



# Building Business. Building Community.

INVESTOR GUIDE TO  
ADVERTISING & PROMOTIONAL  
OPPORTUNITIES

SEPTEMBER 1, 2024 - AUGUST 31, 2025

# ATHENA LEADERSHIP AWARD PROGRAM

PRESENTED BY O'MALLEY CADILLAC HONDA

**Timeframe** Luncheon on Thursday, November 21

**Attendance** 200-plus

This is an annual event recognizing individuals in the region who have demonstrated professional excellence, participated in community service and actively assisted women in attaining leadership skills that have helped them advance professionally. Awards include the ATHENA Leadership Award and the ATHENA Young Professional Leadership Award. Finalists for both awards will be announced in September 2024.

The Chamber has one of the longest-running and most established ATHENA programs in the country. 2024 marks the 39th year the Chamber has hosted this event.

The ATHENA Awards are inspired by the goddess of Greek mythology known for her strength, courage, wisdom and enlightenment.

To see a list of past recipients of these awards, visit [WausauChamber.com](http://WausauChamber.com).



*"I loved hearing all of the finalist's stories and learning about what they have accomplished. It's a blessing to know many of them personally and an honor to stand beside them at this program."*

Amber Gober, Branch Manager,  
Peoples State Bank

*"When I moved here a few years ago with my family, I decided that this community is so worthy of my time and my support. I always believe that support and reinvesting in the community that you live in is a key."*

Olivia Hill, General Manager/  
Associate Director,  
Grand Theater

*"When you make sure a woman knows she is powerful and knows that she is worthy - she is unstoppable. Here's to unstoppable women!"*

Heather Martell, Branch  
Manager, Peoples State Bank

# ATHENA LEADERSHIP AWARD PROGRAM

Sponsorship Opportunities:	Presenting (1) <del>\$3,000</del> <b>SOLD!</b>	Platinum ( <del>3</del> 1) \$1,500	Gold ( <del>5</del> 3) \$750	Silver ( <del>7</del> 6) \$400
First right of renewal next year	●			
Video message/commercial at event (1 min. max)	●			
Display table at event	●			
Logo appears on screen(s) at event	●	●	●	
Logo/name appears in all event promotion	●	●	●	●
Sponsor receives verbal recognition at event	●	●	●	●
Ad in printed program for the event	Full page	Half page	Half page	Qtr page
Seat(s) for the event	8	4	2	1
Final attendee list*	●	●	●	●



\*Attendee lists are available upon request and only include attendee name and company



# 2025 WOMEN'S LEADERSHIP CONFERENCE

PRESENTED BY PEOPLES STATE BANK

**Timeframe** Evening of Wednesday, January 14  
and all day Thursday, January 15

**Attendance** 500-plus

This is an annual event focused on providing attendees with inspiration and leadership development to assist them in reaching their full potential, both professionally and personally. Individuals from around the state and at every age and every stage of their professional lives (from entry level to senior leadership) attend this high-impact, interactive leadership conference.

New in 2025, a VIP Networking Event will be held the night before the conference, headlined by a featured speaker. This pre-conference gathering will allow both local attendees and those traveling to the event and staying the night to connect in a casual setting.

The conference is developed by a group of women with the intention of energizing, supporting, developing and educating women leaders and those who desire to become leaders.

**Speakers** Gina Glover, Lisa Brouwer, Stephanie Perkins



*"Each year's Women's Leadership Conference is unique and impacts attendees through the presentations shared, contacts made and conversations in the room. I love being part of the planning of this event with the goal of making leadership growth accessible to women right in our backyards."*

Mauri Brueggeman, member of the Women's Leadership Conference's planning committee

*"This event offers value to current leaders who may want to advance or grow in their current role, new leaders emerging with their skills and long-time leaders who want to refresh their skills. It really is a conference for any level of leadership you aspire to, both personal and professional."*

Mona Fox, former member of the Women's Leadership Conference's planning committee



