

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.

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Annual Celebration

January 26, 2023

We have hit our 70-year milestone and invite all local businesses to join us at this event. The Annual Celebration will be an outstanding opportunity for teams to reconnect with each other, meet other local businesses, look back at Hudson over 70 years - and help us to look forward. Sponsor the Chamber's largest membership event of the year!

PLATINUM SPONSOR: \$2,000

- Company Logo included on:
 - Event Invitation
 - Website Event Page - Logo with Link
 - Newsletter
 - Facebook Post
 - Event program
- Recognition at the event
- Complimentary table for 8 at the event (tables seat 8 total)
- First right of refusal the following year

GOLD SPONSOR: \$750

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

SILVER SPONSOR: \$500

- Company Name included on:
 - Event Program
 - Newsletter
 - Website Event Page
- Recognition at the event
- 2 complimentary seats to the event (tables seat 8 total)

BRONZE SPONSOR: \$150

- Company Name included on:
 - Event Program
 - Newsletter
 - Website Event Page
- Recognition at the event
- 1 complimentary seat to the event (tables seat 8 total)

Chamber MAX

September 14, 2023

Chamber MAX is a free, invite-only event for local businesses to learn more about the Chamber Membership, Awareness, and eXperience. This is the best event for current and prospective members to learn more about the Chamber.

EVENT SPONSOR: \$500

- Company Logo included on:
 - Invitation
 - Website Event Page - Logo with Link
- Introduction of company read at event
- Display table at the event for your marketing materials



Hudson Community Expo

May 7, 2023

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

- Company Logo included on:
 - Website Event Page - Logo with Link
 - Newsletter
 - Facebook Post
 - Event program
- Recognition at the event
- First right of refusal for the next year’s event sponsorship

GOLD SPONSOR: \$1,000

- Company Logo included on:
 - Event program
 - Newsletter
 - Facebook Post
- Recognition at the event
- Website Event Page - Logo with Link

SILVER SPONSOR: \$500

- Company Name included on:
 - Newsletter
 - Website Event Page
- Recognition at the event

BOOTH SPONSOR: \$275

NON PROFIT: \$150

All sponsorship levels include a booth space and will receive verbal acknowledgment during the event.

HUDSON COMMUNITY EXPO



Golf Tournament

June 26, 2023

The Annual Chamber Golf Tournament is a four-person, best ball scramble tournament at a member golf club for Chamber members and guests. Lunch and social hour with appetizers following the tournament. Prizes awarded for team and individual competitions.

PLATINUM SPONSOR: \$3,000

- Company Logo included on:
 - Website Event Page - Logo with Link
 - Chamber Newsletter
- 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 Logo include on:
 - Facebook Post
 - Website Event Page - Logo with Link
 - Chamber Newsletter
- 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 with Link
 - Chamber Newsletter
- 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

- 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

SPIRIT OF THE ST. CROIX Art Festival

September 23 & 24, 2023

Annual free art festival open to the public. This weekend of festivities, creativity and fun offers you an opportunity to promote your business. We welcomed over 9,500 guests to the park last 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:
 - Thank You Sponsor Banners
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee - September/October Issue
 - Discover Hudson Facebook page
 - Website Event Page - Logo with Link (This is one of our most viewed web pages!)
 - Newsletter
 - Event Eblast
- 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:
 - Thank You Sponsor Banners
 - Website Event Page - Logo with Link
- Company Name included on:
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee - September/October Issue
 - 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:
 - Thank You Sponsor Banners
- Company Name included on:
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee - September/October Issue
 - Website Event Page - Logo with Link
 - Newsletter

BRONZE SPONSOR: \$200

- Company Logo included on:
 - Thank You Sponsor Banners
- Company Name included on:
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee - September/October Issue
 - Website Event Page - Company name listed
 - Newsletter

Welcome New Teachers' Luncheon

August 2023

Each new school year we invite new teachers and administrators from the Hudson School District, St. Patrick 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 - Logo with Link
 - Event Slideshow
- Company written introduction included in each new teacher's bag
- 1 attendee included



Hilltop Pumpkin Party & Rotary Halloween Parade

October 21, 2023

This free fall family event is in its 12th 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, Rotary Halloween Parade and costume contest, and more. Each year this event continues to grow in sponsorship, business participation and attendance. Activities are all held outside. (Event may be moved indoors if weather is not favorable.)

