



PARTNERSHIP OPPORTUNITIES 2024

“YOU” ARE THE CHAMBER

Connections that *inspire!*

Collaboration, Leadership, Growth,
Integrity, Vision, Community

Contact

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Come Catch
THE
Glow.com

Discover the Seasons of the Lakes Region

About Us

The Chamber is a non-profit, 501c-6 organization. We are made up of members who make a financial commitment to the Chamber and to the business community. Our members work together to improve not only business in the Lakes Region, but the quality of life for all residents. Our support area covers 30+ communities including Alton, Alexandria, Andover, Barnstead, Belmont, Bridgewater, Bristol, Campton, Center Harbor, Danbury, Effingham, Franklin, Freedom, Gilford, Gilmanton, Groton, Hebron, Hill, Holderness, Laconia, Madison, Meredith, Moultonborough, New Hampton, Northfield, Ossipee, Plymouth, Rumney, Salisbury, Sanbornton, Sandwich, Tamworth, Thornton, Tilton, Tuftonboro, Weirs Beach and Wolfeboro.

We are an organization of 530+ member businesses representing the Lakes Region of New Hampshire. Providing programs and business tools to our membership in return for their investment.



Vision

Our vision is to be the pre-eminent business organization in the Lakes Region creating new opportunities for our members, driving economic growth through collaboration with other organizations and thereby building a stronger community.



Mission

To create value for members through collaboration and education that promotes a more engaged community and thriving economy for the businesses in the Lakes Region.

Meet Our Team



STAFF:

Karmen Gifford, President

Joanne D. Haight, Director of Membership & Community Engagement

EXECUTIVE COMMITTEE & BOARD OF DIRECTORS:

***Chair of the Board:* Ted Fodero, Meredith Insurance**

***1st Vice Chairman:* Dirk Nadon, Lakes Media Lakes FM 101.5 / 104.9 FM The Hawk**

***2nd Vice Chair:* Don St. Gelais, Lakes Region Airport Shuttle**

***Treasurer:* Penny Raby, Malone, Dirubbo & Company, P.C.**

***Past Board Chair:* Chris Dickinson, Northway Bank**

Brian Chalmers, Meredith Village Savings Bank

Kara Olson, Laconia Refrigeration

Shawna Young, Lakes Region Community College

Adam Hirshan, Laconia Daily Sun

Grace McNamara, Lakes Region Public Access TV

Lisa Byars, Bank of New Hampshire

Jeff Mills, Moulton Farm

Lorrie Determann, LTD Company

Brie Stephens, Lake Life Realty Compass Real Estate

Nikki Lyons Lahey, Make-A-Wish New Hampshire

Nicole Murray, Milpower Source, Inc.

Lora Piatti, Cohen Closing & Title

Patrick Brown, Ames Farm Inn

Eric Proulx, Tanger Tilton

Jason Olson, Camp, The Common Man

Rob Stewart, All Brite Cleaning

Connor O'Neill, Wescott Law

Initiatives & Engagement Opportunities



COMMUNITY INITIATIVES

- School to Work Collaborative
- NH Pumpkin Festival
- Lakes Region Spring & Fall Fun Guides
- Newfound Map
- MEAP Group 401(K) Plan
- All Industry Networking Partnership
- Artificial Intelligence Breakfast Series
- BIA Capitol Connect Program Partner

ENGAGEMENT OPPORTUNITIES

- Let's MEET for Lunch
- Coffee & Conversations
- Business After Hours
- Seminars & Educational Opportunities
- Ribbon Cutting Events
- Marketing Opportunities - E-Blasts, Social Media and more!

Sponsorship and engagement in Chamber programs help to build your relationships and increase your business exposure.

CHAMBERS OF COMMERCE are stronger than ever. "YOU" are the Chamber!



BY THE #S

530+ Member Organizations

30+ Communities

40+ Interactive Events & Initiatives Annually

- 500k+ Website Page Views
- 244k+ Business Directory Searches
- 133k+ Jobs Viewed
- 230k+ Events Viewed
- 770k+ Facebook Page Reaches
- 62k+ Instagram Reaches

Lakes Region Business & Economic Affairs Day



Lakes Region Chamber will host NH BEA connecting our local business leaders with state business services. The event will feature speakers representing various departments from the State of New Hampshire highlighting resources available to Lakes Region businesses. It's an opportunity for industry leaders to learn about economic indicators that could impact business performance in the upcoming year.

