



Rancho Mirage Chamber of Commerce 2026 Executive Circle Menu

Benefits. Value. Exposure. Community.
In the *Heart* of the Coachella Valley.

Regional reach. Local touch. High value.



RanchoMirageChamber.org



The Rancho Mirage Chamber of Commerce is the heartbeat of Valley business. We empower organizations to launch, expand, and create local jobs—driving prosperity for families across our community. Our dedicated team is laser-focused on helping professionals build the partnerships and skills necessary to thrive. Nestled between the Santa Rosa and San Jacinto mountains, Rancho Mirage is more than just a vibrant, elegant destination; it is the perfect place to do business.

MISSION

Promote business and cultivate opportunities for members through networking events, educational programs and community projects. The Chamber seeks to foster a welcoming business environment and enhance the dynamic quality of life in Rancho Mirage and the greater Coachella Valley.

VISION

Making the Rancho Mirage area the best place to live, work, and play.

VALUES

Members First. Community. Advocacy. Integrity. Inclusion.



A Partnership for Progress: Your Seat in the Executive Circle

Dear Members & Friends,

There is a unique energy moving through the valley ho Mirage Chamber right now. As our community continues to evolve into a world-class destination for healthcare, innovation, and entertainment, the Rancho Mirage Chamber of Commerce remains at the very center of it all—connecting the dots between vision and economic reality.

We are reaching out to you today because your business is a vital piece of that puzzle. We are officially opening the doors to our 2026 Executive Circle, and we want you to be a cornerstone of this elite group of investors.

Unmatched Value, Unparalleled Reach

When we talk about "The Power of Community," we aren't just using a catchphrase. We have included a Regional Members Map with this letter to show you exactly what we mean. As you can see, our reach extends far beyond city limits, touching key audiences and decision-makers across the entire Coachella Valley.

While many organizations offer visibility, the Rancho Mirage Chamber offers influence. Our Executive Circle sponsorship packages are designed to provide:

- Targeted Exposure: Direct access to a high-net-worth demographic and the valley's top executives in Rancho Mirage and beyond.
- Deep Involvement: A seat at the table for the region's most significant conversations, from our State of Healthcare series to our Signature Speaker events.
- A Competitive Edge: We pride ourselves on providing a level of personalized support and marketing ROI that is simply unmatched by other chambers in the region.

Your Investment, Our Shared Mission Guadalupe and I have carefully curated this year's advertising and sponsorship menu to ensure there is a strategic "home" for your brand—whether that is a title sponsorship for a flagship event or a year-long digital presence that keeps you top-of-mind for our thousands of monthly visitors.

We are counting on leaders like you to help us maintain this momentum. By joining the Executive Circle, you aren't just buying an ad; you are investing in the advocacy and economic development that keeps our valley thriving.

Guadalupe will follow up with you in the coming days to discuss which package aligns best with your 2026 goals. In the meantime, please review the attached map and menu, and imagine your brand at the center of that circle.

Let's make this the most impactful year yet.

With gratitude and community spirit,

Katie Slimko-Tuvell, IOM, President & CEO
Guadalupe Fox Vice President, Events & Sponsorships



We are your 3 C's chamber of choice.



CATALYST for business growth through:

- **CONNECTIONS** to business prospects, networking opportunities, and relationships in a friendly, referral-based environment.
- **ACCESS** to business resources, information, and training to support the growth and professional development of businesses and their employees.
- **SAVINGS** on products & services through deals, promotions and member-only pricing for events.
- Think Local/Shop Small Campaigns and PSAs – Marketing!
- Business Assistance Resources
- Peer & Resource Groups
- Member Discounts & Promotions
- Network-Building Activities

CONVENER of leaders & influencers to promote positive outcomes for local businesses:

- **ADVOCACY** through representation with elected officials, policy makers, and business leaders on local, regional, state, and federal platforms.
- **INFLUENCE** over issues that directly impact business.
- **COLLABORATIONS** of business and community leaders to identify and solve challenges.
- E-Newsletter & Website Communications and Information
- Legislative Engagement
- Business Recovery Alliance
- State of the City & Chamber Events
- Candidates Forums

CHAMPION for a stronger community by helping to:

- **INSPIRE** smart planning decisions for long-term community sustainability.
- **IDENTIFY** strategic partnerships for the benefits the business retention and growth, workforce development, charitable giving, and leadership development.
- **REPRESENT** a vibrant business community.
Governmental Affairs
Veteran Owned Business Programs:
Hire our Heroes Job Fair
- Annual Awards & Recognition
- Business & Economic Development
- Virtual Job Postings/Digital Employment Opportunities

Membership

- Staffing: sales, retention, surveys
- Commerce & Coffee Meetings: connecting the community
- Annual Business EXPO
Adventures in Rancho Mirage and more for social media
- Printed/Online Shop Local Guide expanded reach

Partnerships

- Certified Farmer's Market at the Atrium (food)
- The River's Open Air Market (retail)
- Business Recovery Alliance
- City of Rancho Mirage
- Media Firms
- Desert Elite Referral Partners
- Desert United Luncheons

Veteran Owned Business Programs and Services

- Specialty Pricing on Memberships and Events
- Specialty Listing: Website and in Print
- Special Location in the Lobby for Information
- Hire Our Heroes Job Fair: US Chamber of Commerce Foundation Event

2025 YEAR IN REVIEW

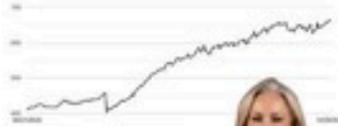


RANCHOMIRAGECHAMBER.ORG



MEMBERSHIP GROWTH & RETENTION

Almost 200 NEW Members joined the chamber this year.
470+ Renewals
73% Retention Rate
Graph shows growth from 2020-2025 (Including the COVID "V")



Jo Beth Prudhomme, Director of Business Development
Membership@RanchoMirage.org

THE POWER OF EXPERIENCE - STAFF THE VISION OF LEADERSHIP - BOARD THE SPIRIT OF RMCC - AMBASSADORS

Driven by elite business acumen and anchored in grace, our leadership team is the reason RMCC soars. Experience the difference at the Chamber of Choice.



Katie Slimko, ROM, CEO
Katie@RanchoMirage.org



FLAGSHIP EVENT ATTENDANCE

5,100 Attendees at 13 Signature Events
2,730 Attendees at Member Service Events
NEW Advocacy Business Events Launched!

SPONSORSHIPS ON THE RISE!

104 Sponsors
40+ Executive Circle Sponsors
10 MOU Partnerships
7 Media Partners

VALLEY'S LARGEST EXPO & JOB FAIR

700 attendees
Over 100 Exhibitor Booths - 13 Tasting Stations
Best B2B Event in the Valley



Guadalupe Fox, VP Events & Sponsorships
Events@RanchoMirage.org

FISCALLY SOUND

Successful Financial Audit in '23
Successful Financial Review in '24
Successful Financial Review in '25
Finalizing Accreditation with US Chamber

Dawn Nygren, VP Operations
info@RanchoMirage.org



SHOP LOCAL GUIDE - BEST DIRECTORY IN THE DESERT

96 Advertisers
90 Pages
Spotlight Features & Special Foldouts

YPN SEES CONTINUED SUCCESS

60 Young Professionals
6 Events, Excellent Engagement & Vision
Leadership Roles Coming in 2026

SOCIAL MEDIA & E-MAIL

Open Rate 50% - Industry Average is 18%
Advocacy Section = Most Clicks
Reached Over 150,000 through SM



Joselyn Lopez, Marketing and Communications Assistant
Marketing@RanchoMirage.org

Insights/Regional Reach

Social Media

Over 6200 Followers on Facebook
159,258 Views (Oct 15, 2025 - Jan 14, 2026)
2,519 Interactions (Oct 15, 2025 - Jan 14, 2026)

