2027 FOUNDATION PARTNERSHIP OPPORTUNITIES

Partnership guide for
talent, leadership,
collaboration, and community impact

YEAR-ROUND PARTNERSHIPS
PROGRAM INVESTMENTS
MEASURABLE COMMUNITY OUTCOMES

the Chamber
NORTHWEST OTTAWA
Foundation

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

Pillars of Foundation Work

Invest in mission-driven work that develops people, connects employers and educators, strengthens community leadership, and mobilizes service across our region.

The **Foundation** strengthens long-term regional economic vitality by developing talent, empowering future leaders, fostering business and education partnerships, and mobilizing community engagement through impactful programs and collaborative investment.

A partner may invest across the Foundation, align with one pillar, build a defined program, or support a specific program event or project. Each pathway connects recognition and engagement to charitable outcomes the Foundation can measure and report.

Workforce & Talent Development

Leadership Development & Civic Engagement

Community Impact & Volunteerism

Business & Community Partnership



Pillar	Promise	What the work accomplishes
Workforce & Talent Development	Attract | Develop | Retain	Strengthens the regional workforce pipeline through career connections, professional growth, and talent retention.
Leadership Development & Civic Engagement	Equip | Engage | Lead	Cultivates current and future leaders prepared to strengthen businesses, organizations, and community life.
Community Impact & Volunteerism	Serve | Collaborate | Strengthen	Mobilizes volunteers and community partners for visible service and meaningful community improvement.
Business & Community Partnership	Connect | Align | Advance	Builds partnerships among businesses, educators, community organizations, and civic leaders to advance shared priorities and strengthen the region.

Turn Your Sponsorship into Year-Round Business Value

- Partners can select the charitable outcome, audience, and engagement style that best fit their priorities.
- Support can sustain year-round work instead of ending with a single event.
- The Foundation can report value through reach, engagement, impact, and a specific narrative of change.
- Program safeguards, participant privacy, and mission fit remain central to every activation.

A clear Foundation and Chamber distinction

These packages are offered by the Northwest Ottawa Chamber Foundation. Foundation opportunities use separate agreements, invoices, revenue tracking, benefits, and outcome reporting from Chamber sponsorships.

PARTNERSHIP OVERVIEW

Choose the level that fits your goals

Start with the outcome you want to advance, the people you want to engage, and the type of recognition or participation that is 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, event, or project
- The mission outcome, audience, and organizational goals the partner wants to advance
- Included benefits, timing, contacts, responsibilities, and required assets
- Participant safeguards, permissions, and boundaries for sponsor involvement
- The results and supporting evidence the Foundation will report

Gift option: organizations seeking no return benefits may request a charitable gift agreement instead of a sponsorship agreement. The Foundation will document the arrangement appropriately.

ANNUAL PARTNERSHIP

Foundation Impact Partner

$15,000

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

Included Partner Value

Position & Scope	2027 Foundation Impact Partner designation across all four pillars, with an enhanced activation plan in one selected pillar.
Website & Email	Premier annual partner page, Foundation homepage panel, recurring partner panel, and selected major communications.
Recognition	Premier recognition in the annual impact report and acknowledgment at major Foundation gatherings and impact communications.
Mission Engagement	Two approved engagement, volunteer, mentor, program-observation, or thought-leadership opportunities aligned with mission and participant safeguards.
Content & Story	One leadership profile or impact story plus one feature connected to the selected pillar.
Participation	Twelve flex registrations or participation credits across eligible Foundation programs, subject to availability and program requirements.
Impact Reporting	Semiannual Foundation-wide results summary and leadership check-in covering agreed measures and activation progress.
Renewal & Access	First opportunity to renew the position and activation, plus first access to premium Foundation inventory.

Strong fit for major employers, regional brands, and philanthropic leaders that value sustained visibility, employee engagement, executive connection, and measurable investment in people and community outcomes.

FOUNDATION PILLAR PARTNER

Talent Pipeline Partner

$10,000

Supports Workforce & Talent Development, the Foundation work that connects individuals to career opportunities, professional growth, employers, and reasons to build a future in our region.

Pillar Promise

Attract | Develop | Retain: This partnership is a strong fit for major employers, manufacturers, health care, higher education, staffing, housing, technology, and financial organizations.

Foundation programs and initiatives

Boomerang; Young Professionals & Talent Retention / Emerging Leaders; intern and early-career engagement; employer talent connections; “Live, Work, Stay” storytelling and community immersion opportunities.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar.
Engagement & Story	One approved pillar-related engagement opportunity plus one article, interview, impact story, resource, or panel opportunity.
Participation	Eight flex registrations or participation credits across eligible pillar programs, subject to availability and program requirements.
Reporting & Renewal	Pillar recognition in the annual impact report, a semiannual pillar impact summary, and first opportunity to renew the selected pillar.

