



GREATER WAUSAU
CHAMBER OF COMMERCE

Member Investor Advertising & Promotion Opportunities

September 1, 2022 - August 31, 2023

200 Washington St Ste 120 | Wausau, WI 54403

715.845.6231 | wausauchamber.com

Sponsorships, advertising and donations are a great way to position your business in front of a general or targeted audience. The Greater Wausau Chamber of Commerce offers many opportunities to fit your marketing needs and your budget. Marketing opportunities are available exclusively for members.

To inquire about or to secure advertising or promotion opportunities, call 715-848-5953. Opportunities are available on a first-come, first-served basis with top sponsors from the previous year often reserved the first right of refusal.

Premier Events

Premier events are the most prestigious and high exposure events of the year and create a tremendous buzz in the business community.

Customer Service Training with David Aaker – August 31, 2022

A special program will be held in August with international speaker, trainer and author David K. Aaker, IOM. Aaker will teach communication tools that work, discuss the ethics of customer service and share concepts that invite customers to return.

Typical Attendance: 100 - 200

Investment: \$250 - \$3,000 (see chart below)

	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Available to Sell:	1	2	3	4	5
	Investment:	\$3,000	\$1,500	\$1,000	\$500	\$250
Benefits:						
Video commercial at event (1 minute maximum length).		●				
Optional display table at event		●				
Local pre-event marketing (digital, print & social media)		●	●	●	●	●
Complimentary seats at event (reserved seating available if requested)		10	6	4	2	1
Recognition at event (Chamber signage & verbal)		●	●	●	●	●
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)		●	●	●		



Women's Leadership Conference

ATHENA Leadership Award Program



Anniversary Gala – September 14, 2022

The Chamber will celebrate its 110th anniversary at this signature event featuring live music, fine dining, networking and awards (Ambassador of the Year and the Ruder Ware Innovator Award in memory of G. Lane Ware). This is an annual event celebrating the previous year's accomplishments and looking ahead to the next year.

Typical Attendance: 250 - 350

Investment: \$2,000 - \$5,000 (see chart below)

	Level:	Platinum	Gold	Silver
	Maximum Available to Sell:	3	4	5
	Investment:	\$5,000	\$3,000	\$2,000
First right of refusal of same sponsorship level for next year		●		
Video commercial at event (1 minute maximum length).		●		
Optional display table at event		●		
Local pre-event marketing (digital, print & social media)		●	●	●
Complimentary seats at event (reserved seating available if requested)		8	5	3
Recognition at event (Chamber signage & verbal)		●	●	●
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)		●	●	●
Complimentary drink tickets (evening events only – when applicable)		16	10	6

ATHENA Leadership Award® Program - November

An annual event recognizing individuals in the region who have demonstrated professional excellence, taken part in community service and actively assisted women in attaining leadership skills that have helped them advance professionally. Awards include: ATHENA Leadership Award® and ATHENA Young Professional Leadership Award®.

Typical Attendance: 250 - 350

Investment: \$500 - \$3,000 (see chart below)

	Level:	Platinum	Gold	Silver	Bronze
	Maximum Available to Sell:	1	3	5	7
	Investment:	\$3,000	\$1,500	\$750	\$500
First right of refusal of same sponsorship level for next year		●			
Video commercial at event		●			
Optional display table at event		●			
Local pre-event marketing (digital, print & social media)		●	●	●	●
Complimentary seats at event (reserved seating available if requested)		8	4	2	1
Recognition at event (Chamber signage & verbal)		●	●	●	●
Full color ad in event printed program		Full Pg	Half Pg	Half Pg	Qtr Pg
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)		●	●	●	

Women's Leadership Conference - January

An annual event focused on providing attendees with inspiration and leadership development to assist them in reaching their full potential in both their professional and personal lives.

Typical Attendance: 350 - 650

Investment: \$375 - \$6,000 (see chart below)

	Level:	Presenting	Platinum	Gold	Silver	Bronze
	Maximum Available to Sell:	1	3	5	7	9
	Investment:	\$6,000	\$3,000	\$1,500	\$750	\$375
Benefits:						
First right of refusal of same sponsorship level for next year		●				
Video commercial at event		●				
Optional display table at event		●				
Local & regional pre-event marketing (digital, print & social media)		●	●	●	●	●
Complimentary seats at event (reserved seating available if requested)		16	8	4	2	1
Recognition at event (Chamber signage & verbal)		●	●	●	●	●
Full color ad in event printed program		Full Pg	Half Pg	Half Pg	Qtr Pg	
Logo on conference bag or folder		●	●			
Option to include printed marketing piece and/or promotional item(s) in EXPO tote bag (sponsor supplies copies/items)		●	●	●	●	
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)		●	●	●		

Economic Forecast - March

An annual event focused on the economic development and workforce in the region. Advertising opportunities also available – see advertising section.