## Sponsorship Opportunities:

	Presenting (1) <del>\$6,500</del> <b>SOLD!</b>	Platinum (3) \$3,500	Gold ( <del>5,4</del> ) \$1,500	Silver (7) \$850	Bronze ( <del>9,6</del> ) \$425
First right of renewal next year					
Video message/commercial at event (1 min. max)	●				
Display table at event	●				
Sponsor mentioned in any radio advertising	●				
Logo on tote bag and/or notebook	●	●	●		
Ad in printed program for the event	Full page	Half page	Half page	Qtr page	
Option to include piece in tote bag*	●	●	●	●	●
Logo appears on screen(s) at event	●	●	●	●	●
Logo/name appears in all print event promotion	●	●	●	●	●
Sponsor receives verbal recognition at event	●	●	●	●	●
Seat(s) for the event	16	8	4	2	1
Final attendee list**	●	●	●	●	●



\*This can be a printed piece or small promotional item \*\*Attendee lists are available upon request and only include attendee name and company

# POWER HOUSE PARTY

INAUGURAL  
FUNDRAISER  
FOR THE



POWERHOUSE

NEW IN 2025!

**Timeframe** Winter 2025

**Attendance** TBD

Join the party and help power a historic part of a vibrant business campus in the heart of downtown Wausau. A fundraising committee made up of Directors on the Chamber's Board will build out the details of this program over the coming months.

Built in 1904, the WPS Powerhouse on Clarke Island played a significant role in establishing Wausau as an economic driver in central Wisconsin. In the early 20th century, the Wausau Group built the Powerhouse to harness the hydro power of the Wisconsin River to energize Wausau's city lights, provide power to fledgling business sectors, and operate streetcars. The building remained in use as a power plant until 1946, and between 1979 and 2007, the site was occupied by Wausau Papers.

With the building standing vacant for more than a decade, the structure was to be demolished in 2020. In June of 2021, through a partnership with WPS, the Greater Wausau Chamber of Commerce secured a long-term lease of 20 years to preserve and repurpose the Powerhouse for the 21st Century.

The Chamber's members and the community have an opportunity to preserve a rich part of Wausau's historic past and carry it forward with purpose for the 21st Century. With the historic train depot renovated and the WPS Powerhouse reinvented, historic Clarke Island will become a vibrant 2.8-acre economic development campus intended to serve citizens, entrepreneurs, business, industry, government and K-16 education.

With your help, the historic WPS Powerhouse will be reinvented by The Samuels Group to house the Center for Business and Community Engagement.



# POWERHOUSE PARTY

## INAUGURAL FUNDRAISER FOR THE POWERHOUSE

Don't miss this unique opportunity to help build a unique venue in the greater Wausau region. The repurposing of the historic WPS Powerhouse property into the Center for Business and Community Engagement is a critical placemaking effort in our community. This facility will provide event and meeting space, co-working space and educational resources.

There are sponsorships available at four levels for this event:

Sponsorship Opportunities:	Presenting (1) \$7,500	Platinum (4) \$4,000	Gold ( <del>4</del> 2) \$1,500	Silver ( <del>8</del> 8) \$500
Sponsor name associated with event name	●			
Sponsor receives verbal recognition at event	●	●		
Sponsor logo displayed behind band on stage	●			
Sponsor mentioned in any radio advertising	●			
Sponsor logo appears in any print advertising	●	●		
Sponsor logo included on t-shirt	●	●	●	
Sponsor highlighted on social media	●	●	●	●
VIP ticket(s) for the event	8	4	2	
Final attendee list	●	●	●	●
Opportunity to include item in VIP swag bag	●	●	●	●



# BUSINESS EXPO 2025

**Timeframe** All day on Thursday, April 17

**Attendance** 5,000-plus

The Chamber's Business EXPO 2025 is the can't miss event of the year for many members. Attendees from around the state visit the largest chamber expo in the country held right here in Rothschild each April. The event features nearly 300 booth spaces at the Central Wisconsin Convention + Expo Center.

The Business EXPO is followed by the largest annual networking event in the area. Hundreds will attend Fun@EXPO which follows the Business EXPO. Fun@EXPO features all-you-care-to-eat appetizers from a variety of member eateries. Members use both events to develop new business relationships and strengthen existing ones.

**NEW IN 2025**, the Small Business of the Year Awards will be wrapped into the Business EXPO. This awards program will join the existing Best In Show awards and offer a new way to celebrate small businesses in our region.







