

**LIVE  
WHITE  
LAKE**

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**WHITE LAKE AREA**  
CHAMBER + VISITORS BUREAU  
Montague • Whitehall



## 2 great ways to promote your business with us!

### OPTION 1:

### On our website...

Have your business prominently highlighted on our website in one of these 4 categories:

- Places to Stay
- Places to Eat
- Things to Do
- Services

Includes a 3 month term with **bonus spotlight feature** on our Facebook page.



3 months for \$200!

### OPTION 2:

### In our newsletter...

Reach over 1000 local businesses and community members with our quarterly email newsletter sponsorship opportunities! Choose between Main Sponsor (\$125/issue) and Co-Sponsor (\$75/issue).



Starting at \$75 per issue!

Contact us today for more information!



whitelake.org



## 2020 SPONSORSHIP OPPORTUNITIES





EVENT	SPONSORSHIP	BENEFITS
<b>White Lake Community Business Expo</b> March 21 Whitehall High School ♦ 8th Annual ♦ Rotary Pancake Breakfast ♦ 55 Exhibitors ♦ Full Pipe and Drapes ♦ Giveaways and Drawings ♦ Est. Over 1,000 Guests	<b>Gold \$1,200</b> 1. Scheid Plumbing, Heating & Cooling 2.  <b>Silver \$800</b> 1. Boardwell Mechanical Services 2.  <b>Bronze \$500</b> 1. MasterTag 2. White Lake Assisted Living 3. White Lake Beacon 4.	<b>Grand Prize Sponsor:</b> Logo included on all pre-event marketing as Gold Sponsor ♦ two booths in a prime location ♦ company-provided banner displayed at entry ♦ sponsorship recognition provided through member e-blasts ♦ four pancake breakfast tickets included ♦ hourly shout-out by Emcee at event <b>Hourly Drawing Sponsor:</b> company-provided banner displayed in area of giveaways ♦ one booth in prime location ♦ recognition on all pre-event marketing as Silver Sponsor ♦ sponsorship recognition provided through member e-blasts ♦ two pancake breakfast tickets included ♦ hourly shout-out by Emcee at event Booth in prime location ♦ recognition on all pre-event marketing as Bronze Sponsor ♦ sponsorship recognition provided through member e-blasts ♦ event material ♦ two pancake breakfast tickets
<b>Legislative Lunch</b> Spring Arconic-Howmet Plant 10 ♦ 20th Annual ♦ Over 100 in attendance ♦ Local officials & legislators discuss current issues ♦ Sit-down lunch	<b>Host &amp; Event Sponsor</b> 1. Arconic-Howmet  <b>Gold \$250</b> 1. Aladyne 2. Caliber Home Loans 3. Shelby State Bank 4. Winberg Construction 5.	Logo included on the event invitations as Gold Sponsor ♦ company logo on tabletop displays ♦ verbal recognition given during the event ♦ two lunch tickets included ♦ option to speak for 1-2 minutes ♦ optional tabletop promotional items ♦ hosts event Logo included on the event invitations as Gold Sponsor ♦ company logo on tabletop displays ♦ verbal recognition given during the event ♦ two lunch tickets included ♦ option to speak for 1-2 minutes ♦ optional tabletop promotional items
<b>Petunia Patrol</b> June - September ♦ Community icon ♦ Driven over 70 hours	<b>Premier Sponsor</b> 1. Don Rypma  <b>Gold \$300</b> 1. Aladyne 2. Boardwell Mechanical Services 3. Complete Restoration 4. Hunts Hardware 5. MasterTag 6. Scheid Plumbing, Heating & Cooling 7. White Lake Agency	Sign placed on body of watering truck ♦ truck driven through Montague and Whitehall 3 days a week Two, 1' X 2' signs placed on side boards of watering truck ♦ truck driven through Montague and Whitehall 3 days a week June through September