Outcomes this investment advances

Career connections, employers engaged, young professionals reached, mentoring and volunteer placements, stronger recruitment support, and stories of talent attraction or retention.

Examples of value reporting

Reach may include students, recent graduates, young professionals, and employers. Engagement may include booths, introductions, mentoring, tours, registrations, and employee involvement. Impact may include career connections, local opportunity awareness, employer recruitment support, and talent retention stories.

FOUNDATION PILLAR PARTNER

Leadership Development Partner

$10,000

Supports Leadership Development & Civic Engagement, the Foundation work that prepares current and future leaders to strengthen businesses, organizations, and the broader community.

Pillar Promise

Equip | Engage | Lead: This partnership is a strong fit for financial institutions, professional service firms, health care organizations, major employers, and leadership-focused brands.

Foundation programs & initiatives

Leadership Connect; Leadership Connect Alumni Network; Women in Leadership initiatives, including possible cohorts, mentoring, executive speakers, roundtables, and professional development.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar.
Engagement & Story	One approved pillar-related engagement opportunity plus one article, interview, impact story, resource, or panel opportunity.
Participation	Eight flex registrations or participation credits across eligible pillar programs, subject to availability and program requirements.
Reporting & Renewal	Pillar recognition in the annual impact report, a semiannual pillar impact summary, and first opportunity to renew the selected pillar.

Outcomes this investment advances

Participants and alumni engaged, leadership capabilities strengthened, mentor connections, civic and volunteer involvement, board readiness, and stronger employer leadership pipelines.

Examples of value reporting

Reach may include cohort participants, alumni, mentors, and employers. Engagement may include program completion, mentoring, workshops, alumni participation, and volunteer or board connections. Impact may include participant growth, expanded networks, civic engagement, and leadership stories.

FOUNDATION PILLAR PARTNER

Community Impact Partner

$10,000

Supports Community Impact & Volunteerism, the Foundation work that mobilizes businesses, volunteers, students, nonprofits, and partners to create visible, meaningful community improvement.

Pillar Promise

Serve | Collaborate | Strengthen: This partnership is a strong fit for utilities, construction, insurance, retail, health care, service firms, and employers seeking hands-on employee engagement.

Foundation programs & initiatives

Community Impact Day; signature community projects; nonprofit service collaborations; youth and student volunteer projects; leadership volunteer placements.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar.
Engagement & Story	One approved pillar-related engagement opportunity plus one article, interview, impact story, resource, or panel opportunity.
Participation	Eight flex registrations or participation credits across eligible pillar programs, subject to availability and program requirements.
Reporting & Renewal	Pillar recognition in the annual impact report, a semiannual pillar impact summary, and first opportunity to renew the selected pillar.

Outcomes this investment advances

Volunteers mobilized, service hours contributed, projects completed, nonprofits supported, employee teams engaged, in-kind resources coordinated, and visible improvements delivered.

Examples of value reporting

Reach may include volunteers, employees, students, nonprofits, and community members. Engagement may include volunteer registrations, teams, hours, projects, and in-kind resources. Impact may include projects completed, organizations supported, visible improvements, and stories from volunteers or nonprofit partners.

FOUNDATION PILLAR PARTNER

Business & Community Partner

$10,000

Supports Business & Community Partnership, the Foundation work that connects employers, educators, students, community organizations, and civic leaders around shared regional priorities.

Pillar Promise

Connect | Align | Advance: This partnership is a strong fit for manufacturers, skilled trades, education, health care, finance, workforce services, and civic or community organizations.

Foundation programs & initiatives

Business Education Partnership; Youth Leadership integrated with BEP; employer–educator connections; career exposure; student leadership; collaborative business and community initiatives.

Included Partner Value

Visibility	Prominent recognition on the selected pillar page, in relevant pillar communications, and at programs connected to the pillar.
Engagement & Story	One approved pillar-related engagement opportunity plus one article, interview, impact story, resource, or panel opportunity.
Participation	Eight flex registrations or participation credits across eligible pillar programs, subject to availability and program requirements.
Reporting & Renewal	Pillar recognition in the annual impact report, a semiannual pillar impact summary, and first opportunity to renew the selected pillar.

Outcomes this investment advances

Students, educators, and employers connected; career awareness expanded; employer participation increased; education and business collaboration strengthened; and youth leadership supported.

Examples of value reporting

Reach may include students, educators, administrators, employers, and community partners. Engagement may include career conversations, employer participation, classroom or program connections, tours, and student activities. Impact may include stronger career awareness, employer–educator relationships, and stories of pathways created.

PROGRAM PARTNERSHIP

Program Builder

$5,000

Designed for organizations seeking a concentrated connection to one charitable program, cohort, series, campaign, or initiative and the outcomes it is intended to create.

