

2022 Sponsorship Opportunities



Your help is needed in 2022 to continue to produce successful events. We hope you will see that sponsoring and volunteering for these great events, benefits our community along with your business. We are delivering all event sponsorship information to you at one time to facilitate your planning and budgeting.

Please note that trade outs will be handled on an individual basis.

Questions can be directed to Kathy LeClair at 715.258.7343 or Kathy@WaupacaAreaChamber.com.

Thank you in advance for your help in making these events a success!



The **PRESIDENT'S CLUB** sponsorship levels will give you the opportunity to participate in and sponsor five of the Chamber and Convention & Visitor Bureau most visible activities and pay for them all at one time. You will increase your visibility at these events and display your leadership in supporting the Chamber and Convention & Visitor Bureau. As an additional benefit, these sponsorships give investors added exposure of their logo in the **monthly Chamber newsletter** and on the **Chamber and Convention & Visitor Bureau websites** <https://waupacaareachamber.com/> and <https://visitwaupacachainolakes.com/> This program allows you to budget your commitment to the Chamber and Convention & Visitor's Bureau for the entire year.

Sponsorship Opportunity	Event/Sponsorship Description PRESIDENT'S CLUB	Number Available	Sponsor Investment	Sponsor Benefits
FIVE STAR SPONSOR ☆ ☆ ☆ ☆ ☆	Show your support of five Chamber and Convention & Visitor Bureau Events: Awards Ceremony, Golf Outing, Strawberry Fest, July 4 th Celebration or Chain O' Lakes Blues Festival at the \$1,000 sponsorship level. You choose the five events you wish to sponsor. *RUBY Award Luncheon may be selected at the \$500 level with another event at the \$500 level to total \$1,000.	Unlimited	\$5,000	In addition to the benefits listed under each event at the \$1,000 sponsorship level, your business will be listed as the Member 411 sponsor for the entire year. Your business logo displayed in the monthly newsletter (\$120 value) and on the event pages for the selected events on the Chamber and Convention & Visitor Bureau website for the extent of the event (\$315 value).
THREE STAR SPONSOR ☆ ☆ ☆	Show your support of five Chamber and Convention & Visitor Bureau Events: Awards Ceremony, Golf Outing, Strawberry Fest, July 4 th Celebration, Chain O' Lakes Blues Festival, RUBY Award Luncheon or Partners in Education at the \$500 sponsorship level. You choose the five events you wish to sponsor.	Unlimited	\$2,750	In addition to the benefits listed under each event at the \$500 sponsorship level, your business will be listed as a Member 411 sponsor for six months. Your business logo displayed in the monthly newsletter (\$120 value) and on the event pages for the selected events on the Chamber and Convention & Visitor Bureau website for the extent of the event (\$315 value).
ONE STAR SPONSOR ☆	Show your support of five Chamber and Convention & Visitor Bureau Events: Awards Ceremony, Golf Outing, Strawberry Fest, July 4 th Celebration, Chain O' Lakes Blues Festival, RUBY Award Luncheon or Partners in Education at the \$250 sponsorship level. You choose the five events you wish to sponsor.	Unlimited	\$1,500	In addition to the benefits listed under each event at the \$250 sponsorship level, your business will be listed as a Member 411 sponsor for three months. Your business logo displayed in the monthly newsletter (\$120 value) and on the event pages for the selected events on the Chamber and Convention & Visitor Bureau website for the extent of the event (\$315 value).

EDUCATIONAL	Event/Sponsorship Description	Number Available	Sponsor Investment	
EDUCATIONAL SERIES SPONSOR	Sponsorship helps offset the expense of educational series that are offered to Chamber Member Investors throughout the year	Four	\$200	<ul style="list-style-type: none"> • Logo included on all promotion of educational series • Opportunity to speak prior to educational series

