

*Write Your Story!*



**ABERDEEN AREA**

**CHAMBER OF COMMERCE**

**2017 Sponsorship and Marketing Opportunities**

“Serving as the leading business advocate for the economic health & vitality of our membership, our community, and the greater Aberdeen area.”



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Dear Chamber Member:

Thank you for your investment in the Aberdeen Area Chamber of Commerce. You join nearly 700 businesses that have embraced the Chamber's mission to serve as the leading business advocate for the economic health and vitality of our membership, our community and the greater Aberdeen area.

As a member of the Aberdeen Area Chamber, you will receive many benefits and services that can assist you in doing business. I encourage you to take advantage of everything the Chamber has to offer. Check out the website at: [www.aberdeen-chamber.com](http://www.aberdeen-chamber.com) for more details on membership benefits and services, or call the Chamber and ask for myself or our Membership Director, Bea Fischer.

One of the biggest benefits of your Chamber membership is the opportunity to participate in the many events and programs the Chamber presents. Participation in these programs can open new doors for potential customers and opportunities for your business. As a member, I encourage you to take part in the many events and programs offered throughout the year.

This brochure outlines all of the sponsored events currently planned for 2017. I encourage you to consider putting your company in front of others and being an event sponsor for 2017. Sponsorship prices are structured for all sizes of businesses and are great additions to your company's marketing plan.

In addition, we would be happy to visit with you about customizing your sponsorships to reach the appropriate audience for your business and industry. We look forward to working with you in 2017!

Sincerely,

A handwritten signature in cursive script that reads "Gail Ochs".

Gail L. Ochs

President, IOM  
Aberdeen Area Chamber of Commerce

## Business after Hours

The Aberdeen Area Chamber of Commerce sponsors 11 Business after Hours networking mixers each year, from 5:15 to 7:00 PM at various business locations. The event is held to encourage networking among the city's business leadership and employees. It is an ideal way to establish contacts and build relationships with fellow businessmen and women. These mixers attract 150- 200 people and allow members to get better acquainted with your business in an informal setting. Chamber members have the opportunity to be a sole host, event host, or a booth sponsor at the events.

For more information, contact Bea Fischer at (605) 225-2860 or [bea@aberdeen-chamber.com](mailto:bea@aberdeen-chamber.com).

### Sole Host

**\$2,000**

- Exclusive Hosting! No other hosts or sponsors
- Promotion as sole host in email notification and event marketing
- Coordination of evening's agenda to promote host and facility
- Opportunity to address crowd during evening agenda
- Coordinate menu and offerings with Chamber staff

### Event Host

**\$600**

- Booth at event
- Coordination of evening's agenda
- Promoted as host of event in email notifications and event marketing
- Opportunity to address crowd during evening agenda.

### Booth Sponsor

**\$300**

- Booth at event
- Promoted as sponsor of event in email notifications and event marketing

## 2017 Business after Hours Locations

DATE	HOST	LOCATION
Thursday, January 12	Aberdeen Development Corporation	The Workshop
Thursday, February 9	Finishing Touch	Finishing Touch
Thursday, March 9	Non-Profit Month	Yelduz Shrine Center
Thursday, April 18	Chamber Week	NSU Student Center
Thursday, May 11	Pierson Ford-Lincoln	Pierson Ford-Lincoln
Thursday, June 8	Aberdeen Downtown Association	Main Street
Thursday, July 13	Sportsman Club of Brown County	Sportsman Club of Brown County
Thursday, September 14	Boys & Girls Club	Boys & Girls Club
Thursday, October 12	Midstates, Inc	Quality Quick Print
Thursday, November 9	Presentation Convent	Presentation Sisters
Thursday, December 14	Midco	Dakota Event Center



# Progress Magazine

The Chamber works with Midstates Printing/Quality Quick Print to produce 6 PROGRESS magazines throughout the year. This 32-page full-color glossy publication features Chamber activities and events, community information and happenings, business articles, calendar of events, etc. Advertising is sold through Jason Pelzl at Quality Quick Print, and the Chamber offers the following exclusive sponsorships listed below.

Contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com) for details.

## **Front Cover and Inside Page** **\$1,700**

Total Available: 1 per issue (6 per year)

Sponsor coordinates cover photography and layout with the Chamber and Quality Quick Print to ensure it meets guidelines and writes full page article highlighting company as they wish.

## **Inside Spread** **\$1,200**

Total Available: 1 per issue (6 per year)

Sponsor coordinates photography and layout design of spread with Chamber and Quality Quick Print.

### **2017 Issues**

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

# Community Champions Luncheon

*February 14, 2017*

*Projected Attendance: 300*

The Community Champions Awards Luncheon recognizes volunteer leaders within Aberdeen and the region. The following awards are presented on behalf of the Aberdeen Area Chamber of Commerce, the Aberdeen Convention and Visitors Bureau, the Aberdeen Development Corporation, the Aberdeen Hotel Alliance, CorTrust Bank and the Prairie Family Business Association:

- Woman of Spirit Award
- GEORGE Award
- STAR Award
- Emerging Leader Award
- Military & Veterans Award
- ViTality Award
- Aberdeen Area Family Business of the Year Award
- Hometown Hero Award
- Spotlight Award
- Entrepreneur of the Year Award

For information on sponsorship, contact Bea Fischer at (605) 225-2860 or [bea@aberdeen-chamber.com](mailto:bea@aberdeen-chamber.com)

## **Luncheon Sponsor**

**\$500**

Number Available: 10

- One reserved table of 8
- Company name on invitations and program
- Company name on signage at event
- Recognition in all media announcements for event
- Recognition before, during and after event in PROGRESS
- Recognition evening of event
- First right of refusal for next year's event

# Leadership Aberdeen Partners

*January 12 – March 30, 2017*

The Leadership Aberdeen program is a comprehensive workshop for current and potential leaders designed to analyze characteristics associated with leadership, develop individual skills, and gather an awareness of trends, challenges, and issues that face Aberdeen and the region.

Leadership Aberdeen seeks a diverse group of participants of varying interest and styles across the broad spectrum of achievement from the region. Of the 700+ alumni, graduates have served on the Aberdeen school board, city and county commissions, and for the Chamber of Commerce. Many have assumed leadership in civic and community groups and in their professional roles.

Applicants to the program must live or work in the Northeastern South Dakota region and agree to attend the orientation retreat and all weekly sessions. Leadership Aberdeen participants selected through a confidential application process by the Leadership Committee. The Chamber offers businesses the opportunity to be a business partner.

Interested businesses should contact Bea Fischer at (605) 225-2860 or [bea@aberdeen-chamber.com](mailto:bea@aberdeen-chamber.com).

## **Business Partner**

**\$650**

Total Available: 8

- Promoted as Leadership Aberdeen Business Partner in all promotional materials
- Host the session at your business - working space for 35
- Tour of your business with discussion about your business, its goals and challenges, etc.
- Presentation on leadership topic of your choice by you, leadership alumni from your business, or other selected company representative
- Coordinates session, training materials, etc. with Chamber
- Provide class meal and refreshments
- Discount on tuition for participants from your business. Send two and one is half price; send one for \$100 off.



# Chamber Week

*April 21, 2017*

*Projected Attendance: 300*

For information on sponsoring, contact Gail Ochs at (605) 225-2860 or [gail@aberdeen-chamber.com](mailto:gail@aberdeen-chamber.com).

## **Luncheon Sponsor**

**\$1,200**

- One reserved table of 8
- Company name on invitations and program
- Company name on signage at event
- Recognition in all media announcements for event
- Recognition before, during and after event in PROGRESS
- Recognition evening of event
- Opportunity for CEO or company representatives to greet guests
- Opportunity for company promotional materials in gift bag
- First right of refusal for next year's event.

