

Connect. Lead.

GROW.

Resource Guide

BRAINERDLAKES
 **CHAMBER**

The Brainerd Lakes Chamber is the organization that connects businesses and leads the drive for responsible and profitable growth in the Brainerd Lakes region.

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Note: This information is subject to change without notice. Visit the Chamber section of explorebrainerdlakes.com for the most up-to-date list of promotional opportunities.

GROW

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The Brainerd Lakes Chamber works to help member businesses connect, lead, and grow. In addition to the many service and program offerings, fulfilling this mission also includes providing the opportunity for members to reach their sales goals by producing quality communication tools speaking to the audiences for which we have access including business leaders and tourists. In addition the Chamber hosts various types of networking and celebration events catering to these audiences as well.

Sponsorships and advertising not only fund these programs but help keep the costs affordable for everyone in the community. For example the major sponsor for an event, allow the Chamber to minimize or eliminate the individual participant expense.

When you're planning your marketing strategies consider utilizing the various venues provided by the Brainerd Lakes Chamber to obtain proven exposure and hard dollar results. The following are a few examples. For specific information and to meet with a Brainerd Lakes Chamber Marketing Consultant call (218) 829-8238.

Opening a New Location

- *Host a Business After Hours or CHOW for 60-100 for Chamber Members - \$150*
- *Have a Ribbon Cutting Ceremony with Chamber Ambassadors - \$0*
- *Send a press release to the Chamber regarding your new location, we will promote it in the monthly "Your Chamber Connects" mailer in the member news section - \$0*
- *Provide the Chamber offices with updated brochures on your new location for distribution - \$0*
- *Promote your "Open House" on the Chamber events calendar - \$0*
- *Sponsor the "Community Connection" tour for frontline staff of Chamber member businesses to encourage referrals of visitors to your location - \$150*
- *Use the Chamber's Bulk Mail permit to send a mailing to your current customers promoting you new location - \$0*
- *Insert a flyer in the Your Chamber Connects insert promoting your new location - \$250*
- *Sponsor an E-Connection with a link to your website or pdf flier - \$75*
- *Purchase an ad on the Lakes Area Map, which will also mark your new location on the map - \$140-2,500 based on ad size*

Marketing a New Business to Business Service

- *Insert a flyer every other month in the "Your Chamber Connects" insert promoting a different feature of your new service - \$250 per issue*
- *Sponsor an E-Connection once a month with a link to your website or pdf flier - \$75 per issue*
- *Provide the Chamber offices with updated brochures on your new service for distribution - \$0*
- *Be the major sponsor for the Annual Dinner exposing your company and message to 300+ Chamber member business leaders in multiple formats (signage, printed, presentation during the program, etc) - \$750*
- *Have a booth at the Business Expo and Holiday Extravaganza - \$185*
- *Participate in a Business to Business ChamberNet lead generation networking group \$75*
- *Offer a Member to Member discount for the new service - \$0*

CONNECT.

Put these marketing opportunities and resources to use in connecting with your community.

These benefits are made available exclusively to Brainerd Lakes Chamber members.

Business Before Hours

Effective Uses: Location Promotion, Service/Product Promotion, Branding
Audience: 20-60 Chamber member representatives
Cost: \$3-5, \$150 to sponsor
Staff contact: (218) 822-7107

Promote your products or services at your location or off-site at this before hours networking event. You provide the breakfast and beverages; attendees pay \$3 (\$5 at the door) to attend which is given to the host to help cover the food cost. Held the third Wednesday of October, January, April and June from 7:30 – 8:30 a.m. Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Business After Hours

Effective Uses: Location Promotion, Service/Product Promotion, Branding
Audience: 40-200 Chamber member representatives
Cost: Free to attend, \$150 to sponsor
Staff contact: (218) 822-7107

Promote your products or services at your location or off-site at this casual after hours networking event. You provide the hors d'oeuvres and beverages; attendees attend at no charge. Held the second Tuesday of each month, except December from 4:30 - 6 p.m. Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and

Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Brochure Distribution at Welcome Centers

Effective Uses: General Information, Special Events
Audience: 70,000 tourists and local residents each year
Cost: Included in your membership
Staff Contact: Any of our offices or by e-mail at info@explorebrainerdlakes.com

Members may display their business brochure for the thousands of visitors at the Welcome Center on Highway 371, Pequot Lakes, and/or Crosslake Welcome Centers as space allows.

