



MARSHALLTOWN
AREA CHAMBER
OF COMMERCE

2024-2025 EVENT & PROGRAM SPONSORSHIPS

Please fill out the sponsorships sign up form and return to P.O. Box 1000 or scan and email to ssmith@marshalltown.org. Sponsorships will be billed at the time of the event unless otherwise requested to pay in advance.

SARAH SMITH
MEMBERSHIP & COMMUNICATIONS DIRECTOR

641-753-6645
SSMITH@MARSHALLTOWN.ORG
WWW.MARSHALLTOWN.ORG/SPONSORSHIPS

July 2024-June 2025



MARSHALLTOWN
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ANNUAL EDUCATOR APPRECIATION

This annual event starts off each school year in the fall with an appreciation event for teachers, staff, and administrators from Marshalltown Community School District, St. Francis Catholic School, and Marshalltown Christian School. In addition the Annual Educator Appreciation sponsors will also host a welcome back event for the staff and faculty at Marshalltown Community College.

PRESENTING

\$1,000

Logo on welcome board at the event

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

Recognition on post-event advertisements

BRONZE

\$150

Name on food table at the event

Recognition on post-event advertisements

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P.O Box 1000, Marshalltown, IA 50158

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MARSHALLTOWN
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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. This event is typically held in August.

PRESENTING

\$2,500

Logo on welcome board at the event & event sign

Recognition on pre & post-event advertisements

Foursome team at the event

CART

\$1,500

Signage on each golf cart

Recognition on post-event advertisements

Foursome team at the event

LUNCH

\$1,500

Signage at lunch station

Recognition on post-event advertisements

Foursome team at the event

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MARSHALLTOWN AREA CHAMBER OF COMMERCE

CHAMBER AMBASSADORS GOLF OUTING

GOLD

\$1,250

Logo on welcome
board at the
event/event sign

Recognition on
post-event
advertisements

Foursome team at
the event

Exclusive Tee Box



HOLE SPONSORSHIPS

HOLE IN ONE

\$500

HOLE SIGN

\$115

CONTEST HOLE

\$500

EXCLUSIVE TEE BOX

\$600

REGISTRATION

\$250

BENDELOW'S PUB

\$250

MULLIGAN

\$250

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FARM TO TABLE

A MARSHALL COUNTY EXPERIENCE

Join us for a memorable evening of delectable local cuisine, ambiance, and fellowship. This experience will showcase local producers and vendors featuring an incredible 3-course meal as a celebration of our agricultural prowess in the center of the heartland. Seats are limited and this event is open to the public.

EVENING

\$2,500

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

8 seats at the event

DINNER

\$1,000

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

4 seats at the event

TABLE

\$500

Name on table at the event

Recognition on post-event advertisements

2 seats at the event

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MEMBER APPRECIATION LUNCHEON

Chamber staff welcome all Chamber member businesses/organizations and their employees to our Annual Member Appreciation event. This event will be held in the Fall of 2024 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

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. Please note: This event typically sells out.

PRESENTING

\$2,000

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

2 tables at the event

GOLD

\$1,250

Logo on welcome board at the event

Recognition on pre & post-event advertisements

1 table at the event

SILVER

\$500

Name on welcome board at the event

Recognition on post-event advertisements

1 table at the event

SUPPORTING

\$250

1 table at the event

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ECONOMIC OUTLOOK BREAKFAST

The 3rd Annual Economic Outlook Breakfast invites 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. This event will be held in the winter of 2025.

PRESENTING

\$1,500

Logo on welcome
board at the event

Recognition on
pre & post-event
advertisements

Recognition during
event welcome
presentation

1 table at the event

GOLD

\$700

Name on welcome
board at the event

Recognition on
pre & post-event
advertisements

2 tickets to the
event

SILVER

\$400

Name on welcome
board at the event

Recognition on
post-event
advertisements

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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 students and their families attend.

PRESENTING	GOLD	SILVER
\$1,000	\$500	\$250
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	
\$130	\$50	
Recognition on post-event advertisements	Recognition on post-event advertisements	

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2025 ANNUAL BANQUET

The Chamber's 127th Annual Banquet will be held in June 2025. 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.

PLATINUM

\$3,000

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

2 tables at the event

GOLD

\$2,000

Logo on welcome board at the event

Recognition on pre & post-event advertisements

Recognition during event welcome presentation

1 table at the event

SILVER

\$1,000

Name on welcome board at the event

Recognition on post-event advertisements

1 table at the event

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WELCOME MARSHALLTOWN!

