



2024 *Media Kit*

& SPONSORSHIP GUIDE



LANSING REGIONAL CHAMBER



LANSING **REGIONAL** CHAMBER

The Lansing Regional Chamber of Commerce (LRCC) provides members with various opportunities to effectively connect with and reach a wide range of audiences, including the region's key influencers.

Create Brand Awareness.

Increase Your Visibility.

Strengthen Your Reputation.

Impact Your Community.

Engage with the Lansing Regional Chamber of Commerce.

Looking to get noticed? Interested in building your brand through awareness and increased visibility? Contact the LRCC at info@lansingchamber.org or (517) 487-6340.

FOCUS Magazine

EDITORIAL MISSION

FOCUS Magazine is the greater Lansing region's premier monthly business publication, providing important updates on our members and the business, economic, legislative and community issues impacting our region.

AD RATES*

1/4-PAGE	1/2-PAGE	FULL PAGE	INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER	DOUBLE PAGE
6x: \$400	1x: \$850	1x: \$950				
12x: \$350	3x: \$800	3x: \$900	1x: \$1,000	1x: \$1,000	3x: \$1,200	1x: \$1,800
	6x: \$750	6x: \$850			6x: \$1,050	
	12x: \$700	12x: \$800			12x: \$1,000	

** Advertising rates for Future LRCC members is the listed rate plus 10%*

FOCUS MAGAZINE BUSINESS BRIEFS

Opportunity for business professionals to share their specific knowledge and expertise in a dynamic way to FOCUS Magazine readers. Only one Business Brief will be published in each issue of FOCUS Magazine.

- **250 WORDS** (includes one image) - \$750 (half-page)
- **500 WORDS** (includes two images) - \$1,250 (full page)

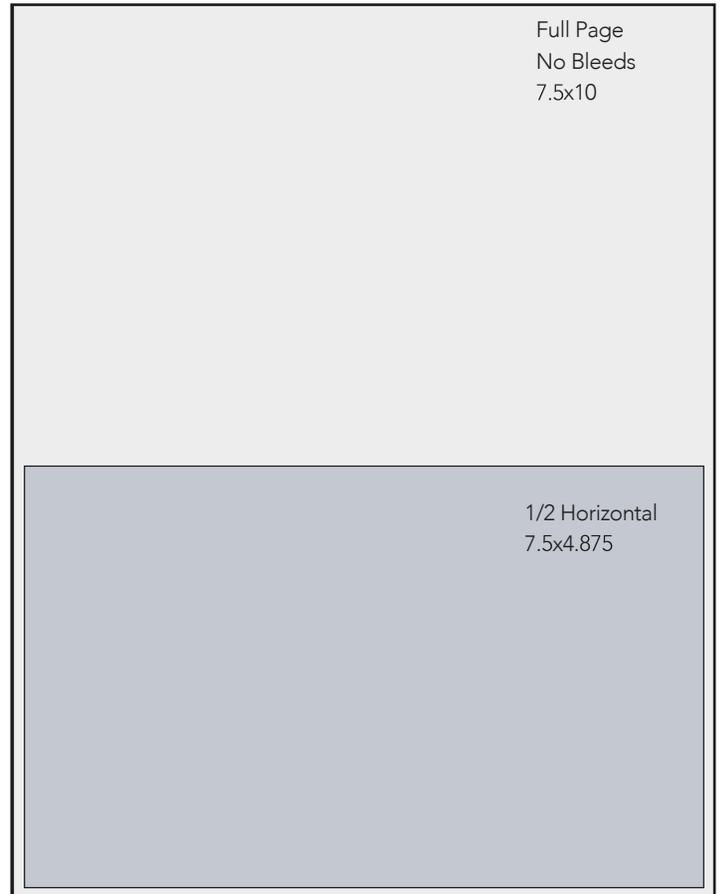
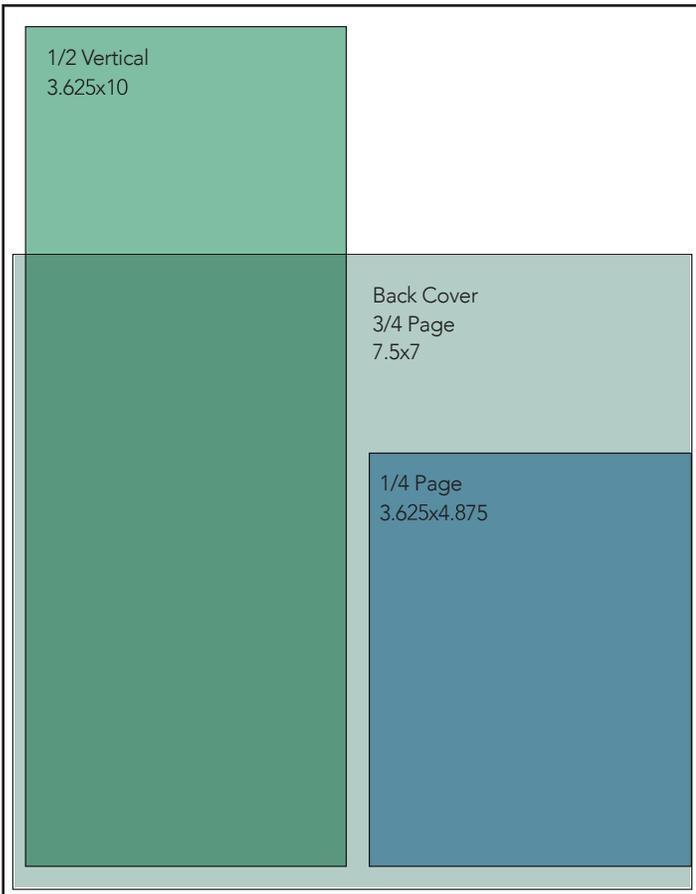
GUIDELINES:

