

2024 SUPPORTER PACKAGES

& MEMBERSHIP GUIDE



WEBSTER CITY AREA
Chamber of Commerce



WEBSTER
CITY

Opportunity Awaits

The Value of Chamber Membership

Initial Benefits

- ▶ Welcome announcement on Chamber social media platforms
- ▶ Tap into the chamber network. Be featured in new member announcements during Chamber's Board of Directors and Chamber Ambassador meetings.
- ▶ Chamber Membership Window Decal
- ▶ Ribbon Cutting Ceremony
 - Press Release to Local Media
 - Invitation to City officials, Chamber Board & Ambassadors, & Local Press
 - Social Media Promotion
 - Recognition in the Daily Freeman-Journal

Ongoing Benefits

- ▶ Online Membership directory listing, with link to our website and your social media links, visited by more than *10,000 unique visitors annually searching for business contact information.*
- ▶ Collective business voice. Build comradery with your peers because together we can do more.
- ▶ Opportunities to build partnerships in your local network and connect with community-oriented businesses and organizations. Pooling resources, expertise, and networks can lead to mutual benefits.
- ▶ Promote your business by providing Member-to-Member discounts and submitting company events and open positions.

Chamber Ambassador Program

Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to chamber members.

Along with helping our organization, benefits include:

- Networking opportunities
- Visibility and exposure
- Acquire experience and knowledge of Chamber operations
- A complimentary ticket to the New Year's Eve Gala
- Opportunity to be awarded "Ambassador of the Year"



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MEMBER BENEFITS



When you invest in the Chamber, you invest in an organization that brings people together to accomplish goals that cannot be achieved independently.

Belonging to the Chamber is more than just what the Chamber can do for you. Belonging means your participation is essential as well. We want you to work with us so that we can better serve you. We want to hear about your sales and specials as well as any other information you want to share with the community. We pride ourselves on promoting our members through engagement opportunities, events, social media, promotional materials, and on our website. These services are all a part of your membership at no extra cost!

The Webster City Community Foundation was formed as a 501c3 nonprofit, in an effort to offer additional avenues to support chamber programs, community projects, and support our membership through fundraising.

Tax deductible donations can be made to support the work and programming of the Webster City Area Chamber of Commerce.

Directory Listing in Chamber Directory

Reduced Ad Rates in the 2024 Destination Guide

Online Member Directory Listing

FREE Help Wanted Job Postings

Access to Member Hub with Members Only Resources

Weekend Planner Social Media Series

Inclusion in the Calendar of Events

Chamber Referrals and Positive Word of Mouth

Inclusion in the Webster City Area Welcome Bag Program

Access to Members-Only Mailing List

Participation in the Chamber Bucks Program

Complimentary Ribbon Cuttings & Groundbreakings

Chamber Design Grant Program

Access to USDA Revolving Loan Fund

Sponsorship Opportunities for Community Events

Supporter Packages

Annual Business Luncheon

Friday, March 29th 2024

Presenting Sponsor

Cost: \$100.00 (3 available)

- Promotion of the event on our website, weekly newsletter and on invitations
- Representative may make comments on behalf of your business
- Business may provide door prizes or giveaways (optional)

Chamber-on-Tap

Cost: \$50 5:00-7:00 PM

(Summer and Fall -2 available)

- Promotion of the event on website and in our weekly newsletter
- Social Media Promotion
- Sign-in form and name tags for speakers
- Representative to make comments on behalf of your business
- Host may provide refreshments or offer cash bar
- Business may provide door prizes or giveaways (optional)

Morning Coffee (9 Available)

September - May

Cost: \$50

- Promotion of the event on our website and in our weekly newsletter
- Social Media promotion
- Mention in a press release as sponsor
- Sign-in form and name tags for speakers
- Representative to make comments on behalf of business
- Business provides refreshments for attendees
- Business may provide door prizes or giveaways (optional)



Webster City Market Nights

Thursday Nights

June-August

Presenting Sponsor

Cost: \$3000 (1 available)

- Top billing on all event materials to include print materials, paid advertising, social media, and outdoor signage
- Verbal recognition and thanks before, during and after each event
- Space at each Market Night event to display promotional materials and greet attendees

Stage Sponsor

Cost: \$400 (10 available)

- Brand recognition with logo on lawn signage the night of the event
- Promotion on social media and pre-event promotion
- Recognition before, during and after the stage performance

Dual Stage Sponsor

Cost: \$200 (4 available)

- Brand recognition with logo on lawn signage the night of the event
- Promotion on social media and pre-event promotion as shared sponsor
- Recognition before, during and after the stage performance



JunqueFest

May 24th and 25th, 2024

Location: Hamilton County

Fairgrounds

Presenting Sponsor

Cost: \$3,000 (1 available)

