2027 CHAMBER PARTNERSHIP OPPORTUNITIES

Partnership guide for
business visibility, leadership, and vitality

YEAR-ROUND PARTNERSHIPS

PROGRAM INVESTMENTS

EVENT OPPORTUNITIES

the Chamber
Grand Haven
Spring Lake
Ferrysburg

THE CHAMBER OF COMMERCE
GRAND HAVEN, SPRING LAKE, FERRYSBURG
1 S Harbor Dr., Grand Haven, MI., 49417

Pillars of Chamber Work

Your investments support the work of the Chamber

Members rely on the Chamber for meaningful connections, practical business support, increased visibility, informed leadership, and a strong regional economy.

Our 2027 partnership opportunities are organized around **three pillars**, making it easier for every partner to understand the work their investment supports and the impact it creates for our members and the broader community.

Partners can invest in the Chamber's work as a whole, align their support with a specific pillar, build a defined program, or sponsor an individual event. This flexible approach creates a clearer connection between each partner's goals and the year-round work of the Chamber.

Invest in the Chamber work that helps businesses connect, grow, lead, and strengthen our region throughout the year.



Member Success & Business Growth



Business Voice & Regional Leadership



Economic & Community Vitality

Pillar	Promise	What the work accomplishes
Member Success & Business Growth	Connect | Empower | Grow	Helps members build meaningful relationships, access resources and support, increase visibility, and uncover growth opportunities.
Business Voice & Regional Leadership	Inform | Convene | Advocate	Brings employers, community leaders, and decision-makers together to share business intelligence, address regional priorities, and strengthen the voice of the business community.
Economic & Community Vitality	Promote | Invest | Thrive	Strengthens local commerce, celebrates community identity, and advances our region as a place where people and businesses want to live, work, visit, and invest.

Turn Your Sponsorship into Year-Round Business Value

- Partners can choose the business outcomes and audiences that best align with their goals.
- Recognition can extend throughout the year rather than ending with a single event.
- Engagement opportunities are connected to meaningful Chamber work and the needs of our members.
- Partner value can be demonstrated through reach, engagement, and impact with a clear story of what each investment helped make possible.

A clear Chamber and Foundation distinction

This guide covers Chamber sponsorships only. Northwest Ottawa Chamber Foundation programs are offered separately under their own agreements, invoicing, benefits, and outcome reporting.



PARTNERSHIP OVERVIEW

Choose the level that fits your goals

The best starting point is the outcome you want to support, the audience you want to reach, and the type of engagement that is most useful to your organization.

Partnership	Annual Investment	Focus	Best Fit	Reporting
Chamber Impact Partner	$15,000	All three pillars with enhanced activation in one selected pillar	Year-round Chamber leadership & broad visibility	Semiannual Chamber-wide summary and leadership check-in
Strategic Pillar Partner	$10,000	Your choice of pillar	Focused alignment with a major area of Chamber work	Semiannual pillar impact summary
Program builder	$5,000	One program, series, campaign, or initiative	Targeted connection to a defined member need	Post-program results summary
Event Sponsor	$2,500 or approved custom	One event or approved activation	Focused event visibility and participation	Event recap where offered

Every partnership begins with a documented plan

- The selected level, pillar, program, or event
- The audience and business objectives the partner wants to advance
- Included benefits, timing, responsibilities, and required assets
- The results and supporting evidence the Chamber will report
- Payment terms, renewal timing, and any approved custom provisions

Premium event inventory is available separately unless it is expressly included in the agreement. Category protection is limited, subject to availability, and effective only when approved in writing.

ANNUAL PARTNERSHIP

Chamber Impact Partner

$15,000

Designed for organizations seeking a visible leadership position across the Chamber's full body of work, with enhanced activation in one selected pillar.