GOLD SPONSOR: \$500

- A designated area at the event to include: one eight-foot table and two chairs
- Company logo listed on Thank You Sponsor Banner
- Your logo displayed on event fliers, 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 fliers, sponsor banner, Website Event Page and Newsletter

BRONZE SPONSOR: \$125

- A designated area at the event to include one eight-foot table and two chairs
- Name listed on event fliers, sponsor banner, Website Event Page and Newsletter

HILLTOP
PUMPKIN
PARTY

Hudson Chamber Foundation Annual Fundraising Event

Fall 2023

Advance education and workforce development in the Hudson area by sponsoring the third annual event. Attend the event and hear the impact your donation will create in this community. This year the goal of the Hudson Chamber Foundation is to raise \$15,000 for the Hudson High School career and technical education departments.

The Hudson Area Chamber Foundation is a 501 (C) (3) charitable organization and your entire donation will be tax deductible.

PROGRAM SPONSOR: \$500

- Company Logo included on:
 - Invitation
 - Newsletter
 - Website Event Page - Logo with Link
- Introduction of company read at event



Hudson Christmas Tour of Homes

November 17-19, 2023

Now in its 37th year, the Tour of Homes 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. Celebrate the holidays with a fantastic tour of four spectacularly decorated homes and the Octagon House Museum.

PLATINUM SPONSOR: \$3,000

- Company Logo included on:
 - Event Mailer
 - Posters
 - Event Ticket
 - Event Brochure
 - Website (This is another one of our most viewed web pages!)
 - Chamber Newsletter Ad - ½ page, sponsor created
 - 10 tickets for the tour

BUS BANNERS: \$100

- Business logo on a banner displayed on the buses that run the tour route throughout the weekend



Have a Hudson Holiday

November-December, 2023

The Hudson Area Chamber of Commerce & Tourism Bureau, the City of Hudson, the Hudson Home and Garden Club, area businesses and many generous sponsors collaborate to create a magical holiday season for Hudson residents and visitors to enjoy! Delightful decorations adorn our businesses, downtown light poles, and Lakefront Park to support a unique, festive atmosphere. The events are Find Santa, Light Up Hudson, Candlelight Stroll, Santa and His Critters, and Visit with Santa.

PLATINUM SPONSOR: \$2,000

- Your logo included on:
 - Event Fliers
 - Event Posters
 - Chamber Facebook Post
 - Website Event Page
 - Chamber Newsletter
- Your 200 x 110px banner ad on seasonal landing page promoted locally and regionally!

GOLD SPONSOR: \$500

- Your company name included on:
 - Event Fliers
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Seasonal Landing Page

SILVER SPONSOR: \$250

- Your company name included on:
 - Event Fliers
 - Website Event Page
 - Chamber Newsletter
 - Seasonal Landing Page

BRONZE SPONSOR: \$150

- Your company name included on:
 - Event Fliers
 - Website Event Page
 - Chamber Newsletter
 - Seasonal Landing Page

HAVE A HUDSON HOLIDAY
WI 22

This year we look forward to filling Hudson with lights and festive decorations for our shops and award-winning restaurants. We invite you to enjoy Hudson this holiday season!

WINDOW DECORATING CONTEST Nov. 16
Stop by your favorite storefronts for the holidays and see their decorations! Awards presented to the businesses for the following categories:
• Best of the Best - recognizes the best applicant
• Most Whimsical Display - colorful, detailed, most eye catching
• Classic Christmas - recognizes the best use of traditional decor
• Light Up the Town - recognizes the best and most creative use of lights

FIND SANTA Nov. 5 - Dec. 6
Starting November 5, pick up your FREE 5 x 7 Passport at participating businesses. Search for the photos of Santa hidden throughout our many welcoming bistros and shops. Drop off your completed passport at Angel's Pet World by December 6 at 4:00 p.m. for a chance to win prizes.