### Sponsorship Opportunities:

	Presenting (1) \$6,000	Platinum ( <del>5</del> 4) \$3,000	Gold ( <del>7</del> 6) \$1,500	Silver (9) \$500
First right of renewal next year	●			
Sponsor name associated with event name	●			
Sponsor mentioned in any tv/radio advertising	●			
Logo on tote bag	●	●		
Ad in printed EXPO map	Full page	Qtr page		
EXPO booth(s) in premier location	2	1		
Opportunity to co-host interviews with Small Business of the Year Award finalists	●			
Fun@EXPO wristbands (2)	●	●	●	●
Option to include piece in tote bag*	●	●	●	●
Logo/name appears in print/social media event promotion	●	●	●	●

### Additional Opportunities:

**Small Business of the Year Awards (1): \$2,500** A pair of businesses will be recognized at the Business EXPO. This sponsor has the opportunity to co-host the streamed announcement. Sponsor name associated with award name.

**Best In Show Awards (1): \$1,000** Four exhibitors will be recognized at the Business EXPO in four categories. This sponsor has the opportunity to co-host the streamed announcement. Sponsor name associated with award name.

**Exhibitor Lounge (1): \$1,000** A popular destination for all exhibitors featuring donated food and beverage items. Sponsor name associated with lounge name.

*\*This can be a printed piece or small promotional item*

# 2025 GOLF OUTING

## PRESENTED BY THE DIRKS GROUP

**Timeframe** Morning to early evening on June 2025

**Attendance** 160-plus

Golf outings aren't just for leisure; they're an opportunity to get business done. Whether you're looking to generate new business contacts, develop existing relationships or close a sale, this event offers connections to high-performing individuals whose companies are rewarding them with a day of golf at the Wausau Country Club

The Chamber's Golf Outing, one of the most exciting business events during the summer, offers a unique variety of opportunities to interact with those golfing in the event. This event sells out for both golfers and sponsors each year. Because of this, a number of new sponsorship opportunities were added in 2024 with more great new ideas planned for next summer.



*"Participating in the Golf Outing isn't just about sinking putts and enjoying the fairways; it's about strengthening community bonds and fostering business relationships. Our involvement underscores our commitment to local partnerships and the vibrant spirit of Wausau."*

Andrew Hale, Business Development Executive with The Dirks Group





# 2025 GOLF OUTING

Sponsorship Opportunities:	Presenting (1) \$5,000 <b>SOLD!</b>	Platinum (2) \$2,500	Gold (3) \$1,750	Beer Hole (3) \$1,600**	Hole (9) \$1,250	Raffle Prize \$500***
First right of renewal next year	●					
Display table at event ( <i>indoors</i> )	●					
Complimentary golfer(s)	4	2	1			
Verbal recognition at event	●	●	●	●	●	●
Logo/name appears in all event promotion	●	●	●			
Exclusive hole with signage	●	●	●	●	●	
Lunches for hole staff	4	2	2	2	2	
Drink tickets for hole staff	8	4	4	4	2	
Dinners for hole staff	4	2	2	2	2	
Final attendee list*	●	●	●	●	●	●

## Additional Opportunities:

**Branded Golf Balls (1): \$2,500** Each golfer will receive one sleeve (three balls) of Vice golf balls with sponsor's branding

**Driving Range (1): \$1,250** Same benefits as hole sponsor | **Putting Green (1): \$1,250** Same benefits as hole sponsor

**The Deck (1): \$1,500** Brand this clubhouse area with the theme of your choice, offering a game, refreshments, snacks, etc.

**Luxury Carts Raffle (1): \$800** Two golfers will be the lucky users of luxury carts outfitted with snacks, drinks and more

**Beverage Cart (2,1): \$500** Logo recognition on the cart and the opportunity to serve as cart host

**Coffee Sponsor (1):** Provides beverages for all golfers | **Lunch Sponsor (1):** Provides lunch for all golfers(1):

\*Attendee lists are available upon request and only include attendee name and company \*\*Includes one half barrel of domestic beer - additional charges may apply for extra barrels and/or imports \*\*\*Includes 'Greens Keeper's Garden' raffle and 19th Hole Cork Pull raffle



# MEMBER APPRECIATION PICNIC

**Timeframe** Summer 2025

**Attendance** 200-plus

Members are invited to wrap up their day at this special complimentary event, held rain or shine. The picnic is the Chamber's largest networking opportunity of the summer and includes live music, outdoor games and a cookout featuring food, beverages and desserts from various Chamber members!

