



## 2024 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](http://www.aberdeen-chamber.com) for more details on membership benefits and services or call the Chamber and ask for myself or Julia Coon, 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 2024. 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 2024!

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](http://www.aberdeen-chamber.com) / [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com) / (605) 225-2860

## business after hours

The Aberdeen Area Chamber of Commerce organizes 10-11 business after-hours networking mixers annually. Hosted from 5:15 to 7:00 PM, the event is held at different business locations to encourage networking among Aberdeen’s business leaders and employees. It’s a perfect way to establish contacts and build relationships with fellow business professionals in a relaxed setting. These mixers typically bring in 125-150 people, providing an excellent opportunity for members to get better acquainted with your business. Attending these networking mixers can be incredibly beneficial, especially for those looking to expand their business connections and explore potential collaborations. It’s an opportunity to meet people from different industries and sectors, share ideas, and gain valuable insights from experienced professionals. For more information, contact Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@aberdeen-chamber.com).

### host \$2,000

- Promotion as sole host in email notification and event marketing
- Quarter page add in Progress Magazine promoting BAH Sponsorship
- Join Chamber Staff on the InTouch radio program the week of BAH
- Coordination of evening's agenda to promote host and facility
- Opportunity to address crowd during evening agenda
- Coordinate menu and offerings with Chamber staff
- Chamber Facebook page cover photo promoting event
- 10 event tickets

### annual sponsor \$500

- Promoted as sponsor of event in email notifications and event marketing
- Opportunity to address crowd during evening agenda at one Business After Hours
- 10 tickets to use for employees at Business After Hours (excluding ChristMoose with the Chamber)

DATE	HOST	LOCATION
Thursday, January 11, 2024	Agtegra	Agtegra Innovation Center
Thursday, February 8, 2024	Thee Glass Doktor	Thee Glass Dokotr
Thursday, March 14, 2024	Plains Commerce Bank	Yelduz Shrine
Thursday, April 11, 2024	Dakotaland Federal Credit Union	Dakotaland Federal Credit Union
Thursday, May 9, 2024	Interior Design Concepts	Interior Design Concepts
Thursday, June 13, 2024	Kesslers	Kesslers Champion Club
Thursday, July 11, 2024	Budget Furniture	Budget Furniture
Thursday, August 8, 2024	Forte Living	Forte Living
Thursday, September 2024	Lifeserve Blood Center	LifeServe Blood Center
Thursday, October 17, 2024	Workforce Innovation Summit	Ramkota
Thursday, November 14, 2024	Montgomery’s	Montgomery’s
Thursday, December 12, 2024	MIDCO – ChristMoose with the Chamber	Dakota Event Center

## new employee welcomes

These will be held from 4:15 – 5:15, quarterly, 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](mailto: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](mailto: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 Dan Goetz at Quality Quick Print. Contact him at [dang@myqgp.com](mailto:dang@myqgp.com) or 605-725-4640. The Chamber offers the following exclusive sponsorships listed below. For these spaces, contact Lisa Anderson at (605) 725-4705 or [lisa@aberdeen-chamber.com](mailto:lisa@aberdeen-chamber.com) for details.

**front cover and page 3** **\$2,000**

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** **\$1,400**

Total Available: 1 per issue (6 per year)

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

### 2024 issues

- January/February
- March/April
- May/June
- July/August
- 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 Dan Goetz at Quality Quick Print at [dang@myqgp.com](mailto:dang@myqgp.com) or 605-725-4705.

## leadership aberdeen business partnership

*January - March 2024*

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](mailto: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 27, February 10, and February 24, 2024*

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 2024 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](mailto:gail@aberdeen-chamber.com).

**sponsor**

**\$100**

Number Available: 15

- Recognition during program announcements
- Company name televised on taped program available at [dakotabroadcasting.com](http://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 13, 2024*

*Projected Attendance: 200*

*AmericInn*

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](mailto:kami@aberdeen-chamber.com).

### **luncheon sponsor**

**\$750**

Number Available: 10

- Includes 4 tickets
- 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 afternoon of event
- First right of refusal for next year's event



# aberdeen day at the legislature

*February 2024*

*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
- First right of refusal for next year's event

## **national ag week**

*March 17-23, 2024*

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 Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@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 23, 2024*

*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 Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@aberdeen-chamber.com).

### **ag fair sponsor**

**\$225**

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

## leadercast

*Friday, May 17<sup>th</sup>, 2024*

*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](mailto: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 3, 2024*

*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](mailto:kami@aberdeen-chamber.com).

**hole sponsor** **\$500**

Number Available: 18

- Tee Box of your choice for promotion/decoration or table in Clubhouse during registration
- 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** **\$1000**

Number Available: 2

- 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

## hats off to ag

*July 25, 2024*

*Projected attendance: 250*

*Engels Event Company*

This event takes the place of the Ag Appreciation Banquet, which had been held for many years. Plans for this celebration of local ag producers includes an ag speaker and Farm Family of the Year Award. Attendees will be encouraged to attend the free downtown summer concert after this event. To sponsor, contact Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@aberdeen-chamber.com).

