

MEDIA KIT 2025

& SPONSORSHIP GUIDE



LANSING REGIONAL CHAMBER



LANSING **REGIONAL** CHAMBER

The Lansing Regional Chamber of Commerce (LRCC) provides members with various opportunities to effectively connect with and reach a wide range of audiences, including the region's key influencers.

Create Brand Awareness.

Increase Your Visibility.

Strengthen Your Reputation.

Impact Your Community.

Engage with the Lansing Regional Chamber of Commerce.

Looking to get noticed? Interested in building your brand through awareness and increased visibility? Contact the LRCC at info@lansingchamber.org.

FOCUS MAGAZINE

AD RATES*

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
Back Cover		\$1,200	\$1,050	\$1,000
Inside Back Cover	\$1,000		—	—
Inside Front Cover	\$1,000	—	—	—
Double Truck	\$1,800	—	—	—
Full Page	\$950	\$900	\$850	\$800
Half Page	\$850	\$800	\$750	\$700
Quarter Page	—	—	\$400	\$350

AD SPECIFICATIONS

1/4-page

3.625" w x 4.875" h

1/2-page (vertical)

3.625" w x 10.0" h

1/2-page (horizontal)

7.5" w x 4.875" h

Full page

8.5" w x 11.0" h, plus 1/8" bleeds

Back cover

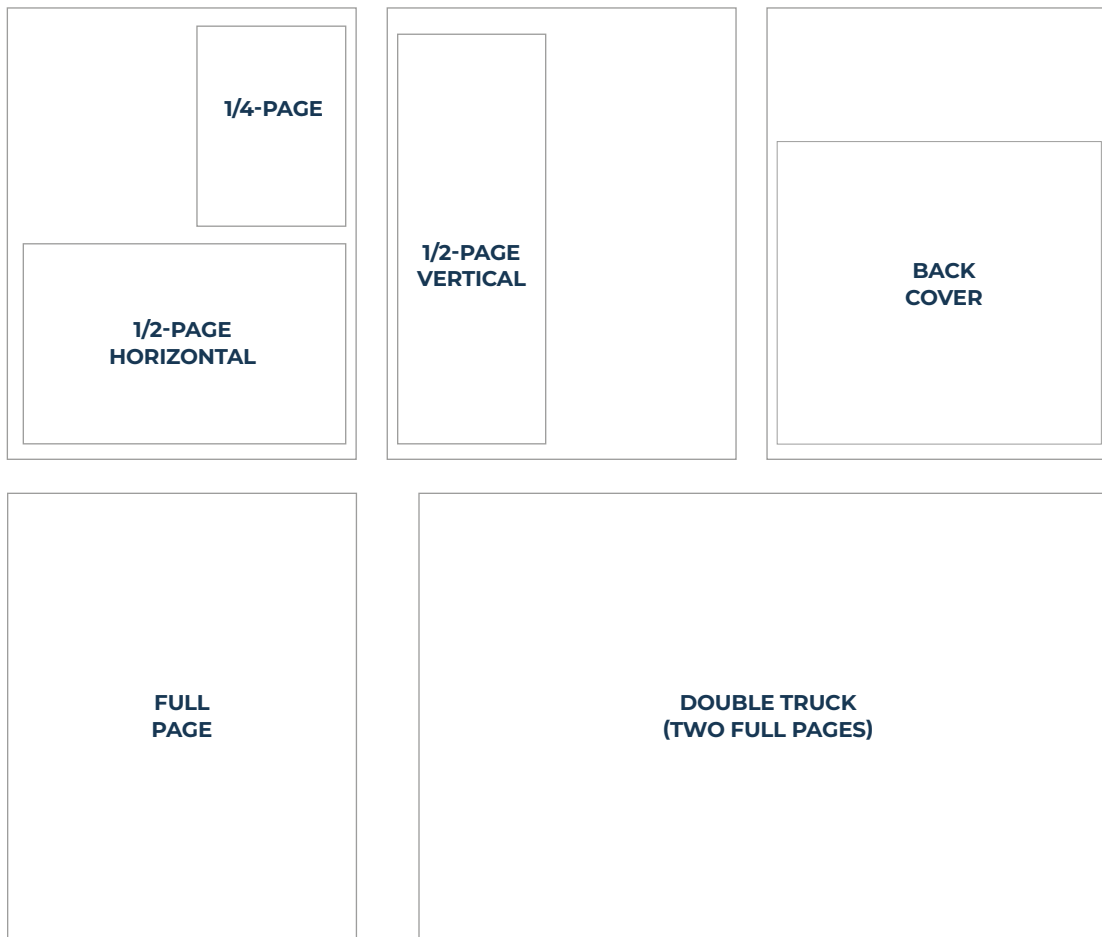
7.5" w x 7.0" h

Double truck

17" w x 11.0" h, plus 1/8" bleeds

AD FILE REQUIREMENTS

- High-res PDF at actual size
- No crop marks or bleeds unless ad is a full page or double truck
- No strokes/borders/outlines
- No low-res images
- No fonts below 6 pt.