This event also includes tours of the Chamber's historic train depot headquarters and the WPS Powerhouse. Members must be 21 years old to attend.

Members can support this event through both donations and through monetary sponsorships of special amenities like an outdoor stage and tent.





<b>Sponsorship Opportunities:</b>	<b>Presenting (1) \$3,000</b>	<b>Platinum (2) \$1,000</b>	<b>Beverage <del>(2)</del> (1) 5500</b>	<b>Food and desserts</b>
Sponsor name associated with event name	●			
First right of renewal next year	●	●		
Sponsor logo displayed behind band on stage*	●			
Display table at event ( <i>indoors</i> )	●	●	●	●
Logo/name appears in all event promotion	●	●	●	●
Final attendee list**	●	●	●	●

### Additional Opportunities:

**Porta-Potty Sponsor: \$500** Bolster your brand on the outside of these necessary facilities

*\*Live music/band may be dictated by number of sponsorships and/or weather \*\*Attendee lists are available upon request and only include attendee name and company*

# CORNHOLE ON CLARKE ISLAND

**NEW IN 2025!**

**Timeframe** Summer 2025

**Attendance** 60-plus

Businesses are encouraged reward their exceptional employees with an afternoon of cornhole competition in the space behind the Chamber's historic depot headquarters on Clarke Island in downtown Wausau.

This event will be organized as a tournament with prizes awarded to the top three teams (two individuals per team). Fifteen cornhole 'lanes' will be set up outside with a rain date determined in advance. The event will be open to at least 30 teams in a double-elimination format tournament.

Participants will receive a specially designed t-shirt, lunch and a pair of drink tickets. The Chamber's mobile jukebox will play music throughout the event.

If your business already hosts a cornhole event and would like to partner with the Chamber on this program, please contact Brian Otten at 715-848-5947.

<b>Sponsorship Opportunities:</b>	<b>Presenting (1) \$3,000</b>	<b>Platinum (2) \$2,000</b>	<b>Gold (12 11) \$1,000</b>	<b>Raffle Prize \$500</b>
Sponsor name associated with event name	●			
First right of renewal next year	●	●	●	
Sponsor logo included on t-shirt	●	●		
Sponsor logo included on two boards	●	●	●	
Sponsor mentioned in all advertising	●	●		
Complimentary teams	2	1	1	
Sponsor highlighted on social media	●	●	●	●
Sponsor receives verbal recognition at event	●	●	●	●
Final attendee list*	●	●	●	●

**Porta-Potty Sponsor: \$500** Bolster your brand on the outside of these necessary facilities

**Food and beverage sponsorships and donations are also needed**

*\*Attendee lists are available upon request and only include attendee name and company*



# TEACHER APPRECIATION BREAKFAST

**NEW IN 2025!**

**Timeframe** Early morning on a weekday in late August 2025

**Attendance** 430-plus, more than 75% of which are female

Educators from the DC Everest School District will be invited to arrive early to attend a special breakfast event prior to the start of one of their pre-school year in-service days. Participating sponsors and exhibitors will have the opportunity to provide promotional items and/or contests at tables during this breakfast event. Each teacher will also receive a specially designed t-shirt.

The event is more than an opportunity for local businesses to welcome local educators back to school, it offers businesses an avenue to showcase products and services to this unique group of individuals in a condensed period of time. There are several opportunities available for those interested in donating breakfast items.

A second event for the teachers in the Wausau School District will be organized for the winter of 2025-2026 following this event and duplicating the sponsorship opportunity list below.

Sponsorship Opportunities:	Presenting (1) \$3,000	Platinum (3) \$1,500	Breakfast (4) Coffee (2)*	Exhibitor (15)** \$250
Sponsor name associated with event name	●			
First right of renewal next year	●	●		
Sponsor logo included on t-shirt	●			
Premiere table location at event	●	●	●	
Provide items/giveaways at event	●	●	●	●
Sponsor mentioned in all advertising	●	●	●	
Sponsor highlighted on social media	●	●	●	●
Standard table location at event		●	●	●

Also needed are large raffle products/services valued at \$1,000 or more to be given away to teachers during this event.

