



2022 sponsorship & marketing opportunities





Dear Chamber Member:

Thank you for your investment in the Aberdeen Area Chamber of Commerce. You join nearly 650 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 our website at: www.aberdeen-chamber.com for more details on membership benefits and services or call the Chamber and ask for myself or our Kami Spieker, Membership & Engagement.

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 the sponsorship opportunities currently planned for 2022. I encourage you to consider putting your company in front of others and being an event sponsor. 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 2022!

Sincerely,

A handwritten signature in black ink that reads 'Gail Ochs'.

Gail L. Ochs
President, IOM
Aberdeen Area Chamber of Commerce

www.aberdeen-chamber.com / info@aberdeen-chamber.com / (605) 225-2860

business after hours

The Aberdeen Area Chamber of Commerce sponsors 11-12 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 150-250 people and allow members to get better acquainted with your business in an informal setting. For information on sponsorships are listed below. For more information, contact Kami Spieker at (605) 225-2860 or kami@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
- 10 tickets to event

event host \$800

- 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.
- 4 tickets to event

booth sponsor \$400

- Booth at event
- Promoted as sponsor of event in email notifications and event marketing
- Opportunity to address crowd during evening agenda
- 2 tickets to event

DATE	HOST	LOCATION
Thursday, January 13, 2022	Aqtegra	Aqtegra Innovation Center
Thursday, February 10, 2022	Engels Event Company	Engels Event Company
Thursday, March 10, 2022	Non-Profit Month	Yelduz Shrine
Thursday, April 7, 2022	NVC	NVC
Thursday, May 12, 2022	IDC	IDC
Thursday, June 9, 2022	The Zoo Bar	The Zoo Bar
Thursday, July 14, 2022	Sanford Health	Sanford Aberdeen
Thursday, August 14, 2022	TBD	TBD
Thursday, September 8, 2022	Pierson Ford	Pierson Ford
Thursday, October 13, 2022	Manufacturing Month	Civic Arena
Thursday, November 10, 2022	Montgomery's	Montgomery's
Thursday, December 8, 2022	MIDCO	Dakota Event Center

new employee welcomes

The Aberdeen Area Chamber of Commerce is kicking off new employee welcomes in 2022! These will be held from 4:15 – 5:15 right before our monthly Business After Hours mixers, hopefully in the same location as well. These informational sessions are free for new employees of Chamber members to attend and is an opportunity for them to learn about the community and the Chamber and ask any questions they have. Helping them will be a sponsor, as well as Chamber board member and committee volunteer.

sponsor

\$20 per attendee (varies)

- Booth at event
- Receive list of attendees
- Part of the panel talking to the group
- Pay for attendees to attend Business After Hours mixer following. 10 new employees would be \$200.
- 2 tickets to new employee mixer and Business After Hours Mixer that night

For more information, contact Kami Spieker at (605) 225-2860 or kami@Aberdeen-chamber.com.

EDGE events

Explore. Discover. Gather. Engage. These social events are targeted at young professionals ages 21-40 who want to meet other businesspeople in the community. In 2022, we plan to hold 3-4 mixers and 3-4 lunch and learns. Businesses can sponsor these events and have a chance to meet and get to know Aberdeen's future business leaders. For more information, contact Kami Spieker at (605) 225-2860 or kami@Aberdeen-chamber.com.

progress magazine

The Chamber works with Midstates Group 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 inside of the publication is handled by Jason Pelzl at Midstates Group. Contact him at jasonp@midstatesgroup.com or 605-725-4640. The Chamber offers the following exclusive sponsorships listed below. For these spaces, contact Lisa Anderson at (605) 225-2860 or lisa@aberdeen-chamber.com for details.

front cover and page 3

\$1,800

Total Available: 1 per issue (6 per year)

Sponsor coordinates cover photography and layout with the Chamber and Midstates Group to ensure it meets guidelines and writes full page article highlighting company as they wish for page 3.

inside center spread

\$1,200

Total Available: 1 per issue (6 per year)

Sponsor coordinates photography and layout design of spread with Chamber and Midstates Group.

