

**LIVE
WHITE
LAKE**

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WHITE LAKE AREA
CHAMBER + VISITORS BUREAU
Montague • Whitehall



| EVENT | SPONSORSHIP | BENEFITS |
|--|---|--|
| Holiday Walk November 17 & 18 <ul style="list-style-type: none"> 30th Annual Christmas holiday kick off Caroling Christmas tree lighting Free trolley rides Free carriage rides Santa store visits | Gold \$850 1. Scheid Plumbing, Heating & Cooling 2. Shelby State Bank Silver \$650 1. Rant Insurance Group 2. White Lake Beacon 3. Bronze \$350 1. Katie Rice: Realtor with Coldwell Banker Woodland Schmidt 2. | Carriage Ride Sponsor: company-provided banner on carriage during the two-day event ♦ logo included in all promotional material Trolley Ride Sponsor: company-provided banner displayed on Trolley Hot Chocolate Table Sponsor: recognition on marketing materials as a Bronze Sponsor ♦ table set up at community tree lighting Friday Night Sponsor: recognition on marketing materials as a Bronze Sponsor ♦ company-provided banner on display at event |
| Christmas Parade December 2 70th Annual | Event Sponsor \$300 1. Shepherd & Shepherd, PC Santa Sponsor \$200 1. Lighthouse Title Agency Livestream \$1,000 1. WinBerg Construction | 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. |
| Chamber Christmas Party TBD | Event Sponsor \$300 1. Transnation Title Agency 2. | Logo included on party invitations as Event Sponsor ♦ company-provided signage displayed at the event ♦ two event tickets included |
| Member Newsletter 4 issues | \$500 1. HarborLight Credit Union | Company logo at the top of each of the four quarterly newsletters ♦ social media recognition when newsletter is shared. |



2023 ♦ SPONSORSHIP ♦ OPPORTUNITIES



| Event | Sponsorship | Benefits |
|---|---|--|
| Spoons & Tunes February 5 | Event Sponsor \$500 1. Shelby State Bank | Company name and logo on all marketing materials ♦ company-provided banner on display at event ♦ optional company-provided information at the event ♦ two entries into the event |
| White Lake Community Business Expo March 25 Whitehall High School ♦ 10th Annual ♦ Rotary Pancake Breakfast ♦ 55 Exhibitors ♦ Full Pipe and Drape ♦ Giveaways and Drawings ♦ Est. Over 1,000 Guests | Gold \$1,200 1. Coldwell Banker Woodland-Schmidt 2. Rant Insurance Group 3. Scheid Plumbing, Heating & Cooling 4. Shoreline Roofing & Construction | Grand Prize Sponsor: 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 |
| | Silver \$800 1. Legacy of Caring 2. Rivers Ace Hardware | Hourly Drawing Sponsor: 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 |
| | Bronze \$500 1. Complete Restoration & Cleaning Services 2. MasterTag 3. White Lake Assisted Living 4. White Lake Beacon | 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 |
| Trash Bash April 23 | Event Sponsor \$500 1. Consumers Energy | Company name and logo on all marketing materials ♦ verbal recognition given during event ♦ company-provided banner on display at event ♦ optional company-provided information at the event |
| Petunia Patrol June - September ♦ Community icon ♦ Driven over 70 hours | Truck Sponsor 1. Don Rypma Chevrolet GMC | Sign placed on body of watering truck ♦ truck driven through Montague and Whitehall 3 days a week |
| | Gold \$350 1. Boardwell Mechanical Services 2. Complete Restoration & Cleaning Services 3. HarborLight Credit Union 4. Legacy of Caring 5. MasterTag 6. Rant Insurance Group 7. Scheid Plumbing, Heating & Cooling 8. Shoreline Restoration & Construction | Two, 1' X 2' signs placed on side boards of watering truck ♦ truck driven through Montague and Whitehall 3 days a week |
| Feet on the Street June 4 | Event Sponsor \$500 1. Luna Floral & Design/Salon Peggy Sue | Company name and logo on all marketing materials ♦ verbal recognition given during event ♦ company-provided banner on display at event ♦ optional company-provided information at the event |
| White Lake Area Arts & Crafts Festival June 17 & 18 Goodrich Park Annex ♦ 44th Annual ♦ Juried arts and crafts show with 75+ vendors ♦ 2-day event ♦ Live entertainment ♦ Family activities ♦ Local food vendors ♦ Father's Day Weekend | Premier Sponsor \$1,200 1. | Event Partner: 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 |
| | Gold \$800 1. HarborLight Credit Union 2. Scheid Plumbing, Heating & Cooling | Music Sponsor: 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 |
| | Silver \$500 1. DTE 2. New Beginnings Church | Inflatables Sponsor: company-provided banner displayed within the event ♦ recognition on all marketing material ♦ optional company-printed brochures on display in the Chamber booth |
| | Bronze \$300 1. MasterTag 2. | Recognition in event invitations ♦ promotional announcements as a Bronze Sponsor |
| Independence Parade July 4 | Title Sponsor \$400 1. Re/Max by the Water | First in line following our emergency vehicles and men and women in service ♦ listed on all advertisement as Event Sponsor |
| | Livestream Sponsor \$1,000 1. | |
| White Lake History Cruises July 30, 1:00pm, 4:00pm, 7:00pm ♦ In partnership with the Aquastar ♦ Two daytime cruises ♦ One sunset cruise | Gold \$1,000 1. CatchMark Technologies 2. Hilite International 3. Manpower 4. Shelby State Bank | Ship Sponsor: Your company on a flag that is flown on the ship ♦ company recognition on all marketing materials ♦ verbal recognition at the event ♦ optional booth/welcome table ♦ a signature company cocktail ♦ four tickets for the cruise |
| | Silver \$500 1. Legacy of Caring 2. 3. | Refreshments Sponsor: Company recognition on all marketing materials ♦ verbal recognition at the event ♦ company name attached to snack/food items provided ♦ two tickets for the cruise |
| | Bronze \$300 1. McCormick Food & Gas 2. WinBerg Construction 3. 4. | Beverage Sponsor: Company recognition on eblast ♦ verbal recognition at the event company name at the bar for drinks ♦ two tickets to the cruise |