CULTIVATING A WORLD CLASS HOSPITALITY EXPERIENCE

Does having a positive experience when you visit a destination make you want to return to that place? Absolutely! We want everyone in the Marshalltown area to make sure our home is a place visitors want to come back to. The Welcome Marshalltown! Professional Development training is curated for front line workers in retail, restaurant, and hospitality industries. Join us for these lunch and learn events to learn more about cultivating a world class hospitality experience! These events will be held October 28, 2024 and February 24, 2025. Space is limited.

PRESENTING

\$1,000

Logo on welcome
board at the event

Logo on class
participants certificate

Recognition on
pre & post-event
advertisements

Ability to speak to
the class during
welcome

2 seats per event

GOLD

\$200

Name on welcome
board at the event

2 seats per event

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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 7:30-9:00 a.m.

HOST

\$150

Promotional flyer
for the event

Event e-mail to our
nearly 1,200
Chamber contacts

Event included in the
Chamber's online
calendar of events

1 set of mailing labels

1 EVENT AVAILABLE PER MONTH JULY 2024-JUNE 2025

Please note: Precedence is given to businesses/organizations who participated in the year prior. In the event a month opens up an email will be sent to all Chamber contacts, that month can be claimed on a first come/first serve basis.

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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 4:00-6:00 p.m.

HOST

\$300

Promotional flyer
for the event

Event e-mail to our
nearly 1,200
Chamber contacts

Event included in the
Chamber's online
calendar of events

1 set of mailing labels

1 EVENT AVAILABLE PER MONTH JULY 2024-JUNE 2025

Please note: Precedence is given to businesses/organizations who participated in the year prior. In the event a month opens up an email will be sent to all Chamber contacts, that month can be claimed on a first come/first serve basis.

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WORKFORCE PROGRAM EVENTS

CONNECT MARSHALLTOWN
WHY MARSHALLTOWN

The Chamber's workforce programming initiative is stronger than ever. These events invite 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 Marshalltown is a social gathering that occurs once a month September-May at a different local establishment. The public is welcome to attend this social gathering to network and connect with other like minded individuals. Why Marshalltown is a summer intern series, bringing people together from all different industries for some fun, while learning more about all the great things Marshalltown has to offer.

2024-2025
WORKFORCE PROGRAMS SPONSOR

\$1,000

Logo on welcome board at the event

Recognition on pre & post-event
advertisements

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LEADERSHIP MARSHALLTOWN

The Leadership Marshalltown 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 the Kansas Leadership Center's leadership framework to develop the individuals as leaders both inside the business and out.

PRESENTING

\$3,250

Logo on welcome board at all events

Recognition on pre & post-event advertisements

Ability to host a class session at your business

(this includes the opportunity to speak to the class & tour your business)

1 spot in the class
(pending availability)

GOLD

\$1,500

Logo on welcome board at all events

Recognition on pre & post-event advertisements

Ability to speak to the class during one session or tour your business

SILVER

\$750

Name on welcome board at all events

Recognition on post-event advertisements

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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

Sponsor of Think
Local First
promotions

CHAMPION

\$750

Logo on Chamber
Think Local First
webpage

Sponsor of Think
Local First
promotions

THINK LOCAL FIRST EVENTS & PROGRAMS

Retail Events:
Valentine's Day
Spring Open Houses
Back-to-School Open Houses
Ladies Night Out
Shop Small Saturday

Annual Shopping Guide
TLF Social Media
Small Business promotions

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GOVERNMENT 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 be acknowledged in our weekly legislative update emails during the state legislative session.

PRESENTING

\$1,000

Logo on any
government
communications
sent by the Chamber

Recognition at any
government events
hosted by the Chamber

SUPPORTER

\$400

Name on any
government
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 (1,200 distribution). This sponsorship will include your logo, link to website and 'sponsored by' on the email. These emails serve as one of the primary communication tools between the Chamber and our members.

H&H

\$200/MONTH

Logo, website link, and recognition in weekly Chamber Headlines & Happenings email. This sponsorship is sold monthly July 2024-June 2025.

SHOP MARSHALLTOWN EMAIL BLAST

As needed, the Chamber will send a "Shop Marshalltown" email blast to 1,200 Chamber members. 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 \$50,000 in Chamber Bucks to be spent with Chamber member businesses and organizations. That's \$50,000 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 our 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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CHAMBER AMBASSADORS

WHAT IS AN AMBASSADOR?

Chamber Ambassadors are a team of enthusiastic members, who generously give their time to act as a champion for the Marshalltown Area Chamber of Commerce. Ambassadors provide assistance in public relations, event promotion, and member engagement. Ambassadors are a group of business leaders in the community who are committed to advancing the mission of the Chamber and advocating for area businesses.

