



**Member Investor
Advertising & Promotion
Opportunities**

September 1, 2023 - August 31, 2024

209 W Washington St | Wausau, WI 54403

715.845.6231 | wausauchamber.com

Sponsorships, advertising and donations are a great way to position your business in front of a general or targeted audience. The Greater Wausau Chamber of Commerce offers many opportunities to fit your marketing needs and your budget. Marketing opportunities are available exclusively for members.

To inquire about or to secure advertising or promotion opportunities, call 715-848-5953. Opportunities are available on a first-come, first-served basis with top sponsors from the previous year often reserved the first right of refusal.

Premier Events

Premier events are the most prestigious and high exposure events of the year and create a tremendous buzz in the business community.



Women's Leadership Conference

ATHENA Leadership Award Program



ATHENA Leadership Awards Program – November 8, 2023

An annual event recognizing individuals in the region who have demonstrated professional excellence, taken part in community service and actively assisted women in attaining leadership skills that have helped them advance professionally. Awards include: ATHENA Leadership Award® and ATHENA Young Professional Leadership Award®.

Typical Attendance: 250 - 350

Investment: \$500 - \$3,000 (see chart below)

	Level:	Platinum	Gold	Silver	Bronze
	Maximum Available to Sell:	1	3	5	7
	Investment:	\$3,000	\$1,500	\$750	\$500
First right of refusal of same sponsorship level for next year		●			
Video commercial at event		●			
Optional display table at event		●			
Local pre-event marketing (digital, print & social media)		●	●	●	●
Complimentary seats at event (reserved seating available if requested)		8	4	2	1
Recognition at event (Chamber signage & verbal)		●	●	●	●

Full color ad in event printed program	Full Pg	Half Pg	Half Pg	Qtr Pg
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)	●	●	●	

Women’s Leadership Conference – January 17, 2024

An annual event focused on providing attendees with inspiration and leadership development to assist them in reaching their full potential in both their professional and personal lives.

NEW IN 2024: Members are invited to include a printed marketing piece and/or promotional item(s) in the tote bag for the Women’s Leadership Conference for just \$200! Each participating member will need to register by December 15, 2023 and supply copies/items by January 3, 2024. Limit of ten participants. This is a great opportunity for women-owned businesses to reach these attendees! Participants must supply a minimum of 300 items.

Typical Attendance: 350 - 650

Investment: \$375 - \$6,000 (see chart below)

Level:	Presenting	Platinum	Gold	Silver	Bronze
Maximum Available to Sell:	1	3	5	7	9
Investment:	\$6,000	\$3,000	\$1,500	\$750	\$375

Benefits:					
First right of refusal of same sponsorship level for next year	●				
Video commercial at event	●				
Optional display table at event	●				
Local & regional pre-event marketing (digital, print & social media)	●	●	●	●	●
Complimentary seats at event (reserved seating available if requested)	16	8	4	2	1
Recognition at event (Chamber signage & verbal)	●	●	●	●	●
Full color ad in event printed program	Full Pg	Half Pg	Half Pg	Qtr Pg	
Logo on conference bag or folder	●	●			
Option to include printed marketing piece and/or promotional item(s) in the event’s tote bag (sponsor supplies copies/items)	●	●	●	●	
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)	●	●	●		

Business Month – April, 2024

An annual celebration in the region, featuring the announcement of the Small Business of the Year Award recipients, Business EXPO, Fun@EXPO and more! The Business EXPO is the annual ‘can’t-miss’ event drawing thousands of attendees from all over the state and the Midwest. The Business EXPO provides an opportunity to grow business networks by connecting attendees with hundreds of exhibitors and is the largest chamber tradeshow in the state.