- Top billing on all event materials to include print materials, paid advertising, social media, and outdoor signage
- Verbal recognition and thanks before, during and after the event
- Space at the event to display promotional materials and greet attendees

Building or Food Court Sponsor

Cost: \$ 500 (5 available)

- Signage on/near building or area being sponsored
- Promotion of the event on our website, weekly newsletter, and social media to include business logo
- Verbal recognition prior to the event

Map Sponsor

Cost: \$ 250 (4 available)

- Verbal recognition and thanks before, during and after the event
- Logo recognition on any digital and printed map distributed or published

Music Sponsor

Cost: \$ 250 (4 available)

- Verbal recognition and thanks before, during and after the event
- Logo recognition on any digital and printed map distributed or published



66%



of Webster City Market Nights visitors reported they patronized local brick-and-mortar restaurants during the events.

Supporter Packages

Ladies' Night Out

Thursday, October 10th, 2024

Webster City

Map Sponsor

Cost: \$500 (1 available)

- Logo recognition on event materials
- Verbal recognition before, during and after event
- Promotion of the event on website, weekly newsletter, and social media

Punch Card Sponsor

Cost: \$500 (1 available)

- Logo recognition on event materials
- Verbal recognition before, during and after event
- Promotion of the event on website, weekly newsletter, and social media

Ladies' Night Out Fashion Show

Saturday, October 12th, 2024

Fashion Show Brunch

Presenting Sponsor

Cost: \$250 (1 available)

- Logo recognition on event materials
- Verbal recognition before, during and after event
- Promotion of the event on website, weekly newsletter, and social media

Fashion Show Brunch Sponsor

Cost: \$150 (3 available)

- Logo recognition on event materials
- Verbal recognition before, during and after event
- Promotion of the event on website, weekly newsletter, and social media

Downtown Business Trick or Treat

Thursday, October 31st, 2024

Downtown Webster City

Presenting Sponsor

Cost: \$500 (1 available)

- Spooky music played in the street
- Logo recognition on event materials
- Verbal recognition before, during and after event
- Promotion of the event on website, weekly newsletter, and social media



Educational Experience

January, May, & August

Cost: \$250-500 (3 available)

- Support a learning opportunity that aligns with your business' product or service, fosters business development, and builds networks.

Annual Chamber Golf Classic

Friday, June 21st 2024

Links Golf Course

Presenting Sponsor

Cost: \$ 1500

- Event is named for the Sponsor (23rd Annual Golf Classic presented by "YOU")
- Top billing on all event materials, weekly chamber newsletter, website, social media promotion, event program and signage
- Verbal recognition during the event
- Speaking opportunity during the event kickoff and awards ceremony
- Hole Sponsorship ("man the hole")
- Registration for one (1) team Annual Chamber Golf Classic

Hole Sponsor (11 available)

Cost: \$ 150.00

- Billing on event materials, signage, website, and social media as a Hole Sponsor
- "Man the Hole" Represent your business with a small display, banners, or merchandise
- Engage with players by participating in games or contests

Christmas in the City

Saturday, December 7th, 2024

Presenting Sponsor

Cost: \$2,000 (1 available)

- Event Title Rights: Event and Lighted Parade will feature "presented by YOUR business"
- Verbal recognition and thanks before, during and after the event
- Speaking opportunity during the event
- Top billing on all event materials including print materials, paid advertising, weekly newsletter, and social media

Snapshots with Santa

Cost: \$ 1,000 (1 Available)

- Photo Shoot Sponsor
- Logo recognition on all digital photo frames
- Logo recognition on all electronic copies of photos
- Promotion of the event on website, weekly newsletter, and social media

Christmas in the City Tree

Cost: \$1,000 (1 available)

- (Tree positioned in the Availa Bank Plaza)
- Ceremonial Lighting of the tree privileges
- Promotion of the event on website, weekly newsletter, and social media
- Logo recognition/signage in Availa Plaza

Glow Stick Sponsor

Cost: \$125 (2 available)

- Glow sticks distributed to children and youth prior to the lighted parade
- Verbal recognition at the event
- Promotion of the event on website, weekly newsletter, and social media

Activities Sponsor

Cost: \$500 (1 available)

- Logo recognition at the event
- Promotion of the event on website, weekly newsletter, and social media
- Business will provide the following:
 - Representative for the business on site
 - Provide cookies and drink
 - Door prizes/giveaways (optional)

Kid's Corner Sponsor

Cost: \$500 (1 available)

- Kids Ornament Kits
- Logo recognition at the event
- Verbal recognition at the event
- Promotion of the event on website, weekly newsletter, and social media



More than

40



local nonprofits, volunteer groups, businesses, and government departments play an active role in Christmas in the City

Supporter Packages

Annual Gala

Tuesday, December 31st 2024

Presenting Sponsor

Cost: \$3,000 (1 available)

