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BOARD OF DIRECTORS

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Shelley Orr, Manager of Finance & Operations
Lily Hoops, Manager of Events
Melanie Bautista, Coordinator of Programs & Marketing
Samantha Punke, Member Services Assistant

MESSAGE FROM OUR CEO

Thank you for your investment in Chamber membership. Your support enables us to serve not just you, but also hundreds of businesses and thousands of individuals within our community. We are dedicated to earning your trust through a diverse range of programs designed for businesses of all sizes, and we deeply appreciate your role in helping the Chamber achieve its mission.

One of our core values is "Intentional Connections through Exceptional Experiences." While your membership connects you with our 940 members, I'm excited to present a variety of opportunities for 2025 that will help you leverage the Chamber as a powerful marketing tool. This guide outlines how you can reach different market segments, boost your brand recognition throughout McLean County, and support the Chamber's mission.

In the following pages, you'll discover unique ways to engage with potential customers through our premier events, advocacy initiatives, educational programs, workforce development strategies, advertising opportunities, and more. There are numerous ways for businesses of all sizes to enhance their membership investment with exclusive access available only to you.

Our team is here to answer any questions and help make 2025 your most successful year yet. Thank you for your continued support.



A handwritten signature in black ink, reading 'Charlie Moore'.

Charlie Moore
President/CEO



The Chamber's program of work has increasingly grown over the years and our work to fulfill our mission wouldn't be possible without the engagement and investment of our members. To recognize those who have greatly contributed to the Chamber's mission through their financial contributions, our Board of Directors implemented the Cornerstone Membership. This recognition is our way to continuously pledge our sincere thank you and gratitude for their contributions which allows us to grow our programs, services and dedicated professional staff who moves our mission forward.

A Cornerstone Member is identified by investing \$10,000 or more with the Chamber annually through membership investment and sponsorship. As a Member of Distinction, you unlock benefits that far outweigh the additional investment. It also sets you apart from the crowd as true champion of the business community dedicated to the success of the Chamber's mission. In return, we are pleased to offer the following recognition on top of the recognition listed throughout this guide.

CORNERSTONE MEMBERSHIP – \$10,000 OR MORE

- 12 months of inter-office recognition on Chamber and ShareSpace monitors
- 12 months of recognition on the Chamber's website, including a dedicated page and a rotating ad on the homepage
- 12 months of verbal acknowledgment at all Chamber premier events
- 12 months of recognition at all Chamber events and on-location activities
- Quarterly recognition in Chamber email campaigns specifically for Cornerstone members
- Weekly recognition in the Chamber Charge e-newsletter
- VIP meeting with the Chairman of the Board of Directors

If you have any questions about how to achieve this, please reach out to President & CEO Charlie Moore. He would be happy to arrange a private meeting to discuss your investment. You can contact him at 309-829-1190 or charlie@mcleancochamber.org.

MEMBERS OF DISTINCTION – \$250

- Company name and website listed on the Member of Distinction page of Chamber website
- 1 free day of room use per year (Chamber's board room, training room, and BN ShareSpace)
- Complimentary premier-level ribbon cuttings and groundbreakings, plus a \$200 discount on executive-level ribbon cuttings
- Choice of 1 Government Guide e-newsletter advertisement or 1 month of website advertising
- An Excel mailing list of all current Chamber members (excluding email addresses)
- Special notation in 1 full-page Pantagraph ad during Chamber Week
- 4 free Member Spotlight links in the Chamber Charge e-newsletter per year

To upgrade to a Member of Distinction or to learn more, please reach out to Brooke Fenske, Director of Membership Development, at 309-829-1187 or brooke@mcleancochamber.org.



Partners in Advocacy help the Chamber advance its mission specially in the area of Government Affairs and policy work. The Chamber provides regular communications to the membership pertaining to policy that should be known and/or is under review by the Chamber's Government Affairs Committee or Board of Directors. This is accomplished through the implementation of the Chamber's Advocacy Agenda and communicated via weekly emails, data in the Chamber's website, advocacy events and special meetings throughout the year. The levels indicated below show the returned benefit for your investment in this specific program of work.

PRESENTING SPONSOR – \$4,500 (ONE AVAILABLE)

- 1 ticket to our Annual Gala event
- 10 tickets to the Reimagining Advocacy Multiplied (RAMP) half-day conference (Summer)
- Inclusion in all RAMP promotional materials and advertisements
- Recognition from the stage and the opportunity to present welcome remarks at RAMP
- Company logo featured on the Chamber's website as a presenting sponsor for the entire year
- Company logo included in the weekly Government Guide e-newsletter
- Guaranteed opportunity to participate on the Government Affairs Committee (optional)
- Guaranteed opportunity to participate in Illinois Chamber Lobby Day (optional)

PLATINUM SPONSOR – \$2,500

- 5 tickets to the Reimagining Advocacy Multiplied (RAMP) half-day conference (Summer)
- Podium recognition at the RAMP event
- Company logo featured at the RAMP event
- Company logo listed on the Advocacy website for the entire year
- Company logo included in the weekly Government Guide e-newsletter
- Eligibility to serve on the Government Affairs Committee (not guaranteed)
- Eligibility to participate in Illinois Chamber Lobby Day (not guaranteed)

GOLD SPONSOR – \$1,500

- 2 tickets to the Reimagining Advocacy Multiplied (RAMP) half-day conference (Summer)
- Company name recognized at the RAMP event
- Company name listed on the Advocacy website for the entire year
- Company name included in the weekly Government Guide e-newsletter
- Eligibility to serve on the Government Affairs Committee (not guaranteed)
- Eligibility to participate in Illinois Chamber Lobby Day (not guaranteed)



Partners in Agriculture celebrate and show support for agriculture education and the advancement of agriculture in our community. There are two events where these efforts come to a culmination. The Agriculture Awareness Breakfast in the spring and Agriculture Awards Dinner in the fall. The breakfast brings together Ag leaders, FFA students, and the business community to raise awareness of Ag in the community. This is increasingly important in a world where less people are connected personally to production agriculture. The Ag Awards Dinner recognizes leaders from across a broad spectrum of the Ag community.