Sponsored content providers will conform to the writing standards for FOCUS Magazine and our commitment to providing our readers with timely and relevant content. Columnists will abide by the following rules when submitting content:

- Article topics, headlines, copy, images and more are subject to editor approval and may be changed at the discretion of the LRCC.

- Column space must not be used for self-promotion or promotion of a specific business.
- Political content will not be published.
- Content must be received by the stated deadlines to ensure placement in the designated edition. We cannot guarantee placement if the content is not received or there are other outlying concerns or questions.

FOCUS AD SIZES

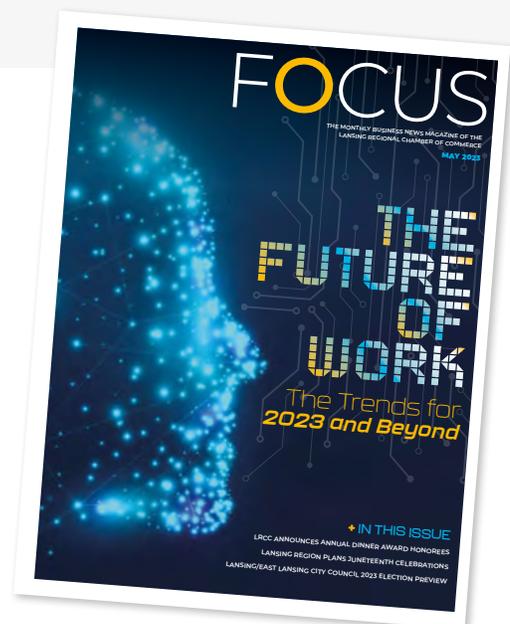


AD SPECIFICATIONS

- 1/4-page: 3.625" w x 4.875" h
- 1/2-page (vertical): 3.625" w x 10.0" h
- 1/2-page (horizontal): 7.5" w x 4.875" h
- Full page with bleeds (art must include 1/8" bleed on all four sides): 8.5" w x 11.0" h **PLUS BLEEDS**
- Full page **NO** bleeds: 7.5" w x 10.0" h
- Back cover: 7.5" w x 7.0" h
- Double page (art must include 1/8" bleed on all four sides): 17" w x 11.0" h **PLUS BLEEDS**

AD FILE REQUIREMENTS

- **HIGH-RES PDF AT ACTUAL SIZE**, all fonts outlined, maintaining appropriate live area
- **NO CROP MARKS OR BLEEDS** included UNLESS purchasing full page with bleeds; in that case, please provide bleeds only
- **NO STROKE/OUTLINE** on ad file
- **NO LOW-RES IMAGES** (ideally 300+ dpi)
- **NO TEXT UNDER 6 POINT**



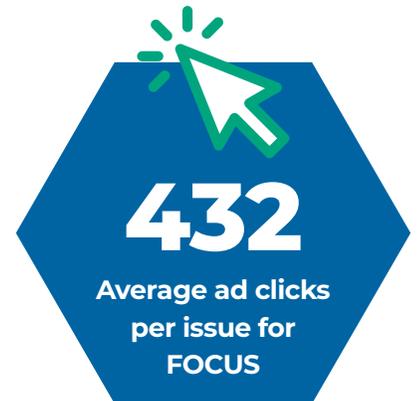
FOCUS Magazine

TERMS & CONDITIONS

- Monthly advertisers are billed once the proposal is accepted
- Annual, semi-annual, and quarterly payments are billed as such, due Net 30
- 10% fee applied if ad total is not paid in 60 days from billing
- Publisher reserves the right to refuse any advertisements for any reason, at any time and assumes no liability for products and services advertised
- An agreement to advertise does not constitute an endorsement by the LRCC
- The contract is not cancelable by the advertiser and the advertiser acknowledges full and complete understanding for these terms
- **Artwork is due on the 15th of the month prior to the month when ad will run**

Flipbook Technology

The LRCC utilizes an interactive digital flipbook technology for the online version of FOCUS Magazine, allowing readers to flip through the publication as if it were in their hands. Advertisers in FOCUS Magazine can embed a hyperlink in their digital ad, expanding the visibility and connectivity of their business.



