

2024 Sponsorship Opportunities



2024 Calendar of Events

February 21	Business at 5
March 19	Lunch and Learn
April 6	Children's Business Fair
April 11	Business at 5
May	Business over Breakfast
May 17	Wine Walk
June 20	Lunch and Learn
July 22	Business at 5
August	New Teacher Swag Bags
August 15	Business over Breakfast - Whitewater
September 20	Lunch and Learn
October 3	Business at 5
October 17	Boo Bash
November 4	Lunch and Learn
December	Holiday Window Decorating Contest
December 7	Holiday Parade of Lights

Business at 5

This event is an opportunity to promote your business, show off your facility, and network with other local business professionals. This event is FREE for members to attend. Your event will be held at your place of business or co-hosted with another business from 5:00pm-6:30/7:00pm. We only host one Business at 5 per quarter.

- **April 11 - Host needed**
- **July 22 - Host needed**
- **October 17 - Host needed**

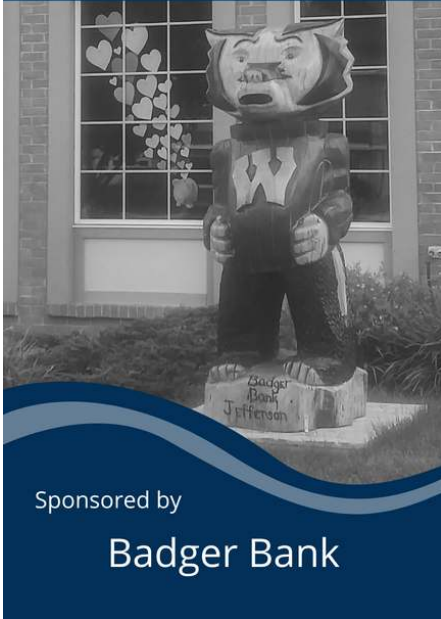
Hosts are responsible for providing a space for the Business at 5 to be held and for providing light appetizers and beverages for the event. Businesses are able to partner with another business to co-host.

Lunch and Learn

Hosted once per quarter, Lunch and Learn events will be an opportunity for you and your employees to learn about a topic or issue that is relevant and important to local businesses and organizations. An expert on each topic will be brought in for this event. Topics will change each quarter. If you have a recommendation for a topic that would be useful for area businesses, please let us know. Here are the tentative dates for the 2024 series:

- **March 19**
- **June 20**
- **September 30**
- **November 4**

Sponsorship of a Lunch and Learn is \$150. Sponsors have the opportunity to share a bit about their business before or after the presentation and will have their logo listed on marketing materials for the event and receive social media recognition.



City Banners

We want to tell a story through photos of what it's like to live, work and play in Jefferson. Using photos on street pole banners provides an opportunity to evoke emotion, rekindle memories and spark conversation. This is a unique opportunity to connect businesses, community and schools to show how we support each other – in good times and bad. We hope it inspires both locals and visitors alike to explore different parts of the city, check out different businesses and restaurants and return for our annual events.

City Banner Program Details

- Layout: Jefferson brand, Photo related to a business, event, location, school, or people reflective of Jefferson, and Sponsor Name.
- Size: 60" x 30" and 2-sided
- Locations: On light poles throughout the city on Main St, Racine St, and Jackson Ave.
- Photos: Will be provided by the Jefferson Chamber of Commerce or businesses and community members; subject to committee approval
- Number of Banners Available: There is a limited number (approx. 60); First come-first served

City Banner Program Sponsorships

- Sponsorships will serve to fund the project and as a fundraiser for the Jefferson Chamber of Commerce
- **3 Year Sponsorship Commitment**
- Sponsor name will be placed along the bottom of the banner; No logos
- **\$200/year (Chamber member) or \$250/year (Non-Chamber member)**
- Option to pay in full upfront OR be billed annually. **Businesses that pay upfront receive a 10% discount.**
- The program will be evaluated over the course of 3 years to determine marketing effectiveness, to continue with the same photos or run a second campaign, etc.
- Priority will be given to Jefferson area businesses (subject to committee approval)
- Photos:
 - Businesses should provide a high-quality photo for their banner. If no photo is submitted, the Chamber will select the photo for the banner based on your business.
 - Photos that contain people or animals tend to be the most engaging and attention-grabbing.
 - All photos used on banners must have a signed photo release on file with the Jefferson Chamber of Commerce
- Spring 2024 – Banners will be on display throughout Jefferson

Children's Business Fair

Saturday, April 6th, 2024

Premiere Sponsor - \$500 (Limit 1)

- Promotional Table Space at the Event
- Company Logo on Event Sponsor Banner
- Logo Featured on Promotional Flyers
- Logo on Homepage and "About Us" Page with Click-Through Link Social Media Shout-Outs
- Optional: Swag Bag Item for Participants (kid-related preferred, NO flyers)

Award Sponsor - \$350 (Limit 1)

