



**SHIAWASSEE  
REGIONAL**

CHAMBER OF COMMERCE

**2025 MEMBERSHIP,  
MARKETING & PARTNERSHIP  
PACKAGES**



# PACKET INDEX

<b>2025 TIERED DUES PACKAGES.....</b>	<b>3</b>
<b>MEMBER VALUE ADDS.....</b>	<b>4</b>
<b>ADDITIONAL EXPOSURE.....</b>	<b>5</b>
<b>MARKETING PACKAGES.....</b>	<b>6</b>
<b>A LA CARTE MARKETING.....</b>	<b>7</b>
<b>2025 PARTNERSHIP OPPORTUNITIES.....</b>	<b>8-10</b>
<b>ANNUAL EVENTS.....</b>	<b>9</b>
<b>MONTHLY &amp; QUARTERLY EVENTS.....</b>	<b>10</b>



# 2025 TIERED DUES PACKAGES

*Inquire about 50% discount for nonprofit, home based, & additional businesses*

MEMBERSHIP INCLUDES	TRENDSETTER	VISIONARY	ADVOCATE	INVESTOR	ENHANCED	PARTNER	CLASSIC	INDIVIDUAL
	\$5,000	\$2,500	\$1,500	\$1,000	\$750	\$550	\$350	\$120
Access to Free & Discounted Michigan Chamber Programs	●	●	●	●	●	●	●	●
Member Advantage Program	●	●	●	●	●	●	●	●
Discounted Conference Room Use at The Armory	●	●	●	●	●	●	●	●
One Categorical Listing on Website/Member & Community Guide	●	●	●	●	●	●	●	
Committee Involvement of Interest (please see next form)	●	●	●	●	●	●	●	
Two Categorical Listings on Website/Printed Directory	●	●	●	●	●	●		
Member of the Day Social Post ( <b>must schedule with SRCC</b> )	●	●	●	●	●	●		
1 on 1 Membership Investment Review with CEO	●	●	●	●	●	●		
Recognition in SRCC Monthly Newsletter	●	●	●	●	●			
One Time Electronic Member Mailing List (upon request)	●	●	●	●	●			
Three Categorical Listings on Website/Printed Directory	●	●	●	●	●			
Listings Highlighted in Member & Community Guide	●	●	●	●	●			
Complimentary Tee Sign at Chamber Golf Classic	●	●	●	●				
(1) One Premium Ribbon Cutting	●	●	●	●				
\$100 Sponsorship Credit	●	●	●					
Customized Marketing Package*	●	●	●					
(1) One Free Armory Conference Room Reservation**	●	●	●					
1/2 Off Team at Chamber Golf Classic	●	●						
Premium Tee Sponsor at Chamber Golf Classic	●	●						
Four Categorical Listings on Website/Printed Directory	●	●						
Listings Highlighted with Logo in Member & Community Guide	●	●						
Annual Dinner Table of 8	●							
10% Off of Marketing Package of Choice	●							
Invitation to A Select Board of Directors Meeting	●							

\*Marketing Package to be prepared and discussed with SRCC staff  
 \*\*Conference Room should be scheduled with **Woodworth Commercial** as soon as possible to ensure availability

- **“Monday Member Marketing”**

Members can participate in our “Monday Member Marketing” email blast by sharing flyers for upcoming events, press releases & business updates. Send your flyer to [ehuska@shiawasseechamber.org](mailto:ehuska@shiawasseechamber.org) and be sure to subscribe to our newsletter/email list!

*Click/scan the QR code below to do so.*

- **Community Calendar**

Add your events to our community calendar to let others know what is coming up!

- **Referral Reports & Value on Investment**

Members always have access to referral and Value on Investment reports via your member portal. These reports will reflect the referrals that the SRCC has provided to your business as well as an estimate of the value received from referrals from our organization for the date range of the report.\* These tools help members see the tangible value of their membership.

Stay connected with the latest events, opportunities, and news in Shiawassee County—sign up for our newsletter today and never miss a beat!