For more information: President & CEO Charlie Moore,
309-829-1190, charlie@mcleancochamber.org

PRESENTING SPONSOR – \$4,500 (ONE AVAILABLE)

- 1 ticket to our Annual Gala event
- All Platinum Level Bundle Sponsor benefits plus:
 - 4 additional complimentary tickets to the Agriculture Awards Dinner (Total of 10)
 - 2 additional complimentary tickets to the Agriculture Awareness Breakfast (Total of 10)
 - Up to 3 minutes of speaking time at both the Agriculture Breakfast and Agriculture Dinner

PLATINUM SPONSOR – \$2,500

- 6 complimentary tickets to the Agriculture Awards Dinner (Total 6)
- 8 reserved seats for the Agriculture Awareness Breakfast (Total 8)
- 1 complimentary award sponsorship at the Agriculture Awareness Dinner (\$250 value)
- Company logo displayed on the event registration page
- Company logo featured in the event program
- Company logo shown on the screen during the event
- Company logo included on promotional materials
- Company logo listed on the Chamber's website as a Partner in Agriculture (all year)

TITANIUM SPONSOR – \$2,000

- 4 complimentary tickets to the Agriculture Awards Dinner (Total 4)
- 6 reserved seats for the Agriculture Awareness Breakfast (Total 6)
- Company logo displayed on the event registration page
- Company logo featured in the event program
- Company logo shown on the screen during the event
- Company logo included on promotional materials
- Company logo listed on the Chamber's website as a Partner in Agriculture for the entire year

GOLD SPONSOR – \$1,500

- 2 complimentary tickets to the Agriculture Awards Dinner (Total 2)
- 4 reserved seats at the Agriculture Awareness Breakfast (Total 4)
- Company logo displayed on the event registration page
- Company name featured in the event program
- Company name shown on the screen during the event
- Company name included on promotional materials
- Company name listed on the Chamber's website as a Partner in Agriculture for the entire year

BRONZE SPONSOR – \$750

- 1 complimentary ticket to the Agriculture Awards Dinner (Total 1)
- 2 reserved seats at the Agriculture Awareness Breakfast (Total 2)
- Company logo displayed on the event registration page
- Company name featured in the event program
- Company name shown on the screen during the event
- Company name included on promotional materials
- Company name listed on the Chamber's website as a Partner in Agriculture for the entire year



As our Partner in Workforce, your business will be prominently involved in all our business and professional programming, significantly contributing to our Workforce Development. Your sponsorship will provide your company with key recognitions and engagement opportunities, all focused on attracting and retaining top talent.

PRESENTING SPONSOR – \$4,500 (ONE AVAILABLE)

- Presenting sponsor of the Becoming BN Intern Summer Social Series
- Featured in all promotional materials and advertisements for Business Education
- 1 ticket to the 2024 Annual Gala, with the opportunity to present one of the Excellence Awards
- 1 booth at the Spring and Fall job fair (typically held in April and October)
- Company logo recognized as the presenting sponsor on the Chamber's website throughout the year
- Company logo included in the Workforce Weekly e-newsletter (all year)
- Company logo highlighted as the Presenting sponsor of the 2025 Workforce Needs Survey
- Invitation to join education/workforce committee(s)
- Complimentary website advertisement (date to be scheduled)

PLATINUM SPONSOR – \$2,500

- Platinum sponsor of the Becoming BN Intern Summer Social Series
- 1 booth at the Spring and Fall job fair (typically held in April and October)
- Company logo featured in the Workforce Weekly e-newsletter (all year)
- Company logo recognized as a sponsor on the Chamber's website throughout the year
- Company logo highlighted as the Platinum sponsor of the 2025 Workforce Needs Survey
- Invitation to join education/workforce committee(s)
- Complimentary website advertisement (date to be scheduled)

GOLD SPONSOR – \$1,500

- Gold sponsor of the Becoming BN Intern Summer Social Series
- Company listing in the Workforce Weekly e-newsletter (all year)
- Company listing on the Chamber's website throughout the year

BRONZE SPONSOR – \$750

- Bronze sponsor of the Becoming BN Intern Summer Social Series
- Company listing on the Chamber's website throughout the year

For more information: President & CEO Charlie Moore,
309-829-1190, charlie@mcleancochamber.org



125 Years ANNUAL BUSINESS EXCELLENCE GALA

The 2025 Annual Gala, showcasing the Business Excellence Awards for 2024, is a highly anticipated event that is sure to sell out, bringing together over 700 attendees to celebrate business achievements in McLean County and honor our Legacy of the Year award recipient. With a black-tie optional dress code, this unforgettable evening features dazzling music and lights, creating the perfect atmosphere to recognize the outstanding individuals who contribute to making McLean County a fantastic place to do business.

Held in February. Attendance: 750 sellout

COCKTAIL SPONSOR – \$10,000

(ONE AVAILABLE)

- 15 Tickets to the event
- Signature cocktail named after your company
- Logo in the Event Program, Screen, Signage
- Social Media post, with a sponsor tag
- Recognition during the Event from Podium

DIAMOND LEVEL – \$5,000

- 10 Tickets to the event in a Prime Location
- Logo in the Event Program, Screen, Signage
- Logo on Chamber Website and Event Emails
- Social Media post, with a sponsor tag
- Recognition during the Event from Podium

EMERALD LEVEL – \$2,500

- 8 Tickets to the event
- Logo in the Event Program, Screen, Signage
- Logo on Chamber Website and Event Emails
- Social Media post, with a sponsor tag
- Recognition during the Event from Podium

PHOTO SPONSOR – \$2,000

(ONE AVAILABLE)

- 2 Tickets to the event
- Watermarked logo on social media photos
- Logo in the Event Program, Screen, Signage
- Logo on Chamber Website and Event Emails
- Social Media post, with a sponsor tag
- Recognition during the Event from Podium

RUBY LEVEL: – \$1,500

- 6 Tickets to the event
- Logo in the Event Program, Screen, Signage
- Logo on Chamber Website and Event Emails
- Social Media post, with a sponsor tag

SAPPHIRE LEVEL – \$1,000

- 4 Tickets to the event
- Logo in the Event Program, Screen, Signage
- Logo on Chamber Website and Event Emails
- Social Media post, with a sponsor tag

