



**dakota county** regional  
CHAMBER OF COMMERCE



**MARKETING OPPORTUNITIES  
& RESOURCES FOR  
ENTREPRENEURS (MORE)**



**Dakota County Regional Chamber of Commerce is committed to building a stronger regional business community. We steadfastly serve the cities of Eagan, Farmington, Lilydale, Mendota, Mendota Heights, Rosemount, Sunfish Lake, and West St. Paul, along with Castle Rock, Empire, Eureka, and Hampton Townships.**

Mission Statement:

Dakota County Regional Chamber of Commerce is the influential voice to champion economic growth for business.



# MORE



MORE is available exclusively to Chamber members to support you in marketing your business. Plan ahead and build your customized marketing strategy for upcoming Chamber events, programs and initiatives.

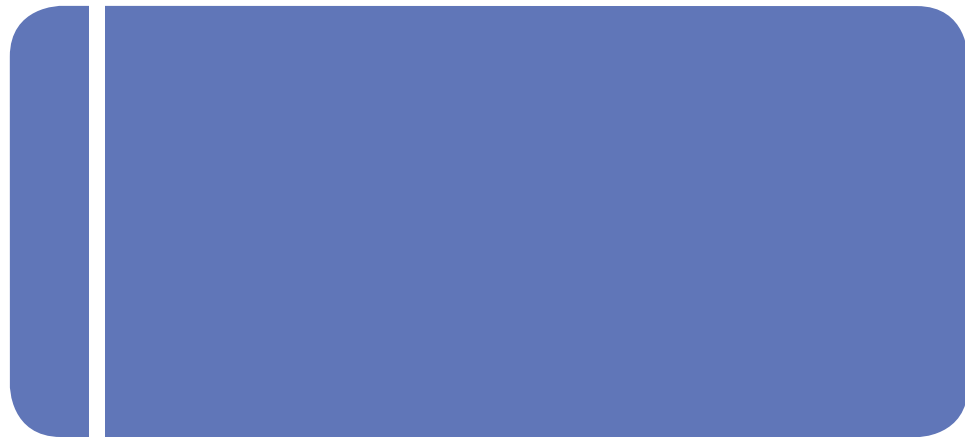
Program, event, and special initiative sponsors receive recognition in marketing materials and on [www.dcrchamber.com](http://www.dcrchamber.com), verbal recognition, event signage, and in most cases, complimentary tickets and an opportunity to display materials.

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**Program and Events  
Sponsorships**



## WomEn's Conference

**\$750 and up**

Dakota County Regional Chamber of Commerce hosts the annual WomEn's Conference each spring. WomEn's Conference will be held on March 9, 2017. With keynote speakers and break-out sessions of prominent local business women, WomEn's Conference is an event sure to be Energizing, Educational and Empowering. This half-day retreat also includes lunch, refreshments, and after-hours networking.

This outstanding event is attended by approximately 125 influential business women from various companies throughout the metro area. A sponsorship is a perfect opportunity for you to expand your network, enhance your visibility and develop new business relationships. Let DCR Chamber assist you in maximizing your company's profile and brand at this invaluable conference!

### Your Investment:

Presenting Sponsor - \$5,000  
 Premier Sponsor - \$2,500  
 Contributing Sponsor - \$1,250  
 Partner Sponsor - \$750  
 Conference Attendee - \$129/\$149



## WomEn's Circle

**\$300 and up**

As an extension of WomEn's Conference, WomEn's Circle aims to connect women and enrich their personal and professional lives by providing the tools and resources to fulfill their aspirations on a regular basis. There are six events throughout the year, each with networking and an engaging speaker, that rotate between morning and lunch timeframes. Sponsorships are a great way to show your support of our women's programming and will expose your business to many other professionals.

### Your Investment:

Presenting Sponsor - \$2,500; Monthly Program Sponsorship - \$300



## Business Excellence Awards

Join us on November 17, 2016 as we gather to honor businesses and individuals that exhibit innovation, growth and leadership during this premier annual event. Award categories include Business Excellence, Community Leadership, Small Business of the Year, Non-Profit of the Year, Woman/Minority-Owned Business, Legacy, and Young Professional. A sponsorship is a perfect opportunity to showcase your company in front of Twin Cities leaders and decision-makers.