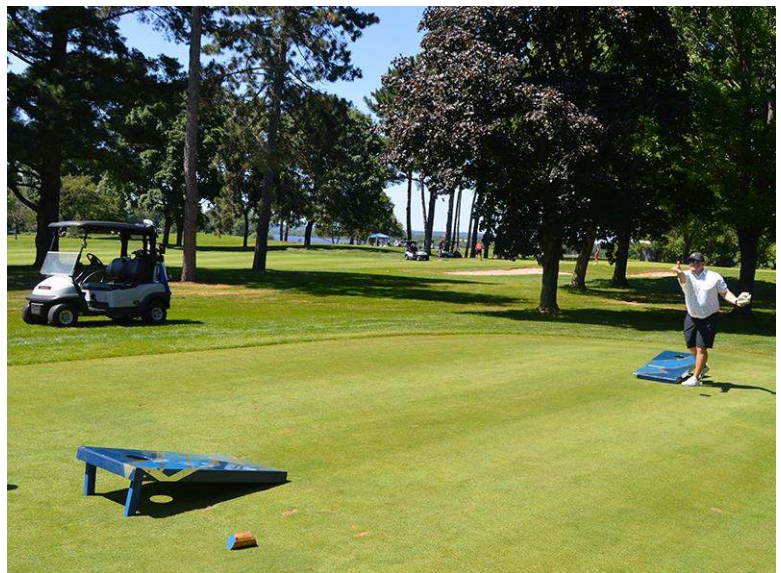
Typical Attendance: 3,000 – 4,500 for entire month’s events

Investment: \$500 - \$8,000 (see chart below)

Level:	Presenting	Platinum	Gold	Silver
	1	5	7	9
Maximum Available to Sell: Investment:	\$5,000	\$3,000	\$1,500	\$500
First right of refusal of same sponsorship level for next year	●			
Video commercial at select events during the month	●			
Optional display table at select events during the month	●			
Local & regional pre-event marketing (digital, print & social media)	●	●	●	●
Complimentary seats (total seats for month to be used at choice of events throughout the month - reserved seating available if requested)	24	6	4	2
Complimentary EXPO booth(s)	2	1		
Recognition at event (Chamber signage & verbal)	●	●	●	●
Full color ad in Small Business of the Year Awards printed program	Full Pg	Half Pg	Half Pg	Qtr Pg
Full color ad on EXPO map (outside back cover)	Half Pg			
Brand Exhibitor Lounge at EXPO (if available)	●			
Logo on EXPO tote bag	●	●		
Final attendee list from select events during the month – excludes Business EXPO attendance (attendee lists are available upon request and only includes attendee name and company)	●	●		



Business EXPO



Golf Outing

Golf Outing - June

An annual event bringing together golfers for a day of business development and networking. Raffle prize sponsorships and door prize donation opportunities are also available – please inquire.

Typical Attendance: 144 – 160

Investment: \$250 - \$4,000 (see chart below)

Level:	Presenting	Platinum	Gold	Beer Hole	Hole	Raffle Prize
Maximum Available to Sell:	1	2	3	2	10	
Investment:	\$4,000	\$2,000	\$1,000	\$1,500	\$850	\$500

Benefits:						
First right of refusal of same sponsorship level for next year	●					
Optional display table at event (indoors – banquet room)	●					
Local pre-event marketing (digital, print & social media)	●	●	●	●	●	●
Complimentary golfers – optional (includes lunch & dinner)	4	2	1			
Recognition at event (Chamber signage & verbal)	●	●	●	●	●	●
Exclusive hole with signage	●	●	●	●	●	
Exclusive beer hole with signage & keg included*				●		
Lunches for hole staff - optional	4	2	2	2	2	
Drink tickets for hole staff - optional	8	4	4	4	2	
Complimentary dinner for hole staff - optional	4	2	2	2	2	
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)	●	●	●			

*Includes one half barrel of domestic beer for the outing. Additional charges may apply for extra barrels and/or imports.

Annual Dinner – October, 2024

The Chamber will celebrate the Annual Dinner at this signature event featuring fine dining, networking and more. This is an annual event celebrating the previous year’s accomplishments and looking ahead to the next year.

