



# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS CONNECT

## ● CHAMBER ANNUAL BANQUET

The Annual Banquet is our largest event of the year. Approximately 600 members will be in attendance to hear about the Chamber's accomplishments from the past year, and our big plans for the year ahead! The 2020 Banquet will be hosted on February 13, 2020 at the Coralville Marriott. **(600+)**

~~LEAD (1)~~  
\$7,000

SUPPORTING (2)  
\$3,000

TABLE  
\$950

### VIDEO SPONSOR \$5,000

**BENEFITS:** Visual recognition in our Annual Banquet video, premiered at the event and hosted on our website for years to come. Option for a cameo appearance.

## ● AMBASSADOR PROGRAM

The 50-member Ambassador Committee celebrates milestones like ribbon cutting ceremonies and assists in Chamber events. Be recognized at all monthly meetings and above pictures of member business & celebrations in *Envision* throughout 2020.

LEAD (1) \$2,500

## ● A TOAST TO OUR COMMUNITIES AWARDS BANQUET

Help honor distinguished members of the local business community at the 31st annual awards breakfast, held November 7th, 2019 at Celebration Farm. **(150-200)**

LEAD (1)  
\$3,500

SUPPORTING (2)  
\$1,500

TABLE  
\$350

## ● COMMUNITY ROUNDTABLES

Attendees from all local communities network and enjoy lunch at each community roundtable. Benefits include recognition on signage at each event web calendar and in all reminder emails throughout the year. **(20-40)**

### CORALVILLE:

LEAD (1)  
\$1,000

~~SUPPORTING (2)~~  
\$500

### IOWA CITY:

~~LEAD (1)~~  
\$1,000

SUPPORTING (2)  
\$500

### NORTH LIBERTY:

LEAD (1)  
\$1,000

SUPPORTING (3)  
\$500

## ● NEW MEMBER SPEED NETWORKING

New members are introduced to everything the Chamber has to offer through a fun, fast-paced evening networking event with the leaders of the Chamber's various committees. Offered twice per year. **(25-30)**

LEAD (1)  
\$600

SUPPORTING (2)  
\$300



# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

## ADVOCATE

### ● PUBLIC POLICY PROGRAM

The Chamber is the voice of business in Johnson County. We work on behalf of our members to address issues at the local, state and federal levels. As the Public Policy Program Sponsor, your business will be recognized at all 2020 events listed on this page!

**LEAD (1) \$2,500**

### ● LEGISLATIVE LAUNCH

This pre-session legislative sendoff is co-hosted by the Chamber and the Cedar Rapids Metro Economic Alliance, and features elected officials, staff and business professionals from across the Corridor. Both organizations will announce their 2020 legislative priorities at the event on December 12, 2019. **(75)**

**LEAD (1)  
\$2,000**

**SUPPORTING (3)  
\$750**

**CONTRIBUTING  
\$250**

### ● ICR DAY AT THE CAPITOL

Local business leaders from the Iowa City and Cedar Rapids area lobby local business issues and host a networking luncheon with hundreds of legislators. **(400-500)**

**LEAD (1)  
\$3,000**

**SUPPORTING  
\$1,500**

**CONTRIBUTING  
\$250**

### ● LEGISLATIVE BREAKFASTS

State and local legislators will provide updates on priority issues over breakfast. The breakfasts will take place in February and March of 2020. **(30 per breakfast)**

~~**LEAD (1)  
\$2,000**~~

**SUPPORTING (2)  
\$750**



# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

## DEVELOP

### ● COMMUNITY LEADERSHIP PROGRAM

The Community Leadership Program (CLP) develops local business leaders' potential for leadership through tours, panels, discussions and over 100 guest speakers. In our 2017 Member Survey, CLP was rated the Chamber's most valuable program. Sponsorship of this program puts your business in front of the Iowa City area's rising stars and most dedicated citizens, and allows us to continuously improve our most valuable offering.

● Community & Place	● Retreat & Team-Building	● Health Care	● <del>Government</del>	● <del>Ag/Environment</del>
● <del>Human Services</del>	● <del>Economics</del>	● Education	● Arts & Culture	● Graduation
<b>LEAD (1)</b> <b>\$5,000</b>		<b>SUPPORTING (3)</b> <b>\$2,500</b>		<b>SESSION (6)</b> <b>\$1,000</b>

● **NEW! PROJECT SPONSOR \$1,000**  
**BENEFITS:** CLP Servant-Leadership Projects help further build relationships in our community. As a project sponsor, you will be recognized at the graduation celebration and in all project update posts on social media.