2022 issues

- January/February
- March/April *(front cover & center sold)*
- May/June *(front cover sold)*
- July/August *(front cover sold)*
- September/October
- November/December

membership directory & resource guide

This directory is printed annually each spring and distributed to all Chamber members, as well as anyone requesting relocation information for the Aberdeen community. Chamber members can advertise in this directory by contacting Jason Pelzl at Midsates Group at jasonp@midstatesgroup.com or 605-725-4640.

leadership aberdeen business partnership

January - March 2022

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 800+ 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. The Chamber offers businesses the opportunity to be a business partner of this program. Interested businesses host a class at their business and participate in the curriculum. If you are interested, contact Gail Ochs at (605) 225-2860 or gail@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 “Positive Leadership” topic 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.

ag appreciation banquet

January 21, 2022

Projected Attendance: 400

Dakota Event Center

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 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 to sponsor.

prime sponsor

\$1,500

- Banner displayed 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)

choice sponsor

\$800

- Business recognition on screen
- Business listing on program
- Business name on table
- Reserved seating (includes 8 tickets)

select sponsor

\$400

- Business recognition on screen
- Business listing on program
- Reserved seating (includes 4 tickets) with other select sponsors

legislative cracker barrels

Saturdays Mornings During Legislative Session

Projected Attendance: 200

January 29, February 12, and March 5, 2022

The Aberdeen Area Chamber of Commerce 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, 3 and 23, and their constituents to publicly discuss issues of importance.

The 2022 sessions will be held in the Kessler's Champions Club at NSU, upstairs in the Barnett Center. To sponsor, contact Gail Ochs at (605) 225-2860 or gail@aberdeen-chamber.com.

sponsor

\$100

Number Available: 15

- 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

community champions awards luncheon

February 8, 2022

Projected Attendance: 300

Best Western Ramkota

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 Military & Veteran's Committee of the Chamber, the Aberdeen Convention and Visitors Bureau, the Aberdeen Hotel Alliance, and the Prairie Family Business Association:

- Woman of Spirit Award
- GEORGE Award
- STAR Award
- Emerging Leader Award
- Military & Veterans Awards
- ViTality Award
- Entrepreneur of the Year Award

For information on sponsorship, contact Kami Spieker at (605) 225-2860 or kami@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

aberdeen day at the legislature

February 24, 2022

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.

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
- First right of refusal for next year's event

national ag day

March 22, 2022

National Ag Day is organized by the Agriculture Council of America and celebrated in Aberdeen with the help of the Ag Committee. Traditionally, committee members have spent the day in local retail stores handing out Beef Bucks & pork certificates, food samples and local ag information. Plans are underway for what that will look like in 2022. For more information and to sponsor this event, contact Lisa Anderson at (605) 225-2860 or lisa@aberdeen-chamber.com.

ag day sponsor

\$150

- Recognition in all media announcements for event and in PROGRESS magazine
- Business logo on handouts and any related Ag Day celebration marketing.

ag fair

April 12, 2022

Projected Attendance: 500 Area 4th Grade Students

Prairie Hill Farms

The fair's purpose is to teach fourth grade students from Aberdeen and surrounding communities about the importance of agriculture in their daily lives. Students attend and experience six areas of agriculture including: sheep and swine, farm safety, cattle, horses, and crops. For more information and to sponsor this event, contact Lisa Anderson at (605) 225-2860 or lisa@aberdeen-chamber.com.

fair sponsor

\$225

- Recognition in all media announcements for event and in PROGRESS magazine
- Student thank you notes

leadercast

May 4, 2022

Projected Attendance: 200

Dakota Event Center

The Chamber hosts the Leadercast program annually. Leadercast Live is the largest one-day leadership event in the world. Broadcast live each year from Cincinnati 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.

platinum 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

gold sponsor

\$500

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

golf scramble

June 6, 2022

Moccasin Creek Country Club

The Annual Chamber Golf Tournament is a 4-person, scramble tournament held at Moccasin Creek Country Club. The 2020 tournament will have tee times starting at 10:00 am with prizes awarded for the first three places in three flights with a maximum of 36 total teams competing. To sponsor, contact Kami Spieker at (605) 225-2860 or kami@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
- First right of refusal for next year's event

new faculty luncheon

August 15, 2022

Projected Attendance: 120

Dakota Event Center

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 businesspeople and these new teachers. All teachers are given a gift bag filled with items donated by sponsors, as well as information about the community. To attend and sponsor, please contact Lisa Anderson at (605) 225-2860 or lisa@aberdeen-chamber.com.

presenting sponsor

\$500

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

sponsor

\$125

- Recognition in PROGRESS magazine
- Company name on luncheon program
- Company promotional materials given to all new teachers
- Luncheon ticket

brown county fair breakfast

August 21, 2022

Projected Attendance: 600 Fairgoers

Brown County Fairgrounds Clubhouse

The Aberdeen Area Chamber of Commerce holds a pancake 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. This event is always well attended. To sponsor, contact Lisa Anderson at (605) 225-2860 or lisa@aberdeen-chamber.com. The Chamber will also consider in-kind donations for items that can be used for the event.

presenting sponsor

\$3,000

- 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.

collegepalooza

Date TBD

Projected Attendance: 400 NSU and PC College Students

Aberdeen Main Street

This back-to-school celebration for Northern State University and Presentation College students is free and open to the public. Students can learn more about what Aberdeen has to offer, from restaurants, entertainment, products and services, churches and so much more.