EXCELLENCE AWARDS – \$1,000

(ONLY 5 AWARDS)

- 2 Tickets to the event
- Chance to go on stage and present the award to the recipient
- Logo in the Event Program, displayed on awards table

TOPAZ LEVEL – \$600

- 2 Tickets to the event
- Logo in the Event Program, Screen, Signage
- Logo on Chamber Website and Event Emails
- Social Media Post

TICKETS

- Single Ticket \$150

For more information: Lily Hoops, Events Manager
309-829-1188, lily@mcleancochamber.org



Our annual Stroker Golf Outing is one of the year's best events, drawing over 200 businesses and community leaders for an unforgettable day on the course. It's a fantastic opportunity to elevate your business's profile by sponsoring one of several themed, branded items prominently displayed and used by players throughout the golf course. With extensive visibility and engagement, your sponsorship ensures that your company stands front and center at this highly anticipated event.

Held in August. 144 Players sellout

PRESENTING SPONSOR – \$5,000 (ONE AVAILABLE)

- 1 Foursome Package
 - Includes green fees, cart fees, and driving range access
- Pin sponsorship
- Company logo featured on all event signage
- Listing on the Stroker Golf Outing registration webpage
- Opportunity to set up a company booth at the registration table, hosted by Chamber staff, for direct interaction with golfers
- Promotion of sponsorship in all marketing materials
- Chance to present to event attendees
- Company logo displayed year-round on the Chamber website landing page, with ongoing recognition
- Social media post, with sponsor tagged

MEAL SPONSOR – \$3,500 (ONE AVAILABLE)

- Verbal recognition at the start of the shotgun
- Company logo featured on lunch boxes
- Company promotion at the Chamber tent
- Logo displayed year-round on the Chamber website landing page with ongoing recognition
- Social media post, with sponsor tagged

AWARDS SPONSOR – \$3,000 (ONE AVAILABLE)

- Company logo on awards (where possible)
- Logo prominently displayed at the event
- Company logo displayed year-round on the Chamber website
- Verbal recognition during the event
- Social media post, with sponsor tagged
- Sponsorship highlighted in all marketing promotions
- Company promoted at Chamber tent

COCKTAIL HOUR SPONSOR – \$3,000 (ONE AVAILABLE)

- Signature cocktail named after your company
- Company logo featured on bar signage and menu
- Company promotion on table tents during the cocktail hour
- Company logo displayed year-round on the Chamber website
- Social media post with your company tagged
- Sponsorship highlighted in all marketing materials

TEE OFF SPONSOR – \$2,500 (ONE AVAILABLE)

- Opportunity to provide a company promo item for placement in golf carts
- Company promotion on table tents during breakfast
- Two passes to the Cocktail Hour
- Company logo displayed year-round on the Chamber website
- Social media post, with sponsor tagged

MUSIC SPONSOR – \$1,500 (ONE AVAILABLE)

- Company logo displayed year-round on the Chamber website
- Verbal recognition during the event
- Sponsorship highlighted in all marketing promotions
- Social media post, with sponsor tagged

GOLF BALL SPONSOR – \$1,500 (ONE AVAILABLE)

- Each player will receive a sleeve of golf balls featuring your logo
- Your sponsorship will be highlighted in all our marketing materials
- Social media post, with sponsor tagged

GOLF TOWEL SPONSOR – \$1,500 (ONE AVAILABLE)

- Your logo will be featured on golf towels
- Your sponsorship will be highlighted in all marketing communications
- Social media post, with sponsor tagged

TEE & MARKER SPONSOR – \$1,250 (ONE AVAILABLE)

- Logo on golf balls with one sleeve provided to each player
- Sponsorship promoted in all marketing communications
- Social media post, with sponsor tagged

KOOZIE® SPONSOR – \$1,250 (ONE AVAILABLE)

- Logo on Koozies® provided to each player
- Sponsorship promoted in all marketing communications
- Social media post, with sponsor tagged

THEME MASCOT SPONSOR – \$1,250 (ONE AVAILABLE)

- Logo on a set number of "mascots" placed around the course with company logo (one per hole)
- Sponsorship promoted in all marketing communications
- Social media post, with sponsor tagged

HYDRATION STATION SPONSOR – \$1,000 (ONE AVAILABLE)

- Sign featuring company logo at cooling tent
- Sponsorship highlighted in all marketing promotions
- Social media post, with sponsor tagged



PLAYER'S CART SPONSOR – \$1,000 (ONE AVAILABLE)

- Logo displayed on carts with golfers' names
- Opportunity to include promotional item in carts
- Sponsorship promoted in all marketing communications
- Social media post, with sponsor tagged

HOLE SPONSORS – \$650 (EIGHTEEN AVAILABLE) 8 LEFT

- Sign with Company Logo on tee box
- Sponsorship promoted in all marketing
- Includes 8-foot table and 2 chairs
- Logo on Chamber website landing page year-round with recognition
- Social media post, with sponsor tagged

PUTTING GREEN SPONSOR – \$500 (ONE AVAILABLE)

- Sponsorship promoted in all marketing
- Includes 8-foot table, 2 chairs
- Logo on Chamber Website Landing Page Year-Round with Recognition
- Social media post, with sponsor tagged

DRIVING RANGE SPONSOR – \$500 (ONE AVAILABLE)

- Sponsorship promoted in all marketing
- Includes 8-foot table, 2 chairs
- Logo on Chamber Website Landing Page Year-Round with Recognition
- Social media post, with sponsor tagged

BEVERAGE CART SPONSOR – \$400 (TWO AVAILABLE)

- Logo on Beverage Cart
- Sponsorship promoted in all marketing promotions
- Social media post, with sponsor tagged

1 LEFT

PIN SPONSORS – \$250 (SEVENTEEN AVAILABLE)

- Sponsorship promoted in all marketing
- Sponsor flag at the green
- Logo on Chamber Website Landing Page Year-Round with Recognition

T-SHIRT SPONSOR – \$250 (FOR VOLUNTEERS) (ONE AVAILABLE)