**Your Investment:** Presenting Sponsor - \$5,000; Additional levels include \$2,500; \$12,50 and \$500.

## Good Day Dakota County

Good Day Dakota County provides an opportunity for networking, information sharing and a keynote speaker. Speakers may focus on what's hot in our community, professional development and more. This event is held on the second Monday of the month from 11:30 a.m. to 1:00 p.m.

**Your Investment:** Annual Sponsor - \$3,500; Individual Program Sponsor - \$300



## Coffee Breaks

Morning networking events scheduled from 8:00 a.m. to 9:00 a.m. are designed to provide you with the opportunity to promote your goods and services to your fellow Chamber members. Hosting companies provide refreshments and often choose to provide food. You may give tours, collect business cards for prize drawings, give away promotional items or utilize any other unique ideas to make a memorable experience at your business location. Two Coffee Breaks are held each month.

- Second Thursday of the month
- Fourth Tuesday of the month

**\$200**

## Expo/Business After Hours

Throughout the year, DCR Chamber offers members the opportunity to display their business through Expo. Whether it's in partnership with other local chambers or through DCR Chamber, this networking and promotional event is a great way to showcase your products and services.

**Your Investment:** 8 foot table (standalone) - \$150; ½ 8 foot table (shared) - \$90



## Legislative Breakfast Series

This event series is designed for business members to hear first-hand from lawmakers and industry experts on how legislation within all levels of government will affect their businesses' bottom line, job creation, growth and expansion. Members also have a chance to communicate their support or concerns and ask questions. The breakfast programs are held on the third Friday of the month from October through June from 7:30 a.m. to 9:00 a.m. Topics may include but are not limited to minimum wage, education reform, tax and spending, economics of today.

**Your Investment:** Presenting Series Sponsor - \$5,000; Monthly Program Sponsor - \$400; Series Pass - \$165

## Conference Room

Utilize this exclusive "named" opportunity to recognize your company through an annual sponsorship of the Chamber's conference room - a community and business gathering space used by the Board of Directors, committees, taskforces, for programs and events, and by other leading organizations and companies in the region.

**\$2,500**

## New Member Coupons

Each new member of the Chamber receives a coupon good for \$10 off a Chamber event. Be one of the first companies to showcase your business to new members. Investment includes logo recognition on each coupon.

**\$1,500**

## Meet the Chamber

Get in front of new and prospective business members each month during Meet the Chamber. This monthly orientation provides an overview of the Chamber's many benefits in making an investment and encourages engagement through participation and volunteerism. As the Meet the Chamber sponsor you have ongoing complimentary attendance and a chance to tell your business story.

**\$750**

## Ribbon Cuttings

Opening a new business, relocating, or expanding? Your Chamber invites members to host Ribbon Cuttings and Grand Opening events. As a sponsor of these events, it's a great opportunity to showcase your company during these celebrations. Participants will remember you and the branded scissors long after the event ends.

**\$1,200**



## Small Business University

Small Business University is scheduled for September 22, 2016 at Lost Spur Golf & Event Center. This day-long seminar will feature a keynote speaker and breakout sessions on topics that are important to small business. This is an excellent opportunity to showcase your business in front of these Twin Cities small business owners and decision makers.

### Your Investment:

Presenting Sponsor - \$5,000; Additional levels include \$2,500; \$1,250; \$500 and \$250.





## Golf Classic

Scheduled for Monday, June 19, 2017 at Mendakota Country Club in Mendota Heights, this annual event promises great networking opportunities, competitive golf on one of the finest private courses in the Twin Cities, and a chance to win great prizes.

**Your Investment:** Tournament Sponsor - \$5,000; Premier Sponsor and Golf Ball Sponsor - \$2,500; Partner Sponsor - \$1,500; Lunch, Dinner, Golf Cart, Beverage Tickets, Beverage Cart, Driving Range, Bag Drop and Putting Green Sponsors - \$650; Exclusive Tee Sponsor - \$500; and Shared Tee Sponsor - \$250, Golfers are \$175.