FOCUS MAGAZINE

FOCUS MAGAZINE ADVERTORIAL

Opportunity for business professionals to share their specific knowledge and expertise in a dynamic way to FOCUS Magazine readers. Only one Advertorial will be published in each issue of FOCUS Magazine.

- **400 WORDS** (includes two images) - \$1,500 (full page)
- Featured post on LRCC social media
- Banner ad on FOCUS LRCC website page

GUIDELINES:

Sponsored content providers will conform to the writing standards for FOCUS Magazine and our commitment to providing our readers with timely and relevant content. Columnists will abide by the following rules when submitting content:

- Article topics, headlines, copy, images and more are subject to editor approval and may be changed at the discretion of the LRCC.
- Column space must not be used for self-promotion or promotion of a specific business.
- Political content will not be published.
- Content must be received by the stated deadlines to ensure placement in the designated edition. We cannot guarantee placement if the content is not received or there are other outlying concerns or questions.

lansingchamber.org

ADVERTISEMENT

Choose Lansing

Plan On Something Greater

Choose Lansing: Plan on Something Greater

If you've ever attended a kid's sports tournament in a different city or traveled for an industry conference, you contributed to that destination's economy. Whether you stayed in a hotel, stopped at a restaurant for dinner, or shopped at a local store, your dollars had an impact.

Did you know that you can have a similar impact in the Lansing area by helping to attract and host those types of events in the capital region?

Every year, visitors bring millions of dollars into Greater Lansing's economy, supporting businesses, restaurants, attractions, and jobs. Choose Lansing exists to cultivate this positive impact by promoting Lansing as a premier destination for meetings, conventions, and sporting events.

THE IMPACT OF TOURISM

The Greater Lansing region attracts more than 5 million visitors each year, generating an economic impact of more than \$682 million. The tourism and hospitality industry is responsible for 11,000 jobs in the region.

BRINGING EVENTS AND VISITORS TO LANSING

Our sales team promotes the region to event planners to bring meetings and conventions to the Lansing area. When an event planner reaches out with an RFP, our team crafts a proposal highlighting why Lansing is the perfect fit for each group. We highlight our state-of-the-art facilities, diverse entertainment options, central location, and other factors that contribute to a successful and memorable event.

CUSTOMIZED EVENT SUPPORT

Once an event is booked, our services team steps in. They provide a variety of event services from venue selection and logistics to vendor connections and marketing support. Local expertise means our team can help with sourcing vendors, recommend unique venues and activities, assist with booking speakers, and more.

Most of our services are complementary, and our team works hard to ensure every event runs smoothly and exceeds expectations.

LANSING SPORTS COMMISSION

The Lansing Sports Commission (LSC), a division of Choose Lansing, promotes economic growth by attracting a diverse range of sporting events to the Lansing region. The LSC is also committed to regional destination development through the creation and maintenance of safe, high-quality athletic facilities.

Once a tournament or competition is booked, the team provides a variety of services depending on each event's unique needs. The team assists with venue negotiations, marketing, program planning, volunteer recruitment, and much more.

Contact us today to see how we can support your event in Lansing. Choose Lansing and plan on something Greater! Learn more at lansing.org.

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Advertorial spread example

MARKETPLACE CONNECT

Marketplace Connect is delivered monthly to the inboxes of nearly 3,000 LRCC members, business leaders and decision-makers. This member-to-member newsletter allows businesses to market their products and services, build brand awareness, and increase visibility. Marketplace Connect is an effective way to market to Lansing's decision makers.

AD RATES*

ONE-TIME PLACEMENT

\$175

3X OR MORE PLACEMENT

\$150

AD SPECIFICATIONS

- JPG or PNG File
- 6.0" w x 4.5" h @ minimum 150 dpi
1800 pixels w x 1350 pixels h



DIGITAL ADVERTISING

The LRCC website is frequently visited by local stakeholders, business professionals, and elected officials. Advertising on the LRCC website gives businesses a unique opportunity to enhance their visibility and brand awareness and showcase their products and services to the region's top industry leaders.