*\*Those donating breakfast item(s) or coffee should bring enough to serve 450 individuals. Full breakfast meals are not required. \*\*Exhibitors should be prepared to share promotional items/giveaways with 450 individuals.*

# WHEN THE DUST SETTLES: A POST-ELECTION ANALYSIS

PRESENTED BY NICOLET NATIONAL BANK

NEW IN 2024!

**Timeframe** Tuesday, November 12  
**Attendance** 150-plus

Kurt Bauer of Wisconsin Manufacturers and Commerce and John Kirchner of the US Chamber will be the featured speakers at business advocacy program. This event will wrap-up of the recent national elections, including the race for President, Congressional and Senate seats and various local and state contests.

The featured speakers will offer their insights on what the election results mean for the business community. This event which will be held at the Jefferson Street Event Center in downtown Wausau will include breakfast.



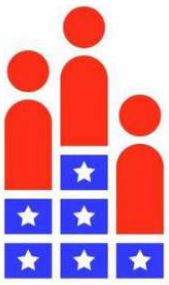
Kurt Bauer



John Kirchner

## Sponsorship Opportunities:

	Presenting (1) \$2,000 <b>SOLD!</b>	Platinum (3) \$1,500
Sponsor name associated with event name	●	
First right of renewal next year	●	●
Premiere table location at event	●	
Video message/commercial at event (1 min. max)	●	
Logo appears on screen(s) at event	●	●
Sponsor receives verbal recognition at event	●	●
Sponsor mentioned in all advertising	●	●
Sponsor highlighted on social media	●	●



# National Civics Bee

PRESENTED BY NICOLET NATIONAL BANK

Timeframe March 2025

Attendance 100-plus

Join us for this second-annual showcase of our region's upcoming civic talent. In a live bee format, up to 20 students in sixth, seventh and eighth grade will face off in a test of their knowledge of civic education. The students will be asked a series of multiple-choice and short-answer questions and will also present their submitted essays. A fun feature at this event will include the ability for audience members to test their knowledge in real time along with the contestants by participating through mobile technology.

The winners of the regional bees will advance to a statewide event in Madison with a chance to advance to Washington, DC to compete in the national championship.

This program is presented in partnership with the US Chamber of Commerce and The Wisconsin Manufactures & Commerce.



*"In these challenging times, fostering a deep understanding of civics and government among our young students is of utmost importance. The National Civics Bee provides a unique platform for them to not only showcase their knowledge but also become active and engaged citizens of the future."*

Hilary Crow, vice president of civics at the U.S. Chamber Foundation

Sponsorship Opportunities:	Presenting (1) <del>\$2,000</del> <b>SOLD!</b>	Platinum (2) \$1,500
First right of renewal next year	●	●
Video message/commercial at event (1 min. max)	●	
Logo appears on screen(s) at event	●	●
Sponsor receives verbal recognition at event	●	●
Sponsor mentioned in all advertising	●	●
Sponsor highlighted on social media	●	●



# FUN@5

**Timeframe** Select Thursdays from 5 pm to 7 pm

**Attendance** 75-plus

The Chamber offers its members opportunities to showcase their business or organization in a relaxed open house atmosphere. These events allow current and potential customers to discover what the host member has to offer, while providing a quality networking opportunity for all attendees.

These events may be co-hosted or presented by a group of members. The host is required to provide a private facility accomodating a minimum of 75 people with nearby parking. Outdoor events require a tent. Appetizers or heavier fare for a minimum of 75 attendees must be provided by hosts. The host should also provide at least two complimentary drinks per attendee. If the host does not have a liquor license, the Chamber can apply for a temporary license in most cases. There is no sponsor fee required to host these events.

# HOLIDAY PARADE VIEWING PARTY

**NEW IN 2024!**

**PRESENTED BY INCREDIBLEBANK**

**Timeframe** Friday, December 6, 2024

**Attendance** 100-plus

Members are invited to kick off the Christmas season at this special event. The Chamber's Business Advancement Center at the east end of the historic depot offers a perfect indoor viewing spot for the annual Holiday Parade organized by Wausau Area Events. Outdoor viewing will also be encouraged. This event will feature food, beverages and desserts from various Chamber members!

