



# 2023 Sponsorships & Advertising



**LIVONIA CHAMBER OF COMMERCE**

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For more than 70 years, the Livonia Chamber of Commerce has brought a variety of programming and events to the Livonia business community.

We believe that together, the business community can grow stronger and embrace new challenges. We connect nearly 1,000 members, consisting of businesses large and small, to valuable resources, marketing opportunities and advocacy.

Seeking exposure? Creative ways to market your business? Looking to position your company as a community leader? The Chamber provides many ways to get your business connected to local businesses and professionals plus Livonia residents and surrounding communities.

Let us find the right marketing and sponsorship avenues for you!

## Mission Statement

*Promote community involvement, business leadership, and member prosperity.*

The Livonia Chamber is a non-profit, non-partisan organization that represents nearly 1,000 members, promotes Livonia, and supports its business community.

**In recent years, the Livonia Chamber has focused on three big picture goals:**

- Building a Culture of Inclusion
- Advancing Regional Collaboration
- Promoting Workforce of the future

## Meet Our Team

*We can help answer your questions and find the right fit for your business.*



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# 2022 IN REVIEW

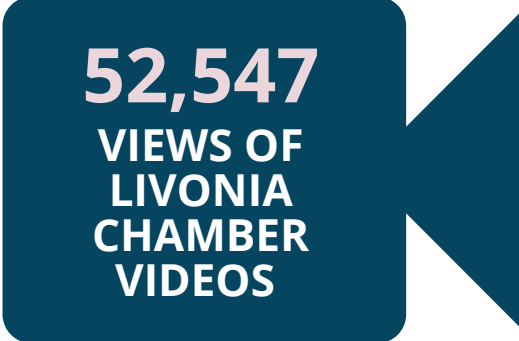


970 MEMBERS

2,310  
EMAIL  
SUBSCRIBERS



8,909  
SOCIAL  
MEDIA  
FOLLOWERS



52,547  
VIEWS OF  
LIVONIA  
CHAMBER  
VIDEOS



4,257  
IN ATTENDANCE  
AT EVENTS

“ If you are looking for more professional development and leadership opportunities, I strongly encourage you to connect with the Livonia Chamber of Commerce.

That's where it's at folks!

- Laura Reiners, Growth Works ”

“ The networking events are great! I always make at least a couple valuable connections every time I attend, I am glad that I did.

- Charlotte Balluff, A Place For You ”

“ The Livonia Chamber allows for opportunities for business people and community members to work alongside leaders in the public and private sector on current and emerging issues impacting business, including social responsibility, education, and workforce. Together as partners, we are spreading the word on why business matters and the profound impact they have on our community.

- Henry Haidous, Michigan Schools and Government Credit Union ”



## Leadership & Awards Celebration

A dinner is held to present awards to the businesses and individuals that make Livonia great. Event typically has 200-300 people in attendance.

*Presenting Sponsorships: \$1,500 (6); includes table of 8, logo on pre-event marketing as well as at event and in program*

## Home Improvement Show

This trade show features a collection of contractors, roofers, landscape designers, and other home improvement experts.

The show is free to the public.

*Presenting Sponsorships: \$1,500 **SOLD**; includes two exhibit spaces, logo on pre-event marketing, signage at event and program*



## Livonia State of the City

A luncheon where Mayor Brosnan reviews the past year, and future plans for the city of Livonia.

In 2022, 300+ attendees were present.  
*Presenting Sponsorships: \$1,500 (6); includes 8 seats, logo on pre-event marketing and signage. Mixer/Table Sponsorships: \$500 (4); includes 4 seats, logo at event*



## Sip Sit Sunshine Patio Networking Series

These popular after hours events take place 4-6 p.m. during the summer months on some of Livonia's patios.

*Presenting Sponsor: \$500; includes logo on pre-event marketing, ability to speak and display marketing materials at event.*



# Livonia Chamber Golf Outing

Golfers of all skill levels will enjoy a round of golf at Idyl Wyld, networking with fellow Chamber members and dinner at 1 Under. For companies looking to showcase their business, many sponsorship opportunities are available.



## Presenting Sponsorship **\$1,500+ SOLD**

- Sponsorship costs include gifts for 150 golfers
- Two foursomes of golfers
- Exclusive large sign with logo at clubhouse
- Logo included on banner at course
- Logo included in program and pre-event publicity

## Course Sponsorship **\$1,200**

- One foursome of golfers
- Exclusive large tee sign with logo at clubhouse
- Logo included on Course Sponsor banner
- Logo included in event program

## Foursome + Tee Sign **\$700**

- Four golfers
- Tee sign with company logo
- Logo included in event program

## Individual Golfer **\$150**

## Chipping Contest **\$500 SOLD**

- Logo on large tee sign at contest and in program
- Sponsor has opportunity to have promotional materials and staff at the contest (8-9:30am)

## Putting Contest **\$500 SOLD**

- Logo on large tee sign at contest and in program
- Sponsor has opportunity to have promotional materials and staff at the contest (8-9:30am)

## Hole-In-One Contest **SOLD**

- Logo on large sign at contest and in program
- Sponsor has opportunity to have promotional material and staff at contest

## Exclusive Hole Sponsorship **\$400**

- Exclusive large tee sign with company logo
- Option to have a table and staff at the hole
- Logo included in event program

