



2026 SPONSORSHIP & VISIBILITY GUIDE

Partner with the Detroit Lakes Regional Chamber of Commerce to elevate your brand, strengthen relationships, and invest in the future of our region.

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A Message from the President



Headshot by Overflow Creative



Dear Chamber Partner,

Our Chamber exists to promote and enhance a vibrant business community while contributing to the quality of life in the Detroit Lakes region. We do this by convening leaders, creating meaningful connections, and engaging in the conversations that shape our community's future.

Sponsoring a Chamber event is more than marketing—it is a visible commitment to leadership, collaboration, and community impact. Our events and programming bring together business owners, employers, entrepreneurs, elected officials, and community members in settings designed to inform, inspire, and connect.

This sponsorship guide outlines opportunities to align your organization with programs that matter—economic development, workforce, professional growth, community engagement, and celebration of what makes our region thrive. Whether you choose to support one signature event or multiple initiatives throughout the year, your partnership helps fuel momentum across our business community.

Thank you for investing in the people, ideas, and connections that make Detroit Lakes a great place to live, work, and do business. We look forward to partnering with you.

Warm regards,

Jackie Buboltz

Jackie Buboltz
President & CEO

Detroit Lakes Regional Chamber of Commerce



Why Sponsor a Chamber Event

Sponsoring a Detroit Lakes Regional Chamber of Commerce event places your organization at the center of leadership, connection, and community impact. Our sponsors are recognized not just for their brand, but for their commitment to strengthening the region's economy and quality of life.

Return on Investment (ROI)

✓ Targeted Visibility

Reach business owners, executives, entrepreneurs, elected officials, and engaged community members through high-visibility events and year-round marketing.

✓ Trusted Brand Alignment

Association with the Chamber signals credibility, leadership, and investment in the long-term success of the Detroit Lakes region.

✓ Relationship-Driven Access

Chamber events create space for meaningful conversations—connecting sponsors directly with decision-makers, peers, and future partners.

✓ Year-Round Exposure

Sponsors receive recognition through event promotions, digital communications, on-site signage, and verbal acknowledgments—extending your reach beyond a single day.

✓ Community Impact

Your sponsorship supports programs that drive economic development, workforce engagement, professional growth, and community connection.

Why It Matters

Chamber sponsorships deliver more than impressions—they create influence, trust, and lasting relationships. When you sponsor a Chamber event, your organization is seen as a partner in progress and a champion for our region.

Plan Once. Maximize Impact.

This guide brings all Chamber sponsorship opportunities into one place, making it easy to plan marketing strategies, align budgets, and select sponsorships for the year ahead. By choosing opportunities in advance, businesses can streamline their investment, maximize visibility, and receive a single invoice for their annual Chamber support.

Sponsorship Opportunities At a Glance

Ready to Partner? We welcome the opportunity to customize sponsorships to align with your goals. Together, we can elevate business, leadership, and community across the Detroit Lakes region.

Annual Economic Development Summit | March 27, 2026

- ☐ Platinum Sponsor - \$800
- ☐ Gold Sponsor - \$600
- ☐ Silver Sponsor - \$400

Chamber Annual Meeting | May 7, 2026

- ☐ Chamber Supporter - \$500
- ☐ Chamber Friend - \$250

MN Capital Visit | March 11 & 12, 2026

- ☐ Annual Sponsor - \$2,500

SOLD

Cruise DL Nights | June - September

- ☐ Series Sponsor (All Four Events) - \$2,000

SOLD

Art in the Park | July 26, 2026

- ☐ Featured Sponsor - \$1,000

Coffee + Community | Quarterly

Event Sponsor - \$500 per event

- ☐ 1st Quarter
- ☐ 2nd Quarter

SOLD

- ☐ 3rd Quarter

- ☐ 4th Quarter

M3 - Member Meet & Mingle | Quarterly

Event Sponsor - \$500 plus Catering Costs

- ☐ 1st Quarter
- ☐ 2nd Quarter

- ☐ 3rd Quarter

- ☐ 4th Quarter

Member 101 | Semi-Annual

- ☐ February Event Sponsor - \$500
- ☐ August Event Sponsor - \$500

SOLD

COMPASS Young Professionals Network Program

- ☐ Annual Sponsor - \$1,000

Experience DL Investor

- ☐ Annual Sponsor - \$500

Please Send Additional Information On:

- ☐ Fourth of July Fireworks
- ☐ Welcome Back Teachers
- ☐ The People Factor
- ☐ Leadercast
- ☐ Holiday Parade of Lights
- ☐ Host :45 Fill-Up

Businesses that invest in three or more Chamber sponsorships during the year will be recognized as **Chamber Champions**. Chamber Champions receive enhanced visibility through a featured listing on the Chamber website, along with additional recognition across Chamber social media channels throughout the year. This designation highlights your organization's leadership and commitment to strengthening the business community while providing expanded opportunities to showcase your support and impact. *(Minimum sponsorship of \$250/event. Does not include events listed under additional information or advertising in publications)*

SCAN HERE to access the digital At a Glance Form to submit your sponsorships.





