



**MARSHALLTOWN**  
AREA CHAMBER  
OF COMMERCE

**JULY 2022 - JUNE 2023**  
**EVENT & PROGRAM**  
**SPONSORSHIPS**  
**PACKET**

Please fill out the sponsorships sign up form and return to P.O. Box 1000 or scan and email to [ssmith@marshalltown.org](mailto:ssmith@marshalltown.org).

Sponsorships will be billed at the time of the event. If you prefer to pay in full and do so by August 1, 2022 apply a 5% discount to your total.

**QUESTIONS?**

CONTACT MEMBERSHIP DIRECTOR  
SARAH SMITH

[SSMITH@MARSHALLTOWN.ORG](mailto:ssmith@marshalltown.org)  
641-753-6645



# Event & Program Sponsorships Sign Up Form

July 2022-June 2023

## Chamber Events

### Annual Banquet

- ☐ **Presenting** \$3,000
- ☐ **Gold** \$1,500
- ☐ **Silver** \$1,000

### Business After Hours

- ☐ **BAH sponsor** \$300

Indicate desired month \_\_\_\_\_

### Business-to-Business Showcase

- ☐ **Presenting** \$650
- ☐ **Showcase** \$250

### Caffeinated Conversations

- ☐ **CC sponsor** \$150

Indicate desired month \_\_\_\_\_

### Annual Educator Appreciation

- ☐ **Presenting** \$1,000    ☐ **Gold** \$500
- ☐ **Silver** \$300        ☐ **Beverage** \$100

### Scholastic Banquet

- ☐ **Presenting** \$1,000    ☐ **Gold** \$500
- ☐ **Silver** \$250            ☐ **Student** \$50
- ☐ **Friend of Education** \$130

### Economic Outlook Breakfast

- ☐ **Presenting** \$1,500    ☐ **Gold** \$700
- ☐ **Silver** \$400

### Women in Business Luncheon

- ☐ **Presenting** \$2,000    ☐ **Gold** \$1,250
- ☐ **Silver** \$500            ☐ **Supporting** \$250

### Member Appreciation Luncheon

- ☐ **Presenting** \$1,500    ☐ **Gold** \$700
- ☐ **Silver** \$400

## Chamber Ambassadors Golf Outing

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Presenting</b> \$2,500      | <input type="checkbox"/> <b>Beverage</b> \$500     |
| <input type="checkbox"/> <b>Cart</b> \$1,500            | <input type="checkbox"/> <b>Hole in One</b> \$500  |
| <input type="checkbox"/> <b>Lunch</b> \$1,500           | <input type="checkbox"/> <b>Contest Hole</b> \$500 |
| <input type="checkbox"/> <b>Golf Ball</b> \$1,000       | <input type="checkbox"/> <b>Mulligan</b> \$250     |
| <input type="checkbox"/> <b>Exclusive Tee Box</b> \$500 | <input type="checkbox"/> <b>Hole</b> \$115         |

## Chamber Programs

Connect Marshalltown (Young Professionals) ☐ Connect Sponsor \$1,000

### Leadership Marshalltown

☐ Presenting \$1,500

☐ Scholarship \$700

☐ Leadership \$400

### Think Local First

☐ Leader \$1,500

☐ Champion \$500

☐ Advocate \$50

### Legislative Affairs

☐ Presenting \$1,000

☐ Supporter \$400

## Chamber Publications & Media

### Chamber Bucks

☐ Coupon/Ad \$50

Indicate desired month \_\_\_\_\_

### Chamber Headlines & Happenings

☐ H&H Sponsor \$500

### Digest

☐ Member Spotlight \$100

☐ Advertising Insert \$150

Indicate desired month \_\_\_\_\_

### Shop Marshalltown Email Blast

☐ Email Blast \$100

Indicate desired month \_\_\_\_\_

## Total Sponsorship Amount

\$ \_\_\_\_\_

*Apply 5% discount if sponsorships are paid in full by August 1, 2022*

***Contact Membership Director Sarah Smith ([ssmith@marshalltown.org](mailto:ssmith@marshalltown.org)) with questions or concerns regarding the Chamber events & programs total resource campaign. Please keep in mind that some sponsorship may sell out. Priority goes to those who sponsored the year prior then all sponsorships are sold on a first come first serve basis.***

## Business Information

Company (Business) Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# MARSHALLTOWN AREA CHAMBER OF COMMERCE

## 2023 ANNUAL BANQUET

The Chamber's 124th Annual Banquet will be held in June 2023. Chamber members are invited to attend this evening event, giving your company the opportunity to reach business and community leaders from nearly 500 organizations. Sponsoring the Annual Banquet highlights your business as one of our community's top supporters and gives you exposure to some of the area's top business professionals.