AD RATES*

100% Share of Voice

- Homepage, Talent, Advocacy, Events Calendar

Banner Ad

- 1 Month - \$200

AD SPECIFICATIONS

- JPG or PNG File
- 700 pixels w x 100 pixels h
- 300 dpi

MEMBERSHIP DIRECTORY

Best Value! ENHANCED LISTING ONLY \$100/YEAR†

An Enhanced Listing in the Lansing Marketplace increases your opportunities to engage with potential new customers, grow your professional network, build brand visibility, and expand your business search engine optimization.

- Higher ranking in category search
- Contact email
- Link to social media feeds
- Keyword description in 'About Us' section
- Photo gallery with up to three images
- Video upload
- **All benefits of a Basic Listing**

*Advertising rates for Future LRCC members is the listed rate plus 10%

†Gold Level investors and above are provided Enhanced Listings at no charge.

LANSING REGIONAL CHAMBER OF COMMERCE

Sponsorship Opportunities **2025**

Branding your business with the Lansing Regional Chamber of Commerce is a win-win proposition. Sponsorship opportunities are designed to help build and strengthen relationships with other prominent members of our community while supporting the important work the LRCC accomplishes each year.

Support of LRCC programs demonstrates that your company is an active participant in the Chamber's mission of facilitating community leadership to create economic prosperity. From leadership to advocacy, and from networking to business training, we have a perfect fit for your organization's goals and objectives.

For more information, contact Ashlee Willis at michiganpremierevents@lansingchamber.org or (517) 853-6463.



Annual Dinner

Date: Thursday, Feb. 27, 2025

Location: Lansing Center



Tickets

Member: \$95 | Non-member: \$140

The LRCC Annual Dinner is the premier business celebration and networking event in the region. The program honors the LRCC's outgoing board chair and members and includes remarks from the LRCC's incoming board chair. We proudly present the Community Service, Outstanding Small Business, Legacy, and Diversity Star Awards. The event also honors the previous year's 10 Over the Next Ten, Celebration of Regional Growth, ATHENA and ATHENAPowerLink recipients and the LRCC Ambassador of the Year. A toast to your success!

Sponsorships

Sponsorships – Exclusive

Presenting Sponsor – \$12,500

- Presenting remarks at podium
- (16) tickets to Annual Dinner
- Lead corporate branding on marketing materials
- (16) Tickets to Sponsor Reception
- First right of refusal to renew sponsorship for the following year

Reception Sponsor – \$8,500

- Opportunity for champagne toast
- (16) tickets to Annual Dinner
- Company logo on drink tickets
- (16) Tickets to Sponsor Reception
- First right of refusal to renew sponsorship for the following year

Afterglow Sponsor – \$3,500

- Eight (8) tickets at dinner
- Company logo on table tent at each table
- Eight (8) tickets to Sponsor Reception
- Corporate branding in all marketing materials

Video Package - \$3,500

- Sponsor remarks after the award presentation
- Logo/company name shown as the final screen in video
- Eight (8) tickets to dinner
- (8) Tickets to Sponsor Reception
- Branding in all marketing communications

Access Sponsor (Event Parking): \$3,500 (Exclusive)

- Entry to VIP Pre-reception
- Branding in all marketing materials
- Opportunity to display company banner/signage at the entrance (Sponsorship covers cost of parking for attendees)
- Table of eight (8)

Award Package - \$2,500

(AVAILABLE – Community Service, Outstanding Small Business, Legacy, Diversity Star, Ambassador of the Year)

- Eight (8) tickets at dinner
- Recognition from podium as award sponsor during awards presentation
- (8) Tickets to Sponsor Reception
- First right of refusal to renew sponsorship for the following year
- Corporate branding in all marketing materials

Sponsorships – Unlimited

Gold Package - \$4,000

- Eight (8) tickets at dinner
- Opportunity to place company giveaway at each place setting
- Corporate branding in all marketing materials
- (8) Tickets to Sponsor Reception

Silver Package - \$1,500

- Four (4) tickets at dinner
- Corporate branding in all marketing materials
- (4) Tickets to Sponsor Reception

Bronze Package - \$750

- Two (2) tickets at dinner
- Corporate branding in all marketing materials
- Two (2) tickets to Sponsor Reception



ATHENA Leadership Award

Date: December 2025 | 11:30 a.m. – 1:30 p.m.

Location: Lansing Center

Tickets

Member: \$60 | Non-member: \$95

Table of eight: \$450

The ATHENA Leadership Award celebrates the potential of all women as leaders of the community. It honors those who strive towards the highest levels of professional accomplishment, excel in their chosen field, have devoted time and energy to their community, and pave paths for other women to follow. Join us as we welcome the newest member of the ATHENA Leadership Award legacy!