Circulation

LRCC members receive the publication as a mailed hard copy and in emailed digital format. It is also shared on LRCC social media platforms and hosted on the LRCC website. It is also hosted on the LRCC website and shared on the LRCC social media platforms, reaching 20,000+ followers. **LRCC members have noted that FOCUS Magazine is one of the most effective communication tools to deliver a targeted message to business and community decision-makers in the tri-county region.**

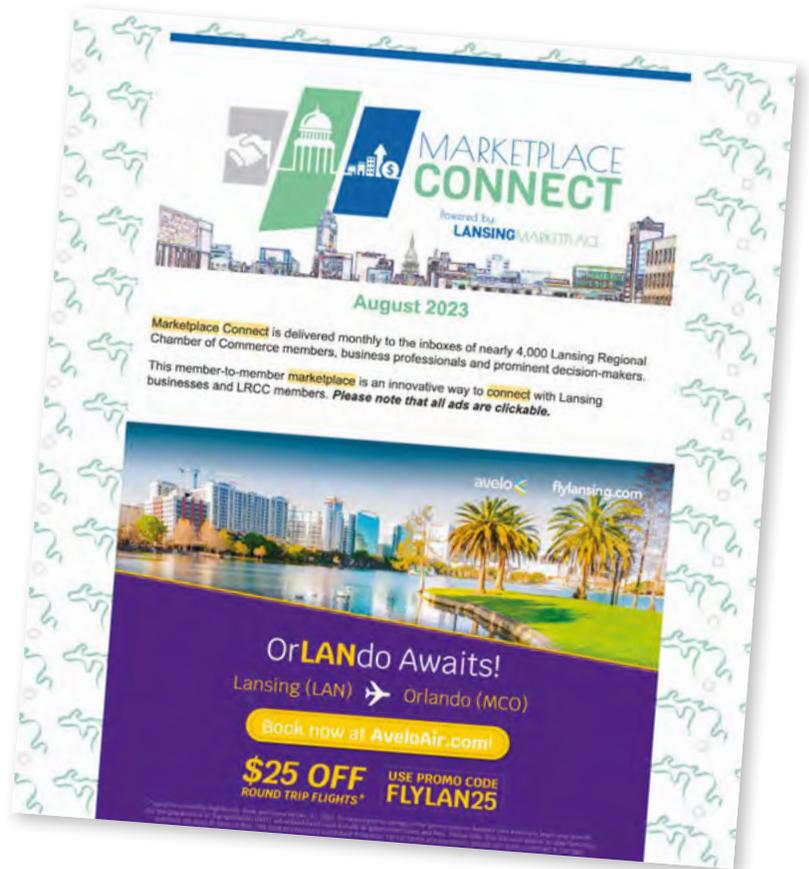
For more information or to reserve ad space, please contact info@lansingchamber.org.

Marketplace Connect

Marketplace Connect is delivered monthly to the inboxes of nearly 3,000 LRCC members, business leaders and decision-makers. This member-to-member newsletter allows businesses to market their products and services, build brand awareness, and increase visibility. All ads are hyperlinked, further enhancing the engagement of each ad. Marketplace Connect is an effective and inexpensive way to market to Lansing's decision makers.

AD RATES*

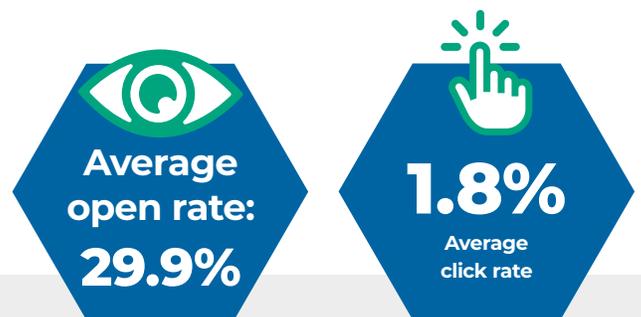
ONE-TIME PLACEMENT	6X PLACEMENT
\$175	\$900
3X PLACEMENT	12X PLACEMENT
\$450	\$1,800



AD FILE REQUIREMENTS

- JPG or PNG File
- 6.0" w x 4.5" h @ minimum 150 dpi
1800 pixels w x 1350 pixels h

For more information or to reserve ad space, please contact info@lansingchamber.org.

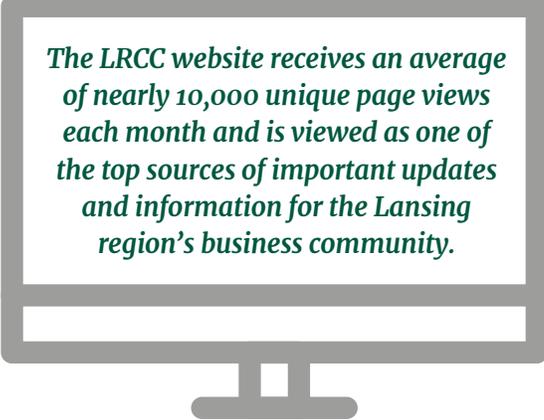


MARKETPLACE CONNECT ANALYTICS

Industry average open rate: 17.57%
Industry average click rate: 2.9%
Source: Constant Contact

* Advertising rates for Future LRCC members is the listed rate plus 10%

Digital Advertising



The LRCC website receives an average of nearly 10,000 unique page views each month and is viewed as one of the top sources of important updates and information for the Lansing region's business community.

The LRCC website is frequently visited by local stakeholders, business professionals, and elected officials. Advertising on the LRCC website gives businesses a unique opportunity to enhance their visibility and brand awareness and showcase their products and services to the region's top industry leaders.

All ads will be hyperlinked and users will be directed to the advertiser's preferred website. Maximum of three rotating advertisements per page.