### PRESENTING

**\$3,000**

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

12 tickets to the event

### GOLD

**\$1,500**

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

6 tickets to the event

### SILVER

**\$1,000**

Name on welcome board at the event

Recognition on post-event advertisements

6 tickets to the event

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## BUSINESS-TO-BUSINESS SHOWCASE

This revamped version of the popular Business After Hours offers Chamber members an opportunity to network and promote their business in an informal and fun atmosphere. The Business-to-Business Showcase will be held in late October/early November 2022.

### PRESENTING

**\$650**

Logo on welcome board at the event

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Recognition on pre & post-event advertisements

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Up to 6 tables at the event for displays (must provide food/beverage)

### SHOWCASE

**\$250**

Name on welcome board at the event

---

Recognition on post-event advertisements

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## ANNUAL EDUCATOR APPRECIATION

This annual event starts off each school year in the fall with breakfast for teachers, staff, and administrators from Marshalltown Community School District, St. Francis Catholic School, Marshalltown Christian School, and Marshalltown Community College.

### PRESENTING

**\$1,000**

Logo on welcome board at the event

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Recognition on pre & post-event advertisements

### GOLD

**\$500**

Name on welcome board at the event

---

Recognition on pre & post-event advertisements

### SILVER

**\$300**

Name on welcome board at the event

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Recognition on post-event advertisements

### BEVERAGE

**\$100**

Name on beverage table at the event

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Recognition on post-event advertisements

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# ECONOMIC OUTLOOK BREAKFAST

New this year, we are inviting businesses to come and hear about the changes in economic outlook for both our state as well as our nation. We will bring in a speaker to share their wisdom about our economic opportunities and collectively chart a path for the next year's economic growth.

## PRESENTING

**\$1,500**

Logo on welcome  
board at the event

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Recognition on  
pre & post-event  
advertisements

---

Recognition during  
event welcome  
presentation

---

6 tickets to the  
event

## GOLD

**\$700**

Name on welcome  
board at the event

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Recognition on  
pre & post-event  
advertisements

---

2 tickets to the  
event

## SILVER

**\$400**

Name on welcome  
board at the event

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Recognition on  
post-event  
advertisements

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## MEMBER APPRECIATION LUNCHEON

Chamber staff, Board of Directors, and Ambassadors welcome all Chamber member businesses/organizations and their employees to our 7th Annual Member Appreciation event. This event will be held in the Fall of 2022 as a luncheon and will feature a great meal, networking, and fun. This is a small way for us to say "thanks" to all of our Chamber members. Attendance is free to all employees of Chamber member businesses/organizations.

### PRESENTING

**\$1,500**

Logo on welcome board at the event

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Recognition on pre & post-event advertisements

### GOLD

**\$700**

Logo on welcome board at the event

---

Recognition on post-event advertisements

### SILVER

**\$400**

Name on welcome board at the event

---

Recognition on post-event advertisements

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## WOMEN IN BUSINESS LUNCHEON

In 2019, the Chamber introduced the Women in Business luncheon as a way to celebrate the many women in our community, working to make it better. This event will feature a keynote presentation focused on women in the workplace. Additionally, one local female business leader will be recognized for her contributions to the Chamber, her business/organization, and the community.

### PRESENTING

**\$2,000**

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

12 tickets to the event

### GOLD

**\$1,250**

Logo on welcome board at the event

Recognition on pre & post-event advertisements

6 tickets to the event

### SILVER

**\$500**

6 tickets to the event

Recognition on post-event advertisements

### SUPPORTING

**\$250**

6 tickets to the event

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## SCHOLASTIC BANQUET

Each year, the Chamber recognizes the academic achievements of the top 5% of graduating seniors from Marshall County High Schools (East Marshall, Green Mountain-Garwin, Marshalltown, and West Marshall). The event features a keynote presentation by a local business or community leader and recognition of each student by his/her respective principal. Approximately 100 people attend.