Sponsorships

Presenting Sponsor - \$10,000 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Sponsor remarks during the award presentation
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other guests
- Corporate branding in all marketing materials
- Seat on the ATHENA Selection Committee
- First right of refusal to renew sponsorship for the following year

Legacy Sponsor - \$3,500 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Company hosts all former ATHENA Leadership Award recipients at the ATHENA Award luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other Guests
- Sponsorship recognition from the podium during the awards program
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

Access Sponsor (Event Parking): \$3,500 (Exclusive)

- Entry to VIP Pre-reception
- Branding in all marketing materials
- Opportunity to display company banner/signage at the entrance (Sponsorship covers cost of parking for attendees)
- Table of eight (8)

Pre-Event Reception Sponsor - \$2,500 (Exclusive)

- Table of eight (8) at luncheon
- Tent cards with company logo/name displayed throughout pre-reception
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other Guests
- Opportunity to display company banner and marketing materials in reception area
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

ATHENA Pendant Sponsor - \$2,500 (Exclusive)

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA recipient, alumni, sponsors, and other Guests
- Opportunity to present ATHENA Pendant to ATHENA Award recipient on stage
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year

Supporting Sponsor - \$1,500 (Unlimited)

- Table of eight (8) at luncheon
- Entry to pre-reception with current ATHENA Leadership Award recipient, alumni, sponsors, and other VIPs
- Corporate branding in all marketing materials

Congratulations Sponsor - \$250 (Unlimited)

- Two (2) tickets to luncheon
- Congratulations graphic included in event PowerPoint (provided by sponsor)



ATHENA WIN

Evening of Empowerment

Date: Fall 2025 | Evening

Location: Crowne Plaza Lansing

Tickets

ATHENA WIN Members: \$75

Non-member: \$85

Evening of Empowerment is ATHENA Women's Interest Network's (WIN) premiere event. This annual dinner is hosted in the fall and attended by over 200 women leaders and guests. Evening of Empowerment is an opportunity to recognize and celebrate our ATHENA Leadership Award recipient, network with fellow ATHENA members and hear from an inspiring and dynamic keynote speaker. Past keynote speakers have included Patti Poppe, Lisa Corless, Miss America 2020 Camille Schrier and many more.

Sponsorships

Courageous Acts—Keynote Sponsor \$5,500 (Exclusive)

- Complimentary dinner reservations for 10
- VIP reserved seating at dinner
- Opportunity to introduce the keynote speaker
- Prominent logo placement on event signage
- Prominent recognition on printed materials
- Logo included in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Authenticity—Gift Sponsor \$3,500 (4 Available – Commitment Due By August 1, 2024)

- Complimentary dinner reservations for 8
- Opportunity to have company logo on participant gift
- Prominent logo placement on event signage
- Prominent logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Relationship—Beverage Sponsor \$3,000 (Unlimited Available)

- Complimentary dinner reservations for 8
- Prominent logo placement on event signage
- Logo recognition in the program and invitations
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Collaboration—Video Sponsor \$3,000 (Unlimited Available)

- Complimentary dinner reservations for 8
- Prominent logo placement on event signage
- Logo recognition in the program and invitations

- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Knowledge—Communications Sponsor \$2,500 (Unlimited Available)

- Complimentary dinner reservations for 8
- Hyperlinked logo on the ATHENA WIN website
- Event social media mentions and thank-you messaging

Celebration And Joy—Table Sponsor \$1,000 (Unlimited Available)

- Complimentary dinner reservations for 8
- Name included in the program

**Benefits subject to change if not confirmed by pre-determined cut-off dates for print materials*



Lansing Regional Chamber Economic Club

Monthly Luncheons February – June and September – December | 11:30 a.m. - 1:30 p.m.

Location: Kellogg Hotel and Conference Center

Tickets

Lansing Economic Club member: Complimentary
 LRCC member: \$55 | Non-LRCC member: \$75
 Table of Eight: \$425

The Lansing Regional Chamber Economic Club features locally and nationally prominent speakers covering a broad spectrum of business-related topics ranging from economic trends and business success stories to the latest management and leadership techniques. The Lansing Regional Chamber Economic Club luncheons provide members with an excellent opportunity to network with more than 450 of the area's key community, business, and education leaders.