## Tee Sign **\$150**

- Tee sign with company logo
- Logo included in event program

## Golfer Aid Package Sponsor **\$250**

- Logo on all packages' envelopes
- Logo included in event program

## Happy Hour Sponsor **\$500**

- Logo on drink tickets and logo in program
- Logo included in event program

## Golf Cart Sponsor **\$500 SOLD**

- Logo on all golf carts
- Logo included in event program

## Golf Tees Sponsor **\$500**

- Logo on golf tees given to each golfer
- Logo included in event program

## Raffle Sponsor **\$500**

- Logo on sign at raffle table and in program
- Funds used to purchase grand prize of raffle





## Inclusive Programming

- We offer an annual interactive breakfast event as we continue the conversation of D&I in our work places and community. *Presenting Sponsors (4-6): \$1,000 includes 8 seats, logo on pre-event marketing and signage at the event and in program*
- Three times a year, we invite businesses and community members to join us for Inclusion Roundtable discussions: open, informal discussions in a judgement-free environment to help us engage, increase awareness of, and connect better with people. **SOLD**

## Western Wayne Business Leadership Banquet

A unique gathering of chief-elected officials and business leaders from across 18 Western Wayne County communities gather for an evening of networking and insights into the region. The event gathers around 400 people at this popular networking event. WWJ Newsradio 950 broadcasts live from the event.

*Presenting Sponsors (2): \$6,000*

*includes 8 seats with logo sign on table, logo on all marketing, signage at the event and program*

*Mixer Sponsors (5): \$3,200*

*includes 8 seats with logo sign on table, logo on signage at Mixer, on drink tickets and program*

*Registration Sponsors (2): \$2,500*

*includes 8 seats with logo sign on table, logo on registration tablecloth, signage and program*

*Corporate Table Sponsors: \$1,800*

*includes 8 seats with company sign on table and listed in program*

*Individual Seats: \$150 each*



# Night of Lights at Greenmead Historial Park

Greenmead Historial Park is decorated with holiday lights for this regional event. Formal activities for this regional holiday attraction take place the first three weekends in December with the lights on display all month long.

Santa and Mrs. Claus will be accepting visitors at the Meeting House with the Town Peddler Holiday Shop inside Alexander Blue House.

There's children's arts and crafts inside Newburg School, choir performances inside Newburg Church and heated hospitality tent with outside firepits for beverages and snacks.

Join this growing seasonal event by becoming a partner via the variety of sponsorships below:

*Presenting Sponsor (1 or 2):*

*\$20,000 each for 2, or exclusive for \$40,000*

*Logo on all pre-event publicity, signage at entrance*

*Alexander Blue House (1): \$5,000*

*Logo on sign in front of the house and on promotional materials*

*Meeting House and Santa Visits Sponsor (1): \$5,000*

*Logo on sign in front of house and on promotional materials for Santa visits*

*Newburg Church and*

*Choir Series Sponsor (1): \$5,000*

*Logo on sign in front of the church and on promotional materials for performances*

*Street Hockey Rink Sponsor (1): \$2,500*

*Logo on sign in front of rink and cornhole boards*



*Newburg School Sponsor (1): \$2,500*

*Logo on sign in front of the school*

*Bungalow Sponsor (1): \$2,500*

*Logo on sign in front of the house*

*Hospitality Tent Sponsor (1): \$2,500*

*Logo on sign in front of tent*

*Store Sponsor (1): \$2,500*

*Logo on sign in front of the store*

*Blue Office Sponsor (1): \$2,500*

*Logo on sign in front of the office*

*Welcome Sponsors (20): \$1,000*

*Logo on a yard sign on walking path from parking lot to event area*





## Business Breakfast Roundtable

Representatives of businesses and the community gather for this annual event featuring local journalists, Nolan Finley and Chad Livengood, as they share their different insights and answer your questions about business developments in the region and more.

*Presenting Sponsorships: \$1,000 (3-4); 8 seats, logo on pre-event marketing and signage*

## New! Member Appreciation Reception

The reception is one of the most popular annual events, where we honor all our members! In 2023, sponsor this free event that will be revamped for more fun and celebrating than ever before!

*Presenting Sponsor: \$1,500 (7-8); includes logo on pre-event marketing and event signs*



## Featured Events

**The Livonia Chamber of Commerce is known for bringing in featured speakers over the years; including Detroit sports figures and media celebrities.**

*Presenting sponsorships for these events range from \$1,000-\$2,500.*

*Let us know if we should reach out to you about being a potential sponsor when these events are in the planning stage.*





# ADVERTISING

## Print Newsletter

The Chamber produces an informative, bimonthly newsletter called the *Connector*. Inside you can find new members, renewals, grand opening pictures, upcoming Chamber events, past event recaps, articles written by our President and more!

Advertising can be purchased per issue, or a discounted rate is available for a full year of advertising. The newsletter is mailed out to all members, as well as provided to potential members. It is also emailed out to our email subscription list of over 2,000 email addresses.



Full Year of Full Color Advertising:

Full Page \$3,500    Half Page \$2,000    Quarter Page \$1,250    Business Card \$600

## Business Promotion Add-on: \$200 (Included in Landmark & Trustee Level Memberships)

- 2 Email blasts throughout the year (\$200 value, reaches 2,000+)
- 1 color Print Newsletter Business Card Ad (\$100 value, reaches 950+ mailed)
- 1 color Inset Ad in the Chamber Countdown e-newsletter (\$50 value, reaches 2,300+)



## Additional E-Advertising

- E-newsletter Banner Advertisements are featured at the top of our weekly Chamber Countdown e-newsletter (\$200 a month, reaches 2,300+ email addresses)
- CityScape Vodcast Series is our monthly video with LivoniaTV featuring people, places and ideas that impact Livonia. One month sponsorship is \$1,000, which includes your logo in the video and tagged as the sponsor in the Facebook, YouTube and LinkedIn posts of the month's video.

