



2023

# **SPONSORSHIP + ADVERTISING OPPORTUNITIES**

CONTENTS

TALENT ATTRACTION.....1

ADVERTISING.....2

SIGNATURE EVENTS.....3-4

EDUCATION.....5

NETWORKING OPPORTUNITIES.....6

COMMUNITY EVENTS.....6

ADVOCACY.....7

SMALL BUSINESS.....8

FOR MORE INFORMATION GO TO  
WWW.LACROSSECHAMBER.COM

TALENT ATTRACTION

FIRST FRIEND

Our Community Concierge sells Greater La Crosse to job candidates and connects newcomers to their interests and new friends after they relocate. Your competitors don’t offer this level of attention to your greatest asset - your people. Services include:

- COMMUNITY TOUR: \$250
- LUNCH OR COFFEE: \$50
- VIRTUAL TOUR: \$75
- WELCOME BASKET FROM YOUR COMPANY: \$100
- FIRST-YEAR ENGAGEMENT SERVICE: \$175
- COMMUNITY TOUR WITH SCHOOL VISITS: \$300
- INITIAL ENGAGEMENT SERVICE: \$75
- ACCOMPANYING PARTNER CAREER SERVICE: \$100

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

TALENT ATTRACTION CAMPAIGN



The Talent Attraction Campaign is dedicated to bringing in talent by encouraging individuals within a 250-mile radius of La Crosse to relocate to Greater La Crosse. It highlights adventure, living, and working in the Driftless Region, focusing on ample outdoor recreation opportunities, numerous ways to become involved in the community, and high-quality education, healthcare, and neighborhoods.

INVESTMENT: \$20,000, \$10,000, \$2,500

ADVERTISING OPTIONS

NEWSLETTER ADS

Position your company’s product or service before this very unique audience of 1,600+ business leaders.

2023: \$75 / WEEK or \$250 / 4 WEEKS

YOUNG PROFESSIONALS NEWSLETTER ADS

Position your company’s product or service before this very targeted and engaged audience of 200+ local Young Professionals, ages 21-40.

\$200 / MONTH

CHOOSE LA CROSSE ADVERTISING



The Website, Choose La Crosse, is our online relocation guide. 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 available at [chooselacrosse.com](http://chooselacrosse.com)

- BANNER AD: \$4,000 Rotates above the fold on the homepage
- LARGE AD: \$3,000 Largest ad space and placed throughout the site and remains static.
- MEDIUM AD: \$2,000 Placed throughout the site and remains static.

SMALL BUSINESS AD PACKAGE

The Small Business Advertising Package is for businesses with 25 or fewer full-time employees looking to increase visibility and reach Chamber members directly through E-Newsletters, social media, and directories. Only 24 packages available, first-come, first-serve. *\*More information on page 7*

\$400 INVESTMENT

MEMBERSHIP ADDRESSES

Purchase a list of our 550+ members, which includes company name, contact name, and mailing address. Choose from pre-printed labels or an Excel spreadsheet.

- EXCEL MEMBERSHIP LIST: \$450
- LABEL MEMBERSHIP LIST: \$150

# SIGNATURE EVENTS

## YOUNG PROFESSIONALS AWARDS | January 2024

The Young Professionals Annual Awards Banquet is a new offering for area young professionals, ages 21-40, to gather for a night of networking and celebratory awards ceremony recognizing our area’s current and future leaders. After an upbeat networking reception, guests will transition to a brief awards ceremony, before ending with an afterparty for more time to connect.

- PRESENTING SPONSOR: \$3,000
- ENTREPRENEUR OF THE YEAR AWARD SPONSOR: \$300
- EVENT SPONSOR : \$1,000 (0 of 3)
- EMERGING LEADER AWARD SPONSOR: \$300
- AFTER PARTY SPONSOR: \$500
- TICKET: \$45
- FUTURE 5 AWARDS SPONSOR: \$300

## ANNUAL MEETING | March 6, 2023

The Annual Meeting showcases your company in front of more than 500 business leaders from the La Crosse Area. This event celebrates our area businesses and includes high-quality networking and an awards ceremony.

- PRESENTING SPONSOR: \$7,500
- AFTER PARTY SPONSOR: \$2,000
- CELEBRATION SPONSOR: \$2,500 (7 OF 9 SOLD)
- VOLUNTEER OF THE YEAR AWARD SPONSOR: \$750
- LEGACY AWARDS SPONSOR: \$2,000
- VIP RECEPTION SPONSOR: \$1,500
- TICKET: \$70 \*TICKET PACKAGES AVAILABLE

## BETTER BUSINESS SUMMIT | May 17, 2023

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

- PRESENTING SPONSOR: \$5,000
- PARTICIPATING SPONSOR: \$750 (2 OF 3 SOLD)
- EDUCATION SPONSOR: \$3,000 (0 OF 4 SOLD)
- TICKET: \$75
- NOTEBOOK SPONSOR: \$1,000

# SIGNATURE EVENTS

## WOMEN’S LEADERSHIP SUMMIT | 2023

This half-day conference gathers area leaders for intentional networking and leadership development through keynote lunch and panel conversation.