**SCAN  
ME!** 

## **ADDITIONAL CATEGORY LISTINGS\*: \$25**

**PLEASE NOTE THE NUMBER OF LISTINGS PROVIDED WITH YOUR MEMBERSHIP LEVEL**

Category listings in the Member and Community Guide and on the Chamber's website are a powerful way to ensure your business gets maximum visibility and connects with the right audience. Here's how they work:

**Multiple Categories for Multi-Faceted Businesses:** If your business offers various services or products—such as roofing, construction, and cement—you'll be listed under each relevant category. This means your business will appear in three different sections, making it easier for potential clients or customers to find you based on their specific needs.

**For businesses that offer multiple services, leveraging category listings ensures you're not limited to a single category and that your business's full range of offerings is well represented.**

**Enhanced Visibility:** The guide is widely distributed throughout Shiawassee County to businesses and is also available to all community members. Having your business listed under multiple categories increases your chances of being seen by a broader audience who might be looking for exactly what you offer.

**Added Value for Membership:** These listings provide significant additional exposure at only \$25 per additional listing. It's a simple yet effective way to showcase all aspects of your business and attract diverse opportunities.

Number of additional listings: \_\_\_\_\_ Categories: \_\_\_\_\_

---

---

\*A list of categories will be available upon request

---

**BASIC**

**\$250\*** PACKAGE INCLUDES:

- TWO EBLASTS
- ONE MONTH SCROLLING BANNER AD
- (1) NEWSLETTER PLACEMENT

**PREMIUM** **\$550 VALUE**

**\$500\*** PACKAGE INCLUDES:

- THREE EBLASTS
- THREE MONTHS SCROLLING BANNER AD
- (2) NEWSLETTER PLACEMENTS
- LOGO ON WEBSITE LISTING

**ELITE** **\$825 VALUE**

**\$750\*** PACKAGE INCLUDES:

- FOUR EBLASTS
- SIX MONTHS SCROLLING BANNER AD
- (2) NEWSLETTER PLACEMENTS
- (2) SOCIAL MEDIA SHARES
- LOGO ON WEBSITE LISTING

**ULTIMATE** **\$1425 VALUE**

**\$1200\*** PACKAGE INCLUDES:

- FIVE EBLASTS
- FULL YEAR SCROLLING BANNER AD
- (3) NEWSLETTER PLACEMENTS
- (2) SOCIAL MEDIA SHARES
- LOGO ON WEBSITE LISTING

\*THIS OFFER MUST BE CLAIMED WITHIN ONE (1) CALENDAR YEAR OF PURCHASE DATE.

## TECH SPECS FOR MARKETING MATERIAL

### EBLAST SPECS



**IMAGE - JPEG OR GIF**

MIN - 600px x 600px  
MAX - 1080px x 1080px

**TEXT**

Keep to 1-2 paragraphs

### BANNER AD SPECS



**IMAGE - JPEG OR GIF**

970px x 90px

Please provide website link  
for clickthrough banner option

### WEBSITE LISTING LOGO



**IMAGE - JPEG OR GIF**



## BANNER ADS MEMBERS ONLY

Scrolling Banner Ads displayed across our website home page.  
Average of 100 views per day | 10% clickthrough rate

- \$75** • One Month Banner Ad
- \$225** • Three Month Banner Ad
- \$450** • Six Month Banner Ad
- \$900** • Twelve Month Banner Ad

## NEWSLETTER ADS

Ad placed in our monthly newsletter.  
Over 3,000+ subscribers

- \$50** • Half page Ad in (1) one monthly SRCC Newsletter | **\$100** For non-members
- \$75** • Full page Ad in (1) one monthly SRCC Newsletter | **\$150** For non-members

## EBLASTS

Email message sent out to over 3,000+ subscribers

- \$50** • Single Eblast | **\$75** For non-members
- \$100** • Two Eblast | **\$150** For non-members
- \$200** • Four Eblasts Bundle (Members Only)

MEMBERSHIP \$ \_\_\_\_\_

MARKETING PACKAGE \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_



989-723-5149



215 N. WATER ST, SUITE 204  
OWOSSO, MI 48867



WWW.SHIAWASSEECHAMBER.ORG



# 2025 PARTNERSHIP OPPORTUNITIES

If you are looking to increase your visibility in the business community, marketing through your Chamber partnership is your premier opportunity. Members enjoy partnership benefits throughout the year and it is an investment that earns dividends that go far beyond membership dues.