## Cracker Barrels

*Saturdays Mornings during Legislative Session  
February 4, 11 & 24 and, March 4  
Centennial Rooms, NSU Student Center  
Projected Attendance: 200*

The Aberdeen Area Chamber of Commerce Government Affairs Committee hosts the legislative cracker barrel sessions from 10:00 am – 12:00 pm. The sessions are open to the public and offer an excellent opportunity for legislators from Districts 1, 2 and 3, and their constituents to publicly discuss issues of importance.

To sponsor, contact Gail Ochs at (605) 225-2860 or [gail@aberdeen-chamber.com](mailto:gail@aberdeen-chamber.com).

### **Sponsor**

**\$100**

Number Available: 25

- Recognition during program announcements
- Company name televised on taped program to air on local channel 7 throughout session
- Company name on signage and flyers at events
- Recognition in all media announcements for event
- Recognition in PROGRESS magazine
- First right of refusal for next year's event

# Aberdeen Day

*February 24, 2017*

*Projected Attendance: 100 Aberdeen community members – 1,000 at State Capitol*

This annual trip to the State Capitol offers Leadership Aberdeen participants and community leaders from our area the opportunity to see our legislative process in action. Displays are set up in the Capitol Rotunda, afternoon refreshments are served and the all-city elementary chorus sings on the capitol steps. Local representatives and senators are invited to join us for lunch and the Governor meets with the group sometime during the day.

To be a sponsor, contact Gail Ochs at (605) 225-2860 or [gail@aberdeen-chamber.com](mailto:gail@aberdeen-chamber.com).

## **Aberdeen Day Sponsor**

**\$250**

Number Available: 15

- Company name listed on Aberdeen Day agenda
- Booth at the capitol for company display
- Two seats on the bus to the capitol
- Lunch for two from company
- Recognition in all media announcements for event
- Recognition in PROGRESS magazine
- Opportunity for company promotional materials in gift bag for Senators and Legislators
- First right of refusal for next year's event

# Ag Fair

*April 11, 2017*

*Projected Attendance: 500 Area 4th Grade Students*

The Ag Committee of the Aberdeen Area Chamber of Commerce holds an Ag Fair each year at Prairie Hill Farms. The committee is proud to partner with the Groton FFA on this event. The fair's purpose is to teach fourth grade students about the importance of agriculture in their daily lives. Students attend and experience six areas of agriculture including: sheep and swine, farm safety, beef cattle, horses, dairy cattle and crops.

For more information and to sponsor this event, contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com).

## **Fair Sponsor**

**\$175**

- Recognition in all media announcements for event
- Recognition in PROGRESS magazine article
- Student thank you's

# Leadercast

*May 5, 2017*

*Projected Attendance: 500*

The Chamber hosts the Leadercast program annually. This year, Leadercast will be held on Friday, May 5<sup>th</sup> at Bethlehem Lutheran Church. Leadercast Live is the largest one-day leadership event in the world. Broadcast live each year from Atlanta to 100,000+ people in hundreds of locations around the world, Leadercast Live brings together many of the world's most recognized and respected global leaders to create a leadership experience unlike any other.

For more information and to sponsor this event, contact Gail Ochs at (605) 225-2860 or [gail@aberdeen-chamber.com](mailto:gail@aberdeen-chamber.com).

## **Leadercast Sponsor**

**\$1,000**

- Recognition in all media announcements for event
- Recognition in PROGRESS magazine articles
- Recognition on signage at event
- 5 tickets to the event

# Chamber Golf Scramble

*June 5, 2017*

*Projected Attendance: 180 Golfers*

The Annual Chamber Golf Tournament is a 4-person, best ball tournament held the first Monday in June at Moccasin Creek Country Club. The tournament kicks off at 11:30 am with a shotgun start and wraps up with drinks and hors d'oeuvres served in the club house. Prizes are awarded for the first three places in three flights with 36 total teams competing.

