



2023 sponsorship & marketing opportunities





Dear Chamber Member:

Thank you for your investment in the Aberdeen Area Chamber of Commerce. You join over 600 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 Kami Spieker, Promotions & Partnerships.

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 2023. 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 2023!

Sincerely,

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

Gail L. Ochs
Chief Executive Officer, 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 150-200 people and allow members to get better acquainted with your business in an informal setting. Information on sponsorships is 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 \$1000

- 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 \$500

- 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 12, 2023	Leadership Aberdeen Kick-Off	AutoMaxx
Thursday, February 9, 2023	Dacotah Bank	Dacotah Bank – Downtown
Thursday, March 9, 2023	Plains Commerce Bank – Non-Profit Month	Yelduz Shrine
Thursday, April 13, 2023	Horizon Healthcare/Horizon Health Foundation	Horizon Healthcare
Thursday, May 11, 2023	Farm Credit Services of America	Farm Credit Services of America
Thursday, June 8, 2023	Richmpnd Lake Recreation Area	Richmond Lake
Thursday, July 13, 2023	Kessler’s Food & Liquor	Kessler’s
Thursday, August 13, 2023	Pierson Ford – Wing Challenge	Pierson Ford
Thursday, September 7, 2023	Schwan Financial	Schwan Financial
Thursday, October 12, 2023	Manufacturing Month	Civic Arena
Thursday, November 9, 2023	Conklin Clinic	Conklin Clinic
Thursday, December 14, 2023	MIDCO	Dakota Event Center

new employee welcomes

These will be held from 4:15 – 5:15 right before our monthly Business After Hours mixers, usually 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 volunteers talking with 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 Julia Coon at (605) 225-2860 or julia@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 2023, 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 Julia Coon at (605) 225-2860 or julia@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
- May/June
- 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 2023

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

\$700

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.

legislative cracker barrels

Saturday Mornings During Legislative Session

Projected Attendance: 200

January 28, February 4, February 11, and March 4, 2023

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 representing Brown and surrounding counties, and their constituents to publicly discuss issues of importance.

The 2023 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 available at dakotabroadcasting.com
- 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 14, 2023

Projected Attendance: 200

Engels Event Company

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 and The Military & Veteran's Committee of the Chamber:

- Woman of Spirit Award
- GEORGE Award
- STAR Award
- Military & Veterans Awards
- ViTality Award
- Entrepreneur of the Year Award
- Family Business of the Year

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, 2023

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 21, 2023

National Ag Day is organized by the Agriculture Council of America and celebrated in Aberdeen with the help of the Ag Committee. In the Hub City we celebrate by educating our citizens about local ag production through events and special programs. 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 25, 2023

Projected Attendance: 500 Area 4th Grade Students and their teachers

Brown County Fairgrounds

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

ag fair sponsor

\$225

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

leadercast

May 3, 2023

Projected Attendance: 200

Kessler's Champions Club

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 5, 2023

Moccasin Creek Country Club

The Annual Chamber Golf Tournament is a 4-person, scramble tournament held at Moccasin Creek Country Club. Prizes are 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 **\$375**

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

meal sponsor **\$3000**

Number Available: 1

- Team registration including carts, mulligans and buy a drive
- Company name on event announcements
- Company name on signage in clubhouse
- Recognition in all media announcements for event
- Recognition in PROGRESS magazine
- First right of refusal for next year's event

ag appreciation event

July, 2023

Projected attendance: 250

TBD

New for 2023, the yet-to-be-named ag appreciation event will take the place of the Ag Appreciation Banquet, which had been held for many years. Although the Ag Committee has some ideas for what and where, we will continue to finalize plans for an event that will celebrate our local ag producers.

appreciation event sponsor

TBD

new faculty luncheon

August 14, 2023

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 Gail Ochs at (605) 225-2860 or gail@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 pancake breakfast

August 20, 2023

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 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 8, 2023

Projected Attendance: 150

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.

A portion of the 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

ag 605

September 2023

Projected Attendance: 300

Avera Student Center, NSU

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. Students can do spin-the-wheel trivia for prizes, try local food samples, watch educational videos and see some hands-on educational displays. 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 and at the event

youth career expo

September 28, 2023

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 Gail Ochs at (605) 225-2860 or gail@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 \$ 700

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
 _____ meal sponsor \$ 3000

ag appreciation event

TBD

new faculty luncheon

_____ presenting sponsor \$ 500
 _____ sponsor \$ 125

Brown Co. Fair Pancake Breakfast

_____ presenting sponsor \$3,000

collegpalooza

_____ booth sponsor \$ 25

field to fork

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

ag 605

_____ 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