- PRESENTING SPONSOR: \$5,000
- EVENT SPONSOR: \$1,000
- SUPPORTING SPONSOR: \$500 (1 OF 4)
- TICKET: \$65
- NOTEBOOK SPONSOR: \$750

## CHAMBER GOLF OUTING | August 28, 2023

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

- PRESENTING SPONSOR: \$3,000
- GOLF CART SPONSOR: \$700 (1 OF 2 SOLD)
- PREMIER HOLE SPONSOR: \$900 (4 OF 5 SOLD)
- ENERGY BAR SPONSOR: \$600
- BLOODY MARY BAR SPONSOR: \$900
- COOKOUT SPONSOR: \$600
- BEVERAGE CART SPONSOR: \$750 (1 OF 2 SOLD)
- LUNCH SPONSOR: \$500 (2 OF 2 SOLD)
- HOLE SPONSOR: \$750 (10 OF 12 SOLD)
- WATER BOTTLE SPONSOR: \$500
- HOLE-IN-ONE SPONSOR: \$750
- SAND TRAP SPONSOR: \$300 (0 OF 3 SOLD)
- FOURSOME: \$700

## YOUNG PROFESSIONALS GOLF OUTING | September 18, 2023

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

- PRESENTING SPONSOR: \$1,500
- HOLE SPONSOR: \$300 (0 OF 17 SOLD)
- GOLF CART SPONSOR: \$500
- HOLE-IN-ONE SPONSOR: \$300
- COOKOUT SPONSOR: \$500
- WATER SPONSOR: \$300
- BEVERAGE CART SPONSOR: \$500
- FOURSOME: \$200

# EDUCATION

Our educational opportunities are an ideal fit for businesses looking to grow their future leaders and get them engaged in 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 PROGRAM



This certificate program offers the opportunity to learn servant leadership skills from nationally recognized expert facilitator Tom Thibodeau, through a partnership with Viterbo University. Held twice per year, these 6-week programs consist of half-day sessions with a small group size.

PROGRAM SPONSOR: \$1,500 (2 OF 4 SOLD)

## LEADERSHIP LA CROSSE PROGRAM | Monthly

The Leadership La Crosse (previously Community Leadership) program introduces participants to the core aspects of our economy, connects them with local leaders, and infuses their leadership styles with a powerful perspective of community interdependence. This program meets for a half-day session once a month for 8 months at different locations in the community based on the theme.

PROGRAM SPONSOR: \$1,500 (2 OF 4 SOLD)

## YOUNG PROFESSIONALS LUNCH AND LEARN SPONSOR

Sponsor the Lunch & Learns for one calendar year for our Young Professionals Program, a highly engaged group of area employees ages 21-40. This exclusive opportunity has logo recognition on the event registration page, onsite on the catering table at each Lunch & Learn event (minimum: 6 per year), on the Young Professionals website, and also includes 2 social media mentions on the Young Professionals Facebook page recognizing your sponsorship.

EVENT SPONSOR: \$3,000

# NETWORKING OPPORTUNITIES

## 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

YOUNG PROFESSIONALS LUNCH AND LEARN SPONSOR: \$3,000

DUES: \$50 / YEAR FOR CHAMBER MEMBER BUSINESSES

INDIVIDUAL DUES: \$280 / YEAR

## BUSINESS AFTER HOURS | Monthly, Second Thursday

Business After Hours is held at a different business each month. Hosting this opportunity drives local business through your door and is the perfect opportunity to unveil a new location, showcase your remodel, or expand your presence.

2024 HOSTING COST: \$750 \*DISCOUNT AVAILABLE FOR SMALL BUSINESSES AND NONPROFITS

# COMMUNITY EVENT

## FOURTH FRIDAYS | Fourth Friday of June - September

Fourth Fridays is a free, monthly summer event series for the entire community. It brings food and drink vendors, arts and crafts, music, and fun to downtown La Crosse.

PRESENTING SPONSOR: \$5,000

MUSIC SPONSOR: \$1,500

ART ALLEY SPONSOR: \$1,500

SUPPORTING SPONSOR: \$750 (5 OF 8 SOLD)

## ADVOCACY

As the foremost business advocacy organization in our region, we work 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, your business will not only support this vital work but will be recognized at our monthly Forum events and during our annual Oktoberfest in the Capitol.

ADVOCACY SPONSOR: \$1,000 (3 OF 7 SOLD)

## SMALL BUSINESS

### SMALL BUSINESS AD PACKAGE | \$400 INVESTMENT

The Small Business Advertising Package is for businesses with 25 or fewer full-time employees looking to increase visibility and reach Chamber members directly through E-Newsletters, social media, and directories. First come, first served.

#### MEMBER SPOTLIGHT

Your Member Spotlight (a 200-word story about your business) will be highlighted on five communication platforms, including our E-Newsletter, Small Business Journal, and social media (Instagram, Facebook, LinkedIn). Your story can also include a graphic and link.

#### LOGO INCLUDED IN

Chamber Directory - Lacrossechamber.com

Online Relocation Directory - Chooselacrosse.com

#### MEMBER BUSINESS MAILING LIST (EXCEL)

Can receive one time a year, upon request

#### BY THE NUMBERS (1/5/23)

E-Newsletter: 1,702 Contacts

Small Business Journal: 919 Contacts

Instagram: 1,120 Followers

Facebook: 3,300 Followers

LinkedIn: 2,469 Followers

AD PACKAGES: 5 OF 24 SOLD

### 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.

FIRST YEAR: \$400

ANNUAL FEE: \$250