AD RATES

- **Homepage, Talent, Advocacy, Events Calendar, FOCUS, †**
Banner Ad
 - 1 Month - \$300
 - 3 Months - \$750
 - 6 Months - \$1,200
 - 12 Months - \$1,800

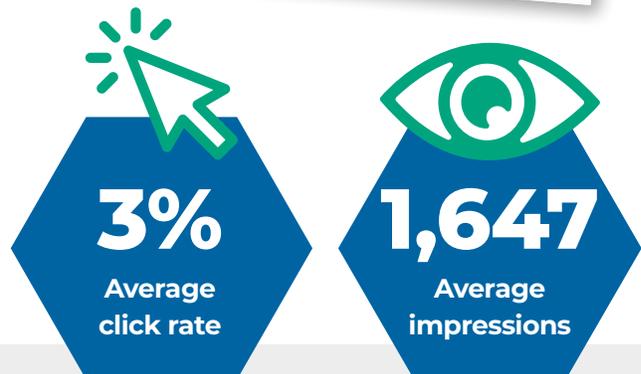


AD FILE REQUIREMENTS

Banner Ad

- JPG or PNG File
- 700 pixels w x 100 pixels h
- 300 dpi

†Most-visited pages on LRCC website. * Advertising rates for Future LRCC members is the listed rate plus 10%



DIGITAL ADVERTISING ANALYTICS

Industry average click rate: 1.9%
Source: LOCALiQ

Membership Directory

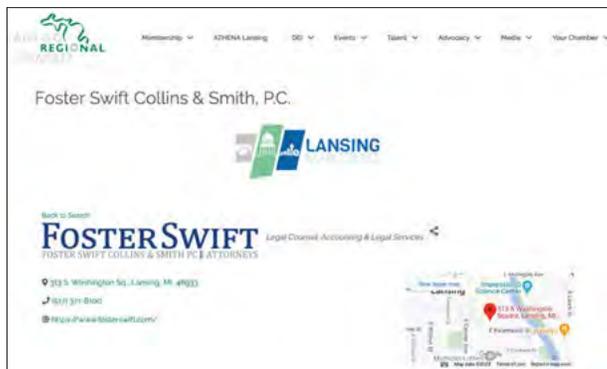
The Membership Directory serves as an online roster of Lansing Regional Chamber members. It allows you to connect with other members who offer products and services critical to mid-Michigan businesses and consumers. The Membership Directory engages potential customers with your brand to grow your professional network and business.



13,500+ annual page views in 2021



Top 3 most visited pages on www.lansingchamber.org



Example of Basic Listing

BASIC LISTING

Complimentary with Business Membership investment and above.

- Company name
- Address with Google Map
- Company website URL
- Phone and fax number
- Company logo

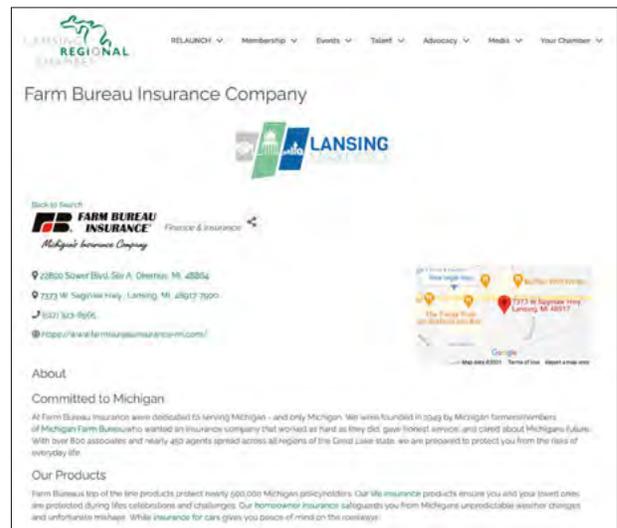
ADDITIONAL BUSINESS CATEGORIES - \$50

Each business is listed in one (1) category as part of their membership investment. A business may purchase additional categories to be listed in for only \$50 each. Unlimited categories available for purchase.

ADVERTISE ON THE MEMBERSHIP DIRECTORY!

Banner Ad†

- 1 Month - \$300
- 3 Months - \$750
- 6 Months - \$1,200
- 12 Months - \$1,800



Example of Enhanced Listing

Best Value! ENHANCED LISTING ONLY \$199/YEAR*

An Enhanced Listing in the Lansing Marketplace increases your opportunities to engage with potential new customers, grow your professional network, build brand visibility, and expand your business search engine optimization.

- Higher ranking in category search
- Contact email
- Link to social media feeds
- Keyword description in 'About Us' section
- Photo gallery with up to three images
- Video upload
- **All benefits in Basic Listing**

*Gold Level investors and above are provided Enhanced Listings at no charge.

*Member-to-Member Discount Program

†Advertising rates for Future LRCC members is the listed rate plus 10%

LANSING REGIONAL CHAMBER OF COMMERCE

Sponsorship Opportunities 2024

Branding your business with the Lansing Regional Chamber of Commerce is a win-win proposition. Sponsorship opportunities are designed to help build and strengthen relationships with other prominent members of our community while supporting the important work the LRCC accomplishes each year.

In 2022, the LRCC garnered nearly two million impressions, demonstrating our ability to elevate your brand and foster connections through sponsorship branding.