PRESENTING	GOLD	SILVER
<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Logo on welcome board at the event	Logo on welcome board at the event	Name on welcome board at the event
Recognition on pre & post-event advertisements	Recognition on post-event advertisements	Recognition on post-event advertisements
Recognition during event welcome presentation		
	FRIEND OF EDUCATION	STUDENT
	<b>\$130</b>	<b>\$50</b>
	Recognition on post-event advertisements	Recognition on post-event advertisements

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## CAFFEINATED CONVERSATIONS



This informal networking event gives your business the opportunity to showcase its products and services to Chamber members. Caffeinated Conversations offers business professionals a way to make new connections and get to know your fellow Chamber members. Sponsoring business is responsible for providing food and drinks during event. Sponsoring business is responsible for securing location for event (if not held at your place of business). This event is intended to be held in the morning, typically from 8-9am.

### HOST

**\$150**

Promotional flyer  
for the event

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Event e-mail to our  
nearly 1,300  
Chamber contacts

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Event included in the  
Chamber's online  
calendar of events

### 1 EVENT AVAILABLE PER MONTH JULY 2022-JUNE 2023

Please note: Monthly selections will be assigned as first come/first serve for Caffeinated Conversations. If the month you selected is not available, we will work to accommodate another available month throughout the year.

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## BUSINESS AFTER HOURS

This informal networking event gives your business the opportunity to showcase its products and services to Chamber members. Business After Hours offer networking in a fun and relaxed atmosphere. Sponsoring business is responsible for providing food and drinks during event. Sponsoring business is responsible for securing location for event (if not held at your place of business). We suggest hosting this event in the early evening between 4:30-6:30 p.m.

### HOST

**\$300**

Promotional flyer  
for the event

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Event e-mail to our  
nearly 1,300  
Chamber contacts

---

Event included in the  
Chamber's online  
calendar of events

### 1 EVENT AVAILABLE PER MONTH JULY 2022-JUNE 2023

Please note: A waiting list for  
Business After Hours sponsorship  
will be available once all  
sponsorships are sold.

Businesses/organizations on the  
waiting list will be the first to be  
notified should an event become  
available. Precedence is given to  
businesses/organizations who  
participated in the year prior.

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## CHAMBER AMBASSADORS GOLF OUTING

The Chamber Ambassadors Golf Outing is an annual event that allows members a fun day of networking, business development, and golf. The outing is an excellent opportunity to market your business/organization as well as treat a client or potential client to a great day of golf in a relaxed atmosphere. The Chamber Ambassadors Golf Outing is a shotgun start at 10:00 a.m. on Elmwood Country Club. Open to 144 golfers. (Please note: this event typically sells out.) This event will be held Friday, August 5, 2022.

### PRESENTING

**\$2,500**

Logo on welcome board at the event

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Recognition on pre & post-event advertisements

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Foursome team at the event

### CART

**\$1,500**

Recognition on post-event advertisements

---

Foursome team at the event

### LUNCH

**\$1,500**

Recognition on post-event advertisements

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Logo on welcome board at the event

### GOLF BALL

**\$1,000**

Logo on golf ball for each golfer

### HOLE IN ONE

**\$500**

### CONTEST HOLE

**\$500**

### EXCLUSIVE TEE BOX

**\$500**

### BEVERAGE

**\$500**

### MULLIGAN

**\$250**

### HOLE

**\$115**



# CONNECT MARSHALLTOWN

(FORMERLY YOUNG PROFESSIONALS)



Relaunched last year, this event invites young professionals, community and business leaders, and engaged community members together monthly to visit somewhere new and make new connections. The goal of this group is to have a bit of fun, while also learning more about the community they live or work in.

**CONNECT SPONSOR**

**\$1,000**

Logo on welcome  
board at the event

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Recognition on  
pre & post-event  
advertisements

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# LEADERSHIP MARSHALLTOWN

Rebranded and relaunching in 2022-2023, the program has graduated business and community leaders who have stepped up and taken roles in various local businesses, non-profit organizations, as well as board seats for a variety of Marshalltown area service clubs and organizations. The program is a 9-month long leadership and community awareness initiative that introduces class members to various community issues, programs, businesses, resources, and events, while also incorporating leadership development skills, such as time management, conflict resolution, and accepting responsibility.

