

# CHAMBER CHOICES

## 2025 Sponsorship Guide

MARKET | BRAND | ENGAGE



# EVENT SPONSORSHIP = FOUR AMAZING BENEFITS FOR YOU!

As you plan your promotions and advertising budget for 2025, please consider sponsoring a Chamber event! Through the generosity of Chamber members like you, we are able to offer over 100 events per year to both our membership and the general public!

Sponsoring an event has several benefits for your business!

## 1. Increase Brand Visibility

Put your brand in front of large audiences! You can increase your brand visibility through sponsor benefits which may include but not limited to:

- recognition on event signage;
- recognition on all pre & post event marketing and communication materials;
- recognition on event merchandise; and/or
- recognition on the event page of The Chamber's website.

## 2. Business Exposure through Community Goodwill

Customers and clients trust brands that care about investing in and supporting their community. Community involvement will set your business apart and create an incentive for the community to support your business.

## 3. Grow Your Business Relationships

Grow your network connections through sponsor benefits which may, depending on the event, include the:

- opportunity to introduce keynote or invited speakers;
- opportunity to have your logo on the event page and throughout the event;
- opportunity to provide promotional products advertising your business to attendees.

## 4. Efficiently Generate New Leads

Not only do Chamber events connect you with a compatible customer base, they also allow you to show the human side of your business. By sponsoring and attending, you can interact with potential customers, learn about their needs, promote your products, and build a strong contact list.

## Have Questions?

Our staff is here to help! Give us a call, send an email, or schedule a time to stop by and learn more!

Jared Martin  
Director of Events  
The Chamber  
jmartin@lawrencechamber.com  
(785) 865-4426



Sue Hack  
Executive Director  
Leadership Lawrence  
shack@lawrencechamber.com  
(785) 865-4421  
\*Leadership Lawrence events only

# ANNUAL MEETING

## January 31, 2025

### ABOUT THE EVENT:

Every year, The Chamber's Annual Meeting celebrates the accomplishments of the previous year and looks forward to those to come in the new year!

We will proudly present The Chamber's prestigious Citizen of the Years and the ATHENA award, honor our outgoing board members, introduce new board members, and thank our passionate volunteers!

#### PRESENTING SPONSOR - \$6,000 (LIMIT 1)

- Two tables of 10 with priority seating
- Exclusive logo recognition on event invitation
- Primary logo recognition in all marketing
- Elevated marketing in pre- and post- event slideshow
- Opportunity to place items in attendee swag bag

#### CORPORATE SPONSOR - \$1,800

- One table of 10
- Logo recognition in all marketing

#### EXECUTIVE SPONSOR - \$2,500

- One table of 10 with prominent seating
- Logo recognition in all marketing
- Marketing in pre- and post- event slideshow
- Opportunity to place items in attendee swag bag

#### ADDITIONAL SPONSORSHIPS (LOGO ON ITEM)

- Centerpiece Sponsor - \$1000
- Dessert Sponsor - \$1000
- Champagne Wall- \$500

# SAND TRAP CLASSIC

## May 5, 2025

### ABOUT THE EVENT:

Take the "work" out of networking and join us for The Chamber's annual Sand Trap Classic Golf Tournament!

The tournament format is a four-person scramble with a shotgun start (morning and afternoon tournaments) hosted at Lawrence Country Club. Players are encouraged to arrive early to register, mix and mingle, and enjoy hosted snacks and beverages before your flight begins.

#### DOUBLE EAGLE SPONSOR- \$7,000 (LIMIT 1)

- Exclusive recognition on invitation and event marketing
- Primary logo recognition on marketing
- Two teams (8 players)
- HOLE SPONSOR
- Exclusive branding on golfer gifts in partnership with Chamber staff

#### SHUTTLE SPONSOR - \$2,500 (LIMIT 1)

- BIRDIE SPONSOR *plus*
- Exclusive logo placement on 2 shuttles used throughout the day with attendees

#### BIRDIE SPONSOR - \$1,750

- Logo recognition on event marketing
- One team (4 players)

#### HOLE SPONSOR - \$750

- Logo recognition at sponsored hole
- Opportunity for staff presence at hole
- Chance to give away prizes, swag, etc.

