

Grow Your Business With Us

MARKETING
OPPORTUNITIES
PLANNING GUIDE

2024



24

www.lzacc.com

PRINT MARKETING

LAKE ZURICH AREA CHAMBER OF COMMERCE

LOCALvibes

QUARTERLY PUBLICATION



For years we have published an annual community guide that mailed **one** time per year in January. While much success was had from the magazine and we had many loyal advertisers, we want to bring our members something that will be seasonal and drop in the same number of homes and businesses **four** times each year. As they say in marketing, the more touchpoints the better. This new 5.5 x 8.5 quarterly publication, will offer timely events, sites to see, places to shop & dine, and services needed for personal and business.

Don't miss the opportunity to promote your business to 15,000+ residents and business owners in the communities of Lake Zurich, Hawthorn Woods, Long Grove, Kildeer & Deer Park.

JAN-MAR ISSUE - REJUVENATE

PUBLICATION DATE: JANUARY
AD RESERVATION: DECEMBER 14
AD ARTWORK: DECEMBER 14

APR-JUN ISSUE - SPRING PROJECTS

PUBLICATION DATE: APRIL
AD RESERVATION: FEBRUARY 14
AD ARTWORK: FEBRUARY 23

JUL-SEPT ISSUE - OUTDOORS

PUBLICATION DATE: JULY
AD RESERVATION: MAY 10
AD ARTWORK: MAY 24

OCT-DEC ISSUE - HOLIDAYS

PUBLICATION DATE: OCTOBER
AD RESERVATION: AUGUST 9
AD ARTWORK: AUGUST 23

AD RATES

Full Page: \$975
Half Page: \$650
Quarter Page: \$375

PREMIUM POSITIONS

Back Page: \$2,000
Inside Front Cover: \$1,750
Inside Back Cover: \$1,750



TO RESERVE YOUR SPACE

Contact: Victoria Katz
847-438-5572 opt 1
victoria@lzacc.com

FULL PAGE

5.25 X 8.50
(no bleed)

6.5 x 9.75
(.125 bleed)

1/4 PAGE
2.5 x 4.125

HALF PAGE
5.25 X 4.125

ONLINE MARKETING

members only!



MONTHLY SPOTLIGHT MARKETING

Each month we promote up to 10 businesses with our Monthly Spotlight Marketing campaigns. This is a first-come first-serve basis, so grab your spot in advance. Your business will be included in several promotions including bi-weekly emails, weekly social exposure for the month and listed on our member spotlight web page! **\$75/month**

EXCLUSIVE EMAIL BLASTS

- Sent Thursdays to over 3,500+ (only one advertiser per blast):
\$125

WEB SITE BANNER ADS \$1,000/year (\$250/quarter)

- Showcase your company our website visitors (reach 25K annually)
- Opportunity to change out ad quarterly to keep your image/offer fresh
- Banner ad tracking reports available anytime (includes number of impressions and number of click-thru to your website from your banner ad)

ONLINE BUSINESS DIRECTORY ENHANCED LISTING \$ 75/yr

- Priority placement and logo shown in the online directory search results
- Expanded 1,600 character description, photo gallery, logo, video, bulleted descriptions, driving directions, and more

OTHER DIRECTORY LISTING OPTIONS

- Additional location listings (per location) \$125/yr
- Additional category listings (per category) \$25/yr
- Member mailing labels (in excel format) \$150

ONLINE MARKETING

members only!

Creating Happiness in the Workplace Interview Series - \$125 Speaker Sponsor

Do you have a great business practice for keeping your employees happy? Are you in the health & wellness industry and have healthy ideas you can share with business owners? During the month of May, in recognition of mental health month, the Chamber will be conducting interviews with both health professionals as well as business owners who will provide insights on how to create a happy, healthy workplace.