Business Expo & Holiday Extravaganza

Effective Uses: Service/Product Promotion, Branding
Audience: Up to 500 Chamber member representatives
Cost: Free to attend, \$185 for booth
Staff contact: (218) 822-7110

Network with hundreds of your business neighbors while visiting 60 Chamber member exhibits amidst spectacular holiday décor, hors d'oeuvres, cash bar, and silent auction. Held in December from 4:30 - 7:30 p.m., free to members (not available to non-members). Booth fee of \$185 per booth (up to 60 booths available). Businesses are encouraged to purchase hors d'oeuvres to serve at their booth. Your business is listed on the invitation and promoted in Chamber communication.

Business Referrals

Effective Uses: General Information, Special Events
Audience: 100,000 tourists and local residents each year
Cost: Included in your membership
Staff contact: Any of our offices or by e-mail at info@explorebrainerdlakes.com

Consumers inquiring to the Chamber for a product or service are referred only to Chamber member businesses. Is your information up-to-date in our database?

ChamberNet

Effective Uses: Lead Generation
Audience: 20-40 non-competitive Chamber member businesses in each group
Cost: \$75 annually, plus \$1 mtg fee (may vary based on group)
Staff contact: (218) 822-7107

A networking program that provides Chamber members in non-competing industries the opportunity to develop professional networking relationships and generate qualified business leads for business to business or business to consumer sales. Meetings are held weekly.

CHOW Time Lunch

Effective Uses: Location Promotion, Service/Product Promotion
Audience: 25-100 Chamber members
Cost: \$5-7 to attend, \$150 to sponsor
Staff contact: (218) 822-7107

A member lunch event with "shameless self promotion" for the attendees and sponsor. The host provides the lunch (at your location or off-site) and receives the revenue. The Chamber coordinates the event logistics and reservations. Attendees are invited to donate door prizes. CHOW Time Lunches are generally held twice a month from Noon to 1 p.m. Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Community Connection Tours

Effective Uses: Staff Education, Location/Service Promotion
Audience: Frontline staff of Chamber member businesses
Cost: \$30 to attend, \$150 to sponsor
Staff contact: (218) 822-7113

Community Connection Tours, held in the spring, familiarize individuals on all of the activities and attractions in the Brainerd Lakes Area. The tours are one-day events that include transportation and meals.

explorebrainerdlakes.com - Events Calendar

Effective Uses: Special Events
Audience: Chamber members, tourist and general public (45,000 visitors per month)
Cost: Included in your membership
Staff contact: (218) 822-7113

The online calendar of events features event details, locations, times, and contact information. Website visitors can forward events to friends, print events, and set email reminders about each event. In addition, weekly event calendars are printed from our website and made available to visitors during staff hours and in after hour displays. Visitors that stop in, call, or email the Chamber are given event information for the time frame they are planning their visit.

explorebrainerdlakes.com - Jobs

Effective Uses: Employee Recruitment
Audience: Chamber members, tourist and general public (45,000 visitors per month)
Cost: Included in your membership
Staff contact: (218) 822-7113

Post your job openings quickly and easily on explorebrainerdlakes.com website.

Lakes Area Job Fair

Effective Uses: Employee Recruitment, Branding
Audience: Up to 1,000 job candidates
Cost: Free to attend, \$50-500 booth or sponsor fee
Staff contact: (218) 822-7117

Over 50 booth spaces are available to promote your job or career opportunities. The event is promoted through area media, schools, and attracts adults and youth. Held in March at Central Lakes College.