Included Partner Value

Position & Scope	2027 Chamber Impact Partner designation across all three pillars, with an enhanced activation plan in one selected pillar
Website & Email	Premier annual partner page, homepage partner panel, recurring partner panel, and selected major communications
Recognition	Premier recognition in the annual impact report and acknowledgement at major Chamber gatherings
Executive Engagement	Two approved engagement or thought leadership opportunities aligned with Chamber priorities and the member experience
Content	One executive profile or business resource plus one feature connected to the selected pillar
Registrations	Twelve annual flex registrations plus for Annual Meeting tickets
Impact Reporting	Semiannual Chamber-wide results summary and leadership check-in covering agreed measures and activation progess
Renewal & Access	First right to renew the position and activation, plus first access to premium event inventory
Category Protection	Limited, subject to written approval and availability, and defined narrowly in the sponsorship agreement

Strong fit for major employers and regional brands that value sustained visibility, executive access, broad member reach, and a leadership connection to the Chamber’s economic and community work.

STRATEGIC PILLAR PARTNER

Member Growth Partner

$10,000

Pillar Promise

Supports Member Success & Business Growth, the Chamber work that helps members connect, build capability, gain visibility, and find new opportunities.

Chamber programs connected to this pillar

Chamber 360, Leads, member roundtables, Networking at Noon, BASHes, the Golf Outing, and member communications.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar
Leadership & Content	One approved pillar-related engagement opportunity plus one article, interview, resource, or panel opportunity
Access	Eight annual flex registrations plus two Annual Meeting tickets, with priority access to related event inventory
Reporting & Renewal	Pillar partner recognition in the annual impact report, a semiannual pillar impact summary, and first right to renew the selected pillar

Examples of value reporting

Reach may include program attendance and digital visibility. **Engagement** may include registrations used, employee participation, and facilitated connections. **Impact** may include members onboarded, referrals or introductions made, resources delivered, and stories of member growth.



STRATEGIC PILLAR PARTNER

Business Voice Partner

$10,000

Supports Business Voice and Regional Leadership, the Chamber work that informs employers, convenes leaders, and brings the business perspective to regional conversations.

Pillar Promise

Inform. Convene. Advocate. This partnership is a strong fit for manufacturers, utilities, health care organizations, major employers, and professional service firms.

Chamber programs connected to this pillar

Advocacy in Action, Chamber Forums, Early Bird Breakfasts, the Annual Celebration, Business Recognition Luncheon.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar
Leadership & Content	One approved pillar-related engagement opportunity plus one article, interview, resource, or panel opportunity
Access	Eight annual flex registrations plus two Annual Meeting tickets, with priority access to related event inventory
Reporting & Renewal	Pillar partner recognition in the annual impact report, a semiannual pillar impact summary, and first right to renew the selected pillar



Examples of value reporting

Reach may include employers and community leaders participating in programs. Engagement may include registrations, questions, content interaction, and approved sponsor participation. Impact may include business issues elevated, decision maker touchpoints, practical intelligence delivered, and examples of leaders convened around shared priorities.

STRATEGIC PILLAR PARTNER

Economic Vitality Partner

$10,000

Supports Economic and Community Vitality, the Chamber work that promotes local commerce, strengthens community identity, and contributes to a vibrant regional economy.

Pillar Promise

Promote. Invest. Thrive. This partnership is a strong fit for real estate, hospitality, tourism, manufacturing, finance, and major community employers.

Chamber programs connected to this pillar

Dune Dollars, the Grand Haven Art Festival, Economic Forecast, and Industry Trends.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar
Leadership & Content	One approved pillar-related engagement opportunity plus one article, interview, resource, or panel opportunity
Access	Eight annual flex registrations plus two Annual Meeting tickets, with priority access to related event inventory
Reporting & Renewal	Pillar partner recognition in the annual impact report, a semiannual pillar impact summary, and first right to renew the selected pillar

Examples of value reporting

Reach may include residents, visitors, participating businesses, and community leaders. Engagement may include sponsor activation, event participation, and use of local commerce programs. Impact may include local spending supported, business visibility, leadership recognition, and specific stories that demonstrate community and economic value.



PROGRAM PARTNERSHIP

Program Builder

$5,000

Designed for organizations seeking a concentrated connection to one defined series, campaign, or member need.

