



Building Business. Building Community.

INVESTOR GUIDE TO
ADVERTISING & PROMOTIONAL
OPPORTUNITIES

JANUARY 1, 2025 - DECEMBER 31, 2025

BUSINESS EXPO 2025

Timeframe All day on Thursday, April 17

Attendance 5,000-plus

Location Central Wisconsin Convention + Expo Center, Rothschild

The Chamber's Business EXPO 2025 is the can't miss event of the year for many members. Attendees from around the state visit the largest chamber expo in the country held right here in Rothschild each April. The event features nearly 300 booth spaces at the Central Wisconsin Convention + Expo Center.

The Business EXPO is followed by the largest annual networking event in the area. Hundreds will attend Fun@EXPO which follows the Business EXPO. Fun@EXPO features all-you-care-to-eat appetizers from a variety of member eateries. Members use both events to develop new business relationships and strengthen existing ones.

NEW IN 2025, the Small Business of the Year Awards will be wrapped into the Business EXPO. This awards program will join the existing Best In Show awards and offer a new way to celebrate small businesses in our region.



Complete the commitment form on the last page of this book or register here:





Sponsorship Opportunities:

	Presenting (1) \$6,000	Platinum (5, 2) \$3,000	Gold (7, 6) \$1,500	Silver (9, 5) \$500
First right of renewal next year	●			
Sponsor name associated with event name	●			
Sponsor mentioned in any tv/radio advertising	●			
Logo on tote bag	●	●		
Ad in printed EXPO map	Full page	Qtr page		
EXPO booth(s) in premier location	2	1		
Opportunity to co-host interviews with Small Business of the Year Award finalists	●			
Fun@EXPO wristbands (2)	●	●	●	●
Option to include piece in tote bag*	●	●	●	●
Logo/name appears in print/social media event promotion	●	●	●	●

Additional Opportunities:

Best In Show Awards (1): \$1,000 Four exhibitors will be recognized at the Business EXPO in four categories. This sponsor has the opportunity to co-host the streamed announcement. Sponsor name associated with award name.

Exhibitor Lounge (1): \$1,000 A popular destination for all exhibitors featuring donated food and beverage items. Sponsor name associated with lounge name.

**This can be a printed piece or small promotional item*

2025 GOLF OUTING

PRESENTED BY THE DIRKS GROUP

Timeframe Morning to early evening on June 2025

Attendance 160-plus

Location Wausau Country Club, Schofield

Golf outings aren't just for leisure; they're an opportunity to get business done. Whether you're looking to generate new business contacts, develop existing relationships or close a sale, this event offers connections to high-performing individuals whose companies are rewarding them with a day of golf at the Wausau Country Club

The Chamber's Golf Outing, one of the most exciting business events during the summer, offers a unique variety of opportunities to interact with those golfing in the event. This event sells out for both golfers and sponsors each year. Because of this, a number of new sponsorship opportunities were added in 2024 with more great new ideas planned for next summer.



"Participating in the Golf Outing isn't just about sinking putts and enjoying the fairways; it's about strengthening community bonds and fostering business relationships. Our involvement underscores our commitment to local partnerships and the vibrant spirit of Wausau."

Andrew Hale, Business Development Executive with The Dirks Group

Complete the commitment form on the last page of this book or register here:



2025 GOLF OUTING

Sponsorship Opportunities:	Presenting (1) \$4,000 SOLD!	Platinum (2) \$2,500	Gold (3) \$1,500	Beer Hole (3) \$1,500**	Hole (9) \$1,000	Raffle Prize \$500***
First right of renewal next year	●					
Display table at event (<i>indoors</i>)	●					
Complimentary golfer(s)	4	2	1			
Verbal recognition at event	●	●	●	●	●	●
Logo/name appears in all event promotion	●	●	●			
Exclusive hole with signage	●	●	●	●	●	
Lunches for hole staff	4	2	2	2	2	
Drink tickets for hole staff	8	4	4	4	2	
Dinners for hole staff	4	2	2	2	2	
Final attendee list*	●	●	●	●	●	●

Additional Opportunities:

Branded Golf Balls (1): \$2,500 Each golfer will receive one sleeve (three balls) of Vice golf balls with sponsor's branding

Driving Range (1): \$1,000 Same benefits as hole sponsor | **Putting Green (1):** c Same benefits as hole sponsor

The Deck (1): \$1,500 Brand this clubhouse area with the theme of your choice, offering a game, refreshments, snacks, etc.