Sign up to be one of our interviewees and you will receive:

- An recorded interview conducted at the Chamber office
- Logo at the start and end of respective recorded interview
- Logo on campaign web page and all social media posts
- Interview to be promoted via social media, web, and email



DIGITAL GIFT CARD PROGRAM

Become part of an exclusive group of local businesses that accept this digital gift card to drive revenue to your business while building our local community. Visit lzacc.com for details.

NO COST FOR OUR MEMBERS!

GROW CUSTOMER BASE

Your participation will get your business on the list of merchants who accept this e-gift card. This will increase visibility for your business while encouraging new customers to visit your location.



Sign up online at lzacc.com/bizbucks

EVENT SPONSORSHIPS

EDUCATIONAL EVENTS PROGRAM SPONSOR \$250

- Company name/logo included on all event promotions
- Recognized at events with opportunity to introduce your company
- Allowed to place company materials on tables or show via ZOOM

SOLOPRENEUR SHOWCASE SPONSOR (In November)

- Company name/logo included on all event promotions
- On-Site at Event
 - Event Sponsor - set up a table at the event to showcase your business
\$40
 - VIP Sponsor - table plus logo on a promotional item that first 48 attendees receive **\$80**

LEGISLATIVE EVENT SPONSOR - QUARTERLY EVENTS

Champion SPONSOR \$500

- Company rep to introduce company from podium
- Company logo on table placards
- Included in banner on Chamber website
- Recognized on signage at the event
- 4 event tickets
- Company name/logo included on all event promotions
- Logo featured on community event Facebook ads & event flyers

Business Advocate SPONSOR \$250

- Recognized on signage at the event
- 2 event tickets
- Company name/logo included on all event promotions
- Logo featured on community event Facebook ads & event flyers

Patron SPONSOR \$100

- Company name/logo included on all event promotions
- Logo featured on community event Facebook ads & event flyers



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Advocate
Fiercely

Give Back

HONOR

Recognize
what women
of all ages
and stages
bring to the
table.

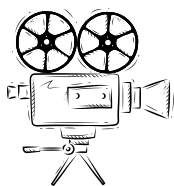
Diamond Sponsor \$500 - This annual sponsorship level would give you visibility at all Women's events throughout the year. Your company would also be highlighted in pre- & post-event promotional social posts, emails and website; featured on signage at event and in introductions by event moderator

Gold Sponsor \$250 - (a single event) Highlighted in pre- & post-event promotional social posts, emails and website; featured on signage at event and in introductions by event moderator

Table Sponsor \$75 - (a single event) Set up a company display table for guests to visit to learn more about your business. Create an engaging game or activity that will allow them to have a memorable experience at your table!

Swag Bags \$50 - (a single event) Include your swag in our attendee gift bags they receive upon arrival to the event (swag could include either a promo item with your logo or a coupon to use at your business but is provided by the business)

CHECK LZACC.COM/WLI FOR 2024 EVENTS



2024

Legacy of Appreciation

AN EVENING OF GRATITUDE & CONNECTION

— ON —

FEBRUARY 1, 2024

FROM SIX TO NINE PM

— AT —

WILD ONION BREWERY

22221 N PEPPER RD, LAKE BARRINGTON

\$75 per person

SPONSORSHIP OPPORTUNITIES

Bar Sponsor: \$500

(2) event tickets; company logo on event welcome sign & on bar; assists with open bar for guests

Table Top Sponsor \$300

(1) Event Ticket
Company logo on table tops & welcome sign

Selfie Station Sponsor \$175

Company logo on event welcome sign & at selfie station

Food Station Sponsor \$300

(1) event ticket
Company logo on event welcome sign & food stations

Award Sponsor \$250

Company logo on event welcome sign & at selfie station



March 9, 2024 – May Whitney Elementary School

CHAMBER MEMBER PRICING:

10 X 10 BOOTH: \$325

END OF ROW PLACEMENT: ADDT'L \$100

CORNER DOUBLE BOOTH: \$700

NON-CHAMBER MEMBER PRICING:

10 X 10 BOOTH: \$575

NON-PROFIT 10 X 10:

10 X 10 BOOTH: \$200

SURFIN' LOCAL TITLE SPONSOR (the best of everything): \$750

- Company logo included on event promotions and on-site signage; featured during announcements throughout the day
- 10 x 10 exhibitor table to display company promotional items
- Welcome all attendees with your company pull-up banner at the entrance of the event. Must supply stand-alone pull-up banner.
- Logo on reusable bag that goes to the first 300 attendees plus (1) promotional item inside the bag

WIPEOUT PHOTO BOOTH SPONSOR \$500 (1 available)

- Company signage, promotional materials, and representative at photo booth where everyone will want to stop for a memorable photo opp! Chamber to provide the backdrop.

SANDALS ENTERTAINMENT SPONSOR: \$350

- Company logo included on event signage on stage; featured during announcements at the start of each performance; recognized by DJ throughout the event.

SAND DUNES BANNER SPONSOR \$200

- Your company pull-up banner can welcome all guests at the entrance of the event. Must supply stand-alone pull-up banner.

BOARDWALK SCAVENGER HUNT \$150 (10 available)

- Drive traffic to your booth by securing a spot on the scavenger hunt that all visitors receive upon entry. Visitors will need a stamp from your booth to enter to win the event raffle!

BOOGIE BOARD BAG SPONSOR \$100

- Logo on bag, plus (1) promotional item inside bag given to attendees (while supplies last - approx. 300 bags)

**DONATE A
RAFFLE BASKET
- FREE!**





Thursdays: June 13, July 11, August 8

Big Wheel Sponsor - \$1,250 (season-long sponsor - 6 month period) (4 available)

- Company logo included in all community marketing materials, social media & website
- Company logo included in on-site sponsor signage (*enhanced visibility from last year!*)
- Company logo on t-shirts for sale to community
- Rep to assist with presenting awards and photo in post-event marketing
- (3) prime reserved spots for cars in show (may gift to client/friend)
- Company logo on dashboards of each car
- Entertainment provides company announcements throughout events

Family Fun Sponsor - \$800 (per event) (Unlimited)

- Covers the cost of family entertainment; ie Mobile RC Track, Bouncy House, etc
- Company logo included on all printed materials, signage at entertainment

Hot Rod Sponsor: \$750 (season long sponsor - 6 month period) (4 available)

- Company logo included in all community printed marketing materials as well as in social media marketing (6 month period)
- Company logo included on on-site signage (*enhanced visibility from last year!*)
- (1) prime reserved spot for car in show (may gift to client/friend)
- Entertainment provides company announcements throughout events

Dash Plaque Sponsor: \$600 (season long sponsor - 6 month period) (1 available)

- Covers the cost of printing Dash Plaques to be passed out to Car Show Registrants
- Logo will be displayed on the dash plaque.
- Logo also included on all printed materials, social media, and website;
- Entertainment provides company announcements through events.

T-shirt Sponsor \$500 (season long sponsor - 6 month period) (2 available)

- Logo on t-shirts for sale to community
- Logo included on all printed marketing materials, social media, & website

Row Sponsor: \$450 (season long sponsor - 6 month period) (4 available)

- Sponsor a row of cars in the lot! Your company signs will be at either end of a row of cars
- Company logo included in all community printed marketing materials as well as in social media marketing
- Company logo included on on-site signage (*enhanced visibility from last year!*)

Entertainment Sponsor: \$250 / event or \$700 all 3 events (3 available) available)

- Logo on entertainment tent banner
- Logo included on all printed materials, social media, and website; proceeds go towards DJ & music entertainment

Business Exhibitor: \$175/event OR \$500/all 3 events (5 available)

- Set up your 6 ft table & promote your products/services to attendees

Seat Drop Flyer Advertiser \$50/event OR \$125/all 3 events (8 available)

- Place a 5.625 x 4.25 size ad in our car show flyer that goes to all attendees



August 5th, 2024 – Hawthorn Woods

All sponsorship levels include: Company logo in all community marketing materials, social media & website

Individual Golfer (includes dinner): \$210

Foursome (includes dinner): \$820

Dinner Only Networking Opportunity \$40

Hat Sponsor - \$1000 (exclusive)

- Sponsorship goes towards the cost of 40th-anniversary golf hat for an early bird incentive
- Logo embroidered on the back of the hat.