Included Partner Value

Recognition	Program level recognition on the sponsored program page and in communications for the selected program.
Engagement	An approved welcome, host, or expert role when it fits the program and member experience.
Content & Access	One program sponsor spotlight and four eligible program registrations when applicable.
Reporting & Renewal	A post program results summary and first opportunity to renew the selected program.



EVENT SPECIFIC PARTNERSHIP

Event Sponsor

$2,500 or approved custom

Designed for organizations that want focused visibility, participation, or activation around one selected Chamber event.

Included Partner Value

Visibility	Recognition on the event registration page and in relevant event reminder communications.
Event Recognition	On site or in program acknowledgment connected to the selected event.
Participation	Event registrations or participation benefits as stated for the selected opportunity.
Reporting	An event recap where offered. Exact measures depend on the event format and available data.

Opportunity	Suggested Positions
Grand Haven Art Festival Family Fun Day	$300
Golf Outing Specific	$500-$1,500
BASH host opportunity	$400
Early Bird Breakfast Expo Table	$350
Early Bird speaker	$400
Ribbon Cutting Celebration	$175-$250

Availability and exact deliverables are confirmed in writing. Custom opportunities must fit the event, the member experience, and the Chamber's ability to deliver the promised benefit.

SPONSOR VALUE REPORTING

Your partnership makes things possible

The Chamber will define a focused set of measures with each sponsor before activation. Reporting emphasizes decision useful evidence rather than a long list of disconnected exposure statistics.

Measure	What it answers	Examples
Reach	Who had an opportunity to see, attend, or receive the sponsored work?	Email distribution, event attendance, website visibility, social visibility, content placement
Engagement	Who took an observable action?	Registrations used, employee participation, introductions, hosted opportunities, content interaction
Impact	What changed or advanced because the work occurred?	Members served, referrals made, issues elevated, local spending supported, program outcomes
Narrative	What specific story demonstrates the value?	Member example, sponsor activation story, testimonial, photo, or concise outcome narrative

Partnership Level	Results Communication
Chamber Impact Partner	Semiannual Chamber wide summary and leadership check in
Strategic Pillar Partner	Semiannual pillar impact summary
Program Builder	Post program results summary
Event Sponsor	Event recap where offered

How results will be handled

- Measures are selected based on the sponsor's objectives and the data reasonably available for the chosen opportunity.
- Results may be identified as verified, estimated, or unavailable so the report is clear and credible.
- Cumulative exposure across overlapping channels is not described as unique reach unless a documented method removes duplication.
- Sponsor stories, quotes, and photographs are used only with the appropriate permission.

PARTNERSHIP PLANNING

Build the right partnership for your goals

Use this page during the sponsorship conversation to identify the most relevant level, audience, activation, and results plan.

Primary Business Goals

Select all that apply			
	Sustained brand visibility		Business development and introductions
	Executive thought leadership		Employee or member engagement
	Regional business leadership		Local economic and community impact
	Event specific visibility		Other_____

Audience & Alignment

Priority Audience	
Recommended Partnership Level	
Selected pillar program or event	
Preferred engagement or content opportunity	
Priority measures for reporting	
Next action and decision date	

NEXT STEPS

A simple path from fit to results

1	Select the fit	Choose the level, pillar, program, or event that best supports your organization's objectives.
2	Confirm the plan	Document benefits, timing, assets, contacts, payment terms, responsibilities, and agreed measures.
3	Activate and report	Deliver the partnership, share a concise results summary, and use the findings to shape renewal.

Let’s Build a Partnership Together

Together, we’ll create a sponsorship opportunity that aligns with your goals, reaches the right audience, fits your budget, and delivers meaningful visibility, engagement, and impact.

The Chamber of Commerce
Grand Haven, Spring Lake, Ferrysburg
1 South Harbor Drive, Grand Haven, MI. 49417

Important partnership terms

Final benefits, availability, timing, and any category protection are confirmed in the sponsorship agreement. Foundation opportunities remain separate from Chamber sponsorships. The Chamber may approve custom activation only when it fits the program or event, protects the member experience, and can be fulfilled as promised.