thank state legislators on issues of importance to our area, and to network with leaders from the Chippewa Valley. The rally is coordinated through the Chippewa Valley Chamber Alliance that consists of the Chippewa Falls, Eau Claire, and Menomonie Chambers.

**CHAMBER BUCK\$** is our gift certificate program that keeps local dollars in our community. Buck\$ can be purchased at the Chamber office and are redeemable at participating member businesses.

**FINANCIAL LITERACY** is a hands-on simulation to provide students with real-world examples of financial decision making and how their choices will impact their successes. This program is open to all Chippewa County high schools and is used with in-class learning prior to the day of the simulation.

**LIVE IN CHIPPEWA FALLS** targets specific population demographics based on sponsor needs. It directs potential employees to our Living in Chippewa Falls landing page that includes our members' employment career listings.

**RELOCATION SERVICES** include community tours, customized relocation packets, correspondence, and more. Chamber staff work with members to create a tailored welcome experience for potential recruitments and new employees to the area.

**SCHOOLS2SKILLS** provides students, parents, and educators the opportunity to explore and understand the careers that exist in our community to help meet the employment needs of local employers. Participants will learn about career paths, salaries, and the education required to succeed in today's workforce environment.

# Chippewa Partners

**OKTOBERFEST CHIPPEWA FALLS** is a nonprofit celebration of Chippewa Falls' German Heritage and community. Each year more than 6,000 people join us for food, friendship, and entertainment. Oktoberfest donates proceeds to community organizations and nonprofits that volunteer their time at the event.

- \$10,000 Official Stage Sponsor (Limit 4)
- \$7,500 Major Sponsor
- \$5,000 Glockenspiel Sponsor (Limit 1)
- \$2,500 Diamond Level
- \$1,500 Official Competition or Food Sponsor (Limit one per category)
- \$1,000 Platinum Level
- \$750 Gold Level
- \$500 Silver Level
- \$300 Bronze Level

**CHIPPEWA PARTNERS, INC.** owns 100% stock shares of Northern Wisconsin Fairgrounds, Inc.

# Tourism Division

**GO CHIPPEWA COUNTY** represents the tourism division of the Chamber and is the official Destination Marketing Organization for Chippewa County. Marketing and promotion of all things tourism with quality of life in our backyard are always top of mind. We work through a yearly strategic plan that allows for us to market our communities as a top notch destination that is accessible all year.

Our communities are promoted through the official county travel guide, digital advertising, print advertising, social media platforms, and the official tourism website, **gochippewacounty.com** with the goal of attracting leisure travelers, tour groups, sporting events, rallies, and festivals that drive economic impact to our beautiful area.

## ADVERTISING OPPORTUNITIES

- GO Chippewa County Travel Guide \$125-1250
- Website Enhancements \$150/mo or \$75/mo
- Email Newsletter \$150 or \$75/mo.

**WELCOME BAGS** are provided for various area events/groups to educate visitors and to promote the tourism related businesses throughout Chippewa County.

[gochippewacounty.com](http://gochippewacounty.com)



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