To sponsor, contact Bea Fischer at (605) 225-2860 or [bea@aberdeen-chamber.com](mailto:bea@aberdeen-chamber.com).

## **Hole Sponsor**

**\$350**

Number Available: 18

- Tee Box of your choice for promotion/decoration
- Company name on event announcements
- Company name on signage at tee box and event
- Recognition in all media announcements for event
- Recognition in PROGRESS magazine
- Opportunity for CEO or company representatives to greet guests
- First right of refusal for next year's event

# Northern Plains Livestock Show

June 3, 2017

Holum Addition, Brown County Fairgrounds

The Agriculture Committee of the Aberdeen Area Chamber of Commerce has hosted Northern Plains Livestock Day each year for over 20 years. Participants from over 10 counties in South Dakota and bordering states participate at the event held at Brown County Fairgrounds Expo Building.

Northern Plains Livestock Day is a sanctioned beef, lamb and goat show with the South Dakota Junior Points program. We work closely with other shows and extension offices around the region, and state to coordinate efforts on dates, and hopefully avoid duplication of shows on the same date.

To participate and/or sponsor, please contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com).

## Major Sponsor

**\$1,500**

Total Available: 1

- Recognition in all media announcements for event including newspaper and green sheets
- Recognition in PROGRESS magazine
- Recognition on signage at event
- Your company listed and linked on the Aberdeen Area Chamber of Commerce website and face book
- Ability to promote your products at show
- Company representative present for photo opportunities after the Grand Champion and Reserve Champion of each portion of the show are determined. Photos of the champions will be distributed throughout the state in newspapers and green sheets of their choice!

## Sponsor

**\$200**

- Recognition in all media announcements for event
- Recognition in PROGRESS magazine
- Recognition on signage at event

# New Faculty Luncheon

*August 14, 2017*

*Projected Attendance: 125*

The Workforce and Education Committee of the Aberdeen Area Chamber of Commerce hosts the New Faculty Luncheon each August to welcome new faculty from all the Aberdeen schools and to allow networking between area business people and these new teachers. Community information, maps, etc. is available as well as goodie bags filled with items from the sponsors.

To attend and sponsor, please contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com)

## **Sponsor**

**\$100**

- Recognition in all media announcements for event
- Recognition in PROGRESS magazine
- Company name on luncheon program
- Company promotional materials given to all participants
- Luncheon ticket



# Consumer Breakfast

August 20, 2017

Projected Attendance: 600 Fairgoers

The Aberdeen Area Chamber of Commerce Ag Committee holds a Consumer Breakfast the last Sunday of the Brown County Fair from 8:00 a.m. to 11 a.m. at the Club House at the Fairgrounds. The menu is milk, coffee, juice, pancakes and sausage. The mission is to increase public awareness of agriculture's vital role in northeast South Dakota. This event is always well attended.

To sponsor, contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com).

## Major Sponsor

**\$500**

- Logo and name on all signage
- Marketing table at event
- Opportunity to display banners and signage at the event
- Recognition and logo in PROGRESS Magazine
- Recognition in all media announcements for event
- Recognition on breakfast placemats
- Opportunity to record radio ads inviting people to the event. Chamber will coordinate and set up.

## Breakfast Sponsor

**\$100**

- Recognition in all media announcements for event
- Recognition in PROGRESS Magazine
- Recognition on breakfast placemats

\* The Chamber will also consider in-kind donations for items that can be used for the event rather than the \$100 donation.

# Youth Career Expo

*October 5, 2017*

*Projected Attendance: 1,200 high school juniors and seniors*

The Youth Career Expo provides businesses with the opportunity to market career opportunities within their company and industry to a large group of eager, young high school students.

The expo is held in conjunction with post-high planning days in the main arena of the Aberdeen Central High School gym from 8 am to noon. Businesses are organized within 16 career clusters.

To be a partner, contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com).