Luxury Carts Raffle (1): \$800 Two golfers will be the lucky users of luxury carts outfitted with snacks, drinks and more

Beverage Cart (2,1): \$500 Logo recognition on the cart and the opportunity to serve as cart host

Coffee Sponsor (1): Provides beverages for all golfers | **Lunch Sponsor (1): \$2,500** Provides lunch for all golfers

19th Hole Cork Pull (1): \$500 A post-outing raffle held at the reception

*Attendee lists are available upon request and only include attendee name and company **Includes one half barrel of domestic beer - additional charges may apply for extra barrels and/or imports ***Includes 'Greens Keeper's Garden' raffle and 19th Hole Cork Pull raffle

MEMBER APPRECIATION PICNIC

Timeframe Summer 2025

Attendance 200-plus

Location Clarke Island, downtown Wausau

Members are invited to wrap up their day at this special complimentary event, held rain or shine. The picnic is the Chamber's largest networking opportunity of the summer and includes live music, outdoor games and a cookout featuring food, beverages and desserts from various Chamber members!

This event also includes tours of the Chamber's historic train depot headquarters and the WPS Powerhouse. Members must be 21 years old to attend.

Members can support this event through both donations and through monetary sponsorships of special amenities like an outdoor stage and tent.





Sponsorship Opportunities:	Presenting (1) \$3,000	Platinum (2) \$1,000	Beverage (2) 1) 5500	Food and desserts
Sponsor name associated with event name	●			
First right of renewal next year	●	●		
Sponsor logo displayed behind band on stage*	●			
Display table at event (<i>indoors</i>)	●	●	●	●
Logo/name appears in all event promotion	●	●	●	●
Final attendee list**	●	●	●	●

Additional Opportunities:

Porta-Potty: \$500 Bolster your brand on the outside of these necessary facilities

Tent: \$1,000 Help shelter attendees, and the refreshments, from the elements

**Live music/band may be dictated by number of sponsorships and/or weather **Attendee lists are available upon request and only include attendee name and company*

LEGACY AWARDS NIGHT

FEATURING THE 40TH ATHENA LEADERSHIP AWARDS

Timeframe October 9, 2025

Attendance 500-plus

Location The Grand Theater, Wausau

This is a new event which will include the 40th ATHENA Leadership Awards along with the return of the G. Lane Ware Innovator Award and the debut of the James McIntyre Business Visionary Award.

This program will include the ATHENA Leadership Award and the ATHENA Young Professional Leadership Award. The Chamber has one of the longest-running and most established ATHENA programs in the country.

To see a list of past recipients of these awards, visit WausauChamber.com.

NEW IN 2025!

"When I moved here a few years ago with my family, I decided that this community is so worthy of my time and my support. I always believe that support and reinvesting in the community that you live in is a key."

Olivia Hill, General Manager/
Associate Director,
Grand Theater

"When you make sure a woman knows she is powerful and knows that she is worthy – she is unstoppable. Here's to unstoppable women!"

Heather Martell, Branch
Manager, Peoples State Bank





Sponsorship Opportunities:	Presenting (1) \$TBD	Award (3) \$TBD	Platinum (5) \$TBD	Gold (7) \$TBD
First right of renewal next year	●	●		
Video message/commercial at event (1 min. max)	●			
Display table at event	●			
Logo appears on screen(s) at event	●	●	●	
Logo/name appears in all event promotion	●	●	●	●
Sponsor receives verbal recognition at event	●	●	●	●
Ad in printed program for the event	Full page	Full page	Half page	Qtr page
Seat(s) for the event	16	8	2	1
Final attendee list*	●	●	●	●

*Attendee lists are available upon request and only include attendee name and company

HOLIDAY PARADE VIEWING PARTY

PRESENTED BY INCREDIBLEBANK

Timeframe Friday, December 5, 2025

Attendance 100-plus

Members are invited to kick off the Christmas season at this special event. The Chamber's Business Advancement Center at the east end of the historic depot offers a perfect indoor viewing spot for the annual Holiday Parade organized by Wausau Area Events. Outdoor viewing will also be encouraged. The annual lighting of the depot kicks off the night. This event will also feature food, beverages and desserts from various Chamber members!