Booth fee: \$50 for members; \$125 for non-members.

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Main event sponsor:

For \$500 you will receive a booth to promote your business located in prime location; place banners at main entrances and educational sessions; greet attendees as they arrive; logo included in promotional materials. Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Lakes Vybe

Effective Uses: Service/Product Promotion, Branding
 Audience: 20-60 participants/attendees
 Cost: \$150 to sponsor event
 Staff contact: (218) 822-7121

This Chamber group links people, ages 21 to 40, by offering educational programs and networking opportunities in order to enhance professional skills and create a sense of belonging within the business community. Educational and networking events are held every other month.

Sponsor benefits:

- Distribute your promotional materials at sessions and display sign or banner
- Opportunity to address the attendees about your business
- Logo included in all promotional materials
- Promoted in Chamber communication
- The sponsor is verbally recognized by the emcee
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Ribbon Cuttings, Welcome Visits, Groundbreaking Ceremonies

Effective Uses: Special Events, Public Relations
 Audience: Chamber members and general local public
 Cost: Included in your membership
 Staff contact: (218) 822-7113

The Chamber's Ambassadors help with ribbon cuttings and groundbreaking ceremonies, as well as visit new members, expanded businesses, or welcome new owners and managers for publicity (photo opportunity). The Chamber can provide giant scissors for ribbon cuttings and shovels and hard hats for groundbreakings.

Volunteer Recognition

Effective Uses: Branding
 Audience: 200 Chamber members
 Cost: Free to volunteers,
 \$5 for Chamber members to attend,
 \$100-750 to sponsor
 Staff contact: (218) 822-7107

Recognize the work of all the Chamber's volunteers with a special night of food and entertainment free to volunteers. This event is held in the summer and available to Chamber members only.

Main Sponsor (\$750 provides food for the occasion):

- Set up business information at the event
- Distribute promotional items to attendees
- Place a banner at the event
- Receive 5-10 minutes on the mic
- Logo included in Chamber Communication Tools
- 10 tickets to the event

Entertainment Sponsors (One at \$500 or 5 at \$100, plus provide a snack, beverage or door prize):

- Set up and distribute business information at the event
- Coordinate an activity for volunteers
- Name listed in Chamber Communication Tools
- 5 tickets to the event



Use these programs to develop your personal skills, position your business as a leader and affect your community in an exciting way.

These benefits are made available exclusively to Brainerd Lakes Chamber members.

Business Owner's Roundtable

Effective Uses: Branding, Product/Service Promotion
Audience: 10-15 Chamber business decision makers
Cost: \$75 to participate
Staff contact: (218) 822-7107

Designed to foster open and frank communications among small groups of business owners and decision makers.

Eggs 'n Issues Legislative Breakfast

Effective Uses: Branding, Public Relations
Audience: 30 to 70 chamber members and government officials
Cost: \$3-5 to attend, \$100 to sponsor
Staff contact: (218) 822-7111

Join our area legislators for a lively discussion about issues impacting business. Hear what is happening at the Capitol and share comments in a structured but comfortable meeting environment. Attendees inform the facilitator about the issues they want to discuss, and then the legislators respond to questions or comments, as well as share their priorities on behalf of their District.

Sponsor benefits for:

- Distribute your promotional materials and display signs
- Promoted in Chamber communication
- Registration for two people at the event
- Share five minute overview of your business or an issue
- The sponsor is verbally recognized by the emcee
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Latte 'n Learn Breakfast Seminars

Effective Uses: Branding, Industry Education, Professional Development

Audience: 50-80 people
Cost: \$8-10 to attend, \$300 to sponsor series of these workshops

Staff contact: (218) 822-7110

This breakfast seminar series consists of three programs offered from January to March to provide employees of Chamber-member firms with an opportunity to enhance their skills through cost-effective training. Topics for programming are developed by the Chamber's Member Outreach Committee based on input from employees of Chamber-member firms.