Sponsorship Opportunities

Presenting Sponsor \$2,500 (one available)

- Receives top billing on event promotions, and on event visuals and printed collateral
- Opportunity for CEO or ranking representative to participate in event programming
- Opportunity for CEO or ranking representative to be seated at head table
- Opportunity to host private break out meeting featuring topic of your industry or choice
- One reserved table of 8 in prime location

Speaker Sponsor \$1,000 (four available)

- Logo recognition on event visuals and printed collateral
- Opportunity to sponsor a break out session
- One reserved table of 8

Corporate Table Sponsor \$750 (multiple available)

- Name recognition on event visuals and printed collateral
- One reserved table of 8

Annual Meeting & Awards Luncheon



Lakes Region Chamber's Annual Meeting is attended by 200+ business leaders, regional partners and elected officials. The program includes a review of the prior year's accomplishments, a final address from the outgoing chair, presentation of the Business Inspiration Awards, inauguration of the incoming chair of the board, and announcements of upcoming year's priorities. A wonderful opportunity to network and raise visibility.

Sponsorship Opportunities

Presenting Sponsor \$5,000 (one available)

- Receives top billing on event promotions, on invitation and on event visuals and printed collateral
- One seat at head table provided for CEO or ranking representative
- Opportunity to give a one minute membership and value testimonial and introduce outgoing Chamber chair
- Two reserved tables of 8 in prime location

Awards Sponsor \$2,000 (one available)

- Recognized during the Business Inspiration Award presentations
- Logo recognition on event visuals and printed collateral
- One reserved table of 8

Buffet Sponsor \$2,000 (one available)

- Recognized at the luncheon buffet table in the Chris Craft Room
- Logo recognition on event visuals and printed collateral
- One reserved table of 8

Centerpiece/Auction Sponsor \$1,000 (three available)

- Logo recognition on event visuals and printed collateral at attendee table and at silent auction
- One reserved table of 8

Video/Photographer Sponsor \$750 (one available)

- Logo recognition in video, on event visuals and printed collateral, and video will be shared on Chamber's social platforms
- Two tickets to event

Corporate Table Sponsor \$750 (multiple available)

- Name recognition on event visuals and printed collateral
- One reserved table of 8

Spring Fling Networking Event



Kicking off our change in economic seasons with our annual networking event. This is a fantastic opportunity to network with regional business leaders, raise visibility of your organization or brand. The event is designed to casually engage after hours at a local venue.

Sponsorship Opportunities

Presenting Sponsor \$5,000 (one available)

- Receives top billing on event promotions, on invitation and on event visuals and printed collateral
- Opportunity to welcome attendees upon arrival
- Opportunity to host an exhibitor table promoting your business
- Two reserved tables of 8

Game Table Sponsor \$1,500 (five available)

- Recognition at game tables
- Logo recognition on event visuals and printed collateral
- One reserved table of 8

Buffet Sponsor \$1,500 (one available)

- Recognized at buffet table
- Logo recognition on event visuals and printed collateral
- One reserved table of 8

Video/Photographer Sponsor \$750 (one available)

- Logo recognition in video, on event visuals and printed collateral, and video will be shared on Chamber's social platforms
- Four tickets to event

Exhibitor Sponsor \$350 (multiple available)

- Opportunity to host an exhibitor table promoting your business
- Two tickets to event

Artificial Intelligence Breakfast Series



This event series will focus on the impact of Artificial Intelligence (AI) in our economy. It will feature six individual events focusing on the value of AI, awareness of the risks and regulations, business policies, current uses within industry sectors, products and programs available. Each event will feature a keynote speaker and one panel of presenters. It is an opportunity to network with other business leaders. *Series scheduled for Feb, Apr, Jun, Aug, Oct & Dec 2024.*

Sponsorship Opportunities

Presenting Sponsor \$6,000 (one available)

- Receives top billing on event promotions, on invitation and on event visuals and printed collateral for all **six** events
- Opportunity to welcome attendees upon arrival & introduce keynote speaker
- Opportunity to participate in event programming
- One reserved table of 8 at each event

Breakfast Sponsor \$3,000 (one available)

- Logo recognized on event visuals and printed collateral for all **six** events
- One reserved table of 8 at each event

Corporate Sponsor \$750 (multiple available for event series)

- Opportunity to host an exhibitor table promoting your business
- Two tickets to all six events

Lakes Region Chamber Foundation



Lakes Region Chamber Foundation will exist to strengthen the community's regional workforce. Initiatives will include school to work collaboration, Chamber Leadership Academy for high school students, and talent pipeline management. Ultimately, the foundation work we lead will develop stronger recruitment and retention of skilled workforce strengthening the connection, awareness and opportunities between students, educators and local businesses.

Sponsorship Opportunities

Impact Sponsor \$7,500 (multiple available)

- Logo recognition on website, in e-newsletters and promotional materials
- Logo recognition on all foundation reports
- Opportunity to hold a seat on the foundation board of directors representing your organization/industry sector
- Opportunity to chair or participate in an Employer Collaborative Committee focused specifically on your industry sector. Each collaborative will focus on engaging key stakeholders to champion holistic and scalable workforce solutions for the Greater Lakes Region facilitated by the Lakes Region Chamber.
- Your sponsorship will help launch the Lakes Region Chamber Foundation that will provide future benefactor opportunity and access to grant funding

Newfound Area Map Sponsor



This is a marketing opportunity to support the annual Newfound Area Map distributed across the state featuring businesses in the communities of Hebron, Bridgewater, Alexandria and Bristol. Each year, the map is designed by a local artist. It is available on-line and in print. This will be the third year the Lakes Region Chamber works in collaboration with the volunteer Newfound Independence nonprofit organization to promote Eat, Play, Shop and Stay in the Newfound Area as well as to promote jobs. At one time, there was a Newfound Chamber of Commerce. That area is now supported between the Lakes Region Chamber and the Central NH Chamber. This project is supported by a 50/50 JPP Grant from the state.