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|--|--|---|
| Annual Chamber Golf Classic August 29 Lincoln Golf Club ♦ 40th Annual ♦ Popular with local businesses ♦ Over 100 golfers ♦ Dinner ♦ Awards ♦ Raffle ♦ Prizes ♦ Dumping for Dollars ♦ More! | Event Sponsor \$1,200 1. Durga Insurance Group | '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 |
| | Gold \$800 1. Coldwell Banker Woodland-Schmidt | Dumping for Dollars' Sponsor: 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 |
| | Silver \$600 1. ATA National Title 2. Consumers Energy 3. Manpower 4. Transnation Title Agency | Hole Sponsor: four rounds of golf with cart ♦ Tee sign with company logo ♦ four dinners ♦ optional promotional item in goodie bags |
| | Bronze \$150* | Tee Sign Sponsor: recognition given on event program <i>*unlimited opportunities</i> |
| | Photo Sponsor \$500 1. Shelby State Bank | Photo Sponsor: Your name/Company name on every team photo |
| | Hole-in-One 1. Don Rypma Chevrolet GMC | |
| | Mulligan 1. SERVPRO | |
| | Gold \$350 1. New Beginnings Church | Company-provided banner on display at the trail head ♦ verbal recognition as Gold Sponsor ♦ logo on all promotional material |
| | Silver \$150 1. Scheid Plumbing, Heating & Cooling 2. | Food/Refreshment Sponsor: table sign with business logo placed on refreshment table ♦ verbal recognition given during the event as Silver sponsor |
| | Bronze \$50 1. 2. | Verbal recognition given during the event |
| PumpkinFest October 14 Downtown Montague ♦ 27th Annual Pumpkin Roll ♦ 40+ Arts & Crafts vendors ♦ Farmer's Market ♦ Entertainment ♦ Hayrides ♦ Cider mill ♦ Local food vendors | Gold \$1,000 1. Rant Insurance Group | Pumpkin Roll Sponsor: logo included on promotional material as Gold Sponsor ♦ booth - prime location ♦ company-provided banner displayed in registration area |
| | Silver \$600 1. Coldwell Banker Woodland-Schmidt 2. Durga Insurance 3. Transnation Title Agency 4. Scheid Plumbing, Heating & Cooling | Logo included on promotional material as Silver Sponsor ♦ optional company-printed brochures displayed in Chamber booth ♦ company-provided banner displayed within event |
| | Bronze \$300 1. Manpower 2. MasterTag 3. Shelby State Bank | Logo included on promotional material |
| Depot to Depot Month of October 9 a.m. – 3 p.m. ♦ Self-guided Fall color tour along Muskegon County's scenic route. | Pumpkin Sponsor \$100 1. Scheid Plumbing, Heating & Cooling 2. White Lake Storage | Pumpkin Sponsor: table sign with business logo placed on refreshment table inside the White Lake Area Chamber of Commerce historic train depot |
| Chamber Annual Dinner October 23 Double JJ Resort ♦ Beautiful sit-down dinner ♦ 100+ Chamber members in attendance ♦ Prestigious awards presented | Premier \$1,000 1. | Drink Ticket Sponsor: 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 |
| | Gold \$500 1. CatchMark Technologies 2. HarborLight Credit Union 3. Legacy of Caring 4. WinBerg Construction | Recognition on event invitation ♦ Member e-blasts ♦ optional 5 min presentation during event ♦ two dinner tickets |
| | Silver \$300 1. Entrepreneur of the Year: Dave & Deb Hays 2. Legacy Award: White Lake Storage 3. Honorary Awards: Scheid Plumbing, Heating & Cooling 4. Lady Laker: Don Rypma Chevrolet GMC 5. El Award: Pitkin Drug & Gift Shoppe / Shelby State Bank 6. Board of Director Awards: White Lake Beacon | Award Sponsor: recognition included in promotional material ♦ verbal recognition given during the dinner ♦ two dinner tickets per sponsorship |
| | Bronze \$100 1. 2. | Verbal recognition given during event as a Bronze Sponsor |

See back page for More Events & Sponsorship Opportunites!