



MICHIGAN  
WEST COAST  
CHAMBER OF COMMERCE

INSPIRE  
THE  
FIRE

ANNUAL MEETING  
SEPTEMBER 28  
2018

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# Annual Meeting Inspire the Fire

# West Coast Chamber



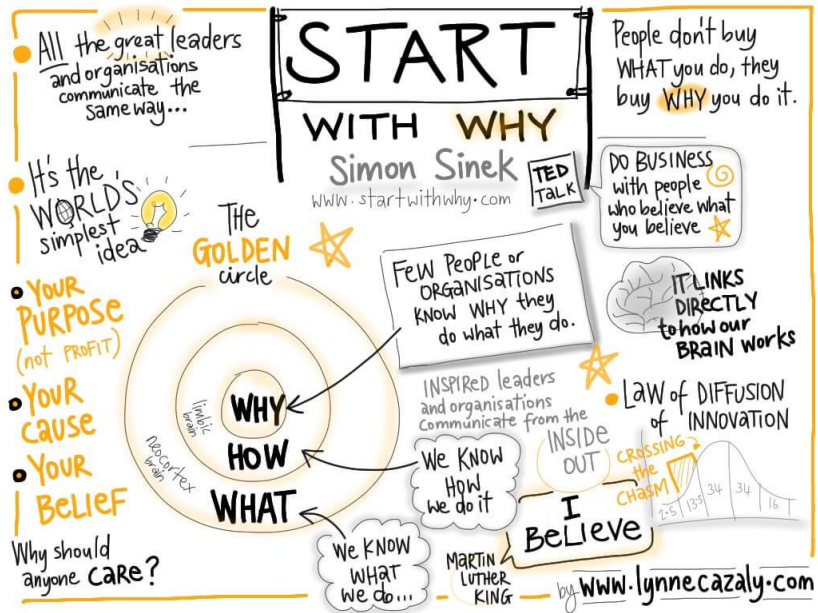
MICHIGAN  
**WEST COAST**  
CHAMBER OF COMMERCE

- Location: Holland & Zeeland, Michigan
- Members: 1,250+
- Staff Members: 8
- Events Staff: 2
- Events/Programs per year: 125+

# Post Event Report

	2016/2017	2017/2018	2018/2019
<b>Event</b>	<b>Annual Meeting</b>		
Date	16-Sep	29-Sep	28-Sep
Presenter	Laura Vanderkam	Dave Zilko	Richard Montanez
Topic	168 Hours: Succeeding at Work and Life, 24/7	Irrational Persistence/Thrive	Inspire the Fire
Location	Laketown Golf & Conference Center	Yacht Basin Marina	Civic Center
Registered	607	494	586
Attendance	N/A	429	531
% of No Shows	N/A	13%	9%
NPS Score	50	70	81
<b>Sponsorship</b>			
Sponsorship	N/A	N/A	N/A
Ticket Price	Member \$40	Member \$45	Member \$55
Total Sponsorship	\$ 61,000.00	\$ 87,000.00	\$ 93,810.00
Registration Revenue	\$ 25,185.00	\$ 8,290.00	\$ 16,105.00
Total Revenue	\$ 86,185.00	\$ 95,290.00	\$ 109,915.00
Total Expenses	\$ 32,491.00	\$ 30,519.16	\$ 54,235.84
Price Per Person	\$ 53.53	\$ 61.78	\$ 92.55
<b>Net Revenue</b>	<b>\$ 53,694.00</b>	<b>\$ 64,770.84</b>	<b>\$ 55,679.16</b>
<i>Budgeted Net Revenue Goal</i>		\$30,478.50	\$38,630.00

# Purpose



- What's your Why? How does the event purpose tie to your brand's mission/vision?
- Clearly define the 5 W's (Who, What, Where, When, Why)
- Define the purpose for each event and program you offer