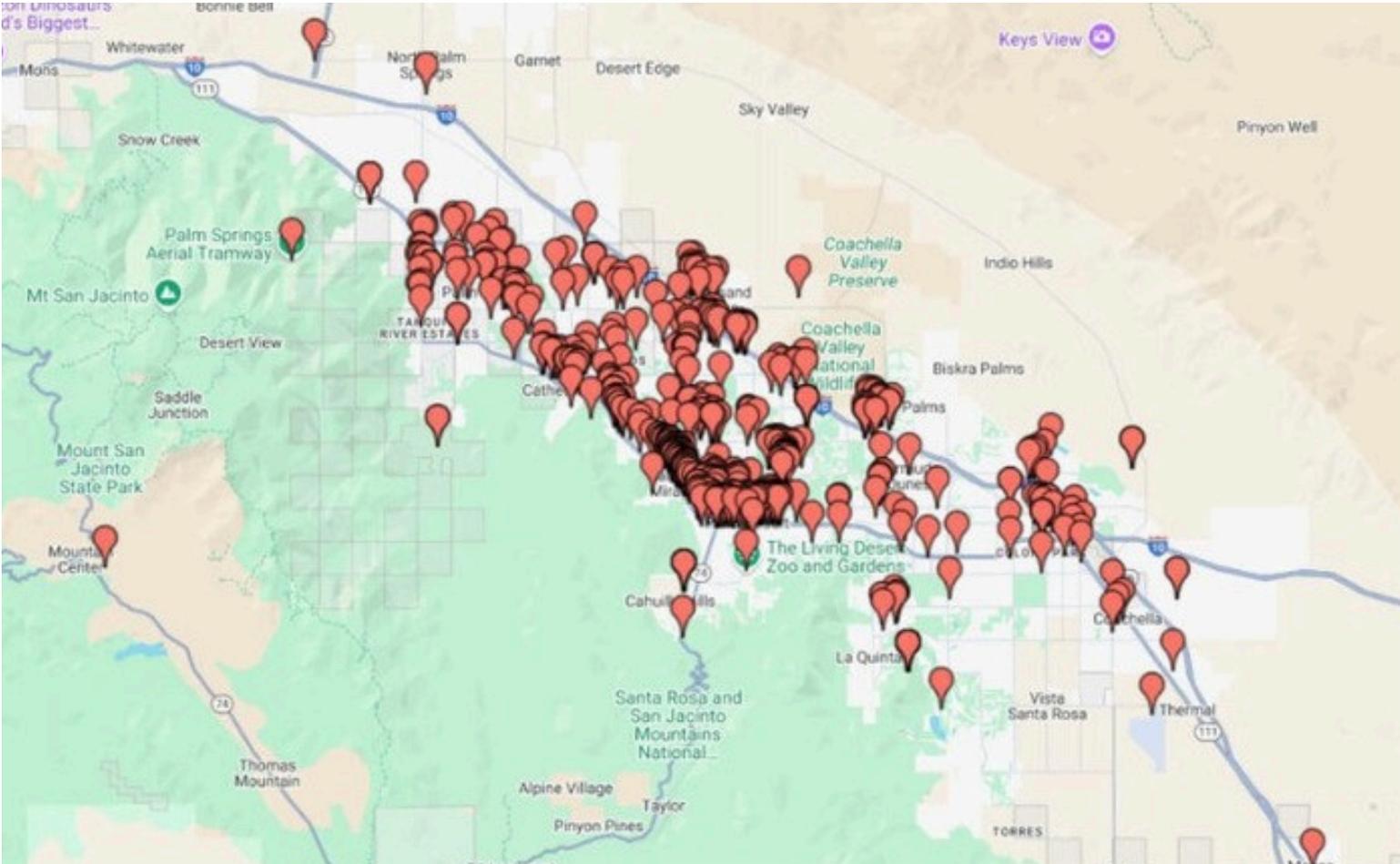
Event Ads on Facebook

8,956 Reach
Over 13,000 views for Business Expo

E-Newsletter

Subscribed emails 6,576
215,561 Delivered in the past 12 months

Members Map – Regional Coachella Valley Reach



The RAMMYS – Outstanding Business Awards Dinner & Board Installation

Thursday, February 12th, 2026 5:00 PM –8:00 PM
The Westin Rancho Mirage

The Rammys Outstanding Business Awards Dinner & Board Installation is the Coachella Valley's premier celebration of business leadership and community impact. This signature event gathers influential executives, entrepreneurs, civic leaders, and engaged community members for an elegant evening recognizing outstanding achievements and installing the Rancho Mirage Chamber of Commerce Board of Directors. As one of the Chamber's most anticipated events of the year, The Rammys offers sponsors exceptional visibility and the opportunity to align their brand with excellence, leadership, and the continued growth of our regional business community.



Kick-off the year in style!

Title Sponsorship \$15,000

3 tables (30 seats) Platform to reach the masses with style and elegance

Premier Sponsorship \$5,500

2 tables (20 seats) Brief welcome, logo on marketing materials, social media, and press releases, business collateral on all tables, and optional exhibitor table in the lobby.

Presenting Sponsorship \$3,200

1 table (10 seats) Logo on big screen, Optional exhibitor table in lobby, logo on marketing materials, social media, and press releases.

Program Sponsor \$3,200

2 seats, Half-page content in printed program, Logo on marketing materials, press releases, and social media.

Centerpiece Sponsor \$3,000

2 seats, Logo featured on every table centerpiece, Optional exhibitor table in lobby, Logo on big screen, in program, marketing materials, press releases and social media

Event Sponsor \$1,850

5 seats, Logo on marketing materials, Logo on printed table tents

Demographics:

Affluent & established community with deep roots in the valley. Heavy B2B.
High level executives, developers, major stakeholders.

Executive Board:

Maddy Botello, Chair of the Board, Wally's Desert Turtle
Jay Critcher, Immediate Past Chair, Cotino™, a Storyliving by Disney™ community
Joyce Kiehl, Chair Elect, Visit Greater Palm Springs
Austin Beneteau, Treasurer, Modern Woodmen Fraternal Financial
Michael Murgas, Secretary, Omni Rancho Las Palmas Resort & Spa

Board Directors:

Kate Anderson, Agua Caliente Band of Cahuilla Indians
Monica Bradley, Haus of Poke
Deb Fink, WDC Kitchen & Bath Center
Franchesca Forrer, Blue Zones Project Palm Springs
David Kowalczyk, Eisenhower Health
Shane Massoud, Southern California Edison
Nicole Kent, The Ritz-Carlton, Rancho Mirage
Ken Chavez, The Annenberg Foundation Trust at Sunnylands
Tim Lusher, Westin Rancho Mirage Golf Resort and Spa
Dan Hewitson, Mission Hills Country Club

Change Makers + Way Makers!

Staff

Katie Slimko-Tuvell, IOM, President/CEO
Dawn Nygren, Vice President of Operations
Guadalupe A Fox, Vice President of Events & Sponsorships
JoBeth Prudhomme, Director of Business Development
Joselyn Lopez, Administrative Assistant



State of Health Care Expo & Luncheon

Wednesday, March 4, 2026 10:30 AM - 1:30 PM
Omni Rancho Las Palmas Resort & Spa
Rancho Mirage



A dynamic event focused on fostering wellness and healthy living in our community.

Eisenhower Health will serve as our main speaker, providing an overview of the current healthcare landscape in the valley and what to expect in the coming years.

Before the event, all local health professionals in the valley are invited to set up information booths, giving attendees an hour to connect, learn, and explore resources available in our community. This is a unique opportunity to engage with wellness leaders, gain valuable insights into the future of healthcare in the valley, and celebrate the power of community collaboration in promoting holistic health.