#### SCORECARD SPONSOR - \$3,000 (LIMIT 1)

- BIRDIE SPONSOR *plus*
- Exclusive logo placement on scorecard

#### EAGLE SPONSOR - \$2,250

- BIRDIE SPONSOR *plus*
- HOLE SPONSOR

#### LUNCH SPONSOR - \$2,000 (LIMIT 2)

- BIRDIE SPONSOR *plus*
- Exclusive logo placements in dining area

#### PRACTICE FACILITY SPONSOR- \$1000 (LIMIT 1)

- Logo recognition at practice facilities
- Opportunity for staff presence at practice facilities
- Chance to give away prizes, swag, etc. to golfers

#### BREAKFAST SPONSOR - \$500 (LIMIT 2)

- Exclusive logo placements in dining area
- 2 company reps can attend the breakfast time and networking

# EMPOWERMENT EXPO

September 2025

## ABOUT THE EVENT:

A one-day conference to create an inclusive space for attendees to learn, connect, and build together a powerful business community strengthened by the invaluable connections and knowledge gained.

### GOLD SPONSOR - \$2,500

- Primary logo placement on event marketing
- 2 tickets to attend

### SILVER SPONSOR - \$1,500

- Logo placement on event marketing
- 2 tickets to attend

### BRONZE SPONSOR - \$500

- Business name on event marketing
- 1 ticket to attend

### LUNCH SPONSOR - \$1,500

- Logo placement on lunch buffet and event marketing
- 2 tickets to attend

### RECEPTION SPONSOR - \$1,000

- Logo in reception area and on event marketing
- 1 ticket to attend

### COFFEE SPONSOR - \$750

- Logo on refreshment station and event marketing
- 1 ticket to attend



## TASTE OF LAWRENCE

November 2025

## ABOUT THE EVENT:

For over 40 years, Taste of Lawrence has been held annually to honor our local educators and showcase some of our community's finest food and beverage establishments.

Always a great time, the event is aptly named as those in attendance are truly offered a taste of the Lawrence community.

### DEAN'S LIST - \$4,000 (LIMIT 1)

- Exclusive recognition in invitation and elevated presence on event marketing
- Dedicated booth in center of event space
- Prominent ad within event program
- 25 event tickets

### HEAD OF THE CLASS - \$2,250 (LIMIT 3)

- Logo recognition on event marketing
- Business Vendor Package
- Business ad within event program
- 15 event tickets

### SWAG BAG SPONSOR - \$2000 (LIMIT 1)

- Logo recognition on event marketing
- General Vendor Package
- Business ad within event program
- 15 event tickets

### HONOR ROLL - \$1,500 (LIMIT 6)

- Logo recognition on event marketing
- Business Vendor Package
- Business ad within event program
- 10 event tickets

### TEACHER GIFT SPONSOR - \$1000 (LIMIT 2)

- Logo recognition on event marketing
- Logo presence at educator gift area
- 8 event tickets

### New for 2025!

The Chamber's Business Expo is now joining forces with Taste of Lawrence to further showcase all Lawrence has to offer!

Non-food and beverage operations can reserve a booth at Taste of Lawrence!

### FOOD AND BEVERAGE VENDOR - \$0!\*

- 2 tables and 1 10x10 tent (if outdoors)
  - Logo signage at the event and selected marketing prior to the event
- \*for Chamber members in good standing

### BUSINESS VENDOR - \$200

- Table and two chairs
  - Opportunity for business to network with the public and sell your product and/or services
- \*opportunity for no cost if volunteering and sharing a booth with a food and beverage vendor.