- Sign with Company Logo on t-shirt
- Sponsorship promoted in all marketing
- Logo on Chamber website landing page year-round with recognition
- Social media post, with sponsor tagged

PARTICIPATION OPTIONS

- Foursome Player package \$675
- Individual Player \$175

TWIN CITIES SHOWCASE

PRESENTING SPONSOR – \$6,000 (ONE AVAILABLE)

- Two 10x10 booth with two chairs
- Early access for booth setup, one hour before other participants
- Opportunity to present to event attendees
- Company logo featured on the Chamber's website landing page year-round, along with event signage and recognition
- Inclusion in all event marketing materials
- Option to join Chamber staff at the event registration table to hand out company information

TASTE OF SPONSOR – \$3,000 (ONE AVAILABLE)

- Verbal recognition at the end of the breakfast
- Company logo displayed on signage
- Listing on the registration page
- Sponsorship highlighted in all marketing materials
- Logo featured at each vendor table

BREAKFAST SPONSOR – \$2,500 (ONE AVAILABLE)

- Verbal recognition at the start and end of the breakfast
- Company logo featured on signage
- Company promotion on table tents
- Listing on the registration page
- Sponsorship highlighted in all marketing materials

WELCOME BAG SPONSOR – \$1,250 (ONE AVAILABLE)

- Sponsoring company will provide 450 bags with their logo pre-printed
- Company logo featured on the Chamber website event page, Twin Cities Showcase e-blasts, and event screens
- Verbal recognition at the Event

PLATINUM EXHIBITOR – \$1,100

- 20'x8' pipe-and-drape booth with one 8' table and two chairs
- Wi-Fi and electricity provided
- Company logo featured on the Chamber website event page, in the post-event recap email, and in the Twin Cities Showcase e-blast
- Company logo displayed on event screens, in the event program, and on poster boards
- Opportunity to include a promotional item in attendees' welcome bags
- Social media post with sponsor tagged

The Twin Cities Showcase is Central Illinois' top B2B tradeshow, offering a unique platform for meaningful connections among businesses in McLean County and throughout the region. Plus, enjoy a complimentary lunch with our "Taste of the Twin Cities," featuring a selection of delicious offerings from Bloomington/Normal's best restaurants and caterers. Held in May. Attendance: 650

GOLD EXHIBITOR – \$850

- 10'x8' pipe-and-drape booth with one 8' table, two chairs, Wi-Fi, and electricity
- Company name featured in the post-event recap email
- Company logo and listing included in the Twin Cities Showcase preview e-blast
- Company logo displayed on event screens, in the event program, on poster board signage, and on the Chamber website event page

PARKING SPONSOR – \$750 (ONE AVAILABLE)

- Company name featured on the Chamber website event page
- Company logo and listing included in the Twin Cities Showcase e-blasts, poster board signage, and event screens

SILVER EXHIBITOR – \$600

- 10'x8' pipe-and-drape booth with one 8' table, two chairs, Wi-Fi, and electricity
- Company logo featured on the Chamber website event page, in the Twin Cities Showcase e-blast, and on event screens
- Company name included in the post-event recap email and event program

BRONZE EXHIBITOR – \$400

- 10'x8' pipe-and-drape booth with one 8' table, two chairs, Wi-Fi, and electricity
- Company logo featured on the Chamber website event page
- Company name included in the post-event recap email and event program

SWAG-IN-A-BAG – \$250

- Businesses not participating in Twin Cities Showcase can still place promo items in attendees' welcome bags. Participants asked to provide 500 items.

SOLOPRENEURS – \$175 (limited availability)

- One 8' table, two chairs

For more information: Lily Hoops, Events Manager
309-829-1188, lily@mcleancochamber.org



Each year, the Chamber, in partnership with Pantagraph Media, hosts the Leaders of Distinction Awards program. This prestigious event honors the 20 Under 40 recipients, presents the Liz Larson Leadership Award, and recognizes the finalists for the Athena Leadership Award. Held in an elegant cocktail setting, the event celebrates the exceptional dedication, contributions, and leadership of individuals driving progress in McLean County.

Held in October. Attendance: 250

PRESENTING SPONSOR – \$5,000 (ONE AVAILABLE)

- 10 tickets to the event in a prime location
- Logo featured in the event program, on screens, and on signage
- Logo included on the invitation, Chamber website, and event emails
- Recognition from the podium during the event
- Social media post with sponsor tagged

EMERALD LEVEL – \$2,500

- 8 tickets to the event
- Complete mailing list of all attendees (excluding email addresses)
- Verbal recognition from the podium
- Company logo displayed on event screens and listed in the program
- Social media post with sponsor tagged
- Logo featured on the Chamber website landing page year-round with ongoing recognition

AWARD SPONSOR – \$2,500

- 6 tickets to the event
- Opportunity to present awards to recipients
- Complete mailing list of all attendees (excluding email addresses)
- Company logo displayed on event screens and listed in the program
- Social media post with sponsor tagged
- Logo featured on the Chamber website landing page year-round with ongoing recognition

RUBY LEVEL: – \$1,500

- 6 tickets to the event
- Complete mailing list of all attendees (excluding email addresses)
- Company logo displayed on event screens and listed in the program
- Social media post with sponsor tagged
- Logo featured on the Chamber website landing page year-round with recognition

SAPPHIRE LEVEL – \$1,000

- 4 tickets to the event
- Company logo featured on event screens and listed in the program
- Logo featured on the Chamber website and in event emails
- Social media post with sponsor tagged

TOPAZ LEVEL – \$600

- 2 tickets to the event
- Logo displayed in the event program, on screens, and on signage
- Logo featured on the Chamber website and in event emails
- Social media post with sponsor tagged



SPRING & FALL

JOB FAIR

Whether you're seeking a fresh start, a better job, or a new career path, job seekers can explore a diverse array of opportunities with over 60 employers offering more than 1,600 job openings. We're bridging the gap between local employers in need of talent and job seekers eager for work. The McLean County Chamber of Commerce is committed to tackling current workforce challenges through our Spring and Fall Job Fairs. As a presenting sponsor, you will play a crucial role in supporting our workforce development mission.

Held in Spring & Fall. Total Attendance: 200 per event

PRESENTING SPONSOR – \$1,500 ~~SPRING SOLD~~. FALL AVAILABLE.