**prime sponsor** **\$1,200**

- Sixteen tickets to the event
- Business logo on event marketing and at the event
- Opportunity to display signage/banner at the event

**choice sponsor** **\$600**

- Eight tickets to the event
- Business name on event marketing and at the event

## new faculty luncheon

*August 19, 2024*

*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](mailto: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

**\$150**

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

## field to fork: a farm to table connection

*September 6, 2024*

*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. To sponsor, contact Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@aberdeen-chamber.com).

### presenting sponsor \$5,000

- Sixteen VIP tickets to the event
- Reserved table
- Logo on event program
- Logo on event marketing
- Opportunity to speak at the event
- Stage banner placement at event

### platinum sponsor \$1,200

- Eight tickets to the event
- Logo on event program
- Logo on event marketing
- Opportunity to display signage/banner at the event

### gold sponsor \$750

- Four tickets to the event
- Logo on event program
- Logo in event marketing

### silver sponsor \$500

- Two tickets to the event
- Name on the event program
- Name on event marketing

## community block party

*September 19, 2024*

*Projected Attendance: 200 NSU Students*

*Main Street*

This back-to-school celebration for Northern State University 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, and Northern State University. To sponsor, contact Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@aberdeen-chamber.com).

**sponsor**

**\$40**

- 10' x 10" space on Malchow Plaza
- Business brings giveaways for up to 200 students and a door prize
- Business responsible to bring own table, chair, tents, etc.



# ABBY awards

*September 26, 2024*

*Projected Attendance: 150*

*Dakota Event Center*

The first ABBY Awards were presented in 1995. They are designed to salute and enhance the image of the Aberdeen business community by recognizing outstanding business performance, excellent business practices and local customer satisfaction within the community. The following awards are presented at the event:

- Agribusiness
- Bridge Builder
- Community Involvement – Business
- Community Involvement – Nonprofit
- Customer Service
- Health & Wellness
- Manufacturing
- People’s Choice
- Professional Services

All ABBY Awards, with the exception of People’s Choice, are judged by industry experts throughout the country. The People’s Choice is voted on the by local public. To sponsor, contact Kami Spieker at (605) 225-2860 or [kami@aberdeen-chamber.com](mailto:kami@aberdeen-chamber.com).

**sponsor**

**\$1,500**

- Eight tickets to the event
- Business logo at the event and marketing for the event

## youth career expo

*October 9, 2024*

*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](mailto:gail@aberdeen-chamber.com).

**expo partner – 50 available**

**\$50 for chamber members/ \$100 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**

**\_\_\_\_\_ host** \$2,000  
**\_\_\_\_\_ annual sponsor** \$ 500

**new employee welcome**

month preferred: \_\_\_\_\_

**edge event**

month preferred: \_\_\_\_\_

**progress magazine – 6 issues**

**\_\_\_\_\_ front cover & page 3** \$2,000  
**\_\_\_\_\_ center spread** \$1,400  
 edition preferred: \_\_\_\_\_

**leadership aberdeen business partnership (limited)**

**\_\_\_\_\_ business partner** \$ 700

**community champions awards luncheon**

**\_\_\_\_\_ sponsor** \$ 750

**legislative cracker barrel**

**\_\_\_\_\_ sponsor** \$ 100

**aberdeen day at the legislature**

**\_\_\_\_\_ sponsor** \$ 250

**national ag day**

**\_\_\_\_\_ sponsor** \$ 150

**ag fair**

**\_\_\_\_\_ sponsor** \$ 225

**leadercast**

**\_\_\_\_\_ platinum sponsor** \$1000  
**\_\_\_\_\_ gold sponsor** \$ 500

**golf scramble**

**\_\_\_\_\_ hole sponsor** \$ 500  
**\_\_\_\_\_ meal sponsor** \$ 1000

**hats off to ag!**

**\_\_\_\_\_ prime sponsor** \$1,200  
**\_\_\_\_\_ choice sponsor** \$ 600

**new faculty luncheon**

**\_\_\_\_\_ presenting sponsor** \$ 500  
**\_\_\_\_\_ sponsor** \$ 150

**collegetherpalooza**

**\_\_\_\_\_ booth sponsor** \$ 40

**field to fork**

**\_\_\_\_\_ presenting sponsor** \$5,000  
**\_\_\_\_\_ platinum sponsor** \$1,200  
**\_\_\_\_\_ gold sponsor** \$ 750  
**\_\_\_\_\_ silver sponsor** \$ 500

**ABBY awards**

**\_\_\_\_\_ sponsor** \$1,500

**youth career expo**

**\_\_\_\_\_ expo partner** \$ 50  
**\_\_\_\_\_ non-chamber member partner** \$ 100

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

Email: \_\_\_\_\_ Date: \_\_\_\_\_

Please scan and email form to [info@aberdeen-chamber.com](mailto:info@aberdeen-chamber.com)