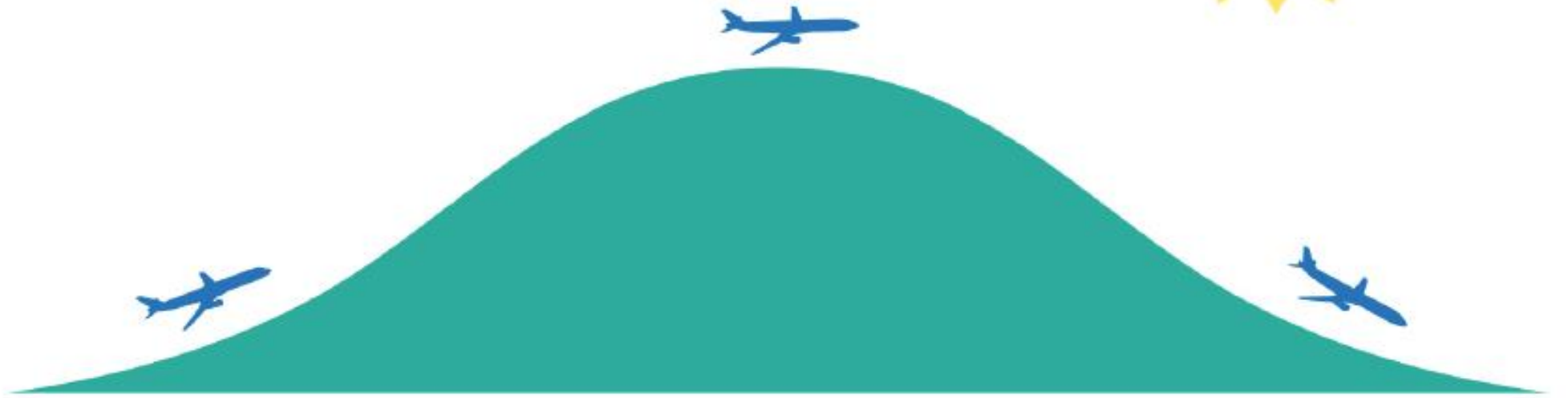
# Richard Montañez



# Event Flow

## IMAGINE AN AIRPLANE

Your talk is the "flight." You are the "pilot."  
Your listeners are the "passengers."





# Event Flow

## **Luncheon Flight Plan**

Take Off: Attention Grabber

In the Air: Lay out the Expectations of the Event

During Flight: Logical Reason and Supporting Materials

Initial Descent: Highlight and Wrap Up

Landing: What will the audience take away?

# Flamin' Hot VIP Pre-Party



## Flamin' Hot Bloody Mary Bar

INSPIRE  
THE  
FIRE

*Regular and  
non-alcoholic available*



# Inspire the Fire



**Richard**

Richard Montañez  
PEPSICO  
Head Table #54



ANNUAL MEETING 2018

**55**

**Blue Cross Blue Shield  
& Blue Care Network of  
Michigan**

#inspirethefire18

**It's the snack that's got  
our Chamber Members  
on Fire.**

## SPONSORSHIP OPPORTUNITIES

### INSPIRE THE FIRE • 2018 ANNUAL MEETING

Friday, September 28  
11:30 am - 1:30 pm  
Civic Center

#### 2018 ANNUAL MEETING FEATURING KEYNOTE BY **RICHARD MONTAÑEZ** PEPSICO

Richard Montañez is a fascinating individual with an incredible story of his rise up the corporate ladder, from very humble means to one of PEPSICO's Vice Presidents. Richard will share how his passion and a quest for purpose lead him to one of the biggest revelations he would ever come across: the birth of the billion-dollar product, **FLAMIN' HOT CHEETOS....**

At this sell-out event, where we present our Business Leadership Awards, guests network, enjoy lunch, and leave excited and energized about our business community. This is a high profile event for your sponsorship dollars.

Email this form to [events@westcoastchamber.org](mailto:events@westcoastchamber.org),  
Register on the Annual Meeting page at [westcoastchamber.org](http://westcoastchamber.org),  
OR  
Contact Britt Delo:  
[britt@westcoastchamber.org](mailto:britt@westcoastchamber.org) or 616.329.9719.

#### **Platinum Sponsor (Exclusive) – \$12,000**

- Recognition as the plus sponsor at the event.
- Logo displayed at the event.
- Name/logo on marketing and promotional materials.
- Name on Chamber event page with link to your website.
- Up to 20 tickets (two tables) with preferred seating.

#### **Award Sponsor (Exclusive) – \$10,000**

- Recognition at the event.
- Logo displayed at the event.
- Name/logo on marketing and promotional materials.
- Name on Chamber event page with link to your website.
- Up to 10 tickets (full table) with preferred seating.
- 2 tickets to the Flamin' Hot VIP Pre-Party.
- Opportunity to present the Business Leadership Award.



- Program Sponsor (Exclusive) – \$7,500**
  - Full page ad on the back cover of the program. This the only ad in the program. (5 1/2" x 8 1/2")
  - Program placed at each seat. Max quantity 550.
  - Program will be modified and continue to be used as the Chamber's Annual Report.
  - Name on Chamber event page with link to your website.
  - Up to 10 tickets (full table) with preferred seating.

#### **Flamin' Hot VIP Pre-Party Event Sponsor (Exclusive) – \$7,500**

- Recognition at the event.
- Logo displayed at the event.
- Name/logo on marketing and promotional materials.
- Name on Chamber event page with link to your website.
- Up to 10 tickets (full table) with preferred seating.
- 10 tickets to the Flamin' Hot Pre-Party.
- 2 minutes to address the guests at the Flamin' Hot VIP Pre-Party.

#### **Gold Sponsor – \$4,800**

- Recognition at the event.
- Logo displayed at the event.
- Name/logo on marketing and promotional materials.
- Name on Chamber event page with link to your website.
- Up to 10 tickets (full table) with preferred seating.
- 2 tickets to the Flamin' Hot Pre-Party.

#### **Silver Sponsor – \$2,400**

- Recognition at the event.
- Name displayed at the event.
- Name on marketing and promotional materials.
- Name on Chamber event page with link to your website.
- Up to 5 tickets (half table) with preferred seating.

#### **Bronze Sponsor – \$1,200**

- Recognition at the event.
- Name displayed at the event.
- Name on marketing and promotional materials.
- Name on Chamber event page with link to your website.
- Up to 2 tickets with preferred seating.





**Any  
Questions?**



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Keegan@westcoastchamber.org



[www.westcoastchamber.org](http://www.westcoastchamber.org)



@WestCoastChamber



@miwestcoastchamber



Michigan West Coast Chamber of Commerce



CONNECT  
WITH THE CHAMBER