- Logo on Chamber Website Landing Page Year-Round with Recognition
- Logo included in all internal Chamber marketing
- Logo included in all external community marketing (signage, advertising - print and digital)
- Double booth included at both events
- Sponsorship promoted in all marketing
- Opportunity to Present to Attendees
- Ability to greet all attendees and distribute promotional materials



For more information: Lily Hoops, Events Manager
309-829-1188, lily@mcleancochamber.org



MEMBER APPRECIATION

Sponsoring our Member Appreciation Event presents a unique opportunity to align your brand with a commitment to sustainability and community engagement. In 2024, we proudly facilitated the recycling of an impressive 4,000 pounds of electronics and 2.8 tons of paper, providing our members with a convenient one-stop location for responsible disposal. This event not only highlights a dedication to environmental stewardship but also showcases your support for the local business community. By partnering with us, you'll be prominently featured in promotional materials and enjoy valuable exposure to a diverse audience of engaged members. Join us in creating a greener future while building lasting connections and enhancing your brand's visibility in our vibrant community!

Held in Summer Attendance: 100

PRESENTING SPONSOR – \$5,000 (ONE AVAILABLE)

- Logo on marketing materials, Chamber website and event emails
- Logo on branded item handed out at the event
- Ability to distribute promotional products to attendees
- List of attendees provided excluding email addresses

SOLD



For more information: Lily Hoops, Events Manager
309-829-1188, lily@mcleancochamber.org



19TH ANNUAL COMM UNIVERSITY

ILLINOIS STATE UNIVERSITY REDBIRDS

CommUniversity is THE networking and tailgating event of the fall, hosted by the McLean County Chamber of Commerce and Illinois State University Athletics. CommUniversity participants have the opportunity to celebrate community, university, business, and FOOTBALL, all rolled into one!

Held in September.

MUSIC SPONSOR \$1,500 (ONE AVAILABLE)

- Sponsorship promoted in all marketing materials
- Verbal recognition at the beginning and end of the band performance
- Logo displayed on Chamber website year-round with acknowledgment



SUITE TAILGATE \$1,350

- 20'x40' tent (approx. 800 sq. ft.)
- 10 tables, 50 chairs
- 24 game tickets
- 2 parking passes

STADIUM TAILGATE \$825

- 20'x20' tent (approx. 400 sq. ft.)
- 5 tables, 30 chairs
- 16 game tickets
- Optional side walls for \$80
- 1 parking pass

ENDZONE TAILGATE \$400

- 10'x10' tent (approx. 100 sq. ft.)
- 2 tables, 8 chairs
- 8 game tickets
- 1 parking pass

For more information: Lily Hoops,
Events Manager
309-829-1188,
lily@mcleancochamber.org



InterCity Community BENCHMARKING TRIP

Sponsoring the Intercity Community Benchmarking Trip offers the opportunity to strengthen your commitment to community development and collaboration. In 2024, representatives from both public and private sectors participated in our first InterCity Community Benchmarking Trip since the pandemic, exploring best practices in Holland and Grand Rapids, Michigan. Over three days, attendees delved into critical issues such as workforce development, talent pipeline strategies, employee attraction and recruitment, and innovative funding models. The trip also focused on housing, quality of life initiatives, and intentional vision planning for successful community growth. By sponsoring this event, your brand will gain visibility among key community leaders and stakeholders, positioning you as a supporter of Bloomington-Normal's future competitiveness.

PRESENTING SPONSOR – \$5,000 (ONE AVAILABLE)

- Guaranteed complimentary registration for one
- Logo and pre and post marketing materials
- Provide the group welcome on arrival and throughout the visit
- Provide marketing materials/collateral to the group
- Advance introduction to all group presenters
- Inclusion on visit planning including people and locations

DINNER SPONSOR – \$2,500 (ONE AVAILABLE)

- Name recognition on pre and post marketing materials
- Provide a welcome at the scheduled private dinner (or presented on your behalf)
- Provide marketing materials/collateral to the group
- Receive contact information for all participants
- Guaranteed, but optional attendance (registration fee required)

COCKTAIL SPONSOR – \$1,500 (ONE AVAILABLE)

- Name recognition on pre and post marketing materials
- Provide a welcome at the cocktail party for attendees and invited guests
- Provide marketing materials/collateral to the group
- Receive contact information for all participants
- Guaranteed, but optional attendance (registration fee required)

McLEAN COUNTY GIFT SPONSOR – \$1,000 (ONE AVAILABLE)

- Name and logo recognition on the thank you card accompanying gift to presenters
- Receive contact information for all those receiving gifts
- Recognition at the conclusion of every presentation (20 in 2023)
- Recognition in post event marketing materials

For more information: President & CEO Charlie Moore,
309-829-1190, charlie@mcleancochamber.org



We invite you to sponsor our New Member Chairman's Breakfast. Held in the Spring and in the Fall, these events are designed to highlight the value of Chamber membership in fostering a vibrant and progressive business community. This gathering provides an excellent opportunity for attendees to discover the extensive resources and benefits the Chamber offers, while also networking with fellow members. Whether they are new to the Chamber or have been part of our community for years, all participants will find valuable insights and connections. Your sponsorship will not only enhance this experience but also demonstrate your commitment to supporting local businesses and community growth.

Held in Spring & Fall Total Attendance: 100 per event

PRESENTING SPONSOR - \$3,000 (ONE AVAILABLE)

- Two tickets to each event
- An opportunity to speak to our new members at each event
- Company logo featured on program, signs, and screens at each event
- Company logo featured as Presenting Sponsor on all email and marketing communication for each event

SOLD



NON PROFIT SHOWCASE

The Nonprofit Showcase welcomes members and community alike to see firsthand the crucial work our local organizations do every day for the betterment of McLean County! Attendees have a chance to hear their mission, feel their passion and find ways to get involved through volunteerism or financial contribution. This event is FREE and open to the entire community to better understand how non-profit organizations impact McLean County. This event also serves as our November After Hours networking event.