Awards Ceremony	Event/Sponsorship Description	Number Available	Sponsor Investment	Sponsor Benefits
	Tuesday, January 25, 2022			
Show your support of the Large and Small Business of the Year, Facelift, Grand Facelift, Rising Star and Service Awards by sponsoring the Awards Ceremony.				
PLATINUM SPONSOR	Sponsorship helps offset the cost of the Awards Ceremony.	Unlimited	\$1,000	<ul style="list-style-type: none"> ▪ Corporate table for eight guests with amenities ▪ Two mentions and logo display at Ceremony ▪ Logo on invitation
GOLD SPONSOR		Unlimited	\$500	<ul style="list-style-type: none"> ▪ Reservations for four guests ▪ One mention and name display at Ceremony ▪ Name on invitation
SILVER SPONSOR		Unlimited	\$250	<ul style="list-style-type: none"> ▪ Reservation for two guests ▪ One mention and name display at Ceremony ▪ Name on invitation
Golf Outing	Event/Sponsorship Description	Number Available	Sponsor Investment	Sponsor Benefits
	June 6, 2022 at Glacier Wood Golf Course			
A fun-filled day of golf and networking. Proceeds of the Golf Outing benefit the Chamber's Scholarship Fund/Youth Programs and the Beautification Fund.				
ACE LEVEL SPONSOR	Sponsorship helps offset the cost of the Golf Outing.	Unlimited	\$1,000	<ul style="list-style-type: none"> ▪ Logo included on prominently displayed sponsor sign, invitations, sponsor list inserted in lunch bags, and on the event page of the Chamber website ▪ Name on hole sign ▪ Announcement of sponsor during award presentation ▪ Four reservations for golf & dinner
EAGLE LEVEL SPONSOR	Sponsorship helps offset the cost of the Golf Outing.	Unlimited	\$500	<ul style="list-style-type: none"> ▪ Name included on prominently displayed sponsor sign, invitations, on sponsor list inserted in lunch bags, and on the event page of the Chamber website ▪ Name on hole sign ▪ Announcement of sponsor during award presentation ▪ Two reservations for golf & dinner
BEVERAGE CART SPONSOR	Each golfer will be given a drink ticket good for a free drink from the beverage cart.	Two <small>(One for Each Cart)</small>	\$500	<ul style="list-style-type: none"> ▪ Logo on sign on beverage cart ▪ Name listed on invitation and on drink tickets for each golfer, and on sponsor list inserted in lunch bags
GOLF BALL SPONSOR	Each golfer will receive a golf ball with the Golf Ball Sponsor's name and/or logo imprinted on it.	One	\$375	<ul style="list-style-type: none"> ▪ Name and/or logo imprinted on golf balls provided to golfers ▪ Name included on sponsor list inserted in lunch bags
HOLE IN ONE SPONSOR	Covers insurance plan to offer special prizes to golfers for a hole in one.	One	\$350	<ul style="list-style-type: none"> ▪ Name printed on invitation and on sponsor list inserted in lunch bags ▪ Signage on hole ▪ Company reps at hole/tee to network
INSULATED LUNCH BAG SPONSOR	Each golfer will receive an insulated lunch bag for their lunch on the day of the golf outing.	One	\$475	<ul style="list-style-type: none"> ▪ Name and/or logo imprinted on lunch bags provided to golfers. ▪ Name included on sponsor list inserted in lunch bags
GOLF TEE SPONSOR	Each golfer will receive tees with the Golf Tee Sponsor's name imprinted on them.	One	\$275	<ul style="list-style-type: none"> ▪ Name imprinted on tees provided to golfers ▪ Name included on sponsor list inserted in lunch bags
BIRDIE LEVEL SPONSOR	Sponsorship helps offset the cost of the Golf Outing.	Unlimited	\$250	<ul style="list-style-type: none"> ▪ Name included on prominently displayed sponsor sign, invitations, and on sponsor list inserted in lunch bags ▪ One reservation for golf & dinner
PHOTO SPONSOR	Each golfer will be given a photo of their foursome.	One	\$250	<ul style="list-style-type: none"> ▪ Name listed on invitation and on sponsor list inserted in lunch bags ▪ Business card placed in each foursome photo folder (sponsor must supply business cards)
PUTTING CONTEST SPONSOR	For each putt made on this challenging hole, the golfer gets their name put into a drawing for a Chamber gift certificate.	One	\$150	<ul style="list-style-type: none"> ▪ Name listed on invitation and on sponsor list inserted in lunch bags ▪ Signage at the putting contest hole ▪ Sponsor name printed on Chamber gift certificate presented to winner ▪ Sponsor has option of running the putting contest ▪ Space available at putting contest for sponsor information
WATER SPONSOR	Each golfer will receive a bottle of water with the Water Sponsor's name and logo on the label.	Two	\$150	<ul style="list-style-type: none"> ▪ Name and logo printed on labels ▪ Name included on sponsor list inserted in lunch bags ▪ Bottles of water will be included in lunch bags
LUNCH SPONSOR	Sponsorship helps offset the cost of lunch for golfers.	Six	\$125	<ul style="list-style-type: none"> ▪ Name printed on invitation and on sponsor list inserted in lunch bags ▪ Company rep at lunch table to network and serve
HOLE SPONSOR	Sponsorship helps offset the cost of the Golf Outing.	Eighteen	\$125	<ul style="list-style-type: none"> ▪ Name on signage at one hole ▪ Name included on sponsor list inserted in lunch bags ▪ Option for business to have company representative on hole ▪ Includes lunch for two company representatives