Annual Economic Development Summit

The Annual Economic Development Summit brings together Chamber members, business leaders, and elected officials for a high-energy, forward-looking conversation about the region's economic future. This signature event sparks dialogue, shares insights, and connects decision-makers shaping growth and opportunity.

Platinum - \$800

- ✦ Prominent logo placement on all event marketing
- ✦ Six complimentary tickets
- ✦ Insert in the attendee packet and vendor table
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap

Silver - \$400

- ✦ Logo placement on all event marketing
- ✦ Two complimentary tickets
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap

Gold - \$600

- ✦ Logo placement on all event marketing
- ✦ Four complimentary tickets
- ✦ Insert in the attendee packet or vendor table
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap



March 27, 2026 | 8:00 AM - 12:30 PM | Historic Holmes Theatre Midwest Bank Ballroom





Chamber Annual Meeting

The Chamber Annual Meeting celebrates progress, leadership, and momentum. Members gather to hear Chamber updates, engage with an inspiring speaker, and connect with members.

Chamber Supporter - \$500

- ✦ Prominent logo placement on all event marketing
- ✦ Four complimentary tickets
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap

Chamber Friend - \$250

- ✦ Logo placement on all event marketing
- ✦ Two complimentary tickets
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap



May 7, 2026 | 3:00 - 5:00 PM | Detroit Country Club



Minnesota Day at the Capital

This sponsorship places your business at the center of regional advocacy—demonstrating leadership, credibility, and commitment to shaping Minnesota's future. It is a rare opportunity to gain direct access to policymakers, elevate your visibility among peers, and align your brand with meaningful civic leadership.

Sponsor - \$2,500

- ✦ Exclusive recognition as the Minnesota Day at the Capital 2026 Sponsor
- ✦ Registration for one attendee (travel & lodging not included)
- ✦ Recognition across all event marketing and communications
- ✦ Company logo on the event registration page
- ✦ Opportunity to address all attendees during the Day at the Capital
- ✦ Company logo featured in the FMWF The Bridge and DL Chamber recap

March 11 & 12, 2026

All chamber members will be invited to participate in **Minnesota Day at the Capital**, coordinated in collaboration with the Fargo–Moorhead–West Fargo Chamber. This opportunity provides members with direct access to state leaders and a chance to engage in issues impacting our regional business community. A registration fee applies; lodging and transportation are separate, with hotel recommendations provided to support planning and convenience.





Cruise DL Nights

Cruise Nights are a beloved summer tradition, drawing residents and visitors to the City Beach for classic cars, community pride, and vibrant energy. Sponsors enjoy unmatched exposure to a broad audience.

Series Sponsor - \$2,000 - All Four Events

- ✦ Logo placement on all event marketing
- ✦ Recognition at each Cruise Night



2nd Wednesday in June, July, August and September | 4:00 - 8:00 PM



Art in the Park

Art in the Park celebrates creativity, community, and culture with vendors, artists, and families gathering in the city park for a vibrant summer experience.

Featured Sponsor - \$1,000

- ✦ Logo placement on all event marketing
- ✦ Recognition at the event
- ✦ Opportunity for attendee giveaway

July 26, 2026 | 9:00 AM - 3:00 PM | Detroit Lakes City Park

Coffee + Community

Coffee + Community sessions build awareness and understanding of the organizations, services, and issues that shape our community—creating informed, engaged citizens and leaders.

Event Sponsor - \$500 per Event

- ✦ Logo placement on all event marketing
- ✦ Recognition at the event
- ✦ Opportunity to welcome attendees
- ✦ Recognition in the event recap

Quarterly Event





M³ – Member Meet & Mingle

A casual, welcoming gathering free to Chamber members is an opportunity to build relationships, spark conversation, and strengthen connections across the business community. Open to new and long-time members alike, Member Meet & Mingle events create an easy, approachable way to engage and get connected.

Event Sponsor – \$500 per Event*

- ✦ Host in Sponsor business location
- ✦ Logo placement on all event marketing
- ✦ Opportunity to give attendees swag, door prizes, etc.
- ✦ Opportunity to address attendees
- ✦ Recognition in the event recap

*Plus the cost of catering. The Chamber will coordinate the caterer to provide light appetizers along with a cash bar/beverages.

Quarterly Event

Member 101

This welcoming event helps new and existing members understand Chamber benefits, make connections, and discover ways to get involved and maximize their membership. Learn about benefits, discover ways to get involved, and connect with fellow members in a welcoming, low-pressure environment. Come with questions, leave connected and energized.