Sponsorships

Presenting Sponsor - \$20,000 (Exclusive)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Sponsor remarks from the podium at every luncheon
- Distribution of marketing materials at every luncheon
- Table of eight (8) to Celebration of Regional Growth Awards
- Two (2) seats at speaker/LRCC table at every luncheon
- Corporate branding as the Presenting Sponsor
- Table-top signage with corporate logo

Distinguished Member - \$8,500

(Exclusive | Eight Available Annually)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series, with preferred seating
- Two (2) seats at Lansing Regional Chamber head table with luncheon speaker for sponsored luncheon
- Sponsor remarks and speaker introduction from the podium for sponsored luncheon
- Distribution of marketing materials at the event for sponsored luncheon
- Table of eight (8) to Celebration of Regional Growth Awards
- Corporate branding as the Distinguished Member
- Table-top signage with corporate logo

Preferred Member - \$3,500 (Unlimited)

- Table of eight (8) for the entire 2024 Lansing Regional Chamber Economic Club series
- Table of eight (8) to Celebration of Regional Growth Awards
- Table-top signage with corporate logo
- Corporate branding as a Preferred Member

Contributing Member - \$2,000 (Unlimited)

- Half table (4 tickets) for the entire 2024 Lansing Regional Chamber Economic Club series
- Half table four (4) tickets to Celebration of Regional Growth Awards
- Table-top signage with corporate logo
- Corporate branding as a Contributing Member

Sustaining Member - \$800 (Unlimited)

- Two (2) tickets for the entire 2024 Lansing Regional Chamber Economic Club series
- Two (2) tickets to Celebration of Regional Growth Awards
- Corporate branding as a Sustaining Member

Supporting Member - \$500 (Unlimited)

- One (1) ticket for the entire 2024 Lansing Regional Chamber Economic Club series
- One (1) ticket to Celebration of Regional Growth Awards
- Corporate branding as a Supporting Member



Lansing Open

Date: Tuesday, Aug. 12, 2025

Time: 9 a.m. – 3 p.m.

Location: Eagle Eye Golf Course

As one of the Greater Lansing region's premier business golf outings, the Lansing Open is an excellent opportunity to network with the area's top business leaders while enjoying one of the state's most pristine courses.

Sponsorships

Putting from Green - \$7,500

All sponsorships at the Putting on the Green Level are EXCLUSIVE and include: Foursome of golfers; Two tee signs; 8-foot table with two chairs placed on golf course; Corporate branding in all marketing materials; Breakfast, lunch and strolling dinner of appetizers provided for all golfers and volunteers; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- **Presenting Sponsorship (Exclusive)**
 - o Lead corporate branding all materials and event banner
 - o Opening remarks at the start of the outing

Chipping from the Fairway - \$2,500

All sponsorships at the Chipping from the Fairway Level are EXCLUSIVE and include: Foursome of golfers; Tee sign; 8-foot table with two chairs placed on golf course; Corporate branding in all marketing materials; Breakfast, lunch and strolling dinner provided for all golfers; Opportunity to add trinkets to golfer registration bags; First right of refusal to renew sponsorship for following year.

- **Coffee Sponsor (Exclusive)**
 - o Logo prominently featured with on-site coffee vendor
- **Mulligan Sponsor (Exclusive)**
 - o Sponsor provides branded item for Mulligan
- **Beverage Cart Sponsor (Exclusive)**
 - o Corporate branding on golfer drink tickets
 - o Signage on all beverage carts
- **First Aid Sponsor (Exclusive)**
 - o Logo on first aid items distributed at outing
- **Scorekeeper Sponsor (Exclusive)**
 - o Company logo on scorekeeper cards and golfer leaderboard
- **Player Cart Sponsor (Exclusive)**
 - o Corporate branding on all golf carts
- **Lunch Sponsor (Exclusive)**
 - o Corporate flyer inserted into all golfer boxed lunches
- **T-Shirt Sponsor (Exclusive)**
 - o Lead branding on all staff Lansing Open t-shirts
- **Breakfast Sponsor (Exclusive)**
 - o Corporate branding on all breakfast boxes
- **Tote Bag Sponsor (Exclusive)**
 - o Lead branding on tote bag provided to every golfer
- **Dessert Sponsor (Exclusive)**
 - o Corporate branding on pre-packaged dessert item
- **Award Ceremony Sponsor (Exclusive)**
 - o Corporate branding on table tents
 - o Brief remarks provided at start of dinner
- **\$100,000 Shootout Sponsor (Exclusive)**
 - o Corporate branding for \$100,000 Shootout contest



Lansing Open

— CONTINUED

Date: Tuesday, Aug. 12, 2025

Time: 9 a.m. – 3 p.m.

Location: Eagle Eye Golf Course



Teeing Off

Teeing Off sponsorships are unlimited for any company to purchase. Exact cost and deliverables are listed below.