Sponsor benefits for all sessions:

- Distribute your promotional materials and display signs at sessions
- Included in all promotional materials
- Promoted in Chamber communication
- Registration for two people per event
- The sponsor is verbally recognized by the emcee
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Leadership, the Lakes Area

Effective Uses: Branding, Professional Development
Audience: 25-35 people
Cost: \$150 to sponsor, \$895-1,300 to attend
Staff contact: (218) 822-7117

Now with more than 200 alumni, Leadership the Lakes Area, is a premiere training program for individuals that want to enhance their leadership and connect with the community. This is an eight-month program, with classes held one day per month, and one two-day retreat.

Fee to participate:

\$895 per person (1,300 future member) (includes all training materials, meals, overnight, etc.) Sponsor opportunities include full or partial scholarships for participants.

Sponsor benefits:

Sponsoring lunch for \$150 and share information about your business and distributing promotional materials.

Television Programming

Effective Uses: Branding
Audience: Broadcast area
Cost: \$300 annual sponsorship
Staff contact: (218) 822-7110

The Chamber annually produces full-length programming which is aired on local access television such as Charter/CTC Channels 8 & 15 and Crosslake Communications. The sponsor for each program will have their name/logo at the open and close of the program. Typical programming includes: candidate forums, Eggs 'n Issues, etc. In addition they will receive recognition as a sponsor at the event.

Tourism Summit

Effective Uses: Branding, Product/Service Promotion
Audience: up to 100 Chamber members
Cost: \$30-45 to attend, \$150 to sponsor booth
Staff contact: (218) 822-7118

Annual event bringing together tourism related businesses to learn and discuss current trends in the industry and the area. Various sponsorship opportunities exist including breakout sessions, meals, etc.

Voters Guide

Effective Uses: Branding, Public Relations
Audience: 5,000 copies printed
Cost: \$750 to sponsor
Staff contact: (218) 822-7111

Candidates running for key races are surveyed and photographed. Their answers are published in this informative voters guide and distributed to all Chamber members, and throughout the lakes area at convenience stores and other high-traffic locations. The publication is printed and distributed in October. The Guide is also featured on the Chamber website.

Sponsor benefits:

Logo placement in the Voters Guide and Chamber website. Recognized in Chamber communication and at Candidate Forums. Two \$750 sponsorships available.

What's Happening? Lunch

Effective Uses: Branding, Public Relations
Audience: 25 to 50 chamber members
Cost: \$100 to sponsor
Staff contact: (218) 822-7110

Timely and topical discussion about issues impacting the business community in the Chamber's neighborhoods from 12 - 1 p.m. for \$10 per person (not available to non-members). The Chamber coordinates the logistics and registration.

Sponsor benefits for \$150 per event includes:

- Distribute your promotional materials at sessions and display signs or banners
- Logo included in all promotional materials
- Promoted in Chamber communication
- The sponsor is verbally recognized by the emcee
- Registration for two people per event
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.



“We share ideas, we collaborate, and accomplish far more together than we’d ever do alone.”
-Brent Gunsbury, Bercher Design & Construction

GROW

**Take advantage of marketing tools that have proven results.
These benefits are made available exclusively to Brainerd Lakes
Chamber members**

Annual Dinner

Effective Uses: Branding
Audience: 300 Chamber members
Cost: \$30 to attend, \$110-750 to sponsor
Staff contact: (218) 822-7107

Celebrate your Chamber and recognize the outstanding volunteer leaders who work on your behalf during this annual gala event. Held in October. Not available to non-members.