New Flagship Event!

Title Sponsorship \$8,000

3 tables (30 seats) Platform to reach the masses with style and elegance

Premier Sponsorship \$5,500

2 tables (20 seats) Brief welcome, logo on marketing materials, social media, and press releases, business collateral on all tables, and optional exhibitor table in the lobby.

Presenting Sponsorship \$3,200

1 table (10 seats) Logo on big screen, Optional exhibitor table in lobby, logo on marketing materials, social media, and press releases.

Program Sponsor \$3,200

2 seats, Half-page content in printed program, Logo on marketing materials, press releases, and social media.

Centerpiece Sponsor \$3,000

2 seats, Logo featured on every table centerpiece, Optional exhibitor table in lobby, Logo on big screen, in program, marketing materials, press releases and social media

Event Sponsor \$1,850

5 seats, Logo on marketing materials, Logo on printed table tents

Demographics: Balance B2B and B2C

Health-focused Rancho Mirage residents and residents of the CV, including retirees and professionals, engaged in wellness, preventive care, and local healthcare resources



Signature Speaker Series

April 15, May 20, June 17, July 15, August 19
11:30 AM - 1:30 PM

The Rancho Mirage Chamber of Commerce is proud to present the annual Signature Speaker Series, a highly anticipated, sell-out series featuring influential economic drivers, dignitaries, thought leaders, and trailblazers from the Coachella Valley and beyond.



Speak at each luncheon + materials at each place setting!

Presenting Sponsor (Full Series) \$3,600 (sold out)

4 Seats at each series luncheon, a brief welcome from the stage, Informational handout at each seat, Optional banners (provided by sponsor), Logo & name in press releases and social media. VIP seating with speakers

Event Sponsor (Full Series) \$2,500

4 Seats at each series luncheon, Logo on table centerpieces, Logo on marketing materials, e-newsletter & social media, Recognition from podium

Signature Sponsor (Single Event) \$1,000

4 Seats, Logo on screen, Logo in marketing materials, e-newsletter & social media, Opportunity to leave informational handout at each seat



2026 Signature Speaker Series

Join us for a dynamic series of speaker luncheons designed to keep you at the forefront of local growth. We've gathered the desert's top professionals to provide direct updates on the industries fueling our region—from the high-energy impact of sports and entertainment to the shifting landscapes of tourism and real estate. Beyond the data, we'll explore the talent pipeline ensuring our workforce stays competitive. These sessions offer a clear look at how regional developments boost your bottom line and strengthen our community's future.

Demographics: Balanced B2B + B2C

Local business owners, executives, and professionals from the Coachella Valley, seeking insights, connections, and engagement with the region's economic and civic community.



Rancho Mirage Chamber of Commerce Presents

Signature **SPEAKER SERIES**



Gina Rotolo



**April 15th Acrisure Arena:
How Sports & Sound Drive Our Economy**



Scott White and Sean Smith



**May 20th VGPS:
CV Economic Development Strategic Plan**



Harry Barrett



**June 17th Sky's the Limit at PSP:
Traveler Update & Canadian Visitors Report**



Shiela Thornton, Oscar Fonseca, and Val Martinez Garcia

July 15th The Talent Pipeline Education & Workforce Development Panel



11:30 am Check-in and Networking
11:45 am - 1:30 pm
Program, Lunch and Self Introductions
\$70 Members Only
Mission Hills Country Club



Maggie Montez and Harma Hartouni

August 19th The Real Estate Roundup: Housing, Retail + More

This is a sell out series! Register early at RanchoMirageChamber.org

Taste of Summer Rancho Mirage

Event begins Thursday, July 23rd and runs through Sunday, August 16th.



Come hungry! Taste of Summer Rancho Mirage is an annual tradition for the community to enjoy. It not only helps our local restaurants during slower months, but it also is a fundraiser for our nonprofits. Taste Of Summer 2026 will only be active for three weeks. July 23rd through August 16th.