Event Sponsor – \$500 per Event

- ✦ Logo placement on all event marketing
- ✦ Recognition at the event
- ✦ Opportunity to address attendees
- ✦ Recognition in the event recap

Semi-Annual Event



COMPASS YPN is a Year-Round Program

Experience DL

Experience DL Investors are businesses that choose to lead by example—visibly supporting local businesses, shopping local, and community vitality. This sponsorship is ideal for organizations that want to elevate their brand while investing in collaborative promotions and experiences that drive foot traffic and economic energy.

Investor - \$500 Annually

- ✦ Visible support of local businesses and investment in the local economy
- ✦ Experience DL Investor listing on the website
- ✦ Logo recognition on Experience DL promotions and events

Year-Round Program



Holiday Parade of Lights

The Monday after Thanksgiving is the annual Holiday Parade of Lights, a cherished community tradition that brings families, friends, and businesses together to kick off the season with joy and hometown pride. While participation in the parade is free and open to all – with or without a float – businesses are encouraged to sponsor their parade float for **\$100**. This sponsorship helps offset the costs of hosting the parade and ensures this beloved event continues to light up our community for years to come. It's a simple, meaningful way to show your holiday spirit, support a signature community celebration, and demonstrate your commitment to a vibrant, connected Detroit Lakes.



November 30, 2026 | 5:30 PM | Downtown Detroit Lakes

Additional Opportunities

Fourth of July Fireworks | July 4, 2026

Each year, donations are sought to support the annual Fourth of July Fireworks at the Detroit Lakes City Beach. Generous contributions from businesses and individuals—combined with the efforts of volunteers and city staff—come together to create a memorable community celebration. This tradition brings residents and visitors together for a spectacular show that celebrates independence, community pride, and summer in Detroit Lakes.

Welcome Back Teachers | End of August

Participating businesses can provide coupons, gift certificates, merchandise, and/or a door prize for the Welcome Back Teacher bags given to teachers and staff as they begin a new school year. Bags are given out by the Chamber Ambassadors.



The People Factor | Annually in September

This day long conference delivers timely insights, resources and connections needed to strengthen a business's workforce strategies as well as day to day management of the employee functions.



Leadercast | Annually in October

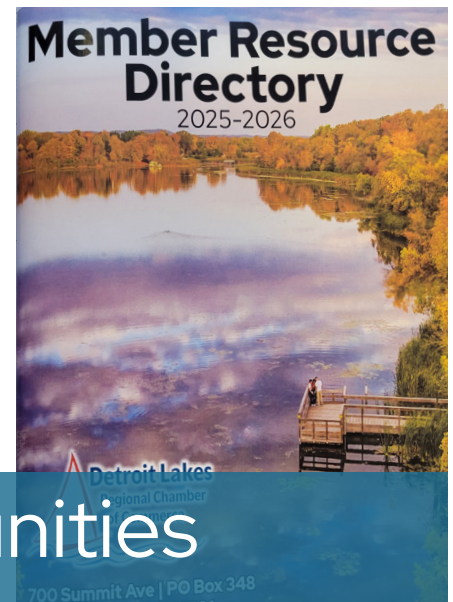
Leadercast is a nationally recognized leadership development experience that brings world-class thought leaders, experts, and practitioners to our community in a video conference format—equipping current and emerging leaders with practical insights they can apply immediately in their workplaces and organizations. Sponsors are positioned as champions of leadership, professional growth, and workforce development, demonstrating a commitment to elevating not just their organization, but the entire region.



Host a :45 Fill-Up! | Monthly

Host a :45 Fill-Up to bring together fellow Chamber businesses for 45 minutes of intentional networking! This event occurs monthly on the second Wednesday from 8:15 - 9:00 AM. The host business would be the location of the event and have coffee and morning pastries for about 10 to 20 attendees.





Advertising Opportunities

Contact the Chamber to know about our upcoming advertising opportunities, detailed pricing, deadlines, and more!

Newsletter Ads | Monthly Distribution of 600+

- | | | |
|--------------------|--------------------|------------------------|
| ✦ Single Ad | ✦ Double Ad | ✦ Insert Ad |
| ✦ \$210 six months | ✦ \$420 six months | ✦ \$175 one month |
| ✦ \$360 12 months | ✦ \$720 12 months | ✦ \$75 non-profit rate |

Visitor Guide | Annual Distribution of 37,000

- ✦ Member Pricing Discount
- ✦ Early Bird Pricing Discount
- ✦ Ad Sizing:
 - ✦ 1/8 Page - 1/4 Page
 - ✦ 1/3 Page - 1/2 Page
 - ✦ Full Page - Inside Cover
 - ✦ Back Cover

Member Resource Directory | Distribution 700

- ✦ Member Pricing Discount

Snowmobile Map | Distribution 7,000

- ✦ Member Pricing Discount
- ✦ Early Bird Pricing Discount

Coupon Book | Distribution 12,000

- ✦ Member Pricing Discount
- ✦ Full Color Coupon - includes one year online coupon
- ✦ FINDS PAGE