• **Premier Package - \$3,000**

- o Foursome of golfers
- o 8-foot table with two chairs placed on golf course
- o Two tee signs placed on course
- o Opportunity to add trinkets to golfer registration bags
- o Corporate branding in all marketing materials
- o Breakfast, lunch and strolling dinner provided for all golfers and volunteers

• **Showcase Package - \$2,000**

- o Foursome of golfers
- o 8-foot table with two chairs placed on golf course
- o Tee sign placed on course
- o Corporate branding in all marketing materials
- o Breakfast, lunch and strolling dinner provided for all golfers and volunteers
- o Opportunity to add trinkets to golfer registration bags

• **Entrepreneur Package - \$1,000**

- o Foursome of golfers
- o Tee sign placed on course
- o Corporate branding in all marketing materials
- o Breakfast, lunch and strolling dinner provided for all golfers

• **Tee Sign - \$300 or 2 for \$500**

- o Tee sign placed on course
- o Corporate branding in all marketing materials



For more information, please contact Ashlee Willis at MichiganPremierEvents@lansingchamber.org.



Celebration of Regional Growth Awards

Date: November 2025

Time: 11:30 a.m. – 1:30 p.m.

Location: Kellogg Hotel & Conference Center

Tickets

Members: \$60 | Non-LRCC member: \$90

Table of Eight: \$450

The Celebration of Regional Growth Awards celebrates businesses' new economic investment and job creation in the Greater Lansing region. The 70+ companies that we have recognized have together contributed over \$4 billion in new economic growth in this region.

Sponsorships

Presenting Sponsor - \$20,000 (Exclusive)

- Two (2) tables of eight (8) at luncheon
- Co-presenter of the awards ceremony
- Distinguished Sponsor for Lansing Economic Club
- Distribution of marketing materials at each place setting
- Branding in all marketing communications

Video Sponsor - \$5,500 (Exclusive)

- Table of eight (8) at luncheon
- Sponsor remarks after the award presentation
- Logo/company name shown as the final screen in video
- Branding in all marketing communications

Congratulations Sponsor - \$250 (Unlimited)

- Two (2) tickets to luncheon
- Congratulations graphic to be included in event PowerPoint (provided by sponsor)



10 Over the Next Ten Awards

Date: September 2025

Time: 5:30 – 7:00 p.m.

Location: TBD



In partnership with Lansing 5:01, this award ceremony celebrates Greater Lansing's top young professionals who are anticipated to contribute to the community significantly over the next 10 years. The winners are selected on professional achievement and community involvement.

Sponsorships

Presenting \$5,500 (Exclusive)

- Sponsor remarks during event
- Opportunity to moderate alumni panel discussion
- Seat on 10 Over the Next Ten Selection Committee
- Marketing materials distributed on tables
- Corporate branding in all marketing materials and PowerPoint

Business Sponsor - \$500

- Recognition in all marketing materials
- Corporate branding in all marketing materials and PowerPoint





Business Education Series



Date: April – June; September – November
(Six programs)

Location: Lansing Regional Chamber of Commerce Insurance Capital Board Room

The Business Education Series provides opportunities for our members to learn from business leaders and industry experts. From tips and techniques to the latest industry trends, each seminar covers a different business topic to help you succeed and save time and money.

Sponsorship

Presenting Sponsor \$2,500 (Max: Two)

- Short sponsor remarks at the beginning of each program
- Corporate branding as the Presenting Sponsor



Executive Welcome

Date: TBD

Location: TBD



The Executive Welcome program is a gathering of new business executives in our community and an opportunity to hear from this new group of local leaders. Part networking reception, CEO introductions and Q&A, the Executive Welcome highlights the vision and passion these leaders bring to our community.

Sponsorship

Presenting Sponsor - \$3,500

- Sponsor remarks at beginning of program
- Speaker introductions
- Corporate branding on all marketing materials



Policy Forum

Date: TBD

Time: 5:00 – 8:00 p.m.

Location: Country Club of Lansing

Tickets

Member: \$60 | Non-member: \$95

Table of eight: \$450

The Lansing Regional Chamber's Policy Forum brings together business leaders and elected officials from across the state for an evening of networking and engaging in spirited conversations in the capital city of our great state! In addition to the great connections made at this event, we engage with key public policy officials to discuss the most pressing issues impacting the business community.

Sponsorships

Presenting Sponsor - \$10,000 (Exclusive)

- Two (2) tables of eight (8) at dinner
- Introduction of keynote speaker
- Two (2) seats at the speaker table
- Corporate branding in all marketing materials and table-top signage
- Distribution of marketing materials at each place setting
- First right of refusal to renew sponsorship for the following year

Reception Sponsor - \$4,000 (Exclusive)

- Table of eight (8) at dinner
- Two (2) seats at speaker table
- Company logo on drink tickets
- Recognition as event reception sponsor
- Corporate branding in all marketing materials and table-top signage
- First right of refusal to renew sponsorship for the following year

Legislative Sponsor - \$1,500 (Unlimited)

- Table of eight (8) for dinner
- Corporate logo displayed on all marketing materials
- Table-top signage with corporate branding
- Recognition as Legislative Sponsor

Business Supporting Sponsor - \$1,000 (Unlimited)

- Half table (4 tickets) for dinner
- Corporate logo displayed on all marketing materials
- Table-top signage with corporate branding
- Recognition as Business Supporting Sponsor



Leadership & Bipartisanship Award

Date: TBD | **Location:** TBD

The LRCC Leadership & Bipartisanship Award recognizes an elected official who demonstrates bipartisan leadership and fosters constructive governance necessary to move our region forward.