Strawberry Fest	Event/Sponsorship Description June 18, 2022	Number Available	Sponsor Investment	Sponsor Benefits
	Strawberry Fest has been celebrating the first taste of summer in the Waupaca area since 1989.			
PREMIER SPONSOR	Sponsorship offsets the costs of entertainment, tent rental, emcee expense, shortcake and Kid's Alley entertainment.	Unlimited	\$1,000	<ul style="list-style-type: none"> ▪ Logo included on festival posters, brochures, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites ▪ Six live mentions during the festival by the emcee ▪ Name displayed on sponsor board
MAJOR SPONSOR		Unlimited	\$500	<ul style="list-style-type: none"> ▪ Sponsor logo included on festival posters, brochures, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites ▪ Four live mentions during the festival by the emcee ▪ Name displayed on sponsor board
SUPPORTING SPONSOR		Unlimited	\$250	<ul style="list-style-type: none"> ▪ Sponsor name listed on festival posters, brochures, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites ▪ Name displayed on sponsor board
FRIEND OF THE FESTIVAL		Unlimited	\$100	<ul style="list-style-type: none"> ▪ Sponsor name listed on festival posters, brochures, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites
4 th of July Celebration	Event/Sponsorship Description July 4, 2022	Number Available	Sponsor Investment	Sponsor Benefits
	Annual Fourth of July celebration. Attracts an estimated 15,000 viewers annually including residents and visitors to the area.			
PRESENTING SPONSOR	This level of sponsorship is a three-year commitment. All advertising will state Fourth of July Celebration presented by your business.	One	\$5,000	<ul style="list-style-type: none"> ▪ Name on everything associated with the event. ▪ Special viewing area at the parade ▪ Parade entry fee waived and a designated spot in the parade.
RED LEVEL SPONSOR	Sponsorship helps offset the cost of fireworks and parade.	Unlimited	\$1,000	<ul style="list-style-type: none"> ▪ Sponsorship acknowledged in press releases, print and radio advertising, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites ▪ Parade entry fee waived
WHITE LEVEL SPONSOR		Unlimited	\$500	<ul style="list-style-type: none"> ▪ Sponsorship acknowledged in print and radio advertising, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites ▪ Parade entry fee waived
BLUE LEVEL SPONSOR		Unlimited	\$250	<ul style="list-style-type: none"> ▪ Sponsorship acknowledged in print advertising, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites
STAR LEVEL SPONSOR		Unlimited	\$100-\$249	<ul style="list-style-type: none"> ▪ Sponsorship acknowledged in print advertising, Chamber newsletter, event page of the Chamber and Convention & Visitor Bureau websites

