

LIVE
WHITE
LAKE

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WHITE LAKE AREA
CHAMBER + VISITORS BUREAU
Montague • Whitehall



EVENT	SPONSORSHIP	BENEFITS
Chamber Annual Dinner October 21 Double JJ Resort ◆ Beautiful sit-down dinner ◆ 100+ Chamber members in attendance ◆ Prestigious awards presented	Premier \$1,000 1. Double JJ Resort Gold \$500 1. CatchMark Technologies 2. HarborLight Credit Union 3. WinBerg Construction 4. Silver \$300 1. Honorary Awards: Scheid Plumbing, Heating & Cooling 2. Board of Director Awards: White Lake Beacon 3. Lady Laker: Don Rypma Chevrolet GMC 4. Legacy Award: White Lake Storage 5. Entrepreneur of the Year: Fetch Brewing Company 6. El Award: Pitkin Gift Shoppe / Shelby State Bank Bronze \$100 1. 2.	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 Recognition on event invitation ◆ Member e-blasts ◆ optional 5 min presentation during event ◆ two dinner tickets Award Sponsor: 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
Holiday Walk November 22 & 23 ◆ 31st Annual ◆ Christmas holiday kick off ◆ Caroling ◆ Christmas tree lighting ◆ Free trolley rides ◆ Free carriage rides ◆ Santa store visits	Gold \$850 1. Aludyne 2. Scheid Plumbing, Heating & Cooling Silver \$650 1. Rant Insurance Group 2. White Lake Beacon 3. Elite Air Heating & Cooling Bronze \$350 1. HarborLight Credit Union 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 7 71st Annual	Event Sponsor \$300 1. Shepherd & Shepherd, PC Santa Sponsor \$200 1. Lighthouse Title Company 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 December 12	Event Sponsor \$300 1. Complete Restoration & Cleaning Services 2. Elite Air Heating & Cooling 3.	Logo included on party invitations as Event Sponsor ◆ company-provided signage displayed at the event ◆ two event tickets included
Winter Workshops	\$500 1. Shelby State Bank	Logo on all eblasts for the six-week series ◆ sign with logo at each workshop acknowledging you as the workshop sponsor.
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.



2024 ◆ SPONSORSHIP ◆ OPPORTUNITIES



Event	Sponsorship	Benefits
White Lake Community Business Expo March 23 Whitehall High School ♦ 11th Annual ♦ Rotary Pancake Breakfast ♦ 50 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 & Gutters	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. Rivers Ace Hardware 2. Weesies Brothers Garden Center & Landscaping	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 Beacon 4. Whitehall Equipment Rental	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
Summer Visitors Center April - October	\$1,500 1.	Yard sign with your logo out in front of the visitors center April-October stating you as the Summer Visitors Center Sponsor ♦ sign with logo inside of office acknowledging you as sponsor ♦ social media shoutouts April-October anytime photos of the depot are shared ♦ Visitors will have portable restroom along the bike path and water available in the office on behalf of sponsor.
Trash Bash April 21	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 info 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 2	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 info at the event
White Lake Area Arts & Crafts Festival June 15 & 16 Goodrich Park Annex ♦ 45th 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. Redi Rental	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. New Beginnings Church 2.	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 West	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. Manpower	
White Lake History Cruises July 28, 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. White Lake Association 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. City of Whitehall 2. McCormick Food & Gas 3. WinBerg Construction 4.	Beverage Sponsor: Company recognition on eblast ♦ verbal recognition at the event company name at the bar for drinks ♦ two tickets to the cruise

Event	Sponsorship	Benefits
Annual Chamber Golf Classic August 28 Thoroughbred Golf Club ♦ 41st 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 Group 2. Manpower 3. Shoreline Roofing & Construction 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 \$175*	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 \$300 1. SERVPRO of Muskegon	
	Beverage Cart Sponsor \$300 1.	Sign with logo on the beverage cart that the golf course brings around throughout the event ♦ recognition in event program.
	Cookie Sponsor \$300 1. Stephanie Hunter: Lake Michigan Credit Union	Logo on all cookie labels for each of the 100 golfers ♦ recognition in event program.
	Captain Sponsor \$400 1.	Each captain gets one drink ticket on behalf of sponsor.
Labor Day Community Walk September 2 Hart-Montague Bike Trail ♦ 18th Annual ♦ Over 150 Participants ♦ Endorsed by Michigan Fitness Foundation	Raffle Sponsor \$500 1.	Each of the 100 golfers would receive one free raffle ticket on behalf of sponsor ♦ recognition in event program ♦ optional promotional item in each of the 100 goodie bags
	Goodie Bag Sponsor \$600 1.	Logo on each of the 100 Goodie bags ♦ recognition in event program ♦ optional promotional item in each of the 100 goodie bags
	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
PumpkinFest October 12 Downtown Montague ♦ 28th Annual Pumpkin Roll ♦ 40+ Arts & Crafts vendors ♦ Farmer's Market ♦ Entertainment ♦ Hayrides ♦ Cider mill ♦ Local food vendors	Bronze \$50 1. 2.	Verbal recognition given during the event
	Gold \$1,000 1. Rant Insurance Group	Pumpkin Roll Sponsor: logo included on promotional material as Gold Sponsor ♦ optional booth at event ♦ company-provided banner displayed in registration area
	Silver \$600 1. Coldwell Banker Woodland-Schmidt 2. Durga Insurance Group 3. Hope Bible Chapel 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 ♦ optional booth at event
	Bronze \$300 1. MasterTag 2. Shelby State Bank 3. 4.	Logo included on promotional material ♦ optional booth at event
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 alongside event maps and deals inside of the White Lake Area Chamber of Commerce historic train depot

See back page for More Events & Sponsorship Opportunites!

