



Sponsorship Opportunities FOR 2021



Join. Connect. Grow. Discover.
Hudson Area Chamber of Commerce and Tourism Bureau



Take advantage of your Chamber Membership benefits by promoting your company through a variety of sponsorship and marketing opportunities. Look inside for a detailed listing of the promotional benefits for each level of event sponsorships. Some sponsorship levels are offered with limited availability, so be sure to submit your interest soon.



Annual Meeting & Awards Banquet 2021

Celebrating another year of business success! This event is our opportunity to recognize Chamber members and volunteers for all they have done to help the Chamber grow. Sponsor the Chamber's largest membership event as we celebrate 68 years of serving the community!

PLATINUM SPONSOR \$2,000

- Company Logo included on:
 - Event invitation
 - Website Event Page, Business Logo with link
 - Newsletter
 - Facebook Post
 - Eblast
 - Event program
- Recognition at the event
- Complimentary table for 8 (eight) at the event (tables seat 8 total).
- First right of refusal for the next year's event sponsorship

GOLD SPONSOR \$750

- Company Logo included on:
 - Event program
 - Newsletter
 - Facebook Post
 - Recognition at the event
- Website Event Page, Business logo with link
- 4 complimentary seats to the event (tables seat 8 total)

SILVER SPONSOR \$500

- Company Name included on:
 - Newsletter
 - Website Event Page, Business Logo with link
 - Company name on event program
 - Recognition at the event
- 2 complimentary seats to the event (tables seat 8 total)

BRONZE SPONSOR \$150

- Company Name included on:
 - Newsletter
 - Website Event Page, Business name listed
 - Company name on event program
 - Recognition at the event
- 1 complimentary seat to the event (tables seat 8 total)

Hudson Community Expo (Formerly the Spring Showcase) Spring, 2021



Please join us as we "Discover the Best of the Hudson Area!" The Hudson Community Expo is a free event open to the public. Children's activities, family entertainment and a day full of activities geared to showcase products and services available in the Hudson Area.

PLATINUM SPONSOR \$2,000

- Complimentary booth at event – premier location! May add an additional booth.
- Company Logo included on:
 - Event program - Cover
 - Poster
 - Rack Card
 - Newsletter
 - Event Website – Business Logo with link
 - Event Eblast
 - Vendor registration form
- First right of refusal for following year

GOLD SPONSOR \$1,000

- Complimentary booth at event
- Company Logo included on:
 - Event Program - Cover
 - Poster
 - Rack Card
- Company Name included on:
 - Newsletter
 - Website Event Page – Business Logo with link
- First right of refusal for following year

SILVER SPONSOR \$500

- Company Logo included on:
 - Event Program - Inside
 - All-Sponsor Sign at the event
 - Posters
- Company Name included on:
 - Rack Cards
 - Newsletter
 - Website Event Page

BOOTH SPONSOR \$275

NON PROFIT \$150

All sponsorship levels will receive verbal acknowledgement during the event.



Golf Tournament Summer, 2021

The Annual Chamber Golf Tournament is a four person, best ball scramble tournament at a member Golf Club for Chamber members. Lunch and dinner are provided. Prizes are awarded for team and individual competitions.

PLATINUM SPONSOR \$3,000

- Company Logo included on:
 - Invitation
 - Website Event Page – Logo with link
 - Chamber Newsletter
 - Event Eblast
 - Event Program
- Recognition during dinner
- First right of refusal the following year
- Hole Sponsorship – Includes signage at hole, plus the opportunity to promote your business.
- 4 golf packages - Includes golf fees, cart, lunch, dinner and golf promotions.

GOLD SPONSOR \$2,000

- Company Name included on:
 - Website Event Page – Logo with link
 - Chamber Newsletter
 - Event Eblast
 - Event Program
- Recognition during dinner
- First right of refusal the following year
- Hole Sponsorship – Includes signage at hole, plus promote your business.
- 4 Golf packages – Includes golf fees, cart, lunch, dinner and golf promotions.

