



EVENT & POINT OPTION GUIDE

MARKETING OPTIONS

At the Chamber, we work for you and your business. We offer a variety of options to help you expand your marketing value through the Chamber through ExploreHutchinson.com and other beneficial outlets.

- **E-Newsletter / Mailing List, any combination of four** - 1 Point
 - ⇒ Include PDF Flyers in up to four of our E-Newsletters, emailed to members at the beginning of the month and live on ExploreHutchinson.com for the month.
 - ⇒ Physical address list of members for mailing promotional materials
- **Business Logo placed by Portal Business Name** - 1 Point
- **Online Member Portal Enhancement** - 2 Points
 - ⇒ Five links to pages on your website
 - ⇒ Longer description and a search results description
 - ⇒ Unlimited key words
- **Business Logo & 8 Photos included in Online Business Portal** - 2 Points
- **Banner Ads on select page or category with ad design** - 2 Points
- **Member add-on for additional owned businesses / locations** - 3 Points
- **Banner Ad on Community Calendar (most viewed webpage)** - 4 Points

AGRICULTURE FOCUS

DAIRY DAY

Dairy Day is the unofficial kickoff to summer, hosted by the Agri-Business Committee in downtown Hutchinson. Dairy Day Festivities include: a \$5 lunch meal, cheese samples, cow milking contest, live music, tractors to look at, children's activities, an ice cream eating contest and more.

- **Event Sponsor** - 1 Point

FARM FATIGUE

As harvest season arrives, our Agri-Business committee delivers buckets of goodies to our farmers in the fields of McLeod County. Members have the opportunity to contribute through sponsorship or donate items for the Buckets of Thanks

- **Farm Fatigue Sponsor** - 1 Point

CROP MANAGEMENT INPUT SEMINAR

This is an event bringing together people from the diverse agricultural community, including farmers, lenders and suppliers. Annually, this event brings speakers from all over the Midwest to Hutchinson's farming community and the Agriculture Person of the Year is awarded.

- **Bronze Sponsor** - 2 Points
- **Silver Sponsor** - 3 Points
- **Gold Sponsor** - 5 Points

PROGRAMS

HUTCHINSON LEADERSHIP INSTITUTE

This comprehensive program is designed to build community leaders. The Institute provides participants with a unique opportunity to turn knowledge into action through classroom experiences, hands-on activities, and a variety of assessment tools.

This program has had the great privilege of providing community information and leadership training to over 680 graduates. Like any good leader, we don't maintain the status quo. Each year the program undergoes format and curriculum changes in an effort to improve the quality of the experience.

Over the period of nine months, participants will experience 10 days of training, and classes. Each participant will be assigned to a project service group, which will then assess community needs, determine a project, facilitate the project working with other community members and/or groups.

Many Leadership Institute graduates find themselves asking, "What's next?"

The answer is **Leadership 2.0**. This program takes a deeper dive into personal leadership and how it can impact the future of the entire community.

- **Leadership Institute Contributor** - 1 Point
- **Leadership Institute Builder** - 3 Points
- **Leadership Institute Program Sponsor** - 6 Points
- **Leadership Institute Participant** - 6 Points
- **Leadership 2.0 Sponsor** - 6 Points

PULSE

PULSE (formally known as Hutchinson Young Professionals) is a group of **Professionals Under 40, Leading, Socializing, and Educating**. As the heartbeat of career development and networking for people in their 20's & 30's, the group meets through networking gatherings once a month and hosts education events two times a year.

- **Networking Sponsor + Participant** - 1 Point
- **Education Events Sponsor + Participant** - 3 Points
- **Program Sponsor + Participant** - 5 Points

EVENTS

ARTS & CRAFTS FESTIVAL

The Hutchinson Arts & Crafts Festival is located in Library Square Park in Downtown Hutchinson. Each year there is a large selection of artist, crafters, and thousands of new and returning shoppers. This successful event has been attracting thousands of vendors and shoppers from all over the Midwest for over 40 years!

- **Event Sponsor** - 1 Point
- **Event Partner** - 5 Points

ANNUAL CHAMBER GATHERING

Once a year, the Chamber invites its members to join in a celebration of accomplishments at its annual Awards & Gathering event. Four community awards are presented to select members and attendees enjoy a fun new theme every year.

- **Two Guests** - 1 Points
- **Event Sponsor & Eight Guests** - 5 Points
- **Drink Sponsor & Eight Guests** - 6 Points
- **Welcome Sponsor & Eight Guests** - 6 Points

BRING IT HOME EXPO

BRING IT HOME! is a program focused on raising awareness on the benefits of spending money locally, rather than traveling out of town for personal and business needs. Local businesses may display a window sticker reminding the public to "Bring It Home," and a committee works to emphasize the importance of each dollar spent at a locally owned and operated business. Each April we host the Bring It Home Family Fun and Business Expo designed to showcase local businesses.

- **Bring It Home Expo Booth** - 1 Point
- **Bring It Home Expo Sponsor** - 1 Point

HOMETOWN GOLF CHALLENGE

Every summer, the Chamber hosts a crazy and collaborative Golf Tournament. It's a great networking opportunity and for those who don't golf, a great chance to get your name in front of many people in a fun and unique way.

- **One Golfer** - 1 Point
- **Hole Sponsor** - 1 Point
- **Staffed Hole Sponsor** - 2 Points
- **Welcome Sponsor** - 3 Points
- **Golf Lunch or Dinner Sponsor & 4 Golfers** - 10 Points