Support of LRCC programs demonstrates that your company is an active participant in the Chamber's mission of facilitating community leadership to create economic prosperity. From leadership to advocacy, and from networking to business training, we have a perfect fit for your organization's goals and objectives.



Annual Dinner

Date: Thursday, April 25, 2024 | Location: Lansing Center

The LRCC Annual Dinner is the premier business celebration and networking event in the region. The program honors the LRCC's outgoing board chair and members and includes remarks from the LRCC's incoming board chair. We proudly present the Community Service, Outstanding Small Business, Legacy, and Diversity Star Awards. The event also honors the previous year's 10 Over the Next Ten, Celebration of Regional Growth, ATHENA and ATHENAPowerLink recipients and the LRCC Ambassador of the Year. A toast to your success!

Tickets
Member: \$95
Non-member: \$140

Sponsorships

Sponsorships – Exclusive

Presenting Sponsor – \$12,500

- Presenting remarks at podium
- (16) tickets to Annual Dinner
- Lead corporate branding on marketing materials
- (16) Tickets to Sponsor Reception
- First right of refusal to renew sponsorship for the following year

Reception Sponsor – \$8,500

- Opportunity for champagne toast
- (16) tickets to Annual Dinner
- Company logo on drink tickets
- (16) Tickets to Sponsor Reception
- First right of refusal to renew sponsorship for the following year

Afterglow Sponsor – \$3,500

- Eight (8) tickets at dinner
- Company logo on table tent at each table
- Eight (8) tickets to Sponsor Reception
- Corporate branding in all marketing materials

Sponsorships – Unlimited

Gold Package - \$5,500

- Eight (8) tickets at dinner
- Opportunity to place company giveaway at each place setting
- Corporate branding in all marketing materials
- (8) Tickets to Sponsor Reception

Silver Package - \$3,000

- Four (4) tickets at dinner
- Corporate branding in all marketing materials
- (4) Tickets to Sponsor Reception

Bronze Package - \$750

- Two (2) tickets at dinner
- Corporate branding in all marketing materials
- (2) Tickets to Sponsor Reception

Video Package - \$3,500

- Sponsor remarks after the award presentation
- Logo/company name shown as the final screen in video
- Eight (8) tickets to dinner
- (8) Tickets to Sponsor Reception
- Branding in all marketing communications

Award Package - \$2,500

(AVAILABLE – Community Service, Outstanding Small Business, Legacy, Diversity Star)

- Eight (8) tickets at dinner
- Recognition from podium as award sponsor during awards presentation
- (8) Tickets to Sponsor Reception
- First right of refusal to renew sponsorship for the following year
- Corporate branding in all marketing materials



ATHENA Leadership Award

Date: December 2024 | 11:30 a.m. – 1:30 p.m.

Location: Kellogg Hotel & Conference Center

The ATHENA Leadership Award celebrates the potential of all women as leaders of the community. It honors those who strive towards the highest levels of professional accomplishment, excel in their chosen field, have devoted time and energy to their community, and pave paths for other women to follow. Join us as we welcome the newest member of the ATHENA Leadership Award legacy!

Tickets
Member: \$60
Non-member: \$95
Table of eight: \$450

Sponsorships

Presenting Sponsor - \$10,000 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Sponsor remarks during the award presentation
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other guests
- Corporate branding in all marketing materials
- Seat on the ATHENA Selection Committee
- First right of refusal to renew sponsorship for the following year

Legacy Sponsor - \$3,500 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Company hosts all former ATHENA Leadership Award recipients at the ATHENA Award luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other Guests
- Sponsorship recognition from the podium during the awards program
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

Pre-Event Reception Sponsor - \$2,500 (Exclusive)

- Table of eight (8) at luncheon
- Tent cards with company logo/name displayed throughout pre-reception
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other Guests
- Opportunity to display company banner and marketing materials in reception area
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

ATHENA Pendant Sponsor - \$2,500 (Exclusive)

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other Guests
- Opportunity to present ATHENA Pendant to ATHENA Award recipient on stage
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

Supporting Sponsor - \$1,500 (Unlimited)

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other VIPs
- Corporate branding in all marketing materials

Congratulations Sponsor - \$250 (Unlimited)

- Two (2) tickets to luncheon
- Congratulations graphic included in event PowerPoint (provided by sponsor)



Tickets
ATHENA WIN Members: \$75
Non-members: \$85

ATHENA WIN Evening of Empowerment

Date: September 26, 2024 | Time: Evening | Location: Crowne Plaza Lansing

Evening of Empowerment is ATHENA Women’s Interest Network’s (WIN) premiere event. This annual dinner is hosted in the fall and attended by over 200 women leaders and guests. Evening of Empowerment is an opportunity to recognize and celebrate our ATHENA Leadership Award recipient, network with fellow ATHENA members and hear from an inspiring and dynamic keynote speaker. Past keynote speakers have included Patti Poppe, Lisa Corless, Miss America 2020 Camille Schrier and many more.