SILVER SPONSOR \$1,000

- Company Name included on:
 - Website Event Page - Logo
 - Chamber Newsletter
 - Eblast
 - Event program
- Recognition during dinner
- First right of refusal the following year
- Hole Sponsorship – Includes signage at hole, plus the opportunity to promote your business.
- 2 Golf packages – Includes golf fees, cart, lunch, dinner and golf promotions.

HOLE SPONSOR \$425

- Company Name included on:
 - Event program
- Recognition during dinner
- Hole sponsorship – Includes signage at hole, plus promote your business
- 1 Golf Package – Includes golf fee, cart, lunch, dinner and golf promotion.



Hole Sponsors are strongly encouraged to have an activity that creatively represents their company during the tournament.

You are also welcome to distribute giveaway items from your hole during the event.



Spirit of the St. Croix Art Festival September 25-26, 2021

Annual free art festival open to the public. This day of festivities, creativity and fun offers you an opportunity to promote your business. We've welcomed nearly 8,000 guests to the park each year! Imagine your business promoted on signage, in the program (inserted into the newspaper) and on posters throughout the community. We have sponsorship opportunities available to fit your marketing budget.

PLATINUM SPONSOR \$2,500

- Company Logo included on:
 - Event All-Sponsor Banners (at 3 event entrances)
 - Posters
 - Program (inserted in Hudson Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee – September/October Issue
 - DiscoverHudson Facebook page
 - Website Event Page – Logo with link
 - Newsletter
 - Event Eblast
- Company Name included on:
 - Press releases as accepted by publishers
- Additional Promotion (\$450 value)
 - Chamber Newsletter Ad - ½ page, sponsor created - OR - Eblast, sponsor provided PDF/JPG
- Choose one option below:
 - Complimentary Booth Space, artistic activity optional, at the event
 - Chamber Website Banner Ad in the online Business Directory category for your industry for 3 months, plus 500 marketing pieces distributed from the Chamber booth at the event.

GOLD SPONSOR \$1,000

- Company Logo included on:
 - Event All-Sponsor Banners (at 3 event entrances)
- Company Name included on:
 - Posters
 - Program (inserted in Hudson Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee – September/October Issue
 - Press releases as accepted by publishers
 - Website Event Page – Logo with link
 - Newsletter
- Choose one option below:
 - Complimentary Booth Space, artistic activity optional, at the event
 - Chamber Website Banner Ad in the online Business Directory category for your industry for 3 months, plus 500 marketing pieces distributed from the Chamber booth at the event.

SILVER SPONSOR \$400

- Company Logo included on:
 - Event All-Sponsor Banners (at 3 event entrances)
- Company Name included on:
 - Posters
 - Program (inserted in Hudson Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee – September/October Issue
 - Press releases as accepted by publishers
 - Website Event Page – Logo with link
 - Newsletter

BRONZE SPONSOR \$200

- Company Logo included on:
 - Event All-Sponsor Banners (at 3 event entrances)
- Company Name included on:
 - Posters
 - Program (inserted in Hudson Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee – September/October Issue
 - Press releases as accepted by publishers
 - Website Event Page – Company name listed
 - Newsletter

Welcome New Teachers' Luncheon

Each new school year we invite new teachers and administrators from the Hudson School District, St. Patrick's School, and Trinity Academy to a Chamber luncheon. The New Teachers' Luncheon is an excellent opportunity for you to introduce your business to these new members of our community.

EVENT SPONSOR \$175

- Company Name included on:
 - Newsletter
 - Website Event Page
 - Event program
- Introduction read at event
- 1 attendee included



Hilltop Pumpkin Party

Saturday, October 16, 2021

YMCA Camp St. Croix-Day Camp



This free fall family event is in its 10th year at the YMCA Camp St. Croix-Day Camp location with activities such as wagon rides, pumpkin patch, games, EMS &

Fire Department vehicles, food trucks, petting zoo, bounce houses, pony rides, kid's costume contest and more. Each year this event continues to grow in sponsorship, business participation and attendance. Activities are all held outside (may be moved indoors if weather is not favorable). The event will be promoted in many print and online publications leading up to the big day.

