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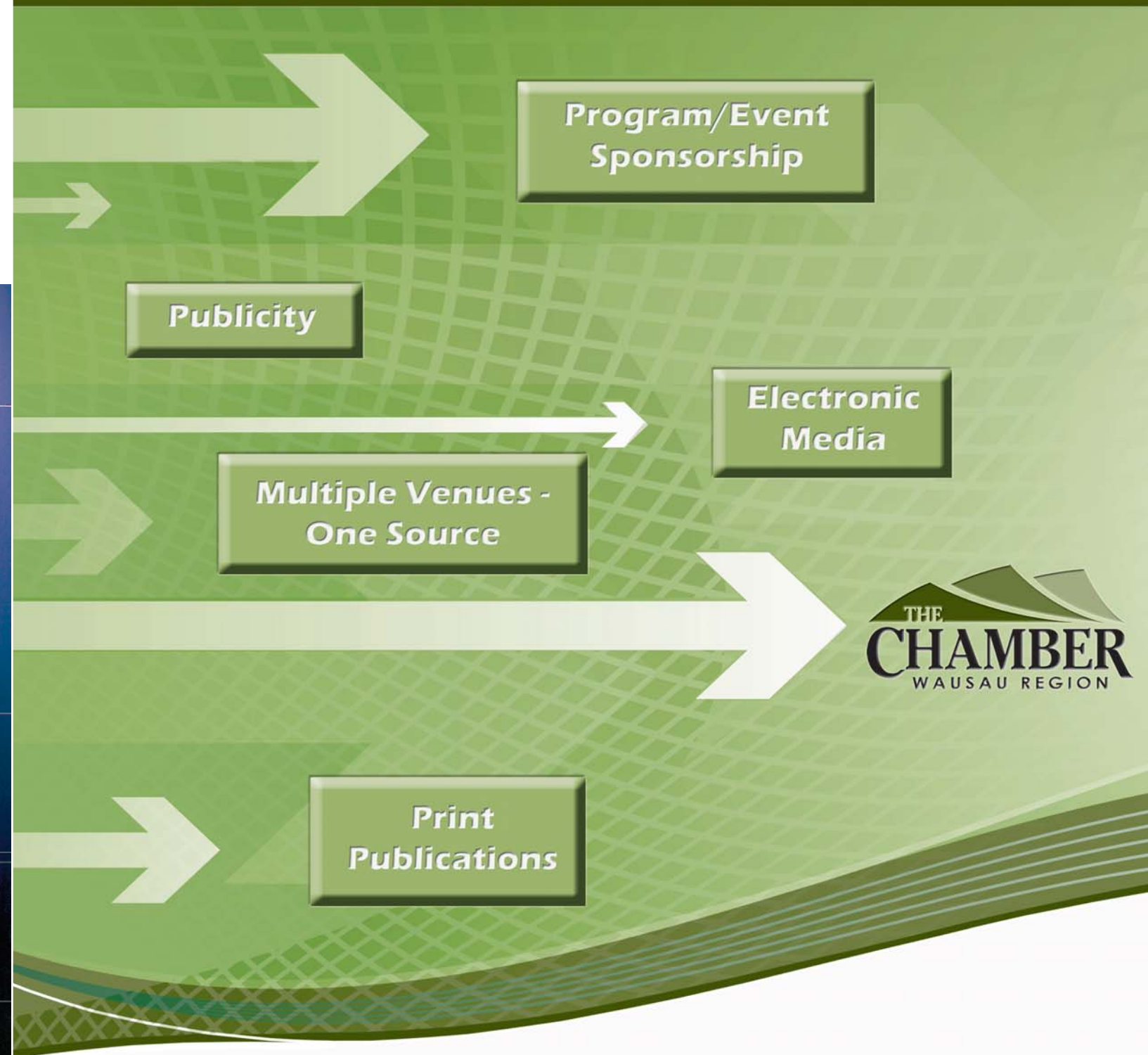
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# Reach Your Target Audience

Achieve Business Goals - Quickly - Efficiently - Effectively



**The Wausau Region Chamber of Commerce  
Sponsorship & Advertising Guide**

## Sponsorship Opportunities

A key to success in business, is the ability to align with a trusted brand that will help increase your visibility and credibility. The Wausau Region Chamber of Commerce provides that visibility and credibility through sponsorship of its many programs. These joint marketing activities provide a win-win partnership, helping to maintain vital Chamber programs and positioning your business in front of highly desirable audiences. Programs/events have both broad and targeted appeal.