Main Sponsor benefits for \$750 includes:

- Decorate a table to promote your business
- Logo included in invitation, program, and Chamber Connection
- Distribute promotional favors to all attendees to registration
- Place your banner at the dinner and registration area
- Registration for four people at the event (\$120 value)
- The sponsor is verbally recognized by the emcee
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Table Sponsor benefits for \$110:

- Decorate a table to promote your business and distribute promotional favors
- Registration for two people at the event (\$60 value)

Bean Hole Days and Stars & Stripes Breezy Point-Pequot Lakes July 4th Celebration

Effective Uses: Special Service/Product Promotion, Branding, Public Relations

Audience: 12,500 participants/attendees

Cost: Free parade participation,
\$250-2,500 sponsorship levels

Staff contact: (218) 568-8911

This nationally recognized July event starts with burying pots of beans and cooking them overnight on a wood fire at the Chamber's Trailside Center in Pequot Lakes. The delicious beans are served to several thousand attendees, along with a bun and lemonade. An arts & crafts show accompanies the event. The July 4th celebration features the annual Pequot Lakes 4th of July parade, fireworks, and fun family events. Attendance at Bean Hole Days is 2,500 and the July 4th parade and celebration crowd is estimated at 10,000 people. Chamber members may participate in the parade at no charge; non-members \$100 per entry.

Gold Sponsorship \$2,500:

- Sponsorship introduction at the beginning of the parade
- Company float leading parade (lineup based on order in which contracts are received) and behind Color Guard and officials
- Large banner with your business logo leading parade
- Exclusive Logo on a minimum of 300 buttons being sold in weeks leading up to the event and day of the Fourth
- Four complimentary event buttons
- Logo on all signs and banners at the events, Pit Crew and event volunteer shirts at Bean Hole Days, in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), purchased advertising, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - flyers, mailings
- Three-90 sec. live chats with a BL Broadcasting morning personality
- One-Community Focus during the noon hour the week of the events; you may provide a representative from your business to chat on the Focus about the events
- Link from event website to your website

- Company acknowledged as a Gold sponsor in thank you ad after both events
- NOTE: The Event Committees will approve sponsors on a non-compete basis at this sponsor level only!

Silver Sponsorship \$1,000:

- Two complimentary event buttons
- Company float behind Gold Sponsors (lineup based on order in which contracts are received)
- Name listed on the Pit Crew and event volunteer shirts at Bean Hole Days, on purchased advertising, in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - flyers, mailings
- Name mention on Community Focus during the noon hour the week of the events
- Listing Name on banner along the Trailside during Stars & Stripes and Bean Hole Days
- Company acknowledged as a Silver sponsor in thank you ad after both events

Bronze Sponsorship \$250:

- Name on banner along the Trailside during Stars & Stripes and Bean Hole Days
- Name listed by sponsorship level on the Chamber website and on all marketing materials - flyers, mailings
- Company acknowledged as a bronze sponsor in thank you ad after both events



“The exposure we now have due to the website, mailings, information center, and the many other information avenues is tremendous.”

-Pat Netko, Lake Country Crafts and Cones in Crosslake

Bulk Mail Permit

Effective Uses: General Information, Special Events
Audience: Based on your mailing
Cost: Included in your membership
Staff contact: (218) 822-7127 for mailings from the Brainerd Post Office; (218) 568-8911 from the Pequot Lakes Post Office

The Chamber purchases a for-profit and non-profit bulk permit number each year and members may use that permit number for their direct mailings and avoid paying \$150 per year for their own individual bulk permit. Postage charges are additional and paid to the post office; however are at a greatly reduced rate by using bulk mail.

Bunny Bash in Brainerd

Effective Uses: Branding
Audience: 500 community members
Cost: \$350 to sponsor
Staff contact: (218) 822-7126

Sponsor benefits include:

Logo/name inclusion on all promotional materials including event posters, signage, flyers distributed to all ISD #181 elementary school children, Chamber's printed communications and website, press release

Business Directory & Relocation Guide

Effective Uses: Service/Product Promotion, Branding
Audience: 20,000 copies are produced and distributed and available as an online publication
Cost: Rates from \$295
Staff contact: (218) 822-7110

This award-winning full-color magazine is a Chamber member directory and a relocation guide for the Lakes Area. All Chamber member businesses are mailed a copy. Copies are available for the public at all Chamber offices, member businesses, and through the Chamber website; as well as an online version complete with clickable ads and articles linking to sponsor websites. In addition, the publication is poly-bagged with the spring issue of the Lake Country Journal. September advertising deadline.