Members can support this event through both donations and through monetary sponsorships.





Sponsorship Opportunities:	Presenting (1) \$3,000	Platinum 2 1) \$750	Gold (2) \$350	Food and desserts
Sponsor name associated with event name	●			
First right of renewal next year	●	●		
Logo appears on screen(s) at event	●	●		
Sponsor mentioned in all advertising/promotion	●	●	●	●
Sponsor highlighted on social media	●	●	●	●
Final attendee list*	●	●	●	●

Additional Opportunities:

Reindeer (1): \$3,000 Four-legged fun on Clarke Island with these kid-friendly animals

Warming tent (1): \$2,000 A large tent with warmers for those unable to go in and out of the depot

**Attendee lists are available upon request and only include attendee name and company*

2025 WOMEN'S LEADERSHIP CONFERENCE

PRESENTED BY PEOPLES STATE BANK

Timeframe To be announced

Attendance 500-plus

Location Central Wisconsin Convention + Expo Center, Rothschild

This is an annual event focused on providing attendees with inspiration and leadership development to assist them in reaching their full potential, both professionally and personally. Individuals from around the state and at every age and every stage of their professional lives (from entry level to senior leadership) attend this high-impact, interactive leadership conference.

A VIP Networking Event will be held the night before the conference, headlined by a featured speaker. This pre-conference gathering will allow both local attendees and those traveling to the event and staying the night to connect in a casual setting.

The conference is developed by a committee with the intention of energizing, supporting, developing and educating women leaders and those who desire to become leaders.

Speakers To be announced

"Each year's Women's Leadership Conference is unique and impacts attendees through the presentations shared, contacts made and conversations in the room."

Mauri Brueggeman, member of the Women's Leadership Conference's planning committee

"This event offers value to current leaders who may want to advance or grow in their current role, new leaders emerging with their skills and long-time leaders who want to refresh their skills."

Mona Fox, former member of the Women's Leadership Conference's planning committee





Sponsorship Opportunities:	Presenting (1) \$6,500	Platinum (3) \$3,500	Gold (5) \$1,500	Silver (7) \$850	Bronze (9) \$425
First right of renewal next year	●				
Video message/commercial at event (1 min. max)	●				
Display table at event	●				
Sponsor mentioned in any radio advertising	●				
Logo on tote bag and/or notebook	●	●	●		
Ad in printed program for the event	Full page	Half page	Half page	Qtr page	
Option to include piece in tote bag*	●	●	●	●	●
Logo appears on screen(s) at event	●	●	●	●	●
Logo/name appears in all print event promotion	●	●	●	●	●
Sponsor receives verbal recognition at event	●	●	●	●	●
Seat(s) for the event	16	8	4	2	1
Final attendee list**	●	●	●	●	●

Additional Opportunities:

Coffee or Snacks (1 each): \$1,000 Keep attendees happy while building your brand.

Exhibitor Booth (15): \$150 Women-owned businesses are invited to connect with attendees. Each booth host is required to supply a basket to be raffled off to attendees valued at a minimum of \$100.

**This can be a printed piece or small promotional item **Attendee lists are available upon request and only include attendee name and company*

NEXT WAVE

PRESENTED BY THE SENTRY SCHOOL OF BUSINESS AND ECONOMICS - UW-STEVENS POINT

Timeframe Bi-monthly beginning on September 5, 2024
Attendance Limited to a maximum of 40

The Chamber is offering a new series of complimentary programs for members designed to empower and connect the young talent in the community. Next Wave will offer a vibrant social engagement group tailored to young professionals who are in the formative stages of their careers.

The meetings will be held on select Thursday afternoons at the Chamber's Business Advancement Center.