**Audience range: up to 2,000+**

Investment range: \$75 - \$7,500

**Business Innovation Conference** (September)

**Chamber 101: Benefits Discovery** (monthly)

**Customer Service Training** (April)

**Chamber Women Annual Golf Outing** (August)

**KNOW, Knowledgeable, Network of Women** (series)

**GPS Showcase** (October)

**It's Your Business** (series)

**Leadership Excellence g2 Program** (series)

**Lunch 'n Timely Topics** (series)

**NEXT Generation Leaders** (series)

**Nothing But Networking** (series)

**PeopleSmart** (series)

**Printed Materials**

## Small Business Week

In honor of National Small Business Month, the Wausau Region Chamber takes one week in April to recognize the achievements of the small business community. Small Business Week includes a great line up of events including the kick-off breakfast announcing the Small Business of the year in each category, seminars and the second largest tradeshow in the State-Business EXPO. Sponsorship opportunities reach the business community and members in a ten-county area.



Investment range: \$100 - \$6,500

## Chamber Golf Outing

It's been said that nearly 60% of business transactions occur on the golf course. With that in mind, shouldn't your business be at the Chamber Annual Golf Outing? Executives and owners from the Wausau region's top companies take time from their busy schedules to golf in this event. Limited to about 300 golfers, this popular June golf outing has historically had to turn golfers away. Your sponsorship of this event will create positive results before, during and after the outing. This is a rain or shine event.



Investment range: \$25 - \$5,000

## Annual Meeting

One night every October, the region's business community gathers at the Annual Meeting of The Wausau Region Chamber of Commerce. An expanded program featuring a top speaker and community awards increases the profile of the program in the community. There is also a lighter side of this meeting—the extremely popular reception and silent auction. Your company will benefit from the extensive promotion to the businesses, reaching more than 5,000 business professionals in the Wausau region.



Investment range: \$50 - \$7,500

## ATHENA Award® Program

The prestigious ATHENA Award pays tribute to those in the region who make a difference in the advancement of women in leadership and professional roles. Coverage leading up to the day of the award announcement in November adds to the excitement surrounding the award. Sponsorship of the ATHENA Award® Program places your business in a prominent position before a highly desirable and targeted audience in excess of 300 that attend the program and thousands who receive promotional material.



Investment range: \$140 - \$2,000

## Advertising Opportunities

The Wausau Region Chamber of Commerce publications, both print and electronic, are read by more than 70% of members whose titles are owner, president, vice president, general manager or director. Readership varies by communication vehicle. Be sure to take advantage of these opportunities to promote your business to other members and throughout the community.

**Audience range: up to 350,000+**

Investment range: \$25 - \$6,000

**Annual Meeting Printed Program** (October)

**ATHENA Award Printed Program** (November)

**BizNews to Use Electronic Newsletter** (monthly)

**Central Wisconsin Jobs**

**Chamber Calendar Electronic Newsletter** (bi-monthly)

**Chamber Magazine** (annual)

**Chamber Pak Mailing** (monthly)

**Gift Certificate Brochure** (annual)

**Member News Electronic Newsletter** (monthly)

**Membermatters Newsletter** (monthly)

**Website** ([www.wausauchamber.com](http://www.wausauchamber.com))

Contact Kim Smerda, Sponsorship & Advertising Coordinator at: (715) 848-5942 or [ksmerda@wausauchamber.com](mailto:ksmerda@wausauchamber.com).

By helping businesses in the Wausau region achieve their marketing objectives through sponsored programs/events, publications and web pages, the Chamber fosters growth of businesses in the Wausau region. The Wausau Region Chamber of Commerce is your source for successful promotion to other businesses and the community. Learn which opportunities make sense for your business' future growth. Kim will work with you to put all the pieces together and develop a chamber involvement plan. Save time and money while reaching your objectives. Call today!

All sponsors must be in good membership standing with The Wausau Region Chamber of Commerce.