Chamber Auction

Effective Uses: Branding, Service/Product Promotion
Audience: More than 100 Chamber members and volunteers
Cost: \$30-35 to attend
Staff contact: (218) 692-1828

Great networking event to kick off our summer season in the Lakes Area. The Chamber auction is normally held in the Crosslake area in mid-April. All Chamber members are invited to attend and /or donate an auction item.

Chamber Bucks

Effective Uses: Sales, Location, Promotion
Audience: Local consumers
Cost: Included in your membership
Staff contact: (218) 822-7127

Bucks are universal gift checks that can only be spent at participating member businesses. There is no cost to accept Bucks. Over \$100,000 in Bucks was spent at member businesses in 2007. Merchants accept Bucks similar to a travelers check and deposit them with that day's transactions. The Chamber sells the Bucks to consumers and businesses at face value. The money received is deposited into a special Chamber Bucks account, so you know that when you accept Bucks, there's money in the bank to cover it. Nearly 200 businesses accept Chamber Bucks.

Chamber Connection

Effective Uses: Branding
Audience: 16,000 readership
Cost: Varies
Staff contact: (218) 822-7107

Printed each month in the Brainerd Dispatch and Lake Country Echo. Rates vary and ads are scheduled directly with each newspaper representative.

Commerce & Industry Marketplace

Effective Uses: Service/Product Promotion, Branding
Audience: 10,000 participants/attendees
Cost: Free to attend, \$385-2,500 for booth rental
Staff contact: (218) 822-7117

The area's largest consumer trade show. About 150 businesses display their products and services during this two-day event in March at the Brainerd Civic Center & Gold Medal Arena. Attendance of about 10,000 people.

Major Sponsor benefits for \$2,500:

- Included in newspaper ads and the show program
- Display your signage throughout the show
- Prime 20' x 20' booth space
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Booth size/cost options:

Single booths (not including end caps) 8' x 10'	MEMBERS	NON-MEMBERS
1 booth	\$385	\$560
Additional booths	\$250	\$250
Single booth - End caps 8' x 10'		
1 booth	\$425	\$610
Any additional (not end caps)	\$250	\$250
Booths 16' x 30'	\$1,500	n/a
Booths 20' x 40'	\$1,575	\$2,000

Crosslake Days

Effective Uses: Service/Product Promotion, Location Promotion, Branding, Public Relations
Audience: 12,500 participants/attendees
Cost: \$150-1,500
Staff contact: (218) 692-1828

This five-day family celebration in August features a variety of different activities including the famous Crosslake Chili Cook-off. Crosslake area businesses offer specials and host fun events throughout the week.

Ahoy! Sponsorship \$1,500 includes: (one available)

- Logo on 300 promotional items for sale at events and businesses in Crosslake prior to the festivities.
- Logo on signage, newspaper advertisement, and Chamber website.
- Company logo, in the Chamber Connection, publicized in the Brainerd Dispatch and in the Lake Country Echo.
- Name mention and event details in two Chamber E-newsletters that are received by 2,300 Chamber members.
- One Community Focus on WJJY during the noon hour prior to the events. You may provide a representative from your business to chat on the Focus about the events.
- Event coordinator will mention name on several radio interviews in the weeks leading up to the events.
- Logo link from event website to your website.
- Company acknowledged as Ahoy! Sponsor in the thank you ad after the event.
- One courtesy entry in the Chili Cook-Off and four complimentary promotional items.

