

2012 Imlay City Area Chamber of Commerce Sponsorship Opportunities



Imlay City Area Chamber of Commerce
150 North Main Street
Imlay City, MI 48444

Phone: 810-724-1361
Fax: 810-724-8821
www.ImlayCityMich.com



Contact:
Dana Dunlop
Executive Director
Imlay City Area Chamber of Commerce
executivedirector@imlaycitymich.com



Imlay City is located at the crossroads of I-69 and M-53 in Lapeer County.

Sponsorship is a wonderful way to reach your target audience through community events which are strongly supported by the residents of Imlay City, Capac, Almont, Lapeer, Metamora, Romeo and Brown City.

Your Connection to Imlay City and Our Region

From networking programs to celebrations of our heritage, the Imlay City Area Chamber of Commerce hosts a variety of events throughout the year.

Monthly Networking Events January-December

Throughout the year the Chamber offers a variety of events that help business owners and entrepreneurs connect and expand their networks. A variety of programs are offered and times vary to accommodate busy schedules.

Annual Blueberry Festival Auction March 10, 2012

The Auction is the primary fundraiser for the Blueberry Festival. A range of products and services, donated by our generous businesses and community, are auctioned off to hundreds of attendees.

Cinco de Mayo Celebration May 5, 2012

The Chamber, Imlay City Downtown Development Authority and the Hispanic Service Center are proud to present a celebration of the cultures represented in the Imlay City population. Hispanic vendors, food and entertainment will make this a true fiesta!

Little Miss Blueberry Pageant May 19, 2012

The beloved Little Miss Blueberry Pageant showcases Imlay City's talented young ladies. Audiences are treated to singing, dancing, and a variety of show-stopping acts. Little Miss contestants perform at the Festival and ride in the annual parade, too.

32nd Annual Blueberry Festival August 3-4, 2012

10,000 festival goers descend on Imlay City for two days of family-friendly fun. The event includes craft, art and food vendors, two stages of quality entertainment, fireworks, petting zoo, kids rides and crafts, parade, eating contests, beverage tent and much more!

Annual Chamber Dinner Dance December 1, 2012

The Dinner Dance is a very special evening that celebrates the community of Imlay City and the people that make our region a special place. Great food, entertainment and awards honoring our citizens make for a wonderful night.

Imlay City's Winter Playground December 8, 2012

A jolly celebration of the holiday season kicks off with a parade through downtown Imlay City. Youngsters will love visiting with Santa and Mrs. Claus and creating holiday crafts. All ages will enjoy the warming station, ice sculptures and carolers!

Imlay City Area Chamber of Commerce Networking Events

The mission of the Chamber of Commerce is to promote businesses in Imlay City and the region. Our networking events offer a relaxed atmosphere where business owners and entrepreneurs can create connections and share ideas and resources.



Good Morning Imlay City

The cost for sponsorship is \$25 & includes:

- Up to 10 minute presentation
- Distribution of your information to attendees
- Your company listed as a sponsor in all promotion of event
- Company logo displayed on Imlay City Chamber of Commerce Website during month of sponsorship



Lunch N' Learn

The cost for sponsorship is \$25 & includes:

- Up to 10 minute presentation
- Distribution of your information to attendees
- Your company listed as a sponsor in all promotion of event
- Company logo displayed on Imlay City Chamber of Commerce Website during month of sponsorship



Business After Hours

Become the host at your place of business! What could be better than having everyone come to you to showcase your business? As the host, you are responsible for hors d'oeuvres and refreshments. The event is 2 hours and the agenda is flexible to your needs.

- Distribution of your information to attendees
- Your company listed as a sponsor in all promotion of event
- Company logo displayed on Imlay City Chamber of Commerce Website during month of sponsorship



**The 2012 Cinco de Mayo Celebration
Saturday, May 5, 2012**

The Imlay City Area Chamber of Commerce, Imlay City Downtown Development Authority and the Hispanic Service Center are proudly working together to bring a celebration of our Hispanic culture to Imlay City. Entertainers, vendors, authentic Mexican food, salsa competition and children's crafts are a few of the activities planned for this fiesta!