Held in November. Attendance: 150

PRESENTING SPONSOR – \$1,500 (ONE AVAILABLE)

- Year-round logo placement on the Chamber website's landing page with ongoing recognition
- Promotion of sponsorship across all marketing channels
- Chance to present to attendees
- Complete mailing list of all attendees (excluding email addresses)

SOLD



We invite you to sponsor our State of Public Schools event, which highlights K-12 public education in McLean County. This panel discussion features education leaders who will explore the district's achievements, challenges, and opportunities for improving collaboration between business and education, and establishing partnership possibilities.

Held in Summer.

PRESENTING SPONSOR – \$1,000 (ONE AVAILABLE)

- Opportunity to speak at event
- Company logo featured as Presenting Sponsor on all email and marketing communication for the event
- Company logo featured on all signs, and screens at each event



NETWORKING EVENTS

Utilize your Chamber connections any time of day to meet your sales and networking goals! Host a Business Before Hours, Business After Hours, or Let's Do Lunch event to connect with industry professionals, boost your brand, and expand your network. When our networking events sell out, we sometimes receive cancellations and will maintain a wait list. In that event, please contact us to have your name added.

Held throughout the calendar year.

HOST A BUSINESS BEFORE HOURS OR BUSINESS AFTER HOURS \$500 (22 AVAILABLE)



- Business Before Hours takes place on the last Wednesday of each month from 7:00 AM to 8:30 AM at various Chamber member locations. You can expect to connect with 50-70 Chamber members. This event is free for all members, and no registration is required. Host businesses have a unique chance to welcome business owners, community leaders, and customers directly to their location. Your business and the event will be featured in regular Chamber emails and on our website, as well as in a dedicated email blast.



- Business After Hours occurs on the second Wednesday of each month from 4:30 PM to 6:30 PM at different Chamber member businesses. This event typically attracts 70-100 Chamber members. It's also free for members with no need for registration. Host businesses have a unique chance to welcome business owners, community leaders, and customers directly to their location. Your business and the event will be featured in regular Chamber emails and on our website, as well as in a dedicated email blast.

SPONSOR LET'S DO LUNCH – \$300 (6 AVAILABLE)



- Held every other first Friday of the month from 11:30 AM to 1:00 PM
- Networking Opportunity: Connect with fellow Chamber members in a relaxed, informal setting
- Location: Hosted at a different Chamber member's venue each month, offering a chance to enjoy lunch while meeting local business professionals
- Sponsorship Benefits:
 - Your company's name and logo featured in all event marketing materials
 - Promotion on our website and social media pages (Facebook, Instagram, LinkedIn)
 - Speaking Opportunity: A 10-minute slot for a company representative to talk about your business and services during the event
- Free Ticket: Includes a complimentary ticket for a company representative to attend and network with up to 30 members



LEADERSHIP

MCLEAN COUNTY

A program of the McLean County Chamber of Commerce

Leadership McLean County (LMC) is an eight-month program aimed at developing community leaders through targeted learning experiences. It identifies and nurtures emerging leaders to ensure ongoing strong leadership in McLean County. Participants gain skills to address community, organizational, and corporate issues, and are prepared for roles in non-profit, civic, and corporate sectors. The program offers insights into public issues, state and local government, and civic challenges, aligning with the McLean County Chamber of Commerce's mission to foster a vibrant, progressive business community.

PRESENTING SPONSOR – \$3,500 (ONE AVAILABLE)

- Available for Class of 2026
- Year-Round Logo Placement: Your logo will be featured on the Chamber website's landing page with ongoing recognition
- Marketing Promotion: Your sponsorship will be highlighted across all our marketing channels
- Presentation Opportunity: Chance to present at orientation, mid-year, and graduation

GRADUATION SPONSOR – \$1,000 (ONE AVAILABLE)

- Event Day Recognition: Your company will be highlighted on marketing materials and acknowledged by the event host
- Logo Display: Your company logo will be featured in the event program presentation
- Speaking Opportunity: Opportunity to address attendees during the event
- Complimentary Tickets: Two free tickets to the event

ALUMNI LUNCH SPONSOR – \$1,000 (ONE AVAILABLE)

- Event Day Recognition: Acknowledgment on marketing materials and by the event host
- Logo Display: Your company logo featured in the event program presentation
- Speaking Opportunity: Chance to address the audience during the event
- Complimentary Tickets: Two free tickets to the event

For more information: Melanie Bautista, Coordinator of Marketing & Programs
309-829-1183, melanie@mcleancochamber.org

THE CEO COUNCIL

A DIVISION OF THE MCLEAN COUNTY CHAMBER OF COMMERCE

The CEO Council is a distinguished assembly of CEOs, Presidents, and key decision-makers committed to leveraging their leadership, relationships, and resources to foster business growth and ensure a successful business landscape in McLean County. As the presenting sponsor, your investment provides an opportunity to present key matters to the council twice a year. This engagement is crucial for advancing economic development in our community and driving meaningful change.

PRESENTING SPONSOR – \$3,000

- Year-Round Logo Placement: Your logo will be prominently displayed on the Chamber website's landing page with ongoing recognition.
- Comprehensive Marketing Promotion: Your sponsorship will be featured across all our marketing channels.
- Presentation Opportunity: Enjoy the opportunity to address and engage with attendees twice a year.



For more information: President & CEO Charlie Moore,
309-829-1190, charlie@mcleancochamber.org



Bloomington-Normal
Young Professionals
A program of the McLean County Chamber of Commerce

Bloomington Normal Young Professionals (BNYP) mission is to strive to strengthen the local and business community by providing accessible professional development resources, service projects, and networking opportunities for young professionals through the McLean County Chamber of Commerce. The program is looking for young professionals between the ages of 22-40 to join in monthly membership meetings around topics on workplace or personal development. Young professionals will gain the opportunity to impress employers, build personal and professional development, give back to the community, and build camaraderie.