- Business may judge and present the awards at the event (optional)
- Company Logo on Event Sponsor Banner
- Logo Featured on Promotional Flyers
- Logo on Homepage and "About Us" Page with Click-Through Link Social Media Shout-Outs
- Optional: Swag Bag Item for Participants (kid-related preferred, NO flyers)

Supporting Sponsor - \$250

- Company Logo on Event Sponsor Banner
- Logo Featured on Promotional Flyers
- Logo on Homepage and "About Us" Page with Click-Through Link Social Media Shout-Outs
- Optional: Swag Bag Item for Participants (kid-related preferred, NO flyers)

Friend of the Fair - \$100 Suggested

- Social Media Shout-Outs
- Optional: Swag Bag Item for Participants (kid-related preferred, NO flyers)

Wine Walk Friday, May 17th, 2024

Presenting Sponsor - \$1,000 (1 available)

- Logo on souvenir wine glass
- 2 general admission event tickets
- Logo on passport
- Logo on advertising
- Logo on Chamber website & Facebook
- Business tagged in a video shoutout on social media

Gold Sponsor - \$500 (2 available)

- 2 general admission event tickets
- Logo on passport
- Logo on advertising
- Logo on Chamber website & Facebook
- Business tagged in a video shoutout on social media

Silver Sponsor - \$250

- Logo on passport
- Logo on advertising
- Logo on Chamber website & Facebook

Bronze Sponsor - \$150

- Logo on advertising
- Logo on Chamber website & Facebook

Wristband Sponsor - \$100 (1 available)

- Logo on event banner
- Logo on Chamber website & Facebook

All participating businesses, sponsors, and donors may add swag, brochures, or business information to the swag bags given to all participants and will receive social media recognition

Thursday, October 17th, 2024 Boo Bash

We're excited to host our 4th Annual Boo Bash: Downtown Trick or Treating event in 2024. In 2023, we estimated more than 1,200 children in attendance at Boo Bash and are expecting even more in 2024!

Grand Goblin Sponsor - \$750 (2 available)

- Logo on Facebook banner
- Logo on poster and map
- Logo on Chamber website
- Business tagged in a social media shoutout
- Mention in press release
- Event participation included

Costume Contest Sponsor - \$500 (1 available)

- Logo on poster and map
- Logo on Chamber website & Facebook
- Business tagged in a social media shoutout
- Mention in press release
- Host the costume contest at your business
- Event participation included

Ghostly Sponsor - \$200

- Logo on poster and map
- Logo on Chamber website & Facebook
- Business tagged in a social media shoutout
- Event participation included

Holiday Parade Saturday, December 7th

Presenting Sponsor - \$500 (1 available)

- Logo on event banner
- Logo on poster
- Logo on Chamber website & Facebook
- Business tagged in a social media shoutout
- Mention in press release

Santa Vehicle Sponsor - \$250 (2 available)

- Logo on poster
- Logo on Chamber website & Facebook
- Business tagged in a social media shoutout
- Logo placed on one side of the Santa Vehicle

Silver Sponsor - \$150

- Logo on poster
- Logo on Chamber website & Facebook
- Business tagged in a social media shoutout

2024 Sponsorship Sign Up

Check the boxes of the sponsorships that your business would like to sign up for in 2024. Previous sponsors have been awarded first right of refusal. Sponsorships are given on a first come first serve basis. All sponsorships for your business will be sent on one invoice upon receipt of this form. If you are in need of an alternate payment option or plan, please contact our office directly.

Additional sponsorships will be released throughout the year.

Business at 5

- Host - April 11th
- Host - July 22
- Host - October 17

Lunch and Learn

- Sponsor - March 19th (\$150)
- Sponsor - June 20 (\$150)
- Sponsor - September 30 (\$150)
- Sponsor - November 4 (\$150)

City Banner

- Banner - 3 payments (\$200/year)
- Banner - pay upfront (\$540 total)

Children's Business Fair

- ~~Premiere Sponsor (\$500)~~
- Award Sponsor (\$350)
- Supporting Sponsor (\$250)
- Friend of the Fair (\$100)

Wine Walk

- ~~Presenting Sponsor (\$1,000)~~
- Gold Sponsor (\$500)
- Silver Sponsor (\$250)
- Bronze Sponsor (\$150)
- ~~Wristband Sponsor (\$100)~~

Boo Bash

- ~~Grand Goblin Sponsor (\$750)~~
- Costume Contest Sponsor (\$500)
- Ghostly Sponsor (\$200)

Holiday Parade

- ~~Presenting Sponsor (\$500)~~
- Santa Vehicle Sponsor (\$250)
- Silver Sponsor (\$150)

Send completed form to director@jeffersonchamberwi.com or deliver to the Jefferson Chamber of Commerce office. Sponsorships are given based on the order that they are received.

BUSINESS NAME: _____

CONTACT NAME: _____ EMAIL: _____

PHONE NUMBER: _____