Air Canon Sponsor - \$700 (exclusive)

- Signage at hole; Table and Rep at Hole; Company rep announces winners

Golf Ball Sleeve Sponsor - \$650 (exclusive)

- Sponsorship goes towards the cost of custom golf ball sleeve for an early bird incentive
- Logo printed on golf balls

Golfers Cart Sponsor - \$600 (1 available)

- Decorate the golfers carts with your company information and swag

Hole-in-One Sponsor – \$550 (insurance not included) (2 available)

- Signage on the course at designated hole
- Rep & Table at hole to promote the company

50/50 Ball Toss Sponsor - \$500

- Signage at registration and recognition at ball toss before dinner

Beverage Cart Sponsor - \$400 (2 available)

- Signage on Beverage Cart

Tee Sponsor - \$400 (15 available)

- Signage on course at sponsored hole
- Company to have an interactive table at the tee to engage golfers

Putting Green Contest - \$300 (1 available)

- Signage on practice green; Rep & table at putting contest to promote company
- Provide Prize

Contest Sponsor - \$225 each (men and women available for each)

- Longest Drive - Longest Putt - Closest to the Pin - Closest to the Line

Green Sponsor - \$175 (14 available)

- Signage on course at sponsored green

**DONATE A
RAFFLE BASKET
- FREE!**





First Annual Pickleball Tournament
JULY 13, 2024 - ELA TOWNSHIP COURTS
(Rain Date: July 14, 2024)

MORE DETAILS COMING SOON!



OCTOBER 9, 2024 - MVP SPORTS ACADEMY

MORE DETAILS COMING SOON!



Receive a holiday light-up necklace to wear on the crawl & get tastes of beer, wine or cocktails & snacks at each participating location

COST: \$40 PER PERSON

Shuttle Bus Sponsor - \$500

- All sponsors will receive their company logo included in all community marketing materials, social media & website .
- Business logo added in prominent places throughout the event
- Flyer on all seats of bus

Wine/Beer Sponsor - \$350

- All sponsors will receive their company logo included in all community marketing materials, social media & website .
- Sponsor signage at tasting table at participating location. Business logo added in prominent location on all event marketing materials including those in print, social, and web.

Holiday Light Necklace Sponsor - \$250

- All sponsors will receive their company logo included in all community marketing materials, social media & website .
- Business logo added in prominent location on all event marketing materials including those in print, social, email, and web; Signage with company logo at registration table and logo on each attendee necklace

Map Sponsor - \$100

- Your business card sized ad included on the map that all attendees receive.

Business Participation Fee - \$60

- Includes event liquor permit & beer/wine for tasting



THE AUTHORITY FOR:
SHOP SMALL.
SPEND LOCAL.



**SIGN UP FOR DEALS,
EVENTS & MORE**



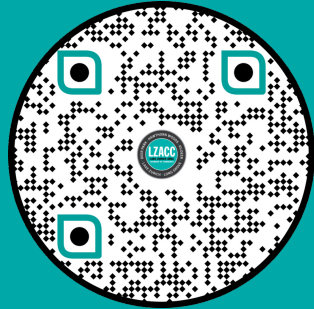
text



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**PLEASE VISIT OUR WEBSITE TO COMPLETE THE ONLINE FORM
WWW.LZACC.COM**

If you have a creative idea for a way to gain exposure for your business and don't see it in this guide, we will work with you to custom create one to meet your needs. Contact our office at 847.438.5572.

Throughout the year, some of the sponsorship opportunities listed in this planning guide may be altered or deleted, and additional sponsorship opportunities may be created at the discretion of the Chamber.