Save the dates and plan to join in this summer for sizzling specials and tantalizing treats. Grab your friends and your passport to new adventures with Taste of Summer Rancho Mirage!

- Local nonprofits fundraise by selling \$10 wristbands
- Residents and visitors enjoy delicious food, cool treats, and GREAT specials!
- Restaurants keep busy during the summer months

Title Sponsorship \$15,000 *TV, Radio, Billboards with Your Logo!*

Biggest city-wide restaurant promotion program in the slower summer months. Supports non-profits in their fundraising and awareness efforts as well.

Includes TV, Radio, print and Billboard Advertising

Premier Sponsorship \$5,500

Sponsor logo and name prominent on TasteofSummerRanchoMirage.com
In marketing materials and commercials (TV, Radio, print and Billboard)



Young Professionals Network (YPN)

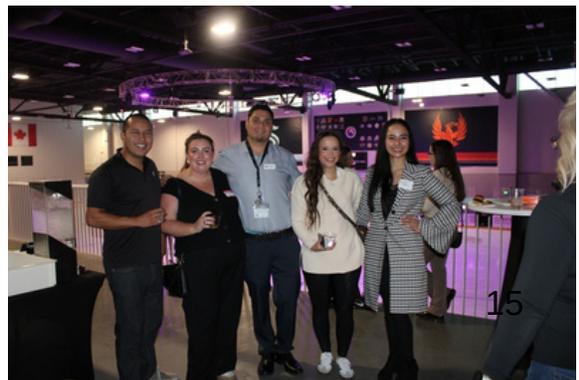
*The YPN Mixers occur about five times per year
Locations TBA
4:00 PM - 6:00 PM*

The Young Professionals Network (YPN) at the Chamber of Commerce is a vibrant community of emerging leaders dedicated to personal growth, professional development, and making a positive impact locally. This diverse group- ranging from entrepreneurs and creatives to rising industry professionals - connects through engaging events, service projects, and peer support. YPN members play a key role in shaping the future of our region by bringing fresh ideas, driving innovation, and actively supporting initiatives that strengthen and uplift the community.

Annual Event Sponsor \$1,000.00 (4 Mixers Total)

4 complimentary admissions to each mixer. Premier logo placement on all event marketing (graphics, emails, social media, website). Opportunity to speak or give a short welcome at the events. Post-event thank you and newsletter mention.

Invest in the leaders of tomorrow!



2026 Marketing & AI Summit

Thursday, Sept. 11, 2026 8:30 AM - 12:30 PM
Rancho Mirage Library & Observatory

Stay ahead of the curve and elevate your business at our Marketing Summit. Hear from industry experts on the latest trends in AI, social media, and traditional marketing strategies. Connect with fellow marketers, exchange ideas, and gain actionable insights to strengthen your marketing efforts and drive results.



The future is now. Be part of the change!

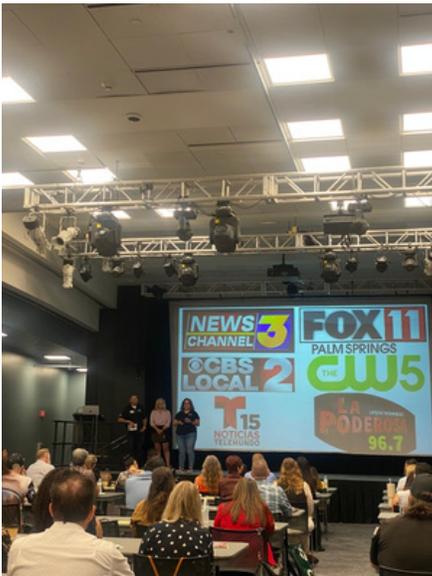
Title Sponsor \$2,200.00

6 attendees, Business name and logo included in all marketing materials, press releases, and social media posts. Brief welcome at the event. Exhibitor table at the event with attendee info. Newsletter and social media highlights.