Chain O' Lakes Blues Festival	Event/Sponsorship Description October 7-8, 2022	Number Available	Sponsor Investment	Sponsor Benefits
	Eleventh annual event held at the Indian Crossing Casino.			
PRESENTING SPONSOR	This level of sponsorship is a three-year commitment. All advertising will state Chain O' Lakes Blues Festival presented by your business	One	\$5,000	<ul style="list-style-type: none"> ▪ Name on everything associated with the event ▪ Live mentions during the festival by the emcee ▪ Logo displayed on sponsor banner at festival ▪ Twelve weekend passes to attend the festival ▪ Special t-shirt give away to be determined ▪ Event tickets/wristbands will have business name on them
SAFE RIDE SHUTTLE SPONSOR	This sponsorship covers the expense of a bus and provides festival participants a safe ride to/from the event	One	\$2,000	<ul style="list-style-type: none"> ▪ Logo included on festival posters, brochures and event webpage ▪ Live mentions during the festival by the emcee ▪ Logo displayed on sponsor banner at festival ▪ Signage on bus ▪ Eight weekend passes to attend the festival
RAINBOW LAKE SPONSOR	Sponsorship offsets the costs of entertainment, advertising and supplies.	Unlimited	\$1,000	<ul style="list-style-type: none"> ▪ Logo included on festival posters, brochures and event webpage ▪ Live mentions during the festival by the emcee ▪ Logo displayed on sponsor banner at festival ▪ Six weekend passes to attend the festival
LONG LAKE SPONSOR		Unlimited	\$500	<ul style="list-style-type: none"> ▪ Name included on festival posters, brochures, and event webpage ▪ Live mentions during the festival by the emcee ▪ Name displayed on sponsor banner at festival ▪ Four weekend passes to attend the festival
SUNSET LAKE SPONSOR		Unlimited	\$250	<ul style="list-style-type: none"> ▪ Name listed on event webpage and festival poster ▪ Name displayed on sponsor banner at festival ▪ Two weekend passes to attend the festival
COLUMBIA LAKE SPONSOR		Unlimited	\$100	<ul style="list-style-type: none"> ▪ Name listed on event webpage ▪ Name displayed on sponsor banner at festival
RUBY Awards Luncheon	Event/Sponsorship Description October 18, 2022	Number Available	Sponsor Investment	Sponsor Benefits
	The RUBY (Recognizing the Upward, Bright & Young) Award recognizes those between the ages of 18 and 40 that are making a difference in our community.			
RUBY SPONSOR	Sponsorship helps offset the cost of speaker and awards.	Unlimited	\$500	<ul style="list-style-type: none"> • Business name included on invitations • Opportunity to introduce speaker with time for two-minute bio of your business. If more than one sponsor at this level, one will be given the opportunity to give a short inspirational talk to nominees followed by a two-minute bio of their business. • Eight tickets to attend the luncheon
BRIGHT SPONSOR		Unlimited	\$250	<ul style="list-style-type: none"> • Business name included on invitations • Four tickets to attend the luncheon
UPWARD SPONSOR		Unlimited	\$100	<ul style="list-style-type: none"> • Business name included on invitations • One ticket to attend the luncheon
Partners In Education	Event/Sponsorship Description	Number Available	Sponsor Investment	Sponsor Benefits
SENIOR SPONSOR	Sponsorship helps cover the cost of educational events with the schools such as The Pitch, Heavy Metal Tours, Health Career Tours and New Teacher/Administrative Welcome.	Unlimited	\$1,000	<ul style="list-style-type: none"> • Your business logo displayed in the monthly newsletter and on the Chamber website for the entire year
JUNIOR SPONSOR		Unlimited	\$500	<ul style="list-style-type: none"> • Your business logo displayed in the monthly newsletter and on the Chamber website for the entire year
SOPHOMORE SPONSOR		Unlimited	\$250	<ul style="list-style-type: none"> • Your business logo displayed in the monthly newsletter and on the Chamber website for the entire year
TEACHER/ADMIN WELCOME EVENT SPONSOR	Sponsorship helps cover the cost of lunch for sponsor and teacher/administrative staff as well as a gift for each teacher/administrative staff.	Each Teacher/Admin	\$75	<ul style="list-style-type: none"> • Interact with the new teachers and administrative staff on the bus tour • Have lunch side-by-side with your sponsored teacher/administrative staff

**Waupaca Area Chamber of Commerce and Convention & Visitor Bureau
2022 Sponsorship Contract**

Check the sponsorship level you would like for each event. You will be invoiced for your sponsorship prior to the event. Sponsorships are available on a first come, first served basis. Sponsorships received after the deadline listed for each event will be greatly appreciated, but not guaranteed all sponsor benefits.