# INTERCITY VISIT | DES MOINES

October 2025

## ABOUT THE EVENT:

Intercity visits are an excellent opportunity for community leaders from public, private, and non-profit sectors to gain knowledge of innovative ideas and programs from other cities.

Those who attend the intercity visit will meet and learn from local leaders in the Des Moines Metro about topics important to Lawrence residents such as: tourism, economic development, entrepreneurship, local government, partnership between college and city, community health, and more.

## PRESENTING SPONSOR - \$7500 (LIMIT 1)

- Logo on event page and all marketing materials and locations
- 2 tickets to attend the trip

## MEAL SPONSORS - \$2500-\$5000

- Logo on event page and various marketing materials
- Logo at the appropriate space during the event
- 1 ticket to attend

## LANYARD SPONSOR - \$1000

- Logo on event page
- Logo on event lanyard

## TRANSPORTATION SPONSOR - \$1000

- Logo on event page
- Logo on bus(es)
- Opportunity to provide materials to a welcome gift on bus

**Additional sponsorships and ticket sales will be announced in 2025!**

# NEW MEMBER RECEPTION

April 2025 & October 2025

## ABOUT THE EVENT:

The newly created event is a gathering space for recently joined Chamber members and Chamber member representatives to learn more about The Chamber and its staff, current initiatives, and ask questions.

After a quick information meeting, new members will enjoy a relaxed networking event with each other, representatives from The Chamber Board of Directors, EDC Board of Directors, and The Chamber Envoy Committee.

## PRESENTING SPONSOR - \$1500 (LIMIT 1 PER EVENT)

- Exclusive logo recognition on invitations to all new members
- Logo recognition on event page
- 4 registrations for company representatives to attend
- Opportunity to provide swag to all members present

## BAR SPONSOR - \$500 (LIMIT 2 PER EVENT)

- Logo recognition on event page and bar menu
- 2 registrations for company representatives to attend

## SNACK SPONSOR - \$100 (LIMIT 2 PER EVENT)

- Logo recognition on event page and food display
- 1 registration for company representative to attend
- We ask that this sponsorship remain for small businesses and non-profit organizations

# LEGISLATIVE PRIORITIES BREAKFAST

January 10, 2025

## ABOUT THE EVENT:

Hear from The Chamber and community partners on Legislative Priorities for the upcoming State of Kansas Legislative Session. We will also hear from our elected officials at the State level.

### PRESENTING SPONSOR - \$2,250 (LIMIT 1)

- Primary logo recognition on all event materials
- 8 tickets with reserved table
- Designated guests hosted at your table

### GOLD SPONSOR - \$1,000

- Logo recognition on all event materials
- 4 tickets with reserved seats

## GOVERNMENT AND COMMUNITY AFFAIRS

### Quarterly

### \$2000 / 1ST QUARTER

- Exclusive logo placement on GCA emails which reach over 1,000 people per email during the sponsorship
  - This includes weekly Statehouse Reports during Kansas Legislative Session
- Recognition at GCA events
- Logo recognition and 2 seats to Legislative Priorities Breakfast & Leadership Luncheon: State of the City Address

### \$1,500 / 2ND QUARTER

- Exclusive logo placement on GCA emails which reach over 1,000 people per email during the sponsorship
  - This includes weekly Statehouse Reports during Kansas Legislative Session
- Recognition at GCA events

### \$1,250 / 3RD AND 4TH QUARTER

- Exclusive logo placement on GCA emails which reach over 1,000 people per email during the sponsorship
- Recognition at GCA events

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

These regular events take place throughout the year and are a great opportunity to continuously get your business in front of Chamber members!

### BUSINESS AFTER HOURS - \$500

- Every other month on the 3rd Thursday from 4 to 6 p.m.
- Sponsor message at event
- Social media post to promote event

### CHAMBER DRY BAR SPONSOR - \$100/MONTH

- Exclusive logo signage at event beverage stations (excluding signature events) and The Chamber Board Room

### COFFEE CONNECTIONS - \$100/MONTH

- Logo placement on event page
- Tag on social media when Coffee Connections is shared

### NEW SPONSORSHIP IDEAS?

- If you have an idea of a new sponsorship The Chamber should consider, don't hesitate to reach out to us and we are happy to discuss!