The Presenting Sponsor is invited to open the program as the emcee, facilitating the introduction of attendees and kicking off the afternoon's gathering.

Sponsorship Opportunities:

Presenting (1)

\$2,500*

SOLD!

First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Two reserved seats	●
Ability to share printed pieces	●
Final attendee list**	●

**This is an annual sponsorship for programs November 2024 through October 2025*

NEW MEMBER BREAKFAST

Timeframe Quarterly
Attendance 25-plus

This is a unique opportunity for the Chamber's new members to meet and get to know each other. Attendees are invited to bring their business cards and marketing materials.

Sponsorship dollars and/or food and drink donations are used to provide breakfast at this complimentary event.

The Presenting Sponsor is invited to open the program as the emcee, facilitating the introduction of attendees and kicking off the morning's gathering in the Chamber's Business Advancement Center.

Sponsorship Opportunities:

Presenting (1)

\$250

First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Final attendee list**	●

***Attendee lists are available upon request and only include attendee name and company*



TRANSFORMATIONAL LEADERSHIP

Timeframe Fall 2025 to Spring 2026
Graduation ceremony in May 2026

Attendance Three cohorts totalling 60 students

The Chamber's Transformational Leadership program is now open to sponsorship! The program has grown to three cohorts of about 20 students each. These individuals and the businesses who they represent spend nine months in the program developing themselves personally and professionally.

This program is lead by facilitator Bridget Wenman.

The sponsors of this program will have a unique opportunity to not just reach the program's participants, but have their brand associated with this long-running and successful program.

"The bond our class developed during the program was amazing. It was a great place to escape each month and trust you could openly discuss any struggles and get great advice on how to overcome them."

Kevin Thomer, Wausau Tile

Complete the commitment form on the last page of this book or register here:



Sponsorship Opportunities:	Presenting (1) \$5,000	Platinum (2) \$2,500	Gold (3) \$1,250
Sponsor name associated with event name	●		
First right of renewal next year	●	●	
Table(s) at graduation ceremony in May 2025	2	1	
Opportunity to speak at graduation ceremony	●		
Logo appears on screen(s) at graduation	●	●	●
Sponsor mentioned in all advertising/promotion	●	●	●
Sponsor highlighted on social media	●	●	●

All Chamber investors at the Keystone and Cornerstone levels will be recognized as Gold sponsors of this program as a benefit of membership.

FUN@5

Timeframe Select Thursdays from 5 pm to 7 pm

Attendance 75-plus

The Chamber offers its members opportunities to showcase their business or organization in a relaxed open house atmosphere. These events allow current and potential customers to discover what the host member has to offer, while providing a quality networking opportunity for all attendees.

These events may be co-hosted or presented by a group of members. The host is required to provide a private facility accommodating a minimum of 75 people with nearby parking. Outdoor events require a tent. Appetizers or heavier fare for a minimum of 75 attendees must be provided by hosts. The host should also provide at least two complimentary drinks per attendee. If the host does not have a liquor license, the Chamber can apply for a temporary license in most cases. There is no sponsor fee required to host these events.



GREATER WAUSAU MARKETING HUB

Timeframe A pair of quarterly meetings in November, February, May and August

Attendance 40-plus individuals and growing

The Presenting Sponsor is invited to emcee the program, including a welcome message, facilitation of attendee introductions and the introduction of featured experts (or present as a featured marketing expert!).

This is a one-of-a-kind opportunity to place your brand in front of dozens of local marketing professionals.

Growth of the Marketing Hub group has necessitated expanding from one to two consecutive meetings at the Chamber's Business Advancement Center.

Sponsorship Opportunities:

	Presenting (1) \$1,500*
First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Final attendee list**	●

**This is an annual sponsorship for programs February 2025 through November 2025*

***Attendee lists are available upon request and only include attendee name and company*

WEEKLY UPDATE

Timeframe Every Monday

Distribution 6,000-plus email addresses

The Chamber's weekly email update offers six ad positions at the top of the message. Each of these six single-sized ads is priced at \$100. Many members opt for the double-sized option at \$150. There are larger size ads at a greater cost available, too. The ad is delivered to our email list once at this cost.