- Event Title Rights: event will feature "Presented by YOUR business"
- Verbal recognition and thanks before, during and after event
- Promotion of the event on website, weekly newsletter, and social media
- Speaking opportunity during event
- Space at the event to display promotional materials and greet attendees
- Complimentary tickets for 8 guests



Headlining Act

Cost: \$2,500 (1 available)

- Verbal recognition and thanks before, during and after performance
- Signage in front of the stage
- Promotion of the event on website, weekly newsletter, and social media
- Complimentary tickets for 8 guests

Champagne Toast

Cost: \$2,000 (1 available)

- Champagne
- Champagne Flutes with your business logo
- Promotion of the event on website, weekly newsletter, and social media
- Verbal recognition and thanks before, during and after event
- Complimentary tickets for 4 guests



Centerpieces

Cost: \$750 (1 available)

- Logo recognition at each guest table
- Verbal recognition and thanks before, during and after event
- Promotion of the event on website, weekly newsletter, and social media

Feasting Table

Cost: \$500 (4 available)

- Logo recognition at your station
- Verbal recognition and thanks before, during and after event
- Promotion of the event on website, weekly newsletter, and social media

Bar Sponsorship

Cost: \$250 (4 available)

- Logo on Screen behind bar
- Verbal recognition and thanks before, during and after event
- Promotion of the event on website, weekly newsletter, and social media



Opening Act or Cocktail Hour

Cost: \$1,000 (1 available)

- Logo on screen behind the entertainment
- Verbal recognition and thanks before, during and after event
- Promotion of the event on website, weekly newsletter, and social media
- Complimentary tickets for 4 guests

Safe Ride Home

Cost: \$1,500 (1 available)

- Billing on event materials
- Verbal recognition and thanks before, during and after event
- Promotion of the event on website, weekly newsletter, and social media
- Complimentary tickets for 4 guests



10 WAYS TO MAXIMIZE YOUR CHAMBER MEMBERSHIP

- 1 Offer member-to-member promotions or exclusive discounts for chamber members
- 2 Utilize complimentary Help Wanted Postings to fill your needs
- 3 Benefit from leads and positive word-of-mouth provided by the chamber network
- 4 Assistance and Support with Ribbon Cuttings and Groundbreaking events
- 5 Provide materials and information to include in Chamber Welcome Kits for new members and new residents
- 6 Increase local visibility! Sponsor local events to gain logo recognition and build positive rapport
- 7 Gain access to needed funding through the USDA Revolving Loan Fund
- 8 Connect with us! Follow the chamber social media channels on Facebook, Instagram, and X
- 9 Attend networking and educational events to build your skill set.
- 10 Let us know what you have going on! Chamber members can post to the community calendar and include information in our electronic newsletter.

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FACTS

Member organizations utilized our Member Hub to post events, open positions, or update their directory listing.

\$4K

**AWARDED IN
DESIGN GRANTS**

The Chamber Design Grant program
incentives building improvements &
upgrades in exterior signage



About the Webster City Area Chamber of Commerce

Our mission - Building business and community through economic growth,
promotion, and access to leaders, education, and networking

We believe in the benefits business provides. As the Chamber, we are here to
advocate, partner, network, and promote you and all you have to offer. Our
goal is to further the interests of the businesses we represent for a brighter
future within Webster City and the surrounding communities.

572
VOLUNTEER
HOURS

594
EVENTS ON THE
COMMUNITY
CALENDAR

8
RIBBON
CUTTINGS

210
CHAMBER
MEMBERS

5K
REGIONAL
DESTINATION GUIDES
DISTRIBUTED

32
CHAMBER
EVENTS

38K
WEBSITE
VIEWS

7.7K
INCREASE IN
PAGE VIEWS

78
MARKET
NIGHTS
VENDORS

11%
MEMBERSHIP
GROWTH

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2024 Calendar of Events

January

18 - Third Thursday Coffee

February

15 - Third Thursday Coffee

March

21 - Third Thursday Coffee
29 - Annual Business Lunch
Members Only

April

18 - Third Thursday Coffee

May

16 - Third Thursday Coffee
24-25 - JunqueFest

June

Webster City Market Nights
followed by
Thursday Night Thunder at
Hamilton County Speedway

July

Webster City Market Nights
followed by
Thursday Night Thunder at
Hamilton County Speedway
4 July - Williams 4th of July Celebration
No Webster City Market Nights or speedway races

August

Webster City Market Nights
followed by
Thursday Night Thunder at
Hamilton County Speedway

September

19 - Third Thursday Coffee

October

10 - Ladies' Night Out
12 - Ladies' Night Out - Fashion Show
17 - Third Thursday Coffee
31 - Downtown Trick-or-Treat

November

21 - Third Thursday Coffee

December

7 - Christmas in the City
19 - Third Thursday Coffee
31 - New Year's Eve Gala

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