## Emerging Leaders

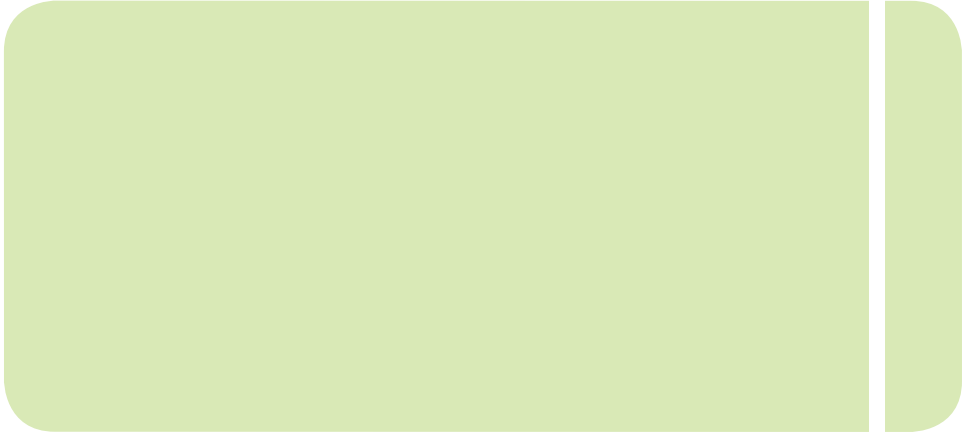
Emerging Leaders is for dedicated, enthusiastic, and talented young professionals in their 20's and 30's, as well as those that are "young" at heart or "young" in experience within their current industry. Emerging Leaders interacts primarily through social events on a quarterly basis. Each social event will also offer the opportunity for attendees to interact with different influential community leaders.

**Your Investment:**  
Presenting Sponsor - \$2,000; Program Sponsor - \$300

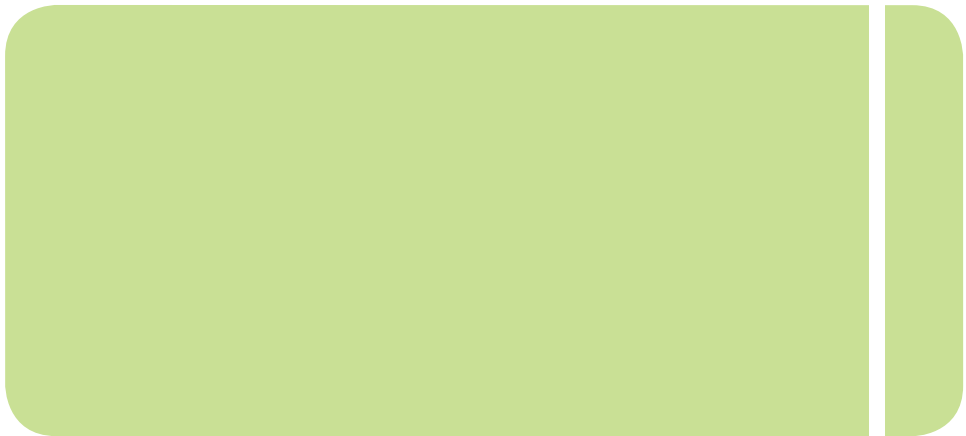
## Why Not Wednesday?

Why Not Wednesday? is a business-after-hours event that Chamber members have the opportunity to host. Held on the first Wednesday of the month from 4:30 p.m. to 6:00 p.m. at your place of business, these networking events bring together Chamber members, community leaders and your business clients.

**\$200**



**Special Initiative  
Sponsorships**



## Three Year Strategic Plan

In 2015, DCR Chamber Board of Directors adopted a three year strategic plan to use as a roadmap intended to position DCR Chamber as the voice of the regional business community and ensure a strong return on investment for its members. Board and staff are vested in the implementation of these strategies by developing appropriate supporting tactics and benchmarking the overall progress of the plan. This strategic plan is grounded in the recognition that the Chamber has an important role to play for stakeholders that requires prudent but bold leadership. Accomplishing these strategies will require additional financial support from our membership.

### Your Investment:

\$5,000; \$2,500; or \$1,000 (a three year commitment is preferred but not required).