These cost-effective ads are reserved on a first come, first served basis for individual dates and can be designed for no additional cost. Each ad can link to the url of your choice.

The ad design is needed by the Friday prior to the scheduled Monday. You may be eligible for a discount if four or more dates are reserved.

Please register your ad on WausauChamber.com.

To advertise in this space, contact marketing manager Brian Otten

Rates:

Single ad - \$100
240px wide by 120px tall

Takeover Four ad - \$250
480px wide by 240px tall

Double ad - \$150
480px wide by 120px tall

Takeover Six ad - \$350
480px wide by 360px tall

CHAMBER PAK

Timeframe March 2025

Distribution 1,600 member mailing addresses

Chamber Pak is a cost-effective mailing, featuring marketing materials supplied by member businesses. It is a great way to promote your products, services, events, coupons and more!

Members provides 1,600 printed inserts and the Chamber coordinate the mailing, manage the postal regulations, pay the mailing fees and stuff the envelopes.

Policies

*Available to members only. Logo/name must be prominently featured.
Content must focus solely on member's products/services or a charitable non-profit event.
Content must not be in direct competition with any products/services of the Chamber.
One insert equals an 8.5" x 11" sheet - maximum size (bi-fold and tri-fold brochures accepted) and must fit in 8.5" x 11" envelope. Additional charges apply for over-sized inserts.
No bulk or standard mail stamps or mail permit number.*



Rates:

Business - \$299

Charitable Non-Profit - \$199

Please register your insert on WausauChamber.com

GREATER WAUSAU

2025-2026
Relocation
Guide

Timeframe Summer 2025

Distribution 2,000 copies

Our annual printed relocation guide is an important part of an ongoing effort to attract both people and businesses to our region. Don't miss this unique opportunity to shape the impression prospective and new residents have of your business by advertising in our next edition, publishing in July 2025.

The printed version of this recreation guide will be available at career centers on college campuses around the state, as well as at high-traffic locations around the region. Many employers use the publication in their recruiting efforts. The online version will be found on the Chamber's website and will include links to all advertisers' websites. Please register your ad on WausauChamber.com.

Rates:

Full Page - \$750

Bleed - 8.5" x 11"

No Bleed - 7.5" x 10"

Half Page - \$475

Horizontal - 7.5" x 4.75"

Vertical - 3.5" x 10"

Quarter Page - \$325

3.5" x 4.75"

Business Card - \$175

3.5" x 2.25"

Premium positions on the outside and inside of the front and back cover are \$1,000-\$1,200



Register here:



LUNCH SPONSOR FOR BOARD MEETINGS

NEW IN 2025!

The Chamber's Board of Directors meets monthly over lunch. This is an opportunity for you to place your brand in front of an influential group of local business leaders by either supplying or making a monetary contribution to pay for the meeting's meal.

These meetings typically have about 20 individuals in attendance. A minimum \$300 contribution is needed to cover the cost of the lunch.

ADDITIONAL PROGRAMMING

The Chamber will occasionally develop special programming related to education, networking, business advocacy or related to other initiatives.

Opportunities to sponsor these programs will be reserved on a first come, first served basis with the Chamber approaching those members who have expressed an interest in the select topic.

DONATIONS, IN-KIND DONATIONS OR SERVICES AND AFFINITY PROGRAMS

Donating items and branded promotional items are great ways to build brand awareness. There are plenty of opportunities to donate for auctions, raffles and events requiring food and/or beverages. There is also the opportunity to donate services for programs and events.

The Greater Wausau Chamber of Commerce is committed to not only 'Buy Local,' but also helping members save money whenever possible in an ever-changing economic environment. Chamber membership guarantees access to exclusive discounts from Affinity Program Partners. By taking advantage of these discounts, members can see a high return on their membership investment and realize unparalleled savings on these products and services.

Affinity Program Partners must maintain their Chamber membership and offer direct cost-saving and/or value-added benefits to members of the Chamber exclusively. Affinity Programs should have a broad appeal to the membership.