Members can support this event through both donations and through monetary sponsorships.

<b>Sponsorship Opportunities:</b>	<b>Presenting (1) \$1,000</b>	<b>Platinum (2) \$500</b>	<b>Beverage (2) \$250</b>	<b>Food and desserts</b>
Sponsor name associated with event name	<b>SOLD!</b>		<b>SOLD!</b>	
First right of renewal next year	●	●		
Logo appears on screen(s) at event	●	●		
Sponsor mentioned in all advertising/promotion	●	●	●	●
Sponsor highlighted on social media	●	●	●	●
Final attendee list*	●	●	●	●

\*Attendee lists are available upon request and only include attendee name and company



# TRANSFORMATIONAL LEADERSHIP

**Timeframe** Fall 2024 to Spring 2025  
 Graduation ceremony in May 2025

**Attendance** Three cohorts totalling 60 students

The Chamber's Transformational Leadership program is now open to sponsorship! The program has grown to three cohorts of about 20 students each. These individuals and the businesses who they represent spend nine months in the program developing themselves personally and professionally.

This program is lead by facilitator Bridget Wenman.

The sponsors of this program will have a unique opportunity to not just reach the program's participants, but have their brand associated with this long-running and successful program.

*"Transformational Leadership truly enhanced my leadership skills and highlighted the importance of accountability, empathy and transparency."*

Tammy Landrath, Crystal Finishing Systems

*"The bond our class developed during the program was amazing. It was a great place to escape each month and trust you could openly discuss any struggles and get great advice on how to overcome them."*

Kevin Thomer, Wausau Tile

<b>Sponsorship Opportunities:</b>	<b>Presenting (1) \$5,000</b>	<b>Platinum (2) \$2,500</b>	<b>Gold (3) \$2,500</b>
Sponsor name associated with event name	●		
First right of renewal next year	●	●	
Table(s) at graduation ceremony in May 2025	2	1	
Opportunity to speak at graduation ceremony	●		
Logo appears on screen(s) at graduation	●	●	●
Sponsor mentioned in all advertising/promotion	●	●	●
Sponsor highlighted on social media	●	●	●

All Chamber investors at the Keystone and Cornerstone levels will be recognized as Gold sponsors of this program as a benefit of membership.

# NEXT WAVE

## PRESENTED BY THE SENTRY SCHOOL OF BUSINESS AND ECONOMICS - UW-STEVENS POINT

**Timeframe** Bi-monthly beginning on September 5, 2024  
**Attendance** Limited to a maximum of 40

The Chamber is offering a new series of complimentary programs for members designed to empower and connect the young talent in the community. Next Wave will offer a vibrant social engagement group tailored to young professionals who are in the formative stages of their careers.

The meetings will be held on select Thursday afternoons at the Chamber's Business Advancement Center.

The Presenting Sponsor is invited to open the program as the emcee, facilitating the introduction of attendees and kicking off the afternoon's gathering.

# NEW MEMBER BREAKFAST

**Timeframe** Quarterly  
**Attendance** 25-plus

This is a unique opportunity for the Chamber's new members to meet and get to know each other. Attendees are invited to bring their business cards and marketing materials.

Sponsorship dollars and/or food and drink donations are used to provide breakfast at this complimentary event.

The Presenting Sponsor is invited to open the program as the emcee, facilitating the introduction of attendees and kicking off the morning's gathering in the Chamber's Business Advancement Center.

**NEW IN 2025!**

Sponsorship Opportunities:	Presenting (1) \$2,500* <b>SOLD!</b>
First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Two reserved seats	●
Ability to share printed pieces	●
Final attendee list**	●

*\*This is an annual sponsorship for programs November 2024 through October 2025*

Sponsorship Opportunities:	Presenting (1) \$250
First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Final attendee list**	●

*\*\*Attendee lists are available upon request and only include attendee name and company*



# WORKFORCE HUB

**Timeframe** Quarterly

**Attendance** 25-plus

The Chamber's Workforce Hub is a talent development initiative that is intended to bring together educational and workforce partners with employers to address talent challenges.

Each meeting, which is complimentary for members, includes a number of important updates, networking time and valuable resources to aid members in their talent strategies.