Sponsorships

Courageous Acts—Keynote Sponsor \$5,500 (Exclusive)

- Complimentary dinner reservations for 10
- VIP reserved seating at dinner
- Opportunity to introduce the keynote speaker
- Prominent logo placement on event signage
- Prominent recognition on printed materials
- Logo included in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Authenticity—Gift Sponsor \$3,500 (4 Available – Commitment Due By August 1, 2024)

- Complimentary dinner reservations for 8
- Opportunity to have company logo on participant gift
- Prominent logo placement on event signage
- Prominent logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Relationship—Beverage Sponsor \$3,000 (Unlimited Available)

- Complimentary dinner reservations for 8
- Prominent logo placement on event signage
- Logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Collaboration—Video Sponsor \$3,000 (Unlimited Available)

- Complimentary dinner reservations for 8
- Prominent logo placement on event signage
- Logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Knowledge—Communications Sponsor \$2,500 (Unlimited Available)

- Complimentary dinner reservations for 8
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Celebration And Joy—Table Sponsor \$1,000 (Unlimited Available)

- Complimentary dinner reservations for 8
- Name included in the program

**Benefits subject to change if not confirmed by pre-determined cut-off dates for print materials*



Lansing Regional Chamber Economic Club

Monthly Luncheons February – June and September – December

Time: 11:30 a.m. - 1:30 p.m. | Location: Kellogg Hotel and Conference Center

The Lansing Regional Chamber Economic Club features locally and nationally prominent speakers covering a broad spectrum of business-related topics ranging from economic trends and business success stories to the latest management and leadership techniques. The Lansing Regional Chamber Economic Club luncheons provide members with an excellent opportunity to network with more than 450 of the area's key community, business, and education leaders.

Tickets

Lansing Economic Club member: Complimentary
LRCC member: \$55
Non-LRCC member: \$75
Table of eight: \$425

Sponsorships

Presenting Sponsor - \$20,000 (Exclusive)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Sponsor remarks from the podium at every luncheon
- Distribution of marketing materials at every luncheon
- Table of eight (8) to Celebration of Regional Growth Awards
- Two (2) seats at speaker/LRCC table at every luncheon
- Corporate branding as the Presenting Sponsor
- Table-top signage with corporate logo

Distinguished Member - \$8,500

(Exclusive | Eight Available Annually)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Two (2) seats at Lansing Regional Chamber head table with luncheon speaker for sponsored luncheon
- Sponsor remarks and speaker introduction from the podium for sponsored luncheon
- Distribution of marketing materials at the event for sponsored luncheon
- Table of eight (8) to Celebration of Regional Growth Awards
- Corporate branding as the Distinguished Member
- Table-top signage with corporate logo

Preferred Member - \$3,500 (Unlimited)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Table of eight (8) to Celebration of Regional Growth Awards
- Table-top signage with corporate logo
- Corporate branding as a Preferred Member

Contributing Member - \$2,000 (Unlimited)

- Half table (4 tickets) for the entire 2024 Lansing Regional Chamber Economic Club series
- Half table four (4) tickets to Celebration of Regional Growth Awards
- Table-top signage with corporate logo
- Corporate branding as a Contributing Member

Sustaining Member - \$800 (Unlimited)

- Two (2) tickets for the entire 2024 Lansing Regional Chamber Economic Club series
- Two (2) tickets to Celebration of Regional Growth Awards
- Corporate branding as a Sustaining Member

Supporting Member - \$500 (Unlimited)

- One (1) ticket for the entire 2024 Lansing Regional Chamber Economic Club series
- One (1) ticket to Celebration of Regional Growth Awards
- Corporate branding as a Supporting Member



Lansing Open

Tickets
Member: \$250 individual golfer
Future member: \$300 individual golfer
Foursome: \$850

Date: August 2024 | Time: 9 a.m. – 3 p.m. | Location: Eagle Eye Golf Course

As one of the Greater Lansing region’s premier business golf outings, the Lansing Open is an excellent opportunity to network with the area’s top business leaders while enjoying one of the state’s most pristine courses.

Sponsorships

Putting from Green - \$5,000

All sponsorships at the Putting on the Green Level are EXCLUSIVE and include: Foursome of golfers; Two tee signs; 8-foot table with two chairs placed on golf course; Corporate branding in all marketing materials; Breakfast, lunch and strolling dinner provided for all golfers and volunteers; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- **Presenting Sponsorship (Exclusive)**
 - o Lead corporate branding all materials and event banner
 - o Opening remarks at the start of the outing

Chipping from the Fairway - \$2,500

All sponsorships at the Chipping from the Fairway Level are EXCLUSIVE and include: Foursome of golfers; Tee sign; 8-foot table with two chairs placed on golf course; Corporate branding in all marketing materials; Breakfast, lunch and strolling dinner provided for all golfers; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Coffee Sponsor (Exclusive) <ul style="list-style-type: none"> o Logo prominently featured with on-site coffee vendor • Mulligan Sponsor (Exclusive) <ul style="list-style-type: none"> o Sponsor provides branded item for Mulligan • Beverage Cart Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate branding on golfer drink tickets o Signage on all beverage carts • First Aid Sponsor (Exclusive) <ul style="list-style-type: none"> o Logo on first aid items distributed at outing • Scorekeeper Sponsor (Exclusive) <ul style="list-style-type: none"> o Company logo on scorekeeper cards and golfer leaderboard | <ul style="list-style-type: none"> • Player Cart Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate branding on all golf carts • Lunch Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate flyer inserted into all golfer boxed lunches • T-Shirt Sponsor (Exclusive) <ul style="list-style-type: none"> o Lead branding on all staff Lansing Open t-shirts • Breakfast Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate branding on all breakfast boxes • Tote Bag Sponsor (Exclusive) <ul style="list-style-type: none"> o Lead branding on tote bag provided to every golfer | <ul style="list-style-type: none"> • Dessert Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate branding on pre-packaged dessert item • Award Ceremony Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate branding on table tents o Brief remarks provided at start of dinner • \$100,000 Shootout Sponsor (Exclusive) <ul style="list-style-type: none"> o Corporate branding for \$100,000 Shootout contest |
|--|--|--|



Lansing Open

Teeing Off

Teeing Off sponsorships are unlimited for any company to purchase. Exact cost and deliverables are listed below.