Typical Attendance: 150 - 250

Investment: \$500 - \$3,000 (see chart below)

	Level:	Presenting	Platinum	Gold	Silver
	Maximum Available to Sell:	1	1	2	4
	Investment:	\$3,000	\$1,500	\$750	\$500
First right of refusal of same sponsorship level for next year		●			
Video commercial at event		●			
Optional display table at event		●			
Local pre-event marketing (digital, print & social media)		●	●	●	●
Complimentary seats at event (reserved seating available if requested)		8	4	2	1
Recognition at event (Chamber signage & verbal)		●	●	●	●
Full color ad in event printed program		Full Pg	Half Pg	Half Pg	Qtr Pg
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)		●	●	●	

Business Month - April-

An annual celebration in the region, featuring the announcement of the Small Business of the Year Award recipients, Business EXPO, Fun@EXPO and more! The Business EXPO is the annual 'can't-miss' event drawing thousands of attendees from all over the state and the Midwest. The Business EXPO provides an opportunity to grow business networks by connecting attendees with hundreds of exhibitors and is the largest chamber tradeshow in the state.

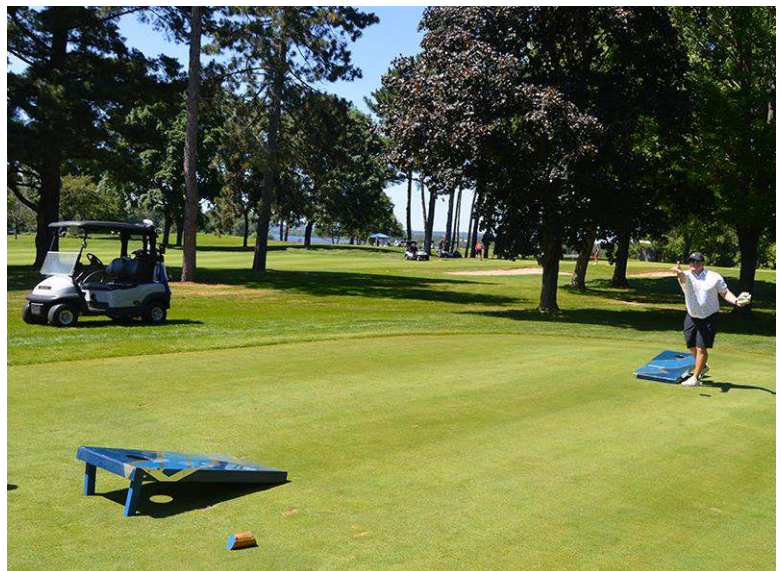
Typical Attendance: 3,000 – 4,500 for entire month's events

Investment: \$500 - \$8,000 (see chart below)

Level:	Presenting	Platinum	Gold	Silver
Maximum Available to Sell:	1	5	7	9
Investment:	\$5,000	\$3,000	\$1,500	\$500
First right of refusal of same sponsorship level for next year	●			
Video commercial at select events during the month	●			
Optional display table at select events during the month	●			
Local & regional pre-event marketing (digital, print & social media)	●	●	●	●
Complimentary seats (total seats for month to be used at choice of events throughout the month - reserved seating available if requested)	24	6	4	2
Complimentary EXPO booth(s)	2			
Recognition at event (Chamber signage & verbal)	●	●	●	●
Full color ad in Small Business of the Year Awards printed program	Full Pg	Half Pg	Half Pg	Qtr Pg
Full color ad on EXPO map (outside back cover)	Half Pg			
Brand Exhibitor Lounge at EXPO (if available)	●			
Logo on EXPO tote bag	●	●		
Option to include printed marketing piece and/or promotional item(s) in EXPO tote bag (sponsor supplies copies/items)	●	●	●	●
Final attendee list from select events during the month – excludes Business EXPO attendance (attendee lists are available upon request and only includes attendee name and company)	●	●		



Business EXPO



Golf Outing

Golf Outing - June

An annual event bringing together golfers for a day of business development and networking. Raffle prize sponsorships and door prize donation opportunities are also available – please inquire.