The Presenting Sponsor is invited to open the program as the emcee, facilitating the introduction of attendees and kicking off the morning's gathering.

## Sponsorship Opportunities:

Presenting (1)  
\$1,000\*

First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Final attendee list*	●

*\*This is an annual sponsorship for programs September 2024 through August 2025*

# GREATER WAUSAU MARKETING HUB

**Timeframe** A pair of quarterly meetings in November, February, May and August

**Attendance** 40-plus individuals and growing

The Presenting Sponsor is invited to emcee the program, including a welcome message, facilitation of attendee introductions and the introduction of featured experts (or present as a featured marketing expert!).

This is a one-of-a-kind opportunity to place your brand in front of dozens of local marketing professionals.

Growth of the Marketing Hub group has necessitated expanding from one to two consecutive meetings at the Chamber's Business Advancement Center.

## Sponsorship Opportunities:

Presenting (1)  
\$500

First right of renewal	●
Logo appears on screen(s) at event	●
Sponsor mentioned in all advertising/promotion	●
Sponsor highlighted on social media	●
Final attendee list*	●

*\*Attendee lists are available upon request and only include attendee name and company*

# WEEKLY UPDATE

**Timeframe** Every Monday  
**Distribution** 6,000-plus email addresses

The Chamber's weekly email update offers six ad positions at the top of the message. Each of these six single-sized ads is priced at \$100. Many members opt for the double-sized option at \$150. There are larger size ads at a greater cost available, too. The ad is delivered to our email list once at this cost.

These cost-effective ads are reserved on a first come, first served basis for individual dates and can be designed for no additional cost. Each ad can link to the url of your choice.

The ad design is needed by the Friday prior to the scheduled Monday. You may be eligible for a discount if four or more dates are reserved.

Please register your ad on [WausauChamber.com](http://WausauChamber.com).

# CHAMBER PAK

**Timeframe** December and March  
**Distribution** 1,600 member mailing addresses

Chamber Pak is a cost-effective mailing, featuring marketing materials supplied by member businesses. It is a great way to promote your products, services, events, coupons and more!

Members provides 1,600 printed inserts and the Chamber coordinate the mailing, manage the postal regulations, pay the mailing fees and stuff the envelopes.

## Policies

*Available to members only. Logo/name must be prominently featured.  
 Content must focus solely on member's products/services or a charitable non-profit event.  
 Content must not be in direct competition with any products/services of the Chamber.  
 One insert equals an 8.5" x 11" sheet - maximum size (bi-fold and tri-fold brochures accepted) and must fit in 8.5" x 11" envelope. Additional charges apply for over-sized inserts.  
 No bulk or standard mail stamps or mail permit number.*

**COMING UP:**  
 A preview of our can't-miss programs and events

**GREATER CHAMBER OF COMMERCE WAUSAU**

This week's preview sponsored by:

- PROTECTION IS OUR PROFESSION**  
 Get a complimentary security evaluation
- HOPE IS HERE 189GOLF CLASSIC**  
 September 23, 2024  
 Wausau Country Club  
 Foursome \$600  
 Winners receive FREE entry to 2025 Fellowship of Christian Athletes tournament  
 CLICK HERE to register today!  
 For Corporate Sponsorships call Coy 715-355-5151
- Guide Your Employees to Serious Savings.**  
 LEARN MORE  
 The Alliance
- Cellcom**  
 Preferred wireless provider of the Greater Wausau Chamber of Commerce  
 Click here for more details

To advertise in this space, contact marketing manager Brian Otten

## Rates:

<b>Single ad - \$100</b> 240px wide by 120px tall	<b>Takeover Four ad - \$250</b> 480px wide by 240px tall
<b>Double ad - \$150</b> 480px wide by 120px tall	<b>Takeover Six ad - \$350</b> 480px wide by 360px tall



## Rates:

**Business - \$299**  
**Charitable Non-Profit - \$199**

Please register your insert on [WausauChamber.com](http://WausauChamber.com)

# GREATER

# WAUSAU

2025-2026

Relocation  
Guide

Timeframe Summer 2025

Distribution 2,000 copies

Our annual printed relocation guide is an important part of an ongoing effort to attract both people and businesses to our region. Don't miss this unique opportunity to shape the impression prospective and new residents have of your business by advertising in our next edition, publishing in July 2025.