<b>Annual Chamber Golf Classic</b> June 3 Stonegate Golf Club ♦ 37th Annual ♦ Popular with local businesses ♦ Over 100 golfers ♦ Dinner ♦ Awards ♦ Raffle ♦ Prizes ♦ Dumping for Dollars ♦ More!	<b>Premier Sponsor \$1,200</b> 1. Hunts Hardware  <b>Gold \$800</b> 1. Coldwell Banker Woodland Schmidt  <b>Silver \$600</b> 1. ATA National Title Group 2. Caliber Home Loans 3. Durga Insurance Group 4. <b>Photo Sponsor \$500</b> 1. Gates Agency / Shelby State Bank  <b>Bronze \$150*</b>	*Top of the Bill' priority on all marketing material ♦ two foursome golf teams ♦ two extra raffle tickets per golfer ♦ company-provided banner placed at registration table ♦ one Tee sign ♦ optional 5 min company presentation ♦ optional promotional item in goodie bags ♦ eight dinners <b>Dumping for Dollars' Sponsor:</b> recognition included on event promotions as Gold Sponsor ♦ one foursome golf team with cart ♦ company-provided banner displayed in an area of activity ♦ one Dumping for Dollar ticket provided to each foursome in attendance ♦ one Tee sign ♦ verbal recognition given at event ♦ four dinners <b>Host Sponsor:</b> four rounds of golf with cart ♦ Tee sign with company logo ♦ four dinners ♦ optional promotional item in goodie bags <b>Photo Sponsor:</b> Your name/Company name on every team photo <b>Tee Sign Sponsor:</b> recognition given on event program *unlimited opportunities available
<b>White Lake Area Arts &amp; Crafts Festival</b> June 20 & 21 Goodrich Park Annex ♦ 42nd Annual ♦ Juried arts and crafts show with 75+ vendors ♦ 2-day event ♦ Live entertainment ♦ Family activities ♦ Local food vendors ♦ Father's Day Weekend	<b>Premier Sponsor \$1,200</b> 1.  <b>Gold \$800</b> 1. Harborlight Credit Union 2. Scheid Plumbing, Heating & Cooling  <b>Silver \$500</b> 1. Aladyne 2.  <b>Bronze \$250</b> 1. Coldwell Banker Woodland Schmidt 2. MasterTag	<b>Event Partner:</b> your business logo will be attached to "Annual Father's Day Festival" ♦ fifteen road signs with your logo on display the week of the event ♦ 'Top of the Bill' on all marketing material ♦ e-blast sponsorship ad to Chamber Members ♦ one 12 X 12 booth space available in prime location ♦ verbal recognition during event <b>Music Sponsor:</b> recognition given on all marketing material ♦ company-provided banner displayed in music area ♦ verbal recognition during the event ♦ optional company-printed brochures on display in the Chamber booth <b>Inflatables Sponsor:</b> company-provided banner displayed within the event ♦ recognition on all marketing material ♦ optional company-printed brochures on display in the Chamber booth Recognition in event invitations ♦ e-blast sponsorship ad to Chamber Members ♦ promotional announcements as a Bronze Sponsor
<b>Fourth of July Parade</b> July 4	<b>Event Sponsor \$400</b> 1. Rx/Max by the Water	First in line following our emergency vehicles and men and women in service ♦ listed on all advertisement as Event Sponsor