Typical Attendance: 144 – 160

Investment: \$250 - \$4,000 (see chart below)

	Level:	Presenting	Platinum	Gold	Beer Hole	Hole	Raffle Prize
Maximum Available to Sell:		1	2	3	2	10	
Investment:		\$4,000	\$2,000	\$1,000	\$1,500	\$850	\$500
Benefits:							
First right of refusal of same sponsorship level for next year		●					
Optional display table at event (indoors – banquet room)		●					
Local pre-event marketing (digital, print & social media)		●	●	●	●	●	●
Complimentary golfers – optional (includes lunch & dinner)		4	2	1			
Recognition at event (Chamber signage & verbal)		●	●	●	●	●	●
Exclusive hole with signage		●	●	●	●	●	
Exclusive beer hole with signage & keg included*					●		
Lunches for hole staff - optional		4	2	2	2	2	
Drink tickets for hole staff - optional		8	4	4	4	2	
Complimentary dinner for hole staff - optional		4	2	2			
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)		●	●	●			

*Includes one half barrel of domestic beer for the outing. Additional charges may apply for extra barrels and/or imports.

Programs & Events

Programs and events are educational and social opportunities that help members grow professionally and expand their networks.

Educational Programs

Programs designed to equip attendees with the tools to increase knowledge and/or skills.

Typical Attendance: Varies

Investment: Call for Information & Availability

Fun@5

Fun@5s are an exclusive benefit for members in good standing and provides the business with an opportunity to showcase their facility, products and services in an informal open house setting. To learn more, review the [Guide to Hosting a Fun@5 Event](#) and complete the [Fun@5 Host Interest Form](#).

Nothing But Networking

A bi-monthly event in which attendees give a 2–3-minute elevator pitch about their products and services. Additional time is available to network with other attendees. To learn more, review the [Guide to Hosting a Nothing But Networking Event](#) and complete the [Nothing But Networking Host Interest Form](#).

Typical Attendance: 20 – 30

Investment: Meeting space and food/beverages

Advertising

Position your business in front of potential customers through various advertising opportunities.

Chamber Pak

A special occasion mailing featuring marketing materials supplied by member businesses. Mailing is distributed twice a year to each Chamber member's address. For dates, mailing specifications, deadlines and pricing, visit our [calendar](#).

Chamber Website

Advertising opportunities and rates coming soon. If interested, call 715.848.5947.

Elevated Conversations Podcast

Advertising opportunities and rates coming soon. If interested, call 715.848.5947.

Greater Wausau Recreation Guide

An annual publication distributed to individuals and businesses interested in what the Greater Wausau Region has for recreation opportunities. For dates, ad specifications, deadlines and pricing, visit our [calendar](#).

Greater Wausau Relocation Guide

An annual publication distributed to individuals and businesses interested in relocating to the region. For dates, ad specifications, deadlines and pricing, visit our [calendar](#).

Weekly Chamber E-Update

A weekly e-update featuring can't miss programs and events, along with other Chamber highlights. Email is sent on Mondays to over 8,000 contacts. For dates, ad specifications, deadlines and pricing, visit our [calendar](#).

Other Opportunities

There are a variety of other marketing opportunities available to members which provide additional business exposure.

Business EXPO Booth

Exhibiting at the Business EXPO offers businesses the opportunity to make key business contacts, network with thousands of attendees, gain visibility, increase business credibility and sell products/services.

Business Profile on wausauchamber.com

Members have a free business profile on wausauchamber.com. Update the profile frequently to ensure consumers can find you.

Donations & In-Kind Donations/Services

Donating items and branded promotional items are great ways to build brand awareness. There are plenty of opportunities to donate for auctions, raffles, food and beverages and other services for programs/events.

Groundbreakings & Ribbon Cuttings

Groundbreakings and ribbon cuttings are ceremonial events organized to honor a major milestone for a business/organization. To learn more, review the [Guide to Hosting a Groundbreaking or Ribbon Cutting Event](#) and complete the [Groundbreaking & Ribbon Cutting Host Interest Form](#).

Member Events

Member events are a great way to promote upcoming events. Member events can be posted in the info hub at wausauchamber.com.

Member News Releases

News releases are a great way to publish press releases, event summaries and business news. News releases can be posted in the info hub at wausauchamber.com.

Questions?

Please contact:



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