Event Sponsor \$1,500.00

4 attendees, Business name and logo included in all marketing materials, press releases, and social media posts. 2 e-blasts included in our weekly e-newsletter and 2 social media promotions.

Demographics: Business professionals, marketers, and local entrepreneurs seeking insights, networking, and solutions to grow their businesses. B2B



Annual Show Your Heart Mixer

Wednesday, Sept. 23, 2026 4:00 PM – 6:00 PM
Rancho Mirage Library & Observatory

Join us for an evening full of heart, community, and connection at the Show Your Heart Mixer, where we celebrate the incredible work of local nonprofit organizations. Whether you want to get more involved, explore board or committee opportunities, or learn about the season's

most meaningful events, this is the place to be. Meet inspiring people who are making a real difference across our community. This is our chance to come together, support local nonprofits, and show appreciation for the organizations that help our region thrive. Enjoy a relaxed, social atmosphere with fellow professionals and community members at one of the valley's most beautiful venues. Connect, give back, and celebrate the heart of our community!



Event Sponsor \$2,000.00

Premier double booth & logo placement on all event marketing (graphics, emails, social media, website). Opportunity to speak or give a short welcome at the event. Post-event thank-you and newsletter mention.

Demographics: Civic-minded professionals and residents of the Coachella Valley, passionate about giving back, supporting nonprofits, and connecting with fellow changemakers. Balanced B2C & C2C

Plug in to valley nonprofit leaders like never before!



2026 Rancho Mirage State of the City

Wednesday, Oct. 21, 2026 11:00 AM – 1:30 PM
Agua Caliente Resort Casino Spa Rancho Mirage

Stay ahead of the curve and gain valuable insights into the future of Rancho Mirage at the annual State of the City luncheon. This is a must-attend event for local business leaders who want to understand the city's priorities, developments, and future plans. Network with key decision-makers, enjoy a delicious lunch, and hear directly from the mayor and city council members about initiatives shaping the growth and success of our community. Being informed about where Rancho Mirage is headed is essential for making strategic business decisions and staying connected to the pulse of the city.



The Trailblazers Luncheon

Title Sponsor \$25,000.00

3 Tables, Logo on marketing materials, press releases, and social media.

Premier Sponsor \$5,500.00 (Sold out)

2 Tables, Brief welcome, Logo on marketing materials, press releases, and social media, Business collateral placed on all tables, and an optional exhibitor table.

Presenting Sponsor \$3,250.00

1 Table, Logo on marketing materials, press releases, and social media, and an optional exhibitor table.

Program Sponsor \$3,250.00

2 seats, Half-page content in printed program, Logo on marketing materials, press releases, and social media.

Centerpiece Sponsor \$3,100.00

2 seats, Logo on each table centerpiece. Promotions & Signage

Event Sponsor \$1,850.00

5 seats, Logo recognition on all marketing materials and table tents.

Demographics: affluent & established community with deep roots in the CV. B2B and B2C.

Annual Business EXPO & Job Fair

Thursday, Nov. 12, 2026 4:00 PM - 7:00 PM
Agua Caliente Resort Casino Spa Rancho Mirage

Showcase your business to hundreds of potential customers and network with industry leaders at the must-attend business event of the year. This annual expo is the perfect opportunity to boost your brand visibility, generate leads, and drive business growth. The last event was a huge success, selling out with over 800 attendees in 2025 - don't miss your chance to be part of it! Local college partners for the win!



Biggest and Best Expo Valley-Wide!

Title Sponsor \$10,000.00

Primary exhibitor space in a prominent location. Promotions across TV, radio, and billboards.

Premier Sponsor \$5,500.00 (sold out)

Primary exhibitor space in prominent location. Logo included on all marketing materials, press releases, and social media. Scheduled television and radio appearances.