EVENT	SPONSORSHIP	BENEFITS
<b>Runit 5K Run/Walk</b> August 1 Hart-Montague Bike Trail ♦ Over 100 Participants	<b>Gold \$1,000*</b> <b>Silver \$500*</b> <b>Bronze \$250*</b> *unlimited opportunities available	Verbal shout-out at event ♦ your business logo on back of 5K shirts as Gold, Silver or Bronze sponsor ♦ your business logo on all promotional material as Gold, Silver or Bronze sponsor ♦ company-provided banner on display at event ♦ optional promotional material provided at the event
<b>Labor Day Community Walk</b> September 7 Hart-Montague Bike Trail ♦ 15th Annual ♦ Over 150 Participants ♦ Endorsed by Michigan Fitness Foundation	<b>Gold \$250</b> 1. Boardwell Mechanical Services  <b>Silver \$100</b> 1. Scheid Plumbing, Heating & Cooling 2. White Lake Agency  <b>Bronze \$50</b> 1. 2.	Company-provided banner on display at the trail head ♦ verbal recognition as Gold Sponsor ♦ logo on all promotional material <b>Food/Refreshment Sponsor:</b> table sign with business logo placed on refreshment table ♦ verbal recognition given during the event as Silver sponsor Verbal recognition given during the event
<b>PumpkinFest</b> October 10 Downtown Montague ♦ 25th Annual Pumpkin Roll ♦ 40+ Arts & Crafts vendors ♦ Farmer's Market ♦ Entertainment ♦ Hayrides ♦ Cider mill ♦ Local food vendors	<b>Gold \$1,000</b> 1.  <b>Silver \$500</b> 1. Boardwell Mechanical Services 2. Durga Insurance Group 3. Scheid Plumbing, Heating & Cooling 4.  <b>Bronze \$300</b> 1. Caliber Home Loans 2. MasterTag 3. Shelby State Bank	<b>Pumpkin Roll Sponsor:</b> logo included on promotional material as Gold Sponsor ♦ booth - prime location ♦ company-provided banner displayed in registration area <b>Entertainment Sponsor:</b> logo included on promotional material as Silver Sponsor ♦ optional company-printed brochures displayed in Chamber booth ♦ company-provided banner displayed within event Logo included on promotional material
<b>Depot to Depot</b> October 3, 10, 17 10 a.m. - 4 p.m. ♦ Self-guided Fall color tour along Muskegon County's scenic route.	<b>Refreshment Sponsor \$100</b> 1. Scheid Plumbing, Heating & Cooling  <b>Pumpkin Sponsor \$100</b> 1. Lions Club of Montague & Whitehall	<b>Refreshment Sponsor:</b> table sign with business logo placed on refreshment table inside the White Lake Area Chamber of Commerce historic train depot <b>Pumpkin Sponsor:</b> table sign with business logo placed on refreshment table inside the White Lake Area Chamber of Commerce historic train depot
<b>Chamber Annual Dinner</b> October 26 Double JJ Resort ♦ Beautiful sit-down dinner ♦ 100+ Chamber members in attendance ♦ Prestigious awards presented	<b>Premier \$800</b> 1. Coldwell Banker Woodland Schmidt  <b>Gold \$500</b> 1. CatchMark Technologies 2. Double JJ Resort 3. White Lake Beacon 4. Winberg Construction  <b>Silver \$300</b> 1. Lady Laker: Don Rypma 2. El Award: Pitkin Drug & Gift Shoppe / Shelby State Bank 3. Entrepreneur of the Year: Dave & Deb Hays 4. Honorary Awards: Scheid Plumbing, Heating & Cooling 5. Legacy Award: Sharon & Dennis Blankenship  <b>Bronze \$100</b> 1. All Smiles Travel 2. PNC Bank	<b>Drink Ticket Sponsor:</b> each guest receives a ticket for one free drink on behalf of your company ♦ company-provided banner displayed at registration table ♦ verbal recognition during event ♦ four dinner tickets Recognition on event invitation ♦ Member e-blasts ♦ optional 5 min presentation during event ♦ two dinner tickets <b>Award Sponsor:</b> recognition included in promotional material ♦ verbal recognition given during the dinner ♦ two dinner tickets per sponsorship Verbal recognition given during event as a Bronze Sponsor
<b>Holiday Walk</b> November 20 & 21 ♦ 27th Annual ♦ Christmas holiday kick off ♦ Luminary-lined sidewalks ♦ Caroling ♦ Christmas tree lighting ♦ Free trolley rides ♦ Free carriage rides ♦ Santa store visits	<b>Gold \$800</b> 1. Scheid Plumbing, Heating & Cooling 2. Shelby State Bank  <b>Silver \$600</b> 1. White Lake Beacon 2.  <b>Bronze \$300</b> 1. Boardwell Mechanical Services 2. White Lake Agency	<b>Carriage Ride Sponsor:</b> company-provided banner on carriage during the two-day event ♦ logo included in all promotional material <b>Trolley Ride Sponsor:</b> company-provided banner displayed on Trolley <b>Hot Chocolate Table Sponsor:</b> recognition on marketing materials as a Bronze Sponsor ♦ table set up at community tree lighting <b>Friday Night Sponsor:</b> recognition on marketing materials as a Bronze Sponsor ♦ company-provided banner on display at event
<b>Christmas Parade</b> December 5 68th Annual	<b>Event Sponsor \$300</b> 1. Shepherd & Shepherd, PC  <b>Santa Sponsor \$200</b> 1. Lighthouse Title Co.	First in line following our emergency vehicles and men and women in service ♦ logo on all advertisements and registration form Sponsor recognition accompanies Santa at parade finale.
<b>Chamber Christmas Party</b> December 10 TBD	<b>Event Sponsor \$300</b> 1. Caliber Home Loans 2. Scheid Plumbing, Heating & Cooling 3.	Logo included on party invitations as Event Sponsor ♦ company-provided signage displayed at the event ♦ two event tickets included