Kids Day Sponsorship \$1,000 includes: (one available)

- Logo on all Kids Day signs and banners, newspaper advertisement, and Chamber website.
- Company logo, in the Chamber Connection, publicized in the Brainerd Dispatch and in the Lake Country Echo.
- Name mention on Community Focus on WJJY and on several radio interviews in the weeks leading up to the events.
- Logo link from event website to your website.
- Company acknowledged as the Kids Day Sponsor in the thank you ad after the event.
- One courtesy entry in the Chili Cook-Off; and two complimentary promotional items.

Cont. on next page

Me Hearties Sponsorship \$150 includes: (20 available)

- Name on banner along the Crosslake Information Center during the week of the event.
- Listed by sponsorship level on the Chamber website.
- Name listed on various event marketing materials including banners, flyers, and posters.
- Company acknowledged as a Me Hearties Sponsor in the thank you ad after the event.

Display Window on South 6 Street at Brainerd Office

Effective Uses: Special Events
Audience: Vehicles driving past on South 6th Street, daily estimates of 10,000
Cost: Included in your membership
Staff contact: (218) 822-7107

The display window at the Brainerd office on South 6th Street is available at no charge for members to promote their products or services for up to a two-week period on a first-come, first-served basis.

E-Connection Newsletter

Effective Uses: Branding, Special Event Promotion, Specials
Audience: 2,300 Chamber members
Cost: \$75 per issue for display ad and link to website or pdf
Staff contact: (218) 822-7107

A bi-weekly e-newsletter emailed to Chamber representatives, advertising deadline is one week prior.

Event E-mail

Effective Uses: Event Promotion
Audience: 2,300 Chamber members
Cost: \$250
Staff contact: (218) 822-7107

Sponsor a one time e-mail distributed by the Brainerd Lake Chamber to its e-mail list (approximately 2,300) promoting a chamber event (CHOW, Business After Hours, etc) being sponsored by your business. The Brainerd Lakes Chamber will include a graphic or logo (200 pixels x 100 pixels) for the sponsor, and up to 400 characters of text and a link to the event page on the Chamber website for registration, or you can create an ad for that space which can be 575 pixels wide X 1000 pixels tall, must be in the format of either JPG or GIF, and can be no larger than 200KB in size; that will link to the event page on the Chamber website for registration.

Explorebrainerdlakes.com - Business Directory Listings and Advertising

Effective Uses: General Information
Audience: Chamber members, tourist and general public (45,000 visitors per month)
Cost: Included in your membership, \$240 Gold Upgrade
Staff contact: (218) 822-7118

The online business directory features business listings including description, contact information, a link to your website and more. In addition, website visitors can search this directory using keywords.

Membership includes:

- Business name, address and phone number (local and toll-free)
- E-mail address
- Hours of operation
- Twenty-five word description of your business
- Directions to your business
- Up to six keywords for searches by consumers
- Link to your website at the bottom of the page
- Listing in one category in the business directory (web and printed)

Cont. on next page

Gold Package includes:

- Expanded business directory page on www.explorebrainerdlakes.com with the information listed above and your logo and up to eight photos, up to 300-word description of your business, five bulleted items to emphasize special features, links to your website from the top and bottom of the web page, link to “send us an E-mail”
 - Preferred placement in the business directory search results (your listing sorts toward the top of the list)
 - Your listing in the results includes a logo or photo, description and direct link to your web page to generate more attention for your business
 - You can post unlimited specials in the “hot deals” section of the website
-
- You can post unlimited job openings in the “jobs” section of the website
 - List your business under three categories in the online and printed business directory
 - Select up to 25 keywords for more effective searches by consumers

Explorebrainerdlakes.com - Hot Deals

Effective Uses: Service/Product Promotion, Sales
Audience: Chamber members, tourist and general public (45,000 visitors per month)
Cost: \$21 for seven days, included in Gold Package
Staff contact: (218) 822-