## PRESENTING

**\$1,500**

Logo on welcome board at all events

Recognition on pre & post-event advertisements

Recognition during event welcome presentation each session

## SCHOLARSHIP

**\$700**

Logo on welcome board at all events

Recognition on pre & post-event advertisements

## LEADERSHIP

**\$400**

Name on welcome board at all events

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## THINK LOCAL FIRST

The Chamber relaunched our Think Local First campaign with a new logo and advertising campaign to support businesses, organizations, and individuals to Think Local First when it comes to making purchases and selecting services. This doesn't just mean retail purchases; it's also selecting local vendors for service needs, and supporting our local education system. We're asking you to commit to Thinking Local First when making purchases and selecting services.

### LEADER

**\$1,500**

Logo on Chamber  
Think Local First  
webpage

---

Logo in Digest  
article(s) promoting  
the initiative

---

Sponsor of Think  
Local First contests  
and promotions

### CHAMPION

**\$500**

Logo on Chamber  
Think Local First  
webpage

---

Name in Digest  
article(s) promoting  
the initiative

### ADVOCATE

**\$50**

Name on Chamber  
Think Local First  
webpage

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## LEGISLATIVE AFFAIRS

As your voice at the State Capitol and in Washington DC, we try to provide updated information and access regarding legislation that will affect our businesses and community. As a sponsor you will be invited to help us craft our priorities and acknowledged in our weekly legislative update emails during the state legislative session.

### PRESENTING

**\$1,000**

Logo on any  
legislative  
communications  
sent by the Chamber

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Recognition at  
any legislative  
events hosted by  
the Chamber

### SUPPORTER

**\$400**

Name on any  
legislative  
communications  
sent by the Chamber

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## CHAMBER HEADLINES & HAPPENINGS

To keep members informed on upcoming events, registration deadlines, and other pertinent news, the Chamber distributes weekly Chamber Headlines & Happenings emails to all members (1,300 distribution). This sponsorship gives you sponsorship of approximately 25 emails which will include your logo and 'sponsored by' somewhere on the email. On average, our Headlines & Happenings emails have a 42% open rate, whereas the industry average is at 24%. The Chamber also sees an average click rate of 15%, with an industry average of 8%. These emails serve as one of the primary communication tools between the Chamber and our members.

**H&H**

**\$500**

Logo, website link, and recognition in every other weekly Chamber Headlines & Happenings email. This sponsorship runs July 2022-June 2023.

## SHOP MARSHALLTOWN EMAIL BLAST

As needed, the Chamber will send a "Shop Marshalltown" email blast to 500 Chamber members and residents who have signed up to receive this service. Your business can use this service to promote a specific product or service, a sale or event, or general information about your business. You provide the content; we design the email and make sure it's distributed!

**EMAIL BLAST**

**\$100**

Information distributed as approved by sponsoring business. Editorial content is subject to approval by Chamber staff.

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## CHAMBER BUCKS

Each year, the Chamber sells more than \$100,000 in Chamber Bucks (aka Area Dollars) to be spent with Chamber member businesses and organizations. That's \$100,000 kept in the Marshalltown area! A Buyer's Guide is distributed with each sale, listing all Chamber member businesses and organization that accept Chamber Bucks.

### COUPON/AD

**\$50**

Coupon sponsor receives coupon/flyer/special offer provided on/with all Buyer's Guides distributed with every purchase during your sponsored month.

\*one available per month

## DIGEST ADVERTISING

The Digest is a monthly publication distributed directly to over 900 Chamber representatives, as well as inserted in the Marshalltown Times-Republican.

### MEMBER SPOTLIGHT

**\$100**

One (1) half-page (color) feature in The Digest and inserted in the Marshalltown Times-Republican, including company logo, graphics or other materials provided by sponsoring business

### ADVERTISING INSERT

**\$150**

One (1) full-page (color) 8 ½ x 11 single-sided advertising flyer promoting your business, event, or special promotion inserted into the Digest. Flyer can be designed by you or Chamber staff.

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