GOLD SPONSOR \$500

- A designated area at the event to include: one eight-foot table and two chairs
- Your logo on a banner thanking Gold Sponsors displayed at the event
- Your logo displayed on event flyers, Facebook Post, Website Event Page and Newsletter
- Recognition during announcements made at the event

SILVER SPONSOR \$250

- A designated area at the event to include: one eight-foot table and two chairs
- Name listed on event flyers, Facebook Post, Website Event Page and Newsletter

BRONZE SPONSOR \$125

- A designated area at the event to include: one eight-foot table and two chairs
- Promote your Business. Do a game with the kids/Giveaways/Candy treats –always a hit with the families.
- Name listed on event flyers, Facebook post, Website Event Page and Newsletter.

Note: No electrical service is available.



Tour of Homes & Craft Sale
November 19-21, 2021



Now in its 35th year, the Tour of Homes & Craft Sale continues to feature lavishly decorated homes. Rooms will showcase exquisitely decorated themed trees and dining tables overflowing with whimsical ideas for today's decorating inspiration.

Tour goers enjoy visiting four privately owned homes and the historic Octagon House, all decorated "over-the-top."

PLATINUM SPONSOR \$2,500

- Company Logo included on:
 - Event Mailer
 - Posters
 - Event Ticket
 - Program
 - Website Event Page
 - Program Newsletter
 - Chamber Newsletter Ad - ½ page, sponsor created
 - 10 tickets for the tour
- Bus Banners: \$100



Have a Hudson Holiday
November-December 2021

The Hudson Area Chamber of Commerce & Tourism Bureau, the City of Hudson, area businesses and many generous sponsors collaborate to create a magical holiday season for Hudson residents and visitors to enjoy! Delightful, decorative lights adorn our streets and support a unique, festive atmosphere. The events are Light Up Hudson, Candlelight Stroll, and Santa and His Critters!

PLATINUM SPONSOR \$1000

- Your logo included on:
 - Event Eblasts
 - Event Fliers
 - Event Posters
 - Chamber Facebook Page
 - Website Event Page
 - Chamber Newsletter

GOLD SPONSOR \$500

- Your company name included on:
 - Event Eblasts
 - Event Fliers
 - Event Posters
 - Chamber Facebook Page
 - Website Event Page
 - Chamber Newsletter

SILVER SPONSOR \$250

- Your company name included on:
 - Event Eblasts
 - Chamber Facebook Page
 - Website Event Page
 - Chamber Newsletter

BRONZE SPONSOR \$150

- Your company name included on:
 - Event Eblasts
 - Chamber Facebook Page
 - Website Event Page
 - Chamber Newsletter



Buena Vista: A Stroll in the Park
November 2021-January 2022

Celebrate the magic of thousands of lights in Lakefront Park along the St. Croix River. We are grateful for the generous donations from the area families and businesses which make this annual event possible.

FOUNDING CORPORATION SPONSOR \$12,000

- Company logo included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook post
 - Chamber Newsletter
- Exclusive Lifetime Recognition
- Logo on hudsonfortheholidays.org
- Link to your corporate website

FOUNDING FAMILY SPONSOR \$5,000

- Company name included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook post
 - Chamber Newsletter
- Exclusive Lifetime Recognition

SANTA'S TREE SPONSOR \$2,000

- Company name included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook post
 - Chamber Newsletter

EVERGREEN TREE SPONSOR \$1,000

- Company name included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook post
 - Chamber Newsletter

FOOD/BEVERAGE SPONSOR IN-KIND

- Company logo included on:
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter
- Provide 150+ treats

PRINT PAPER SPONSOR IN-KIND

- Company logo included on:
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter
- Provide paper cups/plates and tents/fliers



502 Second Street • Hudson, WI 54016
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Leadership Hudson

Leadership Hudson Program Year: 2021-2022

Leadership Hudson is the Chamber's premier community leadership program. This program will provide a unique opportunity for participants to Connect with other leaders, Cultivate skills and knowledge and Contribute to the vitality of the Hudson area.