LIGHT UP HUDSON Nov. 25, 7PM
Santa is escorted to Lakefront Park. With a wave of his hand, he illuminates the thousands of twinkling lights in the lavish holiday display along the St. Croix River. It promises to be a magical evening for everyone.

BUENA VISTA- A STROLL IN THE PARK Nov. 25, '22 - Feb. 10, '23
Celebrate the magic of thousands of lights in Lakefront Park along the St. Croix River. We are grateful for the generous donations from area families and businesses in the community which support this fourth annual event.

SMALL BUSINESS SATURDAY Nov. 26
Shop, eat and sip locally on Small Business Saturday! Keep it local because your dollars support the community, local businesses create local jobs, invest in your community, support the environment and keep Hudson unique.

CANDLELIGHT STROLL Dec. 2, 6PM - 9PM
Carriage rides through Lakefront Park aglow with luminary candles set the mood for this holiday event. Festively decorated shops and bistros greet you with the sights and sounds of the season.

SANTA AND HIS CRITTERS Dec. 3, Noon - 3PM
Santa will visit children in Lakefront Park. Children bring your lists, parents bring your cameras. Sweet treats, sled dogs and a petting zoo plus many other activities.

VISIT WITH SANTA Dec. 11, Noon - 3PM
Bring your list to visit with Santa at Thorcraft Custom Kitchens located at 512 2nd Street in the 2nd Street Crossing building. Bring your camera for photos with Santa.

Our Hudson Holiday events are made possible by the generous donations from area businesses and organizations with special recognition to the City of Hudson and the Hudson Area Home and Garden Club.

Have a Hudson Holiday is Presented by:
HUDSON AREA CHAMBER
of Commerce & Tourism Bureau
HudsonWI.org | 715.386.8411

Thank You To Our 2022 Platinum Sponsor:

Edward Jones
www.edwardjones.com | Member SIPC

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Buena Vista: A Stroll in the Park

November 2023-January 2024

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 HudsonWI.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 SPONSORS: IN-KIND

- Company logo included on:
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter
- Provide 500+ treats



Leadership Hudson

September 2024

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

SAMPLE TOPICS:

- Community Life
- Education
- Government
- Business & Industry/Economic Development
- Health and Human Services
- Arts & Culture
- Environment/Natural Resources

LEADERSHIP HUDSON



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: \$400

- Company Logo included on:
 - Invitation
 - Newsletter
 - Website Event Page
- Display table at the event for your marketing materials or place materials on guest tables
- Introduction of company read at event

SIMPLY CONNECT

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:
 - Invitation
 - Newsletter
 - Website Event Page - Logo with Link
- 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.

2023 Sponsorship Opportunities

Newsletter

Monthly newsletter sent electronically to over 1,000 Chamber member representatives. It is also available to download from the Chamber website. Newsletter Sponsors receive additional advertising for \$250!

SPONSORS RECEIVE:

- A full color banner ad sent electronically with the newsletter to the entire Chamber membership via email.
- An additional full color, full page ad will be displayed on the 2nd page of the newsletter delivered to members, posted on social media, and archived online for up to one year.

AD SPECS AND COSTS:

Newsletter Sponsor:

- **Banner Ad - Website and E-blast:**
 - 600px x 110px provided in a jpeg format with destination URL.
- **Exclusive Full Page Ad - E-Newsletter:** \$250 | 8 x 9.5 in. (vertical)
(Only 12 newsletter sponsorships are available for 2nd page placement.)

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

In 2022, our website had 87K visitors and this year we want to help you connect with them even more! We're kicking off this initiative for those who offer lodging or travel experiences, by providing an ad space on the Discover page and other key, promoted pages that have consistent traffic.

Only one advertiser will be accepted per page, making this an exclusive placement!

HudsonWI.org/Discover Quarterly \$500

(Regional audiences with an average of 4K visitors)

[Fall Into Hudson Seasonal Page](#) August - October \$500

[Stay in Hudson Page](#) Monthly \$150

[Activities Page](#) Monthly \$150