Sponsorship

Award Package - \$2,500

- Eight (8) tickets to Policy Forum dinner
- Recognition from podium as award sponsor during awards presentation
- Corporate branding in all marketing materials
- First right of refusal to renew sponsorship for the following year



Capitol Connections Breakfast

Date: TBD

Time: 8 to 11 a.m.

Location: Country Club of Lansing

Tickets

Member: \$45 | Non-member: \$90

Table of ten: \$425

The Capitol Connections Breakfast, hosted by the Lansing Regional Chamber of Commerce, is a signature morning event that brings together business leaders and key policymakers from the Greater Lansing region. This unique gathering provides an invaluable platform for discussing the latest legislative and economic issues affecting our community, all while enjoying a delicious breakfast with peers and influencers. Attendees will have the opportunity to engage directly with elected officials, gain insights into important policy developments, and strengthen connections that drive business growth and regional success.

Sponsorships

Presenting Sponsor - \$5,000 (Exclusive)

- Recognized as the "Presenting Sponsor" in all event promotions and materials, including the event title
- Opportunity to deliver a 5-minute welcome address at the beginning of the breakfast
- Prominent logo placement on all event signage, promotional materials, and the Chamber's website
- Reserved VIP seating for ten (10) guests
- Inclusion of a full-page ad in the event program
- Social media recognition before, during, and after the event
- Post-event recognition in the Chamber's FOCUS Business Monthly Magazine and the Capitol Connection Newsletter

Gold Sponsor - \$4,000 (Two Available)

- Logo placement on all event materials, signage, and the Chamber's website
- Reserved seating for eight (8) guests
- Half-page ad in the event program
- Social media recognition before and after the event
- Post-event recognition in the Capitol Connection Newsletter

Silver Sponsor - \$1,500 (Three Available)

- Logo placement on event signage and the Chamber's website
- Reserved seating for eight (8) guests
- Quarter-page ad in the event program
- Social media recognition before and after the event

Breakfast Sponsor - \$750 (Multiple Available)

- Logo displayed at the breakfast buffet and on table tents
- Reserved seating for four (4) guests
- Mention in the event program
- Social media recognition before and after the event



Policy and Regulatory **Education Series**

Date: TBD

The Lansing Regional Chamber of Commerce Policy and Regulatory Education Series provides members with opportunities to hear from experts on specific policy and regulatory issues that may impact businesses at the federal, state or local level of government. These educational programs are held throughout the year. However, some sessions may be held on an ad hoc basis depending on the timing of a particular issue.

Past areas of focus include family and medical leave, overtime rules, paid sick leave, minimum wage laws, A.I., and medical/recreational marijuana regulations.

Sponsorship

Presenting Sponsor - \$3,500

- Sponsor remarks at beginning of program
- Speaker introductions
- Corporate branding on all marketing materials



Pints & Politics

Date: TBD

The Lansing Regional Chamber of Commerce Pints & Politics event is an annual gathering where business and political leaders come together to connect. The event is typically held at a local pub or brewery and provides an informal setting for attendees to network and engage in candid conversations about politics and policy.

The goal of Pints & Politics is to foster a stronger relationship between the business community and elected officials, as well as to provide a platform for meaningful dialogue and collaboration.

Sponsorship

Presenting Sponsor - \$1,000 (2 max)

- Brief remarks at the event
- 10 tickets
- Branding in all marketing communications
- Distribution of marketing materials for your business
- Table-top signage with corporate branding
- First right of refusal to renew sponsorship for the following year

Legislative Sponsor - \$500 (8 max)