The event provides a chance for businesses to promote their products and services and potentially find employees. It also gives the community a chance to interact with NSU and PC students and learn more about each other.

Planning for the event has been a collaborative effort that has included the Aberdeen Area Chamber of Commerce, Aberdeen Downtown Association, Northern State University and Presentation College. To reserve your spot, call the Chamber at 225-2860 or email info@aberdeen-chamber.com.

sponsor

\$25

- 10' x 10" space on Main Street
- Business brings giveaways for up to 400 students
- Business responsible to bring own table, chair, tents, etc.

field to fork: a farm to table connection

September 9, 2022

Projected Attendance: 100

Centennial Village, Brown County Fairgrounds

Dine with farmers and learn about their operations and production practices. Field to Fork is an elegant, outdoor dining experience that connects local ag producers with anyone who wants to learn more about where the food on their table comes from and how it gets there. The focal point of Field to Fork, thematically and literally, is the dinner table. As the place where family and friends share food, fellowship and conversation, the dinner table serves as a symbol of open dialogue about food and farming. Producers are on hand throughout the event to answer questions and share their knowledge.

Proceeds from this event support an agriculture-related non-profit organization.

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

platinum sponsor

\$1,000

- Eight tickets to the event
- Business logo on education pieces at the event and marketing for the event
- Opportunity to display signage/banner at the event

gold sponsor

\$500

- Four tickets to the event
- Business name on education pieces at the event and marketing for the event

silver sponsor

\$250

- Two tickets to the event
- Business name on marketing for the event

campus ag education event

September 2022

Projected Attendance: 300

Student Center and Regional Sports Complex, NSU

New for 2022! Having two higher education campuses in Aberdeen puts us in a unique position to be able to educate young people about modern farming practices and products. Ag Committee members will be on hand throughout the event to have an open dialogue with students to dispel myths, answer questions and share their knowledge. Preliminary planning conversations include hands-on ag product displays, videos and food samples. This will be in conjunction with NSU's annual Ag Bowl football game.

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

sponsor

\$150

- Name and/or logo on all marketing and materials for the event

youth career expo

October 6, 2022

Projected Attendance: 1,400 high school juniors and seniors

NSU Barnett Center

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 Barnett Center at Northern State University from 8 am to noon. Businesses are organized within 16 career clusters. To be a partner, contact Stacie Wiedebush at (605) 225-2860 or stacie@aberdeen-chamber.com.

expo partner – 50 available

FREE for chamber members/ \$50 for non-members

- 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 a door prize and provide giveaways for students



business after hours

_____ sole host \$2,000
 _____ event host \$ 800
 _____ sponsor \$ 400
 month preferred: _____

new employee welcome

month preferred: _____

edge event

month preferred: _____

progress magazine – 6 issues

_____ front cover & page 3 \$1,800
 _____ center spread \$1,200
 month preferred: _____

leadership aberdeen business partnership (limited)

_____ business partner \$ 650

ag appreciation banquet

_____ prime sponsor \$1,500
 _____ choice sponsor \$ 800
 _____ select sponsor \$ 400

community champions awards luncheon

_____ sponsor \$ 500

legislative cracker barrel

_____ sponsor \$ 100

aberdeen day at the legislature

_____ sponsor \$ 250

national ag day

_____ sponsor \$ 150

ag fair

_____ sponsor \$ 225

leadercast

_____ platinum sponsor \$1,000
 _____ gold sponsor \$ 500

golf scramble

_____ tee box sponsor \$ 350

new faculty luncheon

_____ presenting sponsor \$ 500
 _____ sponsor \$ 125

Brown Co. Fair Pancake Breakfast

_____ presenting sponsor \$3,000



collegetherpalooza

_____ booth sponsor \$ 25

field to fork

_____ platinum sponsor \$1,000
 _____ gold sponsor \$ 500
 _____ silver sponsor \$ 250

campus ag education

_____ sponsor \$ 150

youth career expo

_____ expo partner FREE
 _____ non-member partner \$ 50

Signature: _____ Business: _____

Email: _____ Date: _____

Please scan and email form to info@aberdeen-chamber.com