



MARKETING OPTIONS

- **E-Newsletter Inserts / Mailing List** - 1 Point
 - ⇒ Include PDF Flyers in 4 of our monthly E-Newsletters that are emailed out to members and live on our website.
 - ⇒ OR choose to get a physical address list for all our Chamber Members and 3 E-Newsletter inserts.
- **Business Logo placed by web listing on ExploreHutchinson.com** - 1 Point
- **Email Blasts**
 - **Spotlight Message** - 1 Point
 - ⇒ Include a message in one of our monthly Chamber update emails (E-Newsletter or mid-month update)
 - ⇒ Company name in the email subject
 - **Custom Email** - 2 Points
 - ⇒ Custom email specialized with your message, sent to our members whenever you choose.
- **Online Member Portal Enhancement** - 2 Points
Included at the Access Level and higher
 - ⇒ Drive people from your web listing to specific pages on your website
 - ⇒ Display a description of your business in the search results
 - ⇒ Unlimited key search words
- **Business Logo & 8 Photos included in web listing on ExploreHutchinson.com** - 2 Points
Included at the Strategic Level and higher
- **Banner ads on a select page or category on ExploreHutchinson.com with ad design** - 2 Points
Included at the Champion Level and higher
- **Banner Ad on Community Calendar (most viewed webpage)** - 4 Points
- **Additional Owned Business / Business Location** - 3 Points

AGRICULTURE FOCUS

DAIRY DAY

Dairy Day is the unofficial kickoff to summer, hosted by the Agri-Business Committee in downtown Hutchinson. It's a popular family-friendly event with many local attendees.

- **Event Sponsor** - 1 Point
Business name included on posters, signage, and in social posts.

FARM FATIGUE

As harvest season arrives, our Agri-Business committee delivers buckets of safety, food, and health items to our farmers in the fields of McLeod County.

- **Farm Fatigue Sponsor** - 1 Point
This is your contribution to the program. Your business name is included on the "Thank You" that is put into each bucket of thanks.

CROP MANAGEMENT INPUT SEMINAR

This annual late fall event brings people from the diverse agricultural community, including farmers, lenders, suppliers, and speakers from all over the Midwest to Hutchinson's farming community.

- **Bronze Sponsor** - 2 Points
Booth area set up with 2 vendor tickets, business name on handouts, and 3 tickets to the seminar.
- **Silver Sponsor** - 3 Points
Booth area set up with 2 vendor tickets, business name on handouts, signage, and local advertising, and 6 tickets to the seminar.
- **Gold Sponsor** - 5 Points
Booth area set up with 2 vendor tickets, business name on handouts, signage, and local advertising, and 10 tickets to the seminar.

PROGRAMS

HUTCHINSON LEADERSHIP INSTITUTE

The Institute provides participants with a unique opportunity to turn knowledge into action with a variety of tools, classroom experiences, and hands-on activities.

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

The three options listed above are your contribution to the program, helping fund speakers and programming for participants. Program sponsors are also recognized in various ways throughout the sessions.

- **Leadership Institute Participant** - 6 Points
 - **Leadership 2.0 Participant** - 6 Points
- Send someone in your organization through one of the nine month leadership programs above.

THINK LOCAL

ThinkLOCAL raises awareness on the benefits of spending money locally for personal and business needs.

- **ThinkLOCAL Sponsor** - 1 Point
Your business name included on informational material and program promotions.
- **ThinkLOCAL Partner** - 2 Points
Your logo included on informational material and program promotions. The Chamber features your business in a Facebook Live video.

PULSE

PULSE is a group of **Professionals Under 40, Leading, Socializing, and Educating**. The group hosts monthly lunch & learn events and holds four social events throughout the year.

- **Social Event Sponsor** - 1 Point
Logo on emails, social event pages and signage for quarterly social events.
- **Lunch and Learn Sponsor** - 3 Points
Logo on emails, social event pages and signage for monthly Lunch and Learns.
- **Program Sponsor** - 5 Points
Logo included on any promotions, materials, group communications, and events

EVENTS

CHAMBER & AWARDS GATHERING

Every January, the Chamber invites its members to join in a celebration of accomplishments at the Annual Chamber & Community Awards Gathering. Fun networking!

- **Two Guests** - 1 Point
- **Event Sponsor & Eight Guests** - 5 Points
Business logo throughout the event
- **Welcome Sponsor & Eight Guests** - 6 Points
Business logo throughout the event and on the event entrance sign

HOMETOWN GOLF CHALLENGE

A crazy and collaborative Golf Tournament that takes place every July with opportunities to network or market your business.

- **One Golfer** - 1 Point
- **Hole Sponsor** - 1 Point
Business logo on one hole
- **Staffed Hole Sponsor** - 2 Points
Interactive booth on one hole
- **Welcome Sponsor** - 3 Points
Includes a staffed hole sponsorship, business logo on signs and listed in program.
- **Golf Lunch/Dinner Sponsor & 4 Golfers** - 10 Points
Includes a staffed hole sponsorship, business logo on signs and listed in program, and four golfers.

ARTS & CRAFTS FESTIVAL

This fall favorite gathers craft and food vendors from around the nation and brings 10,000+ shoppers each September.

- **Event Sponsor** - 1 Point
Business name present on brochures & posters
- **Event Partner** - 5 Points
Business logo present on brochures, posters and social media

What are you looking for?

The dots next to each opportunity indicate...

- Hands-on **MARKETING** opportunities
- Hands-off **MARKETING** opportunities
- **NETWORKING** opportunities
- **PROGRAM SUPPORT** opportunities