Included Partner Value

Visibility	Program-level recognition on the sponsored program page and in communications for the selected program.
Engagement	An approved welcome, mentor, host, volunteer, expert, or observation role when it fits the program and participant experience.
Story & Participation	One program partner spotlight or impact feature plus four eligible registrations, volunteer placements, or participation credits.
Reporting & Renewal	A post-program or cohort results summary and first opportunity to renew the selected program.

Program or Initiative	Suggested Positions
Leadership Connect	9
Boomerang & Talent Retention Initiatives	2
Women in Leadership Initiatives	2
Business Education Partnership	2
Community Impact Day & Signature Projects	2
Youth Leadership/Student Career Connections	2

The program list identifies proposed inventory. Final availability, benefits, timing, participant access, and fit are confirmed before the partnership is offered.

PROGRAM EVENT OR PROJECT PARTNERSHIP

Program/Event Sponsor

$2,500 or approved custom

Designed for organizations that want focused recognition, employee engagement, or activation around one Foundation program event, project, session, or approved activity.

Included Partner Value

Visibility	Recognition on the relevant registration or program page and in applicable reminder communications.
Activity Recognition	On-site, project, session, or program acknowledgment connected to the selected opportunity.
Participation	Registrations, volunteer placements, team participation, or other benefits as stated for the selected opportunity.
Reporting	A program/event recap where offered. Exact measures depend on the activity and available data.

Illustrative Opportunities

Opportunity	Investment
Community Impact Day project, site, or volunteer team support	$2,500 or custom
Leadership Connect Session or Community Immersion Partner	$2,500 or custom
Boomerang employer connection or exhibitor opportunity	Approved opportunity
Women in Leadership workshop or speaker support	Approved opportunity
Career exploration or educator engagement activation	Approved opportunity
Emerging Leaders tour, mentor, or community engagement activation	Approved opportunity

Custom opportunities must fit the Foundation mission, protect participant and student privacy, and be deliverable without giving the sponsor control over curriculum, participant selection, program policy, or Foundation governance.

SPONSOR VALUE AND STEWARDSHIP REPORTING

Your partnership makes things possible

The Foundation will define a focused set of measures with each sponsor before activation. Reporting combines sponsor value with credible evidence of charitable reach, engagement, outcomes, and human impact.

Measure	What it answers	Examples
Reach	Who had an opportunity to see, attend, or receive the sponsored work?	Participants, employers, educators, students, volunteers, nonprofits, communication distribution
Engagement	Who took an observable action?	Registrations, completion, mentoring, introductions, volunteer hours, teams, content interaction
Impact	What changed or advanced because the work occurred?	Career connections, leaders developed, projects completed, partnerships formed, people or organizations served
Narrative	What specific story demonstrates the value?	Participant example, employer story, volunteer reflection, partner quote, photo, or concise outcome narrative

Partnership Level	Results Communication
Foundation Impact Partner	Semiannual Foundation-wide summary and leadership check-in
Foundation Pillar Partner	Semiannual pillar impact summary
Program Builder	Post-program or cohort results summary
Program/Event Sponsor	Program/event recap where offered

How results will be handled

- Measures are selected based on sponsor objectives, program outcomes, and data the Foundation can responsibly collect.
- Results may be identified as verified, estimated, or unavailable so reporting remains clear and credible.
- Overlapping channel exposure is not described as unique reach unless a documented method removes duplication.
- Stories, quotes, photographs, participant details, and student information are used only with appropriate permission.

PARTNERSHIP PLANNING

Build the right Foundation partnership

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

Primary Goals

Select all that apply			
	Workforce & Talent Pipeline		Leadership Development
	Community Service & Employee Engagement		Business–Education Partnership
	Sustained Brand Visibility		Executive, mentor, or volunteer involvement
	Program-Specific Support		Other _____

Audience & Alignment

Priority Outcome & Audience	
Recommended Partnership Level	
Selected Pillar, Program, Event, or Project	
Preferred Engagement or Storytelling Opportunity	
Priority Measures for Reporting	
Contribution Path	Sponsorship with Benefits Gift without Return Benefits To Be Determined
Next Action and Decision Date	

NEXT STEPS

A simple path from fit to results

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

Let’s Build a Partnership Together

We will recommend one Foundation partnership and one practical alternative based on your intended impact, audience, budget, and preferred level of involvement.

Northwest Ottawa Chamber Foundation
1 South Harbor Drive, Grand Haven, MI. 49417

Important Foundation terms

Final benefits, availability, timing, participant access, and any category protection are confirmed in the Foundation agreement. Sponsor support does not confer control over curriculum, participant selection, program policy, or Foundation governance.

Sponsorships may include recognition or other return benefits that affect charitable deductibility. The Foundation will provide an appropriate acknowledgement and identify benefits when applicable. This guide is not tax advice; sponsors should consult their tax advisers.