AMBASSADOR INVOLVEMENT

Chamber Ambassadors serve as an extension of the Chamber staff by helping with ribbon cuttings, attending groundbreaking, and celebrating grand openings. Ambassadors are also encouraged to attend any and all Chamber events representing the Ambassador network. Throughout the year the Ambassadors may be asked to help with social/networking events and welcome groups to Marshalltown. Ambassadors are expected to be in attendance for all Ambassador functions to the best of their ability. Regular visits are on the 2nd & 4th Tuesdays of the month.



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CHAMBER AMBASSADORS

BENEFITS OF BEING AN AMBASSADOR

Serving as a Chamber Ambassador is an excellent way to grow your personal network and expand business contacts through numerous social activities. It also increases your visibility in the community and enhanced reputation of your business or organization. Participants of the Ambassador program will have their business card in every mug that is handed out and will be listed on the Chamber website with headshot and link to your business.

Annual Ambassador Membership Fee

The annual Ambassadors membership fee is \$100. The fee includes the following:

- Chamber Ambassador logoed polo
- Name tag
- 1 ticket to the Chamber Annual Banquet
- Headshot and link to business on Chamber website
- Business card in each mug

ECONOMIC DEVELOPMENT THROUGH 2027

Industrial Development

- Conduct Annual Business Retention & Expansion (BRE) largest private sector employers, county wide.
- Support large scale industrial recruitment by:
 - Marketing available land, including Marshalltown's certified site
 - Support utility expansion to accommodate growth
 - Develop targeted industry sectors based on existing community assets

Housing

- Support development of 1,000 new housing units by:
 - Utilizing \$10,000 grant for new home purchases to drive consumer interest in new homes.
 - Support development of new apartments, senior living facilities, and downtown upper-story housing.
 - Continue exploring new & innovative approaches to address housing demands.

Workforce

- Support workforce development, growth, and retention through dedicated efforts.
- Host regular meetings with our HR community to bring resources, information, and updates to the collective group.
- Bolster and grow Connect Marshalltown
- Support additional childcare slot development to ensure adequate, affordable, high-quality childcare is available.
- Continue to promote and support Home Base Iowa.
- Host "Why Marshalltown" summer intern series.
- Conduct community tours for any recruited position to Marshalltown.
- Partner with State of Iowa on the This is Iowa Talent Attraction Strategy.
- Host Leadership Marshalltown.
- Work to support our education systems (K-12, Post Secondary) to ensure alignment with workforce needs locally.

Downtown Redevelopment

- Partner with Central Business District on downtown business recruitment efforts.
- Support opportunities for building rehabilitation and reuse.
- Develop marketing materials to attract developers for major in-fill development opportunities in downtown.
- Work closely with owner/developer of Unity Point campus on redevelopment potential.

Retail

- Maximize ROI for Retail/Restaurant Grant.
- Through ICSC network, continue outreach for national & regional chain recruitment.
- Cultivate relationships with mall ownership and other commercial property owners.

Placemaking

- In partnership with the City of Marshalltown, Marshall County, other government entities, non-profits, and community stakeholders, support and develop creative placemaking opportunities that provide for strong quality of life while creating unique, distinct, and authentic amenities for the residents of Marshalltown and Marshall County.

Entrepreneurial Growth & Small Business Support

- Maximize new business development in retail/restaurant sector through Chambers Retail/Restaurant Grant to support local ventures.
- Launch Entrepreneur Support network & build a program of services.
- Serve as a connector & supporter for Small Business Development Center (SBDC) to maximize impact for local businesses.

ECONOMIC DEVELOPMENT THROUGH 2027 INVESTOR OPPORTUNITIES

☐ **Bronze (\$1,000 - \$2,499 per year through 2027)**

Included on economic development email list and all press announcements.
Invites to all economic development functions and investor meetings. Listing
on appreciations advertisements and Annual Report.

☐ **Silver (\$2,500 - \$4,999 per year through 2027)**

All Bronze benefits + listing as an economic development investor on
Marshalltown.org with a link to your company

- 2 seats at either the Annual Banquet or Economic Outlook Breakfast

☐ **Gold (\$5,000 - \$14,999 per year through 2027)**

All Silver benefits + Company logo included with listing

- 2 seats at the Annual Banquet and Economic Outlook Breakfast

☐ **Platinum (\$15,000+ per year through 2027)**

All Gold benefits

- 1 table at the Annual Banquet and Economic Outlook Breakfast

Business Name: _____

Contact Name: _____

Phone: _____ Email: _____



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