**Expo Partner**

**FREE for Chamber members**

Number Available: 30

- Company booth - manned by your employees to highlight various careers and opportunities within your company
- Company name listed on program
- Company listed on pre and post event promotion
- Opportunity for business to provide giveaway or specialty item to student

# Ag Appreciation Banquet

November 10, 2017

Projected Attendance: 550

The Annual Ag Appreciation Banquet is hosted by the Chamber's Ag Committee. Local businesses sponsor the evening to thank farm and ranch families for their hard work and dedication to the industry, as well as thanking them for their patronage. Attendees pay only \$5 to enjoy a wonderful evening meal and great entertainment. Awards for service recognition are also presented.

Contact Lisa Anderson at (605) 225-2860 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com) to sponsor.

## Gold Sponsor

**\$1,500**

- Booth display in convention center hall
- Business logo on screen during program
- Business logo on printed program
- Business name on table
- Reserved VIP seating (includes 16 tickets)
- Attend the exclusive VIP Social (separate from public)
- Option to purchase extra VIP Social tickets

## Silver Sponsor

**\$300**

- Business recognition on screen
- Business listing on program
- Reserved seating (includes 8 tickets)
- 2 tickets to VIP Social (separate from public)
- Option to purchase extra VIP Social tickets

## Bronze Sponsor

**\$150**

- Business listing on screen & program
- 2 tickets to the banquet

## **Pre-Legislative Luncheon**

*January 2017*

*Projected Attendance: 200*

The Government Affairs Committee of the Aberdeen Area Chamber of Commerce hosts the Annual Pre-Legislative Luncheon in December or January each year from 11:00 – 1:30 p.m. The Governor or Lieutenant Governor speaks along with legislators from District 1, 2, and 23.

For more information contact Gail Ochs at (605) 225-2860 or [gail@aberdeen-chamber.com](mailto:gail@aberdeen-chamber.com).



## 2017 Sponsorship Form

### Business After Hours

\_\_\_\_\_ Sole Host \$2,000  
 \_\_\_\_\_ Event Host \$ 600  
 \_\_\_\_\_ Sponsor \$ 300

### Progress Magazine

\_\_\_\_\_ Front Cover & Page 3 \$1,700  
 \_\_\_\_\_ Center Spread \$1,200

### Community Champions Luncheon

\_\_\_\_\_ Luncheon Sponsor \$ 500

### Leadership Aberdeen

\_\_\_\_\_ Business Partner \$ 650

### Chamber Week

\_\_\_\_\_ Luncheon Sponsor \$1,200

### Cracker Barrels

\_\_\_\_\_ Sponsor \$ 100

### Aberdeen Day

\_\_\_\_\_ Sponsor \$ 250

### 4<sup>th</sup> Grade Ag Fair

\_\_\_\_\_ Sponsor \$ 175

### Leadercast

\_\_\_\_\_ Sponsor \$ 500

### Chamber Golf Scramble

\_\_\_\_\_ Tee Box Sponsor \$ 350

### Northern Plains Livestock Show

\_\_\_\_\_ Champion Sponsor \$1,500  
 \_\_\_\_\_ Sponsor \$ 150

### New Faculty Luncheon

\_\_\_\_\_ Sponsor \$ 100

### Consumer Breakfast

\_\_\_\_\_ Host Sponsor \$ 500  
 \_\_\_\_\_ Sponsor \$ 100

### Youth Career Expo

\_\_\_\_\_ Expo Partner FREE

### Ag Appreciation Banquet

\_\_\_\_\_ Gold Sponsor \$1,500  
 \_\_\_\_\_ Silver Sponsor \$ 300  
 \_\_\_\_\_ Bronze Sponsor \$ 150

I understand that I will be invoiced and contacted for the events I have chosen to sponsor for 2017.

Signature: \_\_\_\_\_ Business: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*Please fax form to (605) 225-2437 or e-mail it to [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com)*