THE FINE PRINT

- Sponsorships are sold on a first-come, first-serve basis. Inclusion on marketing materials and press releases for individual events is dependent on the timeline in which the sponsorship commitment form is received. Sponsorships are not secured until a confirmation from the Chamber is received by the sponsor.
- Sponsorships are open to all Chamber members and are not exclusive. You may be placed alongside your competitors.
- The Sponsor agreement is between [you] and the Chamber.
- The Sponsor wishes to sponsor the Event described and receive benefits as outlined in the Sponsorship Booklet.
- The Sponsor agrees to pay the amount specified on the first of the month in which the event takes place(due date). Once the sponsorship commitment is confirmed, it may not be terminated, and all amounts will be due.
- Subject to the terms and conditions of this agreement, the Sponsor grants The Chamber the right to use the Sponsor's trade names, logo designs, trademarks, and company description as provided in Sponsor marking materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed solely in connection with this event. The Chamber agrees to use material according to Sponsor's trademark usage guidelines.
- The Sponsor holds the GWCC and its volunteers, employees, officers and members harmless from any liability for the content of sponsorships, including but not limited to intellectual property disputes, text, representation and illustrations and for any claims arising therefrom against the Chamber.
- The Chamber reserves the right to refuse any sponsorship.
- The Chamber is not liable for delays in delivery, and/or non-delivery in the event of labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Chamber affecting production or deliver in any manner.
- By completing this registration, I hereby acknowledge that I have read the above information and agree to the Commitment Agreement outlined herein.

COMMITMENT FORM

Thank you for your interest in sponsoring a Greater Wausau Chamber of Commerce program. Your generous support will help the Chamber continue the unique work it performs to build business success in our region.

OPTION 1: Print this page (25) and indicate which sponsorship(s) you would like to reserve from the list below. When you have completed your choices, please send a scan of this page to botten@wausauchamber.com.

OPTION 2: Use the QR code to the lower right to access this form on WausauChamber.com.

Member representative name: _____ Date: _____

Member business name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PowerHouseParty

____ Presenting
____ Platinum
____ Gold
____ Silver
____ Bar
____ Plates
____ Coasters
____ Napkins
____ Cups
____ Red Carpet
____ Paparazzi

Business EXPO 2025

____ Presenting
____ Platinum
____ Gold
____ Silver
____ Small Business of the
Year Awards
____ Best In Show Awards
____ Exhibitor Lounge

2025 Golf Outing

____ Presenting
____ Platinum
____ Gold
____ Beer Hole
____ Hole
____ Raffle Prize
____ Branded Golf Balls
____ Driving Range
____ The Deck
____ Luxury Carts Raffle
____ Beverage Cart
____ Coffee Sponsor
____ Lunch Sponsor

Member Appreciation Picnic

____ Presenting
____ Platinum
____ Beverage
____ Food and Desserts
____ Band
____ Tent
____ Porta-Potty Sponsor

Excellence in Business Awards

____ Presenting
____ Award
____ Platinum
____ Gold

Holiday Parade Viewing Party

____ Presenting
____ Platinum
____ Gold
____ Food and Desserts
____ Reindeer
____ Warming Tent

Cornhole on Clarke Island

____ Presenting
____ Platinum
____ Gold
____ Raffle
____ Food and Desserts
____ Porta-Potty Sponsor

Teacher Appreciation Breakfast

____ Presenting
____ Platinum
____ Breakfast
____ Coffee
____ Exhibitor
____ Raffle

National Civics Bee

____ Presenting
____ Platinum

Fun@5

____ Host

Transformational Leadership

____ Presenting
____ Platinum
____ Gold

New Member Breakfast

____ Presenting

Next Wave Young Professionals

____ Presenting

Greater Wausau Marketing Hub

____ Presenting

Women's Leadership Conference

____ Presenting
____ Platinum
____ Gold
____ Silver
____ Bronze
____ Coffee
____ Snack

Please watch for an invoice from the Chamber in the coming days. Any sponsorships which are unpaid six weeks before a program or event's date will be returned to the Chamber's inventory.





Thank You
for your investment!

209 W WASHINGTON STREET | WAUSAU, WI 54401 | 715-845-6231

WausauChamber.com