Sponsorship Opportunities

Featured Map Sponsor \$2,500

- Featured Logo recognition on the front of the map
- Featured business ad on the back of the ad
- Featured recognition on website including LakesRegionChamber.org, ComeCatchTheGlow.com and ILoveNewfound.com
- Map is distributed at all NH Welcome Centers along the I93 corridor from Memorial Day to Labor Day

Nonprofit Summit



The Lakes Region Chamber will be bringing back this event in 2024 to help nonprofit leaders providing the skills and tools needed to support local nonprofit organizations. Did you know that the Lakes Region Chamber has over 100 nonprofit organizations in our membership? The event will bring together nonprofit staff, board, volunteers and supporters to inspire, to provide resources, valuable presenters, share ideas and discuss solutions to shared challenges.

Sponsorship Opportunities

Presenting Sponsor \$2,500 (one available)

- Receives top billing on event promotions, on invitation and on event visuals and printed collateral
- Opportunity to welcome attendees upon arrival & introduce speakers
- Opportunity to participate in event programming
- One reserved table of 8 at each event

Breakfast Sponsor \$1,500 (one available)

- Logo recognized on event visuals and printed collateral
- One reserved table of 8

Corporate Give Back Sponsor \$500 (multiple available)

- Your choice of Recognition at event or Anonymous Community Support
- One reserved table in support of 8 nonprofit leaders (you choose the attendees or the Chamber will provide opportunity to 8 leaders that could not afford to attend)

Women in Leadership Luncheon



This event will celebrate and encourage the many women leaders in the Lakes Region, while creating connections, partnerships and friendships with those in attendance. It is an opportunity to engage and mentor young female entrepreneurs and students. The theme will be Level UP.

Sponsorship Opportunities

Luncheon Title Sponsor \$2,500 (one available)

- Receives top billing on event promotions, on invitation and on event visuals and printed collateral
- @Mention on social media
- Opportunity to welcome attendees upon arrival & introduce speakers
- Opportunity to participate in event programming
- Opportunity to bring branded items & display signage
- One reserved table of 8

Associate Sponsor \$1,000 (one available)

- Logo recognized on event visuals and printed collateral
- Opportunity to bring branded items & display signage
- One reserved table of 8

Corporate Give Back Sponsor \$500 (multiple available)

- Your choice of Recognition at event or Anonymous Community Support
- One reserved table in support of two local educators and 6 students with the opportunity to attend

New Member Portfolio



Each year, approximately 150 businesses receive a new member portfolio containing Chamber information. The electronic portfolio contains a variety of information about the Chamber and its programs and initiatives and is a great opportunity to put a company's brand in the hands of new members. The portfolio is distributed January through December.

Sponsorship Opportunities

Gold Sponsor \$500 (multiple available)

- Enclosure of one page ad provided by your company
- Ad will be featured on Chamber website

Did You Know 2024



This weekly electronic newsletter is sent to all Chamber members and prospective members, with a distribution of more than 5,000 individuals. *Did You Know* is the primary means of communicating information about upcoming events, Chamber news and member celebrations. Sponsorship of *Did You Know* is ideal for companies looking for both brand recognition and an effective way to drive traffic directly to their websites from a link within the email. The newsletter is sent out weekly January through December.

Sponsorship Opportunities

Gold Sponsor \$500 per month (one per month available)

- Banner ad linked to sponsor website below email header

Sponsored By: YOUR LOGO

LakesRegionChamber.org ComeCatchTheGlow.com 2024



The Chamber's website averages more than 40,000 page views per month (over 500,000 per year). LakesRegionChamber.org handles registrations for all Chamber events, a comprehensive regional community calendar including community news, information about Chamber programs and a listing of all members. ComeCatchTheGlow.com is an interactive highlighting businesses, activities and events throughout the Greater Lakes Region. Sponsoring LakesRegionChamber.org and ComeCatchTheGlow.com benefits companies that want to drive traffic to their sites with a high-quality referral link. The time frame for this sponsorship is January through December.

Sponsorship Opportunities

Gold Sponsor \$3,500

- Logo will be displayed on each website linked to sponsor website
- Opportunity to feature digital tile ad linked to sponsor website
- Opportunity to include a Banner Ad that will be prominently displayed on all interior pages of the LakesRegionChamber.org website (480x60 pixels)



**Thank you for
your support!**

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