Each partnership is designed to place you and your business in the forefront of the region's key leaders with speaking opportunities and special recognition in Chamber publications, programs, our website, and other highly visible venues. We hope you will consider the following opportunities in your marketing plan & budget for 2025.



## ANNUAL EVENTS

### BUSINESS EXPO



Shiawassee Regional Chamber of Commerce

The premier event for showcasing the diverse businesses, products, and services that make our community thrive. Taking place on March 1-2, this two-day event brings together entrepreneurs, local businesses, and residents for networking, learning, and exploring new opportunities. With over 125 exhibitors, including farmers market vendors, interactive booths, and exciting sponsorship opportunities, the Expo is a dynamic platform to connect, grow, and celebrate the vibrant Shiawassee region.

A high-energy community event that brings together runners, walkers, and families to celebrate fitness, fun, and the spirit of St. Patrick's Day. This exciting race is a fantastic way to showcase your business to a diverse audience while supporting local initiatives that strengthen the Shiawassee region. As a sponsor, your business will enjoy increased visibility through event promotions, race-day signage, and branding opportunities on participant materials. Align your brand with this well-loved event, connect with hundreds of participants, and demonstrate your commitment to a vibrant, healthy community!

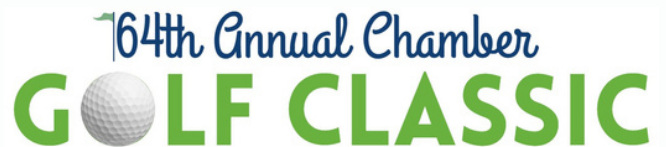


*Shiawassee Regional Chamber of Commerce*

### ANNUAL DINNER

Annual Dinner is a formal event that celebrates the accomplishments of the local business community through awards, networking, and a State of the Chamber address. It provides an opportunity for members to connect, enjoy dinner and entertainment, and support the Chamber's initiatives through fundraising efforts.

The Annual Golf Classic is a premier fundraising event that brings together local businesses and community members for a day of fun and friendly competition on the course. Featuring team scrambles, games, sponsorships, and prizes, the event supports Chamber initiatives while offering valuable networking opportunities.



# MONTHLY



- Community Updates: Stay informed on the latest Shiawassee news and initiatives.
- Networking: Build connections with local business professionals and community leaders.
- Information Sharing: Discover potential collaborations, referrals, and new opportunities.



## INSPIRED WOMEN NETWORK

The Inspired Women Network, a program of the Shiawassee Regional Chamber, offers women opportunities for networking, professional development, and leadership growth. Events feature mingling, speakers, and topics like the Athena Leadership Award and women's leadership education.

# QUARTERLY



Premier after-work networking event from 5:00 to 7:00 pm! Held at various member businesses, it's a great chance to connect, explore local enterprises, and enjoy provided appetizers (cash bar where available). Highlights include a 50/50 raffle and occasional themes or networking games for a fun, engaging evening.

### HOSTING EVENTS/SPEAKING:

Hosting or speaking at an SRCC event is a great way to showcase your business, build brand recognition, and connect with local professionals. It's an opportunity to grow your influence, attract new customers, and support the collaborative spirit of our Chamber.

Contact [ehuska@shiawasseechamber.org](mailto:ehuska@shiawasseechamber.org) to get on the list to host/speak!

**FROM YOUR FRIENDS AT THE CHAMBER,  
THANK YOU FOR YOUR CONTINUED SUPPORT!**

**CONTACT [EHUSKA@SHIAWASSEECHAMBER.ORG](mailto:EHUSKA@SHIAWASSEECHAMBER.ORG) WITH ANY QUESTIONS**