● **NEW! 30TH BIRTHDAY PARTY SPONSOR \$1,000**  
**BENEFITS:** The Community Leadership Program will be turning 30 in 2020 and we're planning a big birthday bash! As the sponsor, you will receive visual recognition during the 30th Anniversary Celebration, as well as verbal recognition and the opportunity to speak at the event.

### ● NEW! CLP ALUMNI PROGRAMMING SPONSOR

In preparation for the 30th year of CLP, we are developing new programming to engage CLP alumni in the current program.

<del>LEAD (1)</del> <b>\$2,000</b>	<b>SUPPORTING (1)</b> <b>\$300</b>
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We spent the last several months talking to our members about what they wanted out of their Chamber membership. Based on that feedback, we're excited to offer a variety of new professional development and educational opportunities to our members in 2020.

### ● NEW! ENTREPRENURIAL OPERATING SYSTEM SEMINAR

EOS®, the Entrepreneurial Operating System, is a complete set of simple concepts and practical tools that has helped thousands of entrepreneurs get what they want from their businesses. By mastering this way of operating, leadership teams of growth-oriented companies systematically and permanently improve.

This half-day seminar is designed to help business leaders & their teams drive better results and achieve higher employee engagement.

### ● NEW! BRUNCH & LEARN SMART SERIES

This new quarterly educational series will give attendees the tools to improve themselves and their businesses. Local experts in fields such as social media management, legislative affairs, and economic forecasting will offer insight into how to survive & thrive in the Corridor's rapidly changing business environment.

<del>LEAD (1)</del> <b>\$2,500</b>	<b>SUPPORTING (2)</b> <b>\$500</b>
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<b>LEAD (1)</b> <b>\$2,500</b>	<b>SUPPORTING (3)</b> <b>\$1,000</b>	<b>CONTRIBUTING (9)</b> <b>\$500</b>
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# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

## EDUCATE

### ● INNOVATION IN EDUCATION COLLABORATIVE

The Chamber and ICAD Group are co-leading a collective effort of stakeholders in the Johnson County area to support innovation in quality pre-k programming, career & college readiness, teacher innovation, and social & emotional learning. Together with our partners, we plan to launch a Green Room series on education, conduct site visit tours to explore new models in other cities, and launch a student engagement survey through the Iowa City Community School District. Contact Jennifer Banta, Vice President, Advocacy & External Affairs, to become a part of this exciting initiative.

- **SEEKING YEARLY COMMITMENTS FROM PARTNER ORGANIZATIONS**  
**3 YEAR PROJECT COST: \$240,000**

### ● INNOVATION IN EDUCATION AWARDS

Innovation in Education is an evening reception and awards ceremony to be held Wednesday, April 29, 2020 at the historic Englert Theatre in downtown Iowa City. The Chamber partners with the Iowa City Area Development Group to honor exceptional students, volunteers, educators and business partners from all public and private schools in Johnson County. This event, previously known as "Excellence in Education," is free and open to the public. **(150)**

<del>LEAD (1)</del> \$2,500	<del>SUPPORTING (3)</del> \$1,500	CONTRIBUTING \$300
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### ● NEW TEACHER LUNCHEON

The New Teacher Luncheon is a highly-anticipated event held in August to welcome newly hired public and private K-12 educators to our area. Teachers from across Johnson County are invited to enjoy a complimentary lunch and network with area business people while learning more about the community. All sponsors are invited to meet the teachers, and to provide branded items for the teacher gift bags. **(150)**

LEAD (1) \$2,500	<del>GIFT BAG (1)</del> \$1,000	SUPPORTING (2) \$1,500	TABLE \$300
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# IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

## COMMUNICATE

### ● CHAMBER STAFF EMAIL BANNERS

Chamber staff send approximately 20,000 emails per quarter. This marketing opportunity allows your business to place a banner ad on nearly every email we send out.

**QUARTERLY (1,3,4) \$1,000**

### ● CHAMBER NEWSLETTERS

This sponsorship includes a hyper-linked banner ad at the top of Chamber Updates, a write-up with photos at the bottom of Chamber Update, and a half-page feature in *Envision*, which is distributed to all Chamber members and all CBJ subscribers monthly.