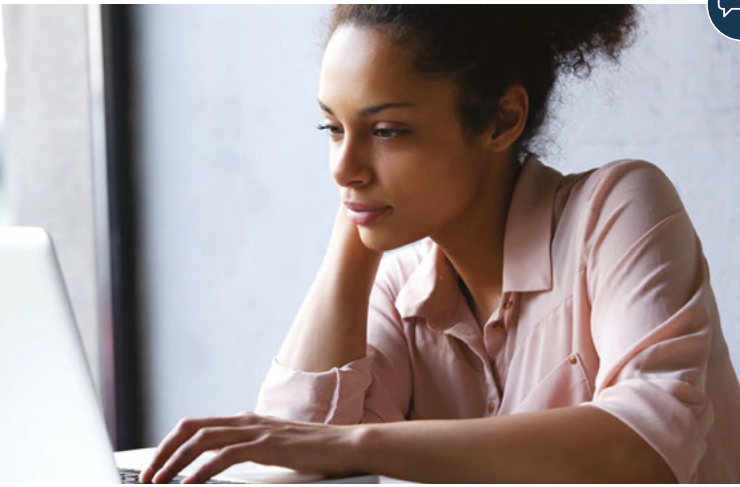
- 5 tickets
- Branding in all marketing communications



LRCC First Friday Public Affairs Call Update

Date: TBD

Platform: Zoom Video Conference



Every First Friday of the month, this member only call provides concise and informative briefing on policy and political developments impacting the business community. Hosted by the LRCC Public Affairs department, these calls are designed to keep our members informed and engaged.

Sponsorship

First Friday Public Affairs Call Update Sponsorship - \$1,500

- Logo Placement: Featured on promotional materials
- Verbal Acknowledgment: Sponsor recognition during the call.
- Post-Call Recognition: Mention in follow-up communications.



LRCC Chamber Townhall Series

Date: TBD

Location: Lansing Regional Chamber of Commerce



The LRCC Chamber Townhall Series is designed to foster direct dialogue between our members and key policymakers, providing a platform for open discussions on issues that matter most to the business community. These townhalls offer unique opportunities to gain insights, ask questions, and engage with leaders who influence policy at various levels of government.

Sponsorship

Chamber Townhall Series Exclusive Sponsorship - \$5,000

- Exclusive Branding: Logo on all event materials and promotions.
- Speaking Opportunity: Introduce speakers or deliver opening remarks.
- Prominent On-Site Recognition: Branded signage and logo display at events.



Business Roundtables

Dates: First, Second, Third and Fourth Wednesdays of Each Month (Excluding July and August)



Our monthly business roundtable meetings are for business, community, and government leaders to share what is going on in our community and collaborate on ways to advance our region. We're proud to now offer four business roundtables throughout the region on each Wednesday of the month:

- Delta Township-Eaton County **(First Wednesday)**
- Lansing-Delhi Township **(Second Wednesday)**
- East Lansing-Meridian Township **(Third Wednesday)**
- Clinton County **(Fourth Wednesday)**

Sponsorship

Presenting Sponsor - \$5,000

- Sponsor remarks at the beginning of the program
- Lead branding on all marketing materials



Diversity, Equity and Inclusion Series

Dates: Programming throughout 2025



The Diversity, Equity and Inclusion (DEI) series of programs and resources is designed to empower the business community to contribute to an equitable and inclusive region. Embracing diversity, equity and inclusion makes our organizations stronger and our community richer and more welcoming.

The Lansing Regional Chamber of Commerce is a leading voice in educating our business community through facilitated discussions and training sessions promoting awareness of racial disparities, unconscious (implicit) bias, microaggressions, and other crucial DEI topics to an equitable regional business culture.

Building and sustaining a diverse, equitable, and inclusive Lansing region is imperative for driving innovation, attracting top talent, and creating a business climate that leads to regional prosperity. The DEI series offers practical strategies for businesses looking to connect diversity to business strategy for growth in three target areas: workplace, workforce, and marketplace.

Questions can be directed to Ashlee Willis at MichiganPremierEvents@LansingChamber.org.

Sponsorships

Presenting Sponsor - \$10,000 (Exclusive)

- Lead corporate branding in all marketing materials
- Opportunity to make opening remarks at all DEI programs
- Six (6) featured articles in monthly DEI newsletter
- Three (3) featured articles on DEI placed in FOCUS Magazine
- Corporate recognition in LRCC DEI newsletter
- Representation on LRCC DEI Committee
- Video promotion in DEI newsletter of corporate DEI efforts (provided by sponsor)
- Complimentary seat on the Inclusive Leadership Roundtable
- Five (5) seats to the Inclusive Leadership Workshop

Diversity Sponsors - \$3,000 (Unlimited)

- Video promotion in DEI newsletter of corporate DEI efforts (provided by sponsor).
- Three (3) featured articles in monthly DEI newsletter provided by sponsor (200 word max) and approved by LRCC
- Corporate recognition on LRCC DEI webpage
- Three (3) to five (5) seats to Inclusive Leadership Workshop

Inclusion & Equity Sponsors - \$2,000 (Unlimited)

- Corporate recognition on LRCC DEI webpage and marketing materials



LANSING REGIONAL CHAMBER

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