\$500 Level- Premiere

- o Sole sponsor of an individual event
- o Logo listed on Imlay City DDA and Chamber websites for the remainder of the year with a link to your website
- o Logo recognition on Imlay City Downtown Development Authority (DDA) and Chamber newsletters
- o Text recognition in Imlay City DDA and Chamber Facebook posts and emails
- o Logo recognition on all promotional marketing materials including event posters, event signage, school flyers and print ads in newspapers
- o Text recognition in press releases
- o One (1) on-site exhibit space for product display
- o Sponsor recognition via introduction of and during all band performances

\$250 Level-Supporting

- o Sponsor/ Co-sponsor individual event
- o Logo recognition on Imlay City DDA and Chamber event website page and newsletters
- o Text recognition in Imlay City DDA and Chamber Facebook posts and in emails
- o Text recognition on all promotional marketing materials including event posters, event signage, school flyers and print ads in newspapers
- o Text recognition in press releases

\$100 Level- Associate

- o Text recognition on Imlay City DDA and Chamber websites and newsletters
- o Text recognition in Imlay City DDA and Chamber Facebook posts and emails
- o Text recognition on event posters and school flyers

\$50 Level-Friend

- o Text recognition on Imlay City DDA and Chamber of Commerce websites and newsletters
- o Text recognition in Imlay City DDA and Chamber of Commerce Facebook posts and emails





32nd Annual Blueberry Festival

August 3-4, 2012



Annual Blueberry Auction

March 10, 2012

The auction is the major fundraiser for the 32nd Annual Blueberry Festival. 100% of the funds raised from the auction go toward the festival.

If you would like to donate products, services or gift certificates to the 2012 Auction, please contact Dana at 724-1361. The Blueberry Committee greatly appreciates your support of the Festival.

Donors will be listed in newspaper advertisements, the auction program, the Blueberry Festival guide (distribution of 8,000) and on the Chamber's website. Those donating by February 20th, 2012 will receive optimal promotional benefits, two tickets to the auction and a chance at a prize valued at \$100!

Little Miss Blueberry Pageant

Sponsorships begin at \$25

Sponsors will be listed in all promotional materials including press releases, event program and Chamber website, newsletter and emails.

32nd Annual Blueberry Festival

A variety of sponsorship levels, ranging from \$75- \$2500 are available for the 32nd Annual Blueberry Festival.

The promotional benefits of sponsorship of the Blueberry Festival are extensive and may include:

- Signage at Festival
- Prominent logo placement on Chamber website
- Prominent logo placement in advertisements
- Recognition in all promotional materials
- Radio commercials
- Free vendor booth space
- Acknowledgment by Festival entertainment

Please refer to the 2012 Blueberry Festival Sponsorship Package material "Festival Connections and Benefits" for more information.

Holiday Fun in Imlay City



Annual Dinner Dance

The Dinner Dance is a wonderful opportunity for the community, business neighbors and friends to gather and celebrate the holiday season. Many businesses make the evening their corporate or office party.

Sponsorship of the entertainment **\$500**

Promotional benefits include

- Logo recognition in event program
- Logo recognition on Chamber website
- Logo recognition in Chamber newsletter
- Text recognition in press releases
- Text recognition on invitations
- Text recognition in Chamber emails and Facebook posts
- Signage at Dinner Dance

Sponsorship of Centerpiece **\$25**

Your business will be recognized on the Chamber website and on the event program and in emails, Facebook posts, newsletters and press releases.

Donate to the silent auction– Your donation of products and services is greatly appreciated. Your business will be recognized on the Chamber website and on the event program and in emails, Facebook posts, newsletters and press releases.



Imlay City Winter Playground

Santa Claus **\$100**

Your signage will be placed at Santa's station in the Historical Museum and on his ride in the parade. You will also be listed in all promotional material for the event with logo recognition on flyers, newspaper ads, signage and newsletters.

Live Reindeer **\$700**

This is a wonderful chance to sponsor or co-sponsor a very unique event! Your signage will be placed at the Reindeer station and your business will be listed in all promotional material for the event with logo recognition on flyers, newspaper ads, signage and newsletters.

Jack Frost **\$200**

Help promote local spending by sponsoring Jack Frost– a roaming gift-giver during the Winter Playground. Your business will be listed in all promotional material for the event with logo recognition on flyers, newspaper ads and newsletters.

Ice Sculpture **\$175-350**

Your signage will be placed at the ice sculpting demonstration and next to the creation after the event. You will also be listed in all promotional material for the event with logo recognition on flyers, newspaper ads, signage and newsletters.

Warming Station **\$150**

Your signage will be placed in the Warming Station. You will also be listed in all promotional material for the event with logo recognition on flyers, newspaper ads, signage and newsletters.