PRESENTING SPONSOR – \$3,500 (ONE AVAILABLE)

Sponsor Bloomington-Normal Young Professionals for a full calendar year and enjoy these benefits:

- Year-Round Logo Placement: Your company's logo will be featured on the Chamber website's landing page with ongoing recognition
- Newsletter Inclusion: Your logo will appear in the BNYP Weekly Wednesday Update newsletter throughout the year
- Monthly Sponsor Spotlight: A dedicated "Sponsor Spotlight" post featuring your company on BNYP's social media platforms (Facebook, Instagram, and LinkedIn) each month
- Presentation Opportunity: An opportunity to address and engage with attendees.
- Complete mailing list of all attendees (excluding email addresses)

BNYP Ice Mixer Sponsor – \$500

Sponsor the Bloomington-Normal Young Professionals' Annual Year-End Celebration and enjoy the following benefits:

- Event Day Recognition: Your company will be highlighted on marketing materials and acknowledged by the event host
- Social Media Features: Two personalized "Sponsor Spotlight" posts on social media leading up to the event.
- Program Presentation: Your company logo displayed in the event program
- Newsletter Recognition: Featured in the BNYP Weekly Wednesday Update Newsletter for three weeks, including two ads and one "guest column" piece
- Table Tents: Your company logo displayed on table tents at the beverage station
- Speaking Opportunity: A chance to address attendees during the event

BNYP Summer Social Sponsor – \$250

Sponsor the Bloomington-Normal Young Professionals' Summer Member Appreciation Social and enjoy these benefits:

- Event Day Recognition: Prominent acknowledgment on marketing materials and by the event host
- Social Media Features: Two personalized "Sponsor Spotlight" posts leading up to the event
- Program Display: Your company logo featured in the event program
- Newsletter Promotion: Recognition in the BNYP Weekly Wednesday Update Newsletter for three weeks, including two ads and one "guest column" feature
- Table Tents: Your company logo on table tents at the beverage station
- Speaking Opportunity: An opportunity to address attendees during the event
- Complimentary Tickets: Two free tickets to the event

Our four exceptional Resource Groups—Solopreneurs, Women Elevate Women, Small Business Roundtable, and BOSS—offer a platform for Chamber members to collaborate, share ideas, and find solutions for business success. These groups provide valuable networking, problem-solving, inspiration, and support. Sponsoring a Resource Group enables the Chamber to offer crucial support, driving economic impact and fostering community growth as participating businesses thrive.



Solopreneurs Presenting Sponsor – \$2,500 (ONE AVAILABLE)

The Solopreneurs Resource Group is a versatile and supportive forum designed to offer a sounding board, professional feedback, and resources for small business owners seeking coaching, networking, and business enhancement in a confidential environment. As a sponsor, you will receive:

- Year-Round Logo Placement: Your logo will be prominently displayed on the Chamber website's landing page with ongoing recognition
- Marketing Promotion: Your sponsorship will be featured across all our marketing channels
- Exclusive Invitation: An invite to the Chamber's VIP Annual Appreciation Event
- Presentation Opportunity: The chance to address and engage with attendees (twice per year)



Women Elevate Women Presenting Sponsor – \$2,500 (ONE AVAILABLE)

The Women Elevate Women group is dedicated to creating intentional connections among career-oriented women who seek professional inclusion and wish to share best practices. This Resource Group is exclusively for McLean County Chamber of Commerce members who identify as female, regardless of age, and are committed to supporting, motivating, and inspiring one another. As a sponsor, you will benefit from:

- Year-Round Logo Placement: Your logo featured prominently on the Chamber website's landing page with ongoing recognition
- Comprehensive Marketing: Promotion of your sponsorship across all marketing channels
- Exclusive Invitation: An invite to the Chamber's VIP Annual Appreciation Event
- Presentation Opportunity: The chance to address and engage with attendees (twice per year)



Small Business Roundtable Presenting Sponsor – \$1,500 (ONE AVAILABLE)

The Small Business Roundtable offers a monthly, confidential forum for small business owners to explore relevant topics. As a sponsor, you will receive:

- Year-Round Logo Placement: Your logo will be featured on the Chamber website's landing page with ongoing recognition
- Comprehensive Marketing Promotion: Your sponsorship will be highlighted across all marketing channels
- Exclusive Invitation: Receive an invite to the Chamber's VIP Annual Appreciation Event
- Presentation Opportunity: Chance to address and engage with attendees (twice per year)



BOSS (Business Owners Support System) Presenting Sponsor – \$1,500 (ONE AVAILABLE)

The Business Owners Support System exists to provide a monthly forum for small business owners to discuss managing and operating a business in a confidential setting. As a sponsor, you will receive:

- Year-Round Logo Placement: Your logo will be featured on the Chamber website's landing page with ongoing recognition
- Comprehensive Marketing Promotion: Your sponsorship will be highlighted across all marketing channels
- Exclusive Invitation: Receive an invite to the Chamber's VIP Annual Appreciation Event
- Presentation Opportunity: Chance to address and engage with attendees (twice per year)

AMBASSADORS

The Ambassador Committee works with the Chamber staff to enhance member value and retention through planned activities that benefit our diverse members and community. The Ambassador Committee is made up of members who volunteer their time and efforts to make our organization stronger, and participation is a wonderful way to network, share ideas, and build lasting professional relationships. Our Ambassador Committee is a group of Chamber members who genuinely believe in the Chamber's Mission and Vision. They are leaders within our community, and they foster strong relationships. They share a passion for the Chamber and enthusiastically support our business community.

The Ambassador sponsorship helps to cover our costs for orientation, our holiday gathering, the end of year awards celebration, promotional items and typically a small gift for each team member.

PRESENTING SPONSOR – \$3,000 (ONE AVAILABLE)

- Acknowledgment at each Ambassador meeting
- Logo featured on all Ambassador event pages and email communications
- Logo displayed on the Ambassador badge
- Logo displayed on Ambassador banner used at all ribbon cutting events. Average of 60 per calendar year.
- Chance to address the Ambassador Committee at one meeting and during the end-of-year celebration

FACILITY RENTALS & NAMING RIGHTS

With a five-year commitment you can have your company's name attached to the Chamber's Training Room or Board Room. Thousands of individuals enter our rooms on an annual basis. Those include top business and government leaders from across the community. Demonstrate your commitment and leadership in the business community by installing your name on one of our highly utilized rooms.