Typical Attendance: 250 - 350

Investment: \$750 - \$5,000 (see chart below)

Level:	Presenting	Platinum	Gold	Silver
Maximum Available to Sell:	3	4	5	7
Investment:	\$5,000	\$3,000	\$1,500	\$750

First right of refusal of same sponsorship level for next year	●			
Video commercial at event (1 minute maximum length).	●			
Optional display table at event	●			
Local pre-event marketing (digital, print & social media)	●	●	●	●
Complimentary seats at event (reserved seating available if requested)	8	4	2	1
Recognition at event (Chamber signage & verbal)	●	●	●	●
Final attendee list from event (attendee lists are available upon request and only includes attendee name and company)	●	●	●	
Complimentary drink tickets (evening events only – when applicable)	16	8	4	2

Programs & Events

Programs and events are educational and social opportunities that help members grow professionally and expand their networks.

Educational Programs

Programs which are created to equip attendees with the tools to increase knowledge and/or skills.

Typical Attendance: Varies

Investment: Call for Information & Availability

Fun@5

Fun@5s are an exclusive benefit for members in good standing and provides the business with an opportunity to showcase their facility, products and services in an informal open house setting. To learn more, review the [Guide to Hosting a Fun@5 Event](#) and complete the [Fun@5 Host Interest Form](#).

Nothing But Networking

A bi-monthly event in which attendees give a two- to three-minute elevator pitch about their products and services. Additional time is available to network with other attendees. To learn more, review the [Guide to Hosting a Nothing But Networking Event](#) and complete the [Nothing But Networking Host Interest Form](#).

Typical Attendance: 20 – 30

Investment: Meeting space and food/beverages

Advertising

Position your business in front of potential customers through various advertising opportunities.

Weekly Chamber E-Update

A weekly e-update featuring can't miss programs and events, along with other Chamber highlights. This message is sent on Mondays to more than 8,000 member contacts. For dates, ad specifications, deadlines and pricing, visit our [calendar](#). **Investment:** \$100-\$350

Greater Wausau Relocation Guide

An annual publication distributed to individuals and businesses interested in relocating to the region. For dates, ad specifications, deadlines and pricing, visit our [calendar](#). **Investment:** \$150-\$1,200

Printed Calendar

The Chamber publishes a printed calendar featuring local photography, calendar entries for the biggest events in the region, quotes from local individuals, useful weather information and more. For dates, ad specifications, deadlines and pricing, visit our [calendar](#). **Investment:** \$75-\$600

Chamber Pak

A semi-annual, cost-effective mailing, featuring marketing materials supplied by member businesses. The Pak provides members with a high-visibility opportunity to reach every Chamber member business. We make it easy by coordinating the mailing, managing the postal regulations, paying the mailing fees and stuffing the envelopes. Distribution quantity: 1,600 per mailing (readership of more than 5,000). **Investment:** \$299 (\$199 for nonprofits)

Chamber Member Mailing List

A Microsoft Excel list of current Chamber members for purchase. Does not include e-mail addresses or phone numbers of members. If interested, call 715-848-5947. **Investment:** \$200

Chamber Website

Advertising opportunities and rates coming soon. If interested, call 715-848-5947.

Elevated Conversations Podcast

Advertising opportunities and rates coming soon. If interested, call 715-848-5947.

Other Opportunities

There are a variety of other marketing opportunities available to members which provide additional business exposure.

Business EXPO Booth

Exhibiting at the Business EXPO offers businesses the opportunity to make key business contacts, network with thousands of attendees, gain visibility, increase business credibility and sell products/services.

Business Profile on WausauChamber.com

Members have a free business profile on WausauChamber.com. Update the profile frequently to ensure consumers can find you.

Donations & In-Kind Donations/Services

Donating items and branded promotional items are great ways to build brand awareness. There are plenty of opportunities to donate for auctions, raffles, food and beverages and other services for programs/events.

Groundbreakings & Ribbon Cuttings

Groundbreakings and ribbon cuttings are ceremonial events organized to honor a major milestone for a business/organization. To learn more, review the [Guide to Hosting a Groundbreaking or Ribbon Cutting Event](#) and complete the [Groundbreaking & Ribbon Cutting Host Interest Form](#).

Member Events

Member events are a great way to promote upcoming events. Member events can be posted in the info hub at [WausauChamber.com](#).

Member News Releases

News releases are a great way to publish press releases, event summaries and business news. News releases can be posted in the info hub at [WausauChamber.com](#).

Questions?

Please contact:



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