The printed version of this recreation guide will be available at career centers on college campuses around the state, as well as at high-traffic locations around the region. Many employers use the publication in their recruiting efforts. The online version will be found on the Chamber's website and will include links to all advertisers' websites. Please register your ad on [WausauChamber.com](http://WausauChamber.com).

## Rates:

Full Page - \$700

Bleed - 8.5" x 11"

No Bleed - 7.5" x 10"

Half Page - \$425

Horizontal - 7.5" x 4.75"

Vertical - 3.5" x 10"

Quarter Page - \$325

3.5" x 4.75"

Business Card - \$175

3.5" x 2.25"





# ADDITIONAL PROGRAMMING

The Chamber will occasionally develop special programming related to education, networking, business advocacy or related to other initiatives.

Opportunities to sponsor these programs will be reserved on a first come, first served basis with the Chamber approaching those members who have expressed an interest in the select topic.

# DONATIONS, IN-KIND DONATIONS OR SERVICES AND AFFINITY PROGRAMS

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

The Greater Wausau Chamber of Commerce is committed to not only 'Buy Local,' but also helping members save money whenever possible in an ever-changing economic environment. Chamber membership guarantees access to exclusive discounts from Affinity Program Partners. By taking advantage of these discounts, members can see a high return on their membership investment and realize unparalleled savings on these products and services.

Affinity Program Partners must maintain their Chamber membership and offer direct cost-saving and/or value-added benefits to members of the Chamber exclusively. Affinity Programs should have a broad appeal to the membership.

# COMMITMENT FORM

Thank you for your interest in sponsoring a Greater Wausau Chamber of Commerce program. Your generous support will help the Chamber continue the unique work it performs to build business success in our region.

**OPTION 1:** Print this page (25) and indicate which sponsorship(s) you would like to reserve from the list below. When you have completed your choices, please send a scan of this page to [botten@wausauchamber.com](mailto:botten@wausauchamber.com).

**OPTION 2:** Use the QR code to the lower right to access this form on [WausauChamber.com](http://WausauChamber.com).

Member representative name: \_\_\_\_\_ Date: \_\_\_\_\_

Member business name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

**ATHENA Leadership Award**

- Presenting
- Platinum
- Gold
- Silver

**Women's Leadership Conference**

- Presenting
- Platinum
- Gold
- Silver
- Bronze

**PowerHouseParty**

- Presenting
- Platinum
- Gold
- Silver

**Business EXPO 2025**

- Presenting
- Platinum
- Gold
- Silver
- Small Business of the Year Awards
- Best In Show Awards
- Exhibitor Lounge

**2025 Golf Outing**

- Presenting
- Platinum
- Gold
- Beer Hole
- Hole
- Raffle Prize
- Branded Golf Balls
- Driving Range
- The Deck
- Luxury Carts Raffle
- Beverage Cart
- Coffee Sponsor
- Lunch Sponsor

**Member Appreciation Picnic**

- Presenting
- Platinum
- Beverage
- Food and Desserts
- Porta-Potty Sponsor

**Cornhole on Clarke Island**

- Presenting
- Platinum
- Gold
- Raffle
- Food and Desserts
- Porta-Potty Sponsor

**Teacher Appreciation Breakfast**

- Presenting
- Platinum
- Breakfast
- Coffee
- Exhibitor
- Raffle

**Post-Election Analysis**

- Presenting
- Platinum

**National Civics Bee**

- Presenting
- Platinum

**Fun@5**

- Host

**Holiday Parade Viewing Party**

- Presenting
- Platinum
- Beverage
- Food and Desserts

**Transformational Leadership**

- Presenting
- Platinum

**Next Wave Young Professionals**

- Presenting

**New Member Breakfast**

- Presenting

**Workforce Hub**

- Presenting

**Greater Wausau Marketing Hub**

- Presenting



*Please watch for an invoice from the Chamber in the coming days. Any sponsorships which are unpaid six weeks before a program or event's date will be returned to the Chamber's inventory.*



**Thank You**  
for your investment!

209 W WASHINGTON STREET | WAUSAU, WI 54401 | 715-845-6231

[WausauChamber.com](http://WausauChamber.com)