- **Premier Package - \$3,000**
 - o Foursome of golfers
 - o 8-foot table with two chairs placed on golf course
 - o Two tee signs placed on course
 - o Opportunity to add trinkets to golfer registration bags
 - o Corporate branding in all marketing materials
 - o Breakfast, lunch and strolling dinner provided for all golfers and volunteers
- **Showcase Package - \$2,000**
 - o Foursome of golfers
 - o 8-foot table with two chairs placed on golf course
 - o Tee sign placed on course
 - o Corporate branding in all marketing materials
 - o Breakfast, lunch and strolling dinner provided for all golfers and volunteers
- **Entrepreneur Package - \$1,000**
 - o Foursome of golfers
 - o Tee sign placed on course
 - o Corporate branding in all marketing materials
 - o Breakfast, lunch and strolling dinner provided for all golfers
- **Tee Sign - \$250**
 - o Tee sign placed on course
 - o Corporate branding in all marketing materials



For more information, please contact Ashlee Willis at MichiganPremierEvents@lansingchamber.org.



Celebration of Regional Growth Awards

Date: November 2024

Time: 11:30 a.m. – 1:30 p.m. | Location: Kellogg Hotel & Conference Center

The Celebration of Regional Growth Awards celebrates businesses' new economic investment and job creation in the Greater Lansing region. The 70+ companies that we have recognized have together contributed over \$4 billion in new economic growth in this region.

Tickets

Member: \$60

Non-member: \$90

Table of eight: \$450

Sponsorships

Presenting Sponsor - \$20,000 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Co-presenter of the awards ceremony
- Distinguished Sponsor for Lansing Economic Club
- Distribution of marketing materials at each place setting
- Branding in all marketing communications

Video Sponsor - \$5,500 (Exclusive)

- Table of eight (8) at luncheon
- Sponsor remarks after the award presentation
- Logo/company name shown as the final screen in video
- Branding in all marketing communications

Congratulations Sponsor - \$250 (Unlimited)

- Two (2) tickets to luncheon
- Congratulations graphic to be included in event PowerPoint (provided by sponsor)



10 Over the Next Ten Awards

Date: September 2024 | Time: 5:30 – 7:00 p.m. | Location: TBD

In partnership with Lansing 5:01, this award ceremony celebrates Greater Lansing’s top young professionals who are anticipated to contribute to the community significantly over the next 10 years. The winners are selected on professional achievement and community involvement.

Sponsorships

Co-Presenting \$5,500 (Exclusive)

- Sponsor remarks during event
- Opportunity to moderate alumni panel discussion
- Seat on 10 Over the Next Ten Selection Committee
- Marketing materials distributed on tables
- Corporate branding in all marketing materials and PowerPoint

Business Sponsor - \$500

- Recognition in all marketing materials
- Corporate branding in all marketing materials and PowerPoint





Business Education Series

Date: April – June; September – November (Six programs)

Location: Lansing Regional Chamber of Commerce Insurance Capital Board Room

The Business Education Series provides opportunities for our members to learn from business leaders and industry experts. From tips and techniques to the latest industry trends, each seminar covers a different business topic to help you succeed and save time and money.

Sponsorships

Presenting Sponsor \$2,500 (Max: Two)

- Short sponsor remarks at the beginning of each program
- Corporate branding as the Presenting Sponsor

Executive Welcome

Date: TBD | Location: TBD

The Executive Welcome program is a gathering of new business executives in our community and an opportunity to hear from this new group of local leaders. Part networking reception, CEO introductions and Q&A, the Executive Welcome highlights the vision and passion these leaders bring to our community.

Sponsorships

Presenting Sponsor - \$3,500

- Sponsor remarks at beginning of program
- Speaker introductions
- Corporate branding on all marketing materials



Policy Forum

Date: TBD

Time: 5:00 – 8:00 p.m. | Location: Country Club of Lansing

The Lansing Regional Chamber’s Policy Forum brings together business leaders and elected officials from across the state for an evening of networking and engaging in spirited conversations in the capital city of our great state! In addition to the great connections made at this event, we engage with key public policy officials to discuss the most pressing issues impacting the business community.