**MONTHLY (10) \$1,000**

### ● CHAMBER COFFEE SPONSOR

The Chamber's new home at MERGE sees dozens of people pass through each day for work and meetings with MERGE members. Place your brand front and center in the main level kitchen!

**QUARTERLY (4th) \$500**

### ● BOARD OF DIRECTORS MONTHLY MEETING

The 21-member Board meets monthly and includes influential business leaders. Sponsors will have their logo on signage and on board agendas, and the opportunity to present about their company.

**QUARTERLY (2,3) \$250**



## IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

# BUY HERE

### ● BUY HERE INITIATIVE

Buy Here is an economic development initiative of the Iowa City Area Chamber of Commerce to strengthen our economy through local purchasing.

**BENEFITS:**

**Lead:** Verbal recognition with Buy Here endorsement from podium at Chamber's title events (Annual Banquet, A Toast to Our Communities). Logo recognition on JoCo Holiday Shopping Guide and mention in social media posts.

**Supporting:** Buy Here logo to place on your website; free enhanced listing on Chamber website

**Contributing:** Company name included in sponsorship listing on the Iowa City Area Chamber of Commerce website

**LEAD (1)**  
**\$5,000**

**SUPPORTING (3)**  
**\$1,500**

**CONTRIBUTING**  
**\$250**

### ● NEW! BUY HERE: JOCO HOLIDAY SHOPPING GUIDE

To further encourage local buying this holiday season, the Chamber has planned a digital guide to all the holiday shopping in Johnson County, with an accompanying social media campaign. Our goal is to highlight the benefits of keeping holiday dollars in the local community, as well as the wealth of great options we have in the Iowa City area!

**BENEFITS:**

**Lead:** Logo recognition on the front and back cover of the digital guide, and a mention in all social media posts.

**Supporting:** Logo recognition on the back cover of the digital guide, mention in social media posts.

**Contributing:** Logo recognition on one chosen page of the digital guide, mention in related social media post.

**LEAD (1)**  
**\$3,000**

**SUPPORTING (3)**  
**\$1,000**

**CONTRIBUTING**  
**\$250**

### ● BUY HERE BUSINESS SPOTLIGHT

Every month, the Chamber highlights a locally-owned member business with 50 or fewer employees that excels in customer service and community involvement. Demonstrate that your company supports small businesses with this unique sponsorship!

**BENEFITS:**

Recognition on all monthly spotlights, on the Chamber website, and in social media posts about the campaign.

**LEAD (1) \$4,000**



## IOWA CITY AREA CHAMBER OF COMMERCE SPONSORSHIP BENEFITS

# CHAMBER REINVENTION INITIATIVE

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### ● CHAMBER REINVENTION INITIATIVE

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The Chamber is in a period of reinvention where we must define how to remain relevant and valuable to those we serve currently *and* those we wish to serve in the future. Sponsors of the Chamber Reinvention Initiative will help fund the work needed to become the “next generation” Chamber. *Sponsors of any item on this page will receive visual recognition as a Chamber Reinvention Sponsor at the Annual Banquet, as well as the opportunity to preview our new brand and strategic plan before the official launch.*

**SPACE:** Help us celebrate the next iteration of the Iowa City Area Chamber of Commerce by sponsoring our new space. In our new space, we are planning a visual history of business in the Iowa City area, in the form of an artistic timeline.

**Founder’s Circle - \$5,000:** Your business will be recognized on our Johnson County Business History Wall, located inside our new location in MERGE.

**Chamber Champion - \$2,500:** Your business will be recognized on a scrolling monitor mounted within the Johnson County Business History Wall.

**REBRAND LAUNCH VIDEO - \$5,000:** The 2020 Annual Banquet will be a launch party for our new brand with approximately 600 of our most supportive members. To go along with this, we’re developing a fun video to officially debut our new look, which will premier at the Banquet. Sponsors of our rebrand launch video will receive: verbal recognition at the Annual Banquet; visual recognition and option for a cameo appearance in the video, to be shown at the Banquet and hosted on our website following the event; visual recognition on any printed materials that refer to the Chamber Reinvention Initiative.

**WEBSITE:** As we develop our new brand, we are especially excited about revamping our website to make it a functional resource for our members. Benefits of this sponsorship include: visual recognition on new website for one full year from launch date; Acknowledgement across all social media channels at time of launch.

**LEAD  
\$2,500**

**SUPPORTING  
\$1,000**

**CONTRIBUTING  
\$500**