# Leadership Lawrence

## A PROGRAM OF THE CHAMBER

### PRESENTING CLASS SPONSOR - \$5,000 (LIMIT 1)

- Exclusive logo recognition on class materials and notebooks
- Tagged on social media communications
- Mentioned in monthly reports to The Chamber Board of Directors
- 8 reserved tickets to Leadership Lawrence Signature Events
- Acknowledgement at all Leadership Lawrence Events

## LEADERSHIP LAWRENCE SIGNATURE EVENTS

### ANNOUNCEMENT CELEBRATION

Presenting Sponsor - \$1500

- Premier logo recognition on event marketing
- 4 tickets to State of the City Address

Event Sponsor - \$500

- Logo recognition on event marketing

### LEADERSHIP LUNCHEON featuring the STATE OF THE CITY ADDRESS

Presenting Sponsor - \$2,000 (LIMIT 1)

- Premier logo placement on event marketing
- Reserved table for 8

Refreshment Sponsor - \$500

- Logo placement on event marketing
- 4 tickets to attend

Reserved Table - \$250

- Logo on reserved table of 8

### GRADUATION CELEBRATION

Presenting Sponsor - \$2,000 (LIMIT 1)

- Primary logo placement & 10 tickets

Gold Sponsor - \$1,000

- Logo recognition & 6 tickets

Silver Sponsor - \$500

- Logo recognition & 4 tickets

### RUBIES AND ROSÉ: A Leadership Lawrence Scholarship Fundraiser

Presenting Sponsor - \$2,000 (LIMIT 1)

- Premier logo placement on event marketing
- Logo on photos from photo booth
- Reserved table for 8

Photo Booth Sponsor - \$1000 (LIMIT 1)

- Logo placement at the photo booth
- Logo on event marketing
- Reserved table for 8

Table Sponsors - \$750

- Logo on marketing materials
- Reserved table for 8

Food Station Sponsors - \$500

- Logo on all food stations
- 2 tickets to attend the event



## ADDITIONAL LEADERSHIP LAWRENCE OPPORTUNITIES

### DAY SPONSOR - \$800/DAY

- Logo on class materials
- Social media shoutout
- Mention in monthly Chamber Board reports

### LUNCH SPONSOR - \$500

- Exclusive logo placement around event site
- Social media shoutout
- Mention in monthly Chamber Board reports

## Have Questions?

Give us a call, send an email, or schedule a time  
to stop by and learn more!



Sue Hack  
Executive Director  
Leadership Lawrence  
shack@lawrencechamber.com  
(785) 865-4421



# 2025 ANTICIPATED EVENTS



## First Quarter

- Legislative Priorities Breakfast
- Annual Meeting
- Rubies and Rosé: A Leadership Lawrence Fundraiser
- Leadership Luncheon: State of the City
- Envoy Meetings
- Coffee Connections
- Business After Hours
- Government and Community Affairs Luncheon



## Second Quarter

- Leadership Lawrence Graduation Celebration
- Sand Trap Classic
- Legislative Wrap-Up
- New Member Reception
- Envoy Meetings
- Government and Community Affairs Luncheon
- Coffee Connections
- Business After Hours
- EDC and Rising Together Investor Update



## Third Quarter

- Empowerment Expo
- Leadership Lawrence Class Announcement
- Envoy Meeting
- Government and Community Affairs Luncheon
- Coffee Connections
- Business After Hours



## Fourth Quarter

- Intercity Visit | Des Moines
- Taste of Lawrence
- New Member Reception
- Envoy Meeting
- Government and Community Affairs Luncheon
- Coffee Connections
- Business After Hours
- EDC and Rising Together Investor Update



\*Event dates are subject to change