

CHAMBER'S CHOICE SMALL BUSINESS CONFERENCE AND CELEBRATION

DALTON RECITAL HALL, WMU, THURSDAY, SEPTEMBER 18

We invite you to be part of something truly special—the upcoming Small Business Conference and Chamber's Choice Awards Celebration, proudly hosted by the Southwest Michigan First Chamber. Join us for the area's premier gathering of small business leaders, entrepreneurs, and community champions. This signature event brings together business leaders, entrepreneurs, and changemakers from all sectors, sizes, and backgrounds to celebrate the people and organizations driving impact in our region's small business community. As a sponsor, your support will help us create a unique and high-energy experience that honors the spirit of entrepreneurship while aligning your brand with business growth, innovation, and community success.

SPONSORSHIP OPPORTUNITIES



PRESENTING & TITLE

Investment: \$5,000 (Exclusive)

Benefits:

- Naming rights included in event title: "Presented by [Your Business]"
- Premium logo visibility throughout the event
- Top placement of logo on all materials (print, digital, signage, website)
- On-stage recognition and opportunity to deliver welcome remarks
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Featured quote in post-event press and recap
- Social media features before, during, and after the event
- Six complimentary registrations with VIP seating



REFRESH & HAPPY HOUR

Investment: In-kind (1 available)

Benefits:

- Branded signage at the bar and drink stations
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Option to name a signature cocktail and/or feature a new beverage partner
- On-stage recognition and opportunity to deliver closing remarks
- Branded drink tickets (optional)
- Logo in event program and on digital screens
- Social media shoutout before, during, and after event
- Two complimentary registrations



REFUEL

Investment: \$3,500 (3 of 4 available)

Benefits:

- Branded signage at all food/appetizer stations
- Verbal recognition during opening remarks
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Logo in event program and on digital screens
- Two complimentary registrations



SPEAKER

Investment: \$1,000 (1 available, 1 per featured speaker)

Benefits:

- Verbal and visual recognition as speaker sponsor
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Option to introduce the presenter with a short welcome
- Logo on-screen during the session and next to presenter's bio
- Logo in event program and on digital screens
- Social media and email mentions in presenter promotions
- Two complimentary registrations



MAKERS MART MINI-BOX

Investment: \$2,500 (1 available)

Benefits:

- Logo and branding on or inside curated local entrepreneur box given to every attendee
- On-stage recognition as supporter of up-and-coming local entrepreneur
- Opportunity to deliver remarks during Entrepreneurship spotlight moment
- Option to include a custom insert or offer
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Two complimentary registrations



PARKING & WAYFINDING

Investment: \$1,000 (1 available)

Benefits:

- Verbal and visual recognition as the Parking & Wayfinding Sponsor
- Logo included on all parking and wayfinding signage, including Today's Parking compliments of Your Company signage and wayfinding sidewalk clings
- Logo in event program and on digital screens
- Social media mentions during promotional period.
- Two complimentary registrations.

CHAMBER'S CHOICE AWARDS SPONSORSHIP OPPORTUNITIES

The highly anticipated Chamber's Choice Awards are upon us! The Southwest Michigan First Chamber is proud to celebrate those businesses and leaders who've made a significant impact in the business and nonprofit community over the past year. The Kalamazoo area is home to nearly 6,000 businesses, employing well over 100,000 leaders, residents, and families. Please join us in honoring the businesses that make our area great in the following categories:

- *Entrepreneur of the Year*
- *Nonprofit of the Year*
- *Alumnus/a of the Year*
- *Woman-Owned Business of the Year*
- *BIPOC-Owned Business of the Year*
- *LGBTQIA+-Owned Business of the Year*
- *Veteran-Owned Business of the Year*
- *Chamber Member Business of the Year—Small Business Category (<50 employees)*
- *Chamber Member Business of the Year—Mid/Large Category (>50 employees)*



Sponsoring the 2025 Chamber's Choice Awards offers your business a unique opportunity to enhance your brand visibility within the community. By aligning with these awards and the Chamber, sponsors gain access to a diverse audience of industry leaders, entrepreneurs, and key decision-makers, fostering valuable networking opportunities.



CHAMBER'S CHOICE TITLE

Investment: \$3,500 (Exclusive)

Benefits:

- Naming rights included in Choice awards title: "Presented by [Your Business]"
- Opportunity to introduce and close the awards segment from the stage
- Logo engraved on event award
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Featured quote in awards press release
- Premium logo visibility throughout the awards program segment
- Company logo in the header of the nomination website and finalist electronic survey forms
- Social media features before, during, and after the event
- Four complimentary registrations with VIP seating



CHAMBER'S CHOICE INDIVIDUAL AWARD

Investment: \$1,500 (Exclusive)

Benefits:

- Naming rights included in your sponsored award title: "Presented by [Your Business]"
- On-stage recognition and opportunity to present your sponsored award
- Name engraved on your sponsored award
- VIP green room access with exclusive bar and appetizer stations alongside other sponsors, conference presenters, and Choice award winners
- Social media shoutout during voting and after the event/award announcement
- One complimentary registration with VIP seating



PHOTO BOOTH

Investment: \$1,000 (1 available)

Benefits:

- Logo on all digital photo downloads
- Option to include branded props
- Logo in event program and on digital screens
- Recognition in social media event recap featuring photos
- Two complimentary registration



NAMETAG

Investment: \$750 (1 available)

Benefits:

- Attendee nametags will all feature your logo
- Logo in event program and on digital screens
- Two complimentary registration



WI-FI

Investment: \$500 (1 available)

Benefits:

- Custom network name or password (if available)
- Branded signage at check-in and tables with Wi-Fi access info
- Mention in pre-event emails
- Logo in event program and on digital screens
- One complimentary registration



INDIVIDUAL TABLE

Investment: \$350 (Multiple available)

Benefits:

- Branded signage at your sponsored cocktail table in the lobby
- Branded signage at your sponsored Happy Hour Awards Celebration Table
- Mention in event program and logo on digital screens
- One complimentary registration



GENERAL

Investment: \$250 (Multiple available)

Benefits:

- Mention in event program and logo on digital screens
- One complimentary registration

Ready to sponsor, explore custom options, or get answers to your questions? Email eschultz@southwestmichiganfirst.com or chamber@southwestmichiganfirst.com.

Let's build something BIG for small business—together.