Board Room Naming Rights - \$10,000 Commitment Over 5 Years

- \$5,000 payment due upon signing, with \$1,250 installments over the subsequent 4 years
- Professionally installed sign featuring your name and logo by the entry door to the room
- Public recognition on all external Chamber communications related to facility rentals, including the website, flyers, booklets, etc.
- 50% discount on room rentals for the entire duration of the naming agreement
- Exposure to over 1,000 unique visitors annually, including business and community leaderscelebration

Training Room Rentals - \$35 per hour or \$200 for 8 hours

- Available Monday through Friday, from 8:30 AM to 4:30 PM
- Accommodates 32 in classroom style, in pods of 4, or 24 in a U-shape
- Room fee includes complimentary coffee, soda, pens, folders, and notepads
- A/V amenities feature a computer with a projector screen, or you can wirelessly project from your laptop if it supports Miracast or HDMI

Board Room Rentals - \$25 per hour or \$150 for 8 hours

- Available Monday through Friday, from 8:30 AM to 4:30 PM
- Seats 10 at the board table and up to 15 in the room
- Room fee includes complimentary coffee, soda, pens, folders, and notepads
- A/V features include a computer with a TV screen for projection, or you can wirelessly project from your own laptop if it supports Miracast or HDMI



Advertising Opportunities

Advertising with the Chamber is a great way to get your business, event, or idea noticed by our membership. You can touch up to 3,000 of our members by utilizing ads in our weekly e-newsletters and our advertising campaign emails.



Chamber Charge E-Newsletter, Top Ad – \$150 per ad

Our e-newsletter, Chamber Charge, is the perfect way to get in front of our Chamber membership! Sent to all representatives of active Chamber members, this weekly email packs a punch when it comes to exposure.

- Estimated Distribution: 3,000 | Average Open Rate: 40%



Chamber Charge E-Newsletter, Middle Ad – \$125 per ad

Our middle banner ads are strategically placed with other key Chamber happenings our members look for each week.

- Estimated Distribution: 3,000 | Average Open Rate: 40%



Chamber Campaign E-Newsletter – \$250 per ad

Want to reach every Chamber member with your branded message? With a Chamber Campaign, you provide the content—graphics, copy, links—and we handle the rest, sending a dedicated email to all active Chamber representatives.

- Estimated Distribution: 2,900 | Average Open Rate: 43%



Email Signature Ad – \$250 per ad

Be seen in every email the Chamber staff sends! We're constantly reaching out to members, prospective members, community partners, and local officials & leadership - this is a surefire way to get your business' name out there.

- Estimated Distribution: 3,500 per month



Government Guide Ad – \$100 per ad

Our advocacy e-newsletter, Government Guide, sent every Friday, is a key resource for members staying informed on political events. It covers policy issues impacting local businesses at the local, state, and federal levels. Reach this engaged audience with strategically placed ads at the top of the e-newsletter.

- Estimated Distribution: 2,900 | Average Open Rate: 42%



Website Ad – \$175 per month

The Chamber's website is the central hub for members to access their benefits, explore upcoming programs and events, and manage their invoices. In 2024, our homepage alone attracted over 48,000 visits, contributing to a total of nearly 30,000 unique users across the site. With 101,000 website hits in total—you can effectively target your audience by placing ads on either the homepage or interior pages.



Membership Spotlight – \$25 per ad (Free for Members of Distinction)

- You can showcase a message (up to 60 characters) linked to a webpage in our Member Spotlight section of the Chamber Charge newsletter. For just \$25 (or free for Members of Distinction), your message will reach over 2400 active community members!



Ribbon Cuttings & Groundbreakings

Would you like to celebrate your business's grand opening, anniversary, or other big event? A Chamber ribbon cutting is the perfect way to have members come to your business and it will increase your company's visibility by having your ribbon cutting promoted by the Chamber on our various social media platforms.



New Member Ribbon Cutting - FREE

Enjoy a free benefit during your first year of membership:

- Chamber banner, ribbon, and scissors provided
- Chamber Membership Team and Ambassador Committee invited
- Event promoted via a calendar invite, placement on our Chamber website under the calendar of events, and in our weekly e-newsletter, Chamber Charge
- Congratulatory post with a photo on the Chamber's Facebook page



Premier Ribbon Cutting - \$200

FREE for Members of Distinction:

- Chamber banner, ribbon, and scissors provided
- Invitations extended to the Chamber Membership Team, Ambassador Committee, Board Members, State Representatives, and local officials including the Mayors of Bloomington and Normal
- Event promotion includes a calendar invite, placement on our Chamber website's event calendar, a feature in our weekly e-newsletter, Chamber Charge and a Facebook event on our Chamber page
- Ceremonious plaque presented during the ribbon-cutting
- Congratulatory post with a photo shared on the Chamber's Facebook page, Instagram, and LinkedIn



EXECUTIVE Ribbon Cutting - \$500

- \$300 for Members of Distinction.
- Chamber banner, ribbon and scissors provided
- Chamber Membership Team, Chamber Ambassador Committee, Chamber Board Members, State Representatives, Elected Officials for Bloomington, Normal, and McLean County; the Mayor of Bloomington and the Mayor of Normal, and local media are invited
- Event promoted through a calendar invite, event placement on our Chamber website under the calendar of events, in our Chamber's weekly e-newsletter, Chamber Charge, a Facebook event created on the Chamber Facebook page, and a targeted email to our membership (around 3,000 emails)
- Ceremonious plaque presented during the ribbon cutting.
- A professional photographer will be on hand to take photos and a framed photo collage will be presented to you within two weeks after the ceremony
- A congratulatory gift from the Chamber.
- Congratulatory post w/ picture on the Chamber's Facebook page, Instagram, and LinkedIn

For more information: Brooke Fenske,
Director of Membership Development
309-829-1187,
brooke@mcleancochamber.org



Online and ready to sponsor?

CLICK to SPONSOR

Have the Sponsor Guide in hand?
Scan here or visit the URL below



<https://bit.ly/BecomeA2025Sponsor>

Would you prefer to have your sponsorship(s) invoiced or want to discuss a customized sponsorship package?

Please contact President & CEO Charlie Moore at

charlie@mcleancochamber.org or 309-829-1190



McLEAN COUNTY
CHAMBER of COMMERCE

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