Tickets
Member: \$60
Non-member: \$95
Table of eight: \$450

Sponsorships

Presenting Sponsor - \$10,000 (Exclusive)

- Two (2) tables of eight (8) at dinner
- Introduction of keynote speaker
- Two (2) seats at the speaker table
- Corporate branding in all marketing materials and table-top signage
- Distribution of marketing materials at each place setting
- First right of refusal to renew sponsorship for the following year

Reception Sponsor - \$4,000 (Exclusive)

- Table of eight (8) at dinner
- Two (2) seats at speaker table
- Company logo on drink tickets
- Recognition as event reception sponsor
- Corporate branding in all marketing materials and table-top signage
- First right of refusal to renew sponsorship for the following year

Legislative Sponsor - \$1,500 (Unlimited)

- Table of eight (8) for dinner
- Corporate logo displayed on all marketing materials
- Table-top signage with corporate branding
- Recognition as Legislative Sponsor

Business Supporting Sponsor - \$750 (Unlimited)

- Half table (4 tickets) for dinner
- Corporate logo displayed on all marketing materials
- Table-top signage with corporate branding
- Recognition as Business Supporting Sponsor



Policy and Regulatory Education Series

Dates: TBD

The Lansing Regional Chamber of Commerce Policy and Regulatory Education Series provides members with opportunities to hear from experts on specific policy and regulatory issues that may impact businesses at the federal, state or local level of government. These educational programs are held throughout the year. However, some sessions may be held on an ad hoc basis depending on the timing of a particular issue.

Past areas of focus include family and medical leave, overtime rules, paid sick leave, minimum wage laws, A.I., and medical/recreational marijuana regulations.

Sponsorships

Presenting Sponsor - \$3,500

- Sponsor remarks at beginning of program
- Speaker introductions
- Corporate branding on all marketing materials

Leadership & Bipartisanship Award

The LRCC Leadership & Bipartisanship Award recognizes an elected official who demonstrates bipartisan leadership and fosters constructive governance necessary to move our region forward.

Sponsorships

Award Package - \$2,500

- Eight (8) tickets to Policy Forum dinner
- Recognition from podium as award sponsor during awards presentation
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year



Pints & Politics

Date: TBD

The Lansing Regional Chamber of Commerce Pints & Politics event is an annual gathering where business and political leaders come together to connect. The event is typically held at a local pub or brewery and provides an informal setting for attendees to network and engage in candid conversations about politics and policy.

The goal of Pints & Politics is to foster a stronger relationship between the business community and elected officials, as well as to provide a platform for meaningful dialogue and collaboration.

Sponsorships

Presenting Sponsor - \$1,000.00 (2 max)

- Brief remarks at the event
- 10 tickets
- Branding in all marketing communications
- Distribution of marketing materials for your business
- Table-top signage with corporate branding
- First right of refusal to renew sponsorship for the following year

Legislative Sponsor - \$500 (8 max)

- 5 tickets
- Branding in all marketing communications



Business Roundtables

Dates: First, Second, Third and Fourth Wednesdays of Each Month (Excluding July and August)

Our monthly business roundtable meetings are for business, community, and government leaders to share what is going on in our community and collaborate on ways to advance our region. We're proud to now offer four business roundtables throughout the region on each Wednesday of the month:

- Delta Township-Eaton County (*First Wednesday*)
- Lansing-Delhi Township (*Second Wednesday*)
- East Lansing-Meridian Township (*Third Wednesday*)
- **NEW!** Clinton County (*Fourth Wednesday*)

Sponsorships

Presenting Sponsor - \$2,500.00

- Sponsor remarks at the beginning of the program
- Lead branding on all marketing materials



Diversity, Equity and Inclusion Series

Dates: Programming throughout 2024

The Diversity, Equity and Inclusion (DEI) series of programs and resources is designed to empower the business community to contribute to an equitable and inclusive region. Embracing diversity, equity and inclusion makes our organizations stronger and our community richer and more welcoming.

The Lansing Regional Chamber of Commerce is a leading voice in educating our business community through facilitated discussions and training sessions promoting awareness of racial disparities, unconscious (implicit) bias, microaggressions, and other crucial DEI topics to an equitable regional business culture.

Building and sustaining a diverse, equitable, and inclusive Lansing region is imperative for driving innovation, attracting top talent, and creating a business climate that leads to regional prosperity. The DEI series offers practical strategies for businesses looking to connect diversity to business strategy for growth in three target areas: workplace, workforce, and marketplace.

Questions can be directed to Ashlee Willis at MichiganPremierEvents@LansingChamber.org.

Sponsorships

Presenting Sponsor - \$10,000 (Exclusive)

- Lead corporate branding in all marketing materials
- Opportunity to make opening remarks at all DEI programs
- Six (6) featured articles in monthly DEI newsletter
- Three (3) featured articles on DEI placed in FOCUS Magazine
- Corporate recognition in LRCC DEI newsletter
- Representation on LRCC DEI Committee
- Video promotion in DEI newsletter of corporate DEI efforts (provided by sponsor)

Diversity Sponsors - \$3,000 (Unlimited)

- Video promotion in DEI newsletter of corporate DEI efforts (provided by sponsor).
- Three (3) featured articles in monthly DEI newsletter.
- Corporate recognition on LRCC DEI webpage

Inclusion & Equity Sponsors - \$2,000 (Unlimited)

- Corporate recognition on LRCC DEI webpage



LANSING REGIONAL CHAMBER

500 E. Michigan Avenue, Suite 200 | Lansing, MI
(517 487-6340 | www.lansingchamber.org)

Follow the Lansing Regional Chamber of Commerce on social media for news and updates.

-  [LansingChamber](#)
-  [LansingChamber](#)
-  [company/lansing-regional-chamber-of-commerce](#)
-  [LansingRegionalChamber](#)