## Public Affairs Priorities Brochure

Published at the beginning of the year, this brochure will highlight the major policy initiatives of your Chamber at all levels of government and will be distributed to nearly 600 business representatives and elected officials.

**Your Investment:** Exclusive sponsor at \$2,000 or \$750.

## Grassroots Development

A comprehensive, targeted grassroots communication program expanding legislative and policy-making influence throughout the Chamber's membership. Communicate with business owners and Dakota County residents who support continued economic growth and job creation through extensive issue surveying and other means to influence local, regional, state, and federal issues. This how we enact change.

### Your Investment:

\$10,000 to \$500

## Charitable Foundation Annual Operating Donor

A contribution to undesignated funds of your Chamber's Charitable Foundation allows the organization to focus on workforce development initiatives. It's an investment in our future.

**Your Investment:** An amount of your choosing.



**Publications &  
Electronic Media**



## Weekly Update

Weekly Update is a weekly email newsletter distributed every Monday morning, filled with member news, local and regional news, chamber program information and much more. This snapshot of news and information is delivered to more than 1,500 desktops every week, and is readily available for download at [www.dcrchamber.com](http://www.dcrchamber.com).

- Basic Ad – 272.5(w) x 122.5(h) pixel area to advertise your company. This is a great way for members to introduce their company to other members of the chamber. TWO of these ads can be run in a week and are placed at the bottom of the newsletter. **Your Investment:** \$50 per ad, per week.
- Deluxe Ad - 340(w) x 153(h) pixel area to advertise your news, event, sale, etc. displayed on Weekly Update. This ad is typically placed in the middle of Weekly Update. **Your Investment:** \$100 per ad, per week.
- Weekly Update Sponsorship - 545(w) x 245(h) pixel area to advertise your news, event, sale, etc. displayed on Weekly Update. This ad is typically placed at the top of Weekly Update. Additionally, your company logo linked to your web address will be displayed at the bottom of Weekly Update for quicker access to your website and company information, as well as being noticed by all viewers. **Your Investment:** \$150 per ad, per week.

## Mailing List

DCR Chamber members may purchase the member mailing list. The list is formatted in an Excel document and consists of company name, primary representative, phone number and mailing address. It's a great way to invite Chamber members to an event you may be hosting or inform them of a service or promotion you are offering.

**\$75**

## New Member MailPak

New members would be offered the opportunity to provide a promotional insert into a MailPak which would be distributed to the primary representative at all of our active business members. Your logo would be on the outside of all envelopes and you could also provide an insert. MailPak is an easy way to get your message out to a large audience three times per year.

**\$3,000**

## Enhanced Listing

Enhancing your listing upgrades your online business profile from a simple listing to its own embellished web page. This includes:

- Eight photos
- 1,600 character description
- Five bullet points
- Logo
- Map link with 20 keywords
- Self-produced YouTube video
- Preferential order (top of list) within their respective categories
- **Your Investment:** \$75



## Map

Need help finding your way? This regional map provides area information and details on how to get around the Dakota County region. Display advertising is available throughout the map so that you can target your business to area residents, business owners, and even visitors to the area.

**Your Investment:** Varies based on size & location placement of ad.

## Website Sponsorships

Showcase your company on the Chamber's website for a fraction of what other forms of advertising might cost. Get the attention of our site's visitors by featuring your business on a clickable banner ad that is showcased on each page of the website.

**Your Investment:** \$1,000 for a full year; \$500 for six months.

## Membership Directory

This annual, four-color printed publication encourages Chamber members to do business with other members. All members are automatically listed in the directory alphabetically, and in the business resource guide, and company representative sections. Listings are published on the Chamber's website, [www.dcrchamber.com](http://www.dcrchamber.com). Members also have the opportunity to advertise their products and services through display advertising.

**Your Investment:** Varies based on size and location placement of ad. Ads are placed during the fourth quarter of each year for an annual January distribution. Additional representative listings are also available for a nominal fee.

# Investment Calendar

<p>January</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>February</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>March</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>
<p>April</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>May</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>June</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>
<p>July</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>August</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>September</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>
<p>October</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>November</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>	<p>December</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>_____ \$ _____</p> <p>Investment \$ _____</p>

**Total Annual Investment: \$ \_\_\_\_\_**



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