Participants are offered the opportunity to develop a personal leadership plan while gaining insight into community assets with a specific monthly leadership focus. A professional leadership facilitator will guide participants in identifying their personal strengths and help individuals to develop team-building and leadership skills. This is a biennial program with students that meet a full day each month, September to May.

Sponsorship recognition runs for the program year.

PROGRAM SPONSOR \$1,000

- Company banner ad on the Chamber website's Leadership Hudson page, linked to your website during the program year and to remain the following year.
- Company Logo included on:
 - Newsletter
 - Program Day Agenda
- Verbal recognition on each program day
- Invitation to attend any of the program days to present to the students your leadership experience.
- Graduation Program
 - 2 complimentary meals
 - Recognition during event

DAY SPONSOR \$500

- Company Logo included on:
 - Newsletter
 - Program Day Agenda
- Provide welcome to the class
- Graduation Program
 - 2 complimentary meals
 - Recognition during event

Good Morning Hudson

Join other Chamber members at this membership meeting to hear "What's Hot" in the local business community. Program features include special introductions, a business card/networking exchange, updates and a featured guest speaker.



PROGRAM SPONSOR \$300

- Company Logo included on:
 - Newsletter
 - Website Event Page – business logo with link
 - Event registration form
 - Event Facebook page
- Introduction of company read at event
- Display table at the event for your marketing materials



Simply Connect.

Simply Connect AM/PM

Before-hours or After-hours networking event designed to connect you with other Chamber member businesses. Hosted at various member locations. There is no charge to attend for Chamber Members.

PROGRAM SPONSOR \$150

- Company Logo included on:
 - Newsletter
 - Website Event Page business logo with link
 - Event Facebook page
- Make an announcement to introduce your company
- Display table at the event for your marketing materials

HOST SPONSOR

- Host Sponsor is responsible for providing the location, as well as all beverage (alcoholic & non-alcoholic when an evening event) and food for attendees. This sponsor does not pay a regular Program Sponsor fee.
- Will receive the same benefits as listed above for the Program Sponsor.

Newsletter

Monthly newsletter sent electronically to over 900 Chamber member businesses and their employees. It is also available to download from the Chamber website.



NEWSLETTER SPONSOR \$250

Newsletter

Sponsor Benefits & Ad Specs:

We have reformatted the Chamber's newsletter! Newsletter Sponsors receive additional advertising for the same price of \$250!

Sponsors receive:

- A full color banner ad sent electronically with the newsletter to the entire Chamber membership.
- An additional full color, full page ad will be displayed on the 2nd page of the newsletter.
- A full color banner ad will also be posted on the Chamber website "news" page for the entire month and will link to your company website.

Please have your ad designed to fit the following specs:

Banner Ad - Website and E-blast:

- 600px x 110px. Provided in a jpeg format.
- Let us know the URL you would like this linked to.

Full Page Ad - E-Newsletter:

- 8 x 9.5 in. (vertical) - 2nd page
- Cost:** \$250.

Exclusive: Only 12 newsletter sponsorships are available.

Full Page Ad - E-Newsletter: \$200

- 8 x 9.5 in. (vertical)

1/2 Page Ad - E-Newsletter: \$100

- 8 x 4.75 in. (horizontal)

1/4 Page Ad - E-Newsletter: \$50

- 3.875 x 4.75 in. (vertical)

Ad Deadline: 15th of the month prior to your sponsored month.

Website Advertising:

On two sites – Hudson Chamber & Discover Hudson Banner Ad

- 600px x 110px
- Rate - \$75

Contact Us:

502 Second Street • Hudson, WI 54016
715.386.8411 • info@hudsonwi.org