Presenting Sponsor \$3,200.00

Double exhibitor space in VIP location. Logo included on all marketing materials, press releases, and social media.

Event Sponsor \$1,200.00

Single exhibitor space in high-traffic location. Business name and logo on all marketing materials, press releases, and social media.

Demographics: Business leaders, entrepreneurs, job seekers, and university students exploring career opportunities, networking, and business services. Heavy on both B2B & B2C. The perfect event.



The Holiday Open: ChamberMasters Golf Tournament ... and Reindeer Games!

Thursday, Dec. 10, 2026 8:30 AM - 3:00 PM
Mission Hills Country Club, Rancho Mirage



Title Sponsor \$10,000.00

3 Foursomes, Promotions, logo inclusion, and stage presence.

Presenting Sponsor \$2,950.00

1 Foursome, Company logo on select tournament marketing materials (flyers, e-blasts, registration form, ads). Opportunity to be a hole host.

Awards Lunch Sponsor \$2,950.00

1 Foursome, Company logo on select tournament marketing materials (flyers, e-blasts, registration forms, ads). Representative assists in presenting awards and welcomes attendees to the stage. Photo opportunity. Sponsor provides banners for display.

Cart Sponsor \$2,100.00 (One available)

1 Foursome. Signage on all player carts, company name on registration form. Logo on select marketing materials (flyers, e-blasts, registration forms, ads).

Beverage Sponsor \$1,850.00 (One available)

1 Foursome. Company signage in designated areas. Company name/logo on marketing materials.

Hole-in-One Sponsor - Car Dealerships Only

Logo included in all social media promotions

Demographics: Established business professionals, executives, and community leaders participating in a high-quality networking and golf experience. B2B and B2C

All levels of play are welcomed!

EXECUTIVE CIRCLE BENEFITS

Thank you for investing in your business, in marketing and in community engagement.

With a minimum of \$2500 in sponsorship, Executive Circle Sponsors will receive in addition these add-ons at no cost to you.

Eblasts

Enjoy 5 E-Blast Ads. Provide the jpeg and a link. Send them to staff at least one week in advance. E-Blasts usually go out on Mondays.

Social Media Promotions and Press Releases

Enjoy 5 Social Media Posts. Provide the content and links. Please send at least one week in advance for scheduling.

Monthly Networking Mixers

Booths at chamber mixers – can be used certain months throughout the year, two Mixers total. Rather than hosting a mixer, you can have a large presence at the event with a booth at no additional cost to you. Must be approved by all parties.

Website Front Page Logo Inclusion and Link

Plus:

Special recognition in annual Shop Local Guide/Chamber Directory

Enhanced Business Listing on Shop Local Guide/Chamber Directory

Enhanced Business Listing on Website

Logo Included in the Sponsor Block on each E-Blast and Email from Chamber Staff

*Boost
Your
Brand!*

This promotional agreement with SPONSOR is not related to or dependent on any services or provisions not described in this document. The RMCC and SPONSOR agree to act in good faith regarding the terms and conditions set forth herein. In the event a service or provision set forth within the agreement cannot be delivered due to an event cancellation of some other unforeseen obstacle, the parties will make every effort to deliver alternate services of equal value. Sponsorship levels are not exclusive unless specified in the agreement. All monies owed must be paid in advance of services and benefits rendered and within 30 days of agreement execution unless an alternate payment plan is agreed to by both parties in writing and in advance.

The chamber has the right to refuse ads, printed materials or speeches from our platform. All sponsored content must be approved in advance.



NEXT STEPS: MOVE FORWARD

Business Name and Your Name

Email and Phone

Total Sponsorship \$

Member Signature

Chamber Signature

Send Invoice to

Processing fees may apply for CC charges or pay by check payable to the Rancho Mirage Chamber of Commerce.
71905 Highway 111, Suite H, Rancho Mirage, CA 92270



*Thank you,
Guadalupe*



Events@RanchoMirage.org
RanchoMirageChamber.org
(760) 568-9351