President's Circle

- Five Star Sponsor - \$5,000 **(Choose five events to sponsor)**
- Three Star Sponsor - \$2,750 **(Choose five events to sponsor)**
- One Star Sponsor - \$1,500 **(Choose five events to sponsor)**

Awards Ceremony.....Sponsorship Deadline: December 10, 2021

- Platinum Sponsor - \$1,000
- Gold Sponsor - \$500
- Silver Sponsor - \$250

Chamber Golf Outing.....Sponsorship Deadline: April 1, 2022

- | | |
|--|--|
| <input type="checkbox"/> Ace Level Sponsor - \$1,000 | <input type="checkbox"/> Birdie Level Sponsor - \$250 |
| <input type="checkbox"/> Eagle Level Sponsor - \$500 | <input type="checkbox"/> Photo Sponsor - \$250 |
| <input type="checkbox"/> Beverage Cart Sponsor - \$500 | <input type="checkbox"/> Putting Contest Sponsor - \$150 |
| <input type="checkbox"/> Golf Ball Sponsor - \$375 | <input type="checkbox"/> Water Sponsor - \$150 |
| <input type="checkbox"/> Hole in One Sponsor - \$350 | <input type="checkbox"/> Lunch Sponsor - \$125 |
| <input type="checkbox"/> Insulated Lunch Bag Sponsor - \$475 | <input type="checkbox"/> Hole Sponsor - \$125 |
| <input type="checkbox"/> Golf Tee Sponsor - \$275 | |

Strawberry FestSponsorship Deadline: April 1, 2022

- | | |
|--|--|
| <input type="checkbox"/> Premier Sponsor - \$1,000 | <input type="checkbox"/> Supporting Sponsor - \$250 |
| <input type="checkbox"/> Major Sponsor - \$500 | <input type="checkbox"/> Friends of the Festival - \$100 |

4th of July Celebration.....Sponsorship Deadline: June 1, 2022

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$5,000 | <input type="checkbox"/> Blue Level Sponsor - \$250 |
| <input type="checkbox"/> Red Level Sponsor - \$1,000 | <input type="checkbox"/> Star Level Sponsor - \$100 - \$249 |
| <input type="checkbox"/> White Level Sponsor - \$500 | |

Chain O' Lakes Blues Festival.....Sponsorship Deadline June 1, 2022

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor - \$5,000 | <input type="checkbox"/> Long Lake Sponsor - \$500 |
| <input type="checkbox"/> Safe Ride Shuttle Sponsor - \$2,000 | <input type="checkbox"/> Sunset Lake Sponsor - \$250 |
| <input type="checkbox"/> Rainbow Lake Sponsor - \$1,000 | <input type="checkbox"/> Columbia Lake Sponsor - \$100 |

RUBY Awards Luncheon.....Sponsorship Deadline September 2, 2022

- | | |
|---|---|
| <input type="checkbox"/> Ruby Sponsor - \$500 | <input type="checkbox"/> Upward Sponsor - \$100 |
| <input type="checkbox"/> Bright Sponsor - \$250 | |

Partners in Education

- | | |
|---|---|
| <input type="checkbox"/> Senior Sponsor - \$1,000 | <input type="checkbox"/> Sophomore Sponsor - \$250 |
| <input type="checkbox"/> Junior Sponsor - \$500 | <input type="checkbox"/> Teacher/Admin Sponsor - \$75 |

Sponsor Business Name (Print as you want listed on advertising)

Contact Person

Telephone Number

**Return Contract to:
Waupaca Area Chamber of Commerce
315 S. Main Street
Waupaca, WI 54981
Email: Kathy@WaupacaAreaChamber.com**