



**2022**

# **SPONSORSHIP OPPORTUNITIES**

# TALENT ATTRACTION

## FIRST FRIEND

The First Friend program is the difference between hiring your first-choice candidate, or your third. Your competitors don't offer this level of dedicated attention to your company's greatest asset - your people. Services include one-time meetings to full year support for your newly relocating team members.

Find out more at [lacrossechamber.com/firstfriend](http://lacrossechamber.com/firstfriend)

## CHOOSE LA CROSSE ADVERTISING

Choose La Crosse is our online relocation guide website. Choose from marketing packages that put your business top of mind for job-seekers and those relocating to the La Crosse Area. All ads run for a full year. Purchases support our overall talent attraction efforts. Specific specs are available on our website.

### **BANNER AD: \$4,000**

Banner Ads rotate above the fold on the homepage, offering the highest number of views.

### **LARGE AD: \$3,000**

Large Ads offer the largest ad space and are placed throughout the site and remain static.

### **MEDIUM AD: \$2,000**

Medium Ads are placed throughout the site and remain static.

# SIGNATURE EVENTS

## ANNUAL MEETING

March 7, 2022

The Annual Meeting showcases your business in front of more than 500 business leaders from the La Crosse Area. This premier event includes high quality networking and community celebration with an awards ceremony.

**PRESENTING SPONSOR: \$7,500 (Sold)**

**LEGACY AWARDS SPONSOR: \$2,000**

**CELEBRATION SPONSOR: \$2,500 (Sold)**

**VOLUNTEER OF THE YEAR AWARD**

**SPONSOR: \$500 (Sold)**

## GOLF OUTING

August 22, 2022

Strengthen business relationships as you golf alongside top business and community leaders. The Golf Outing sells out each year and offers companies the opportunity to present their brand and engage with their customers in unique and memorable ways.

**PRESENTING SPONSOR: \$3,000 (Sold)**

**PREMIER HOLE SPONSOR: \$750 (2 of 4 Sold)**

**HOLE SPONSOR: \$600 (7 of 13 Sold)**

**BEVERAGE CART SPONSOR: \$750**

**GOLF CART SPONSOR: \$700**

**PUTTING GREEN SPONSOR: \$600**

**DRIVING RANGE SPONSOR: \$600**

**HOLE IN ONE SPONSOR: \$600**

**ENERGY BAR SPONSOR: \$600**

**COOKOUT SPONSOR: \$550**

**LUNCH SPONSOR: \$500 (Sold)**

**WATER SPONSOR: \$500 (Sold)**

**SAND TRAP SPONSOR: \$300**



# SIGNATURE EVENTS

## WOMEN'S LEADERSHIP SUMMIT Fall 2022

This conference gathers leaders of all experience levels to learn best practices, challenge their habits, and grow their teams as they hear from high profile, nationally-recognized women. Intentional networking and a panel of local female business leaders rounds out this all day event.

**PRESENTING SPONSOR: \$3,000**

**EVENT SPONSOR: \$1,500**

## BETTER BUSINESS SUMMIT May 11, 2022

Local industry leaders unite to share best business practices and learn from each other. Lunch and networking social included.

**HEADLINE SPONSOR (Sold)**

**EDUCATION SPONSOR: \$3,000 (1 of 4 Sold)**

**SUPPORTING SPONSOR: \$1,250 (1 of 10 Sold)**

**PARTICIPATING SPONSOR: \$500 (1 of 10 Sold)**

**EDUCATION PACKAGE: \$75**

**LUNCH KEYNOTE PACKAGE: \$45**



### KEYNOTE

Katie Poehling Seymour  
CEO and President, First Supply LLC

## YOUNG PROFESSIONALS GOLF OUTING September 2022

A networking event like no other, the annual YP Golf Outing brings together area professionals for a day of fun and connections in a relaxed and casual atmosphere. Sponsors receive highly targeted access to this in-demand section of our workforce.

**PRESENTING SPONSOR: \$1,000**

**BEVERAGE CART SPONSOR: \$500**

**GOLF CART SPONSOR: \$500**

**HOLE SPONSOR: \$300 (1 of 18 Sold)**

**DINNER SPONSOR: \$500**

**HOLE-IN-ONE SPONSOR: \$300**

# EDUCATION

Our educational opportunities are an ideal fit for businesses looking to grow their future leaders and get them engaged with the community. Rising and experienced leaders within your company who crave impact beyond the office and seek to improve their leadership toolkit will benefit from these dynamic programs.

## SERVANT LEADERSHIP

Fall & Spring

This certificate program offers the opportunity to learn servant leadership skills from nationally recognized expert facilitator Tom Thibodeau, through a partnership with Viterbo University.

**PROGRAM SPONSOR: \$1,500 (1 of 4 Sold)**

## COMMUNITY LEADERSHIP

Monthly, October – May

The La Crosse Area Community Leadership program introduces participants to the core aspects of our economy, connects them with local leaders, and infuses their leadership style with a powerful perspective of community interdependence.

**PROGRAM SPONSOR: \$1,500 (1 of 4 Sold)**

## PROPEL WOMEN'S CIRCLES

Monthly, January – October

Each Circle consists of no more than 8 women who gather monthly for to grow confidence, learn new skills, challenge one another, and advance together. Experienced female leaders guide each circle through the monthly curriculum.

**PROPEL SPONSOR: \$2,000 (Sold)**





# SOCIAL EVENTS

Young Professionals and Business After Hours offer unique networking opportunities with others in the La Crosse Area community.

## YOUNG PROFESSIONALS

This vibrant group of 21-40 year old professionals creates a dynamic climate by attracting, retaining, and preparing the region's next generation of business leaders. The group meets regularly to connect with each other and local companies, learn about our community, develop their skills, and give back.

**YOUNG PROFESSIONALS SPONSOR: \$1,200 (3 of 6 Sold)**

## BUSINESS AFTER HOURS Monthly, second Thursday

Business After Hours is held at a different business each month. This event drives local businesses through your doors and is the perfect opportunity to unveil a new location, showcase a remodel, or expand your presence in the business community.

**HOSTING COST: \$600 (Sold out for 2022, 2 of 12 Sold for 2023)**



# ADVERTISING

## ONLINE DIRECTORIES

Get your business listed in our online directory and our online Relocation Guide. Your investment in the Chamber gets you at least one category. With Enhanced Listing you can list your business under more than one category so you are easier to find.

**ENHANCED LISTING: \$295**

## NEWSLETTER ADS

More than 5,300 business leaders receive our weekly email. Position your company's product or service before this very unique audience.

**\$50 / WEEK**

## MEMBERSHIP ADDRESSES

Purchase contact names, companies and mailing addresses as a .pdf document, as pre-printed labels, or as an excel spreadsheet.

**PRICING RANGES FROM \$300-\$700**

# ADVOCACY

As the foremost business advocacy organization for the region, the La Crosse Area Chamber of Commerce works to cultivate a thriving business climate and ensure the voices of our membership are heard at the local, state, and federal levels. As an Advocacy Sponsor, you will also be recognized as a sponsor for the Forum and Oktoberfest in the Capitol.

**ADVOCACY SPONSOR: \$1,000 (2 of 7 Sold)**

# SMALL BUSINESS

## 401(K) FOR SMALL BUSINESSES

The 401(k) program is a multiple-employer, defined contribution retirement plan. With lower expenses for participants and employers, annual employee education, online access and enrollment, and streamlined plan administration, this is a great opportunity for small businesses.

**\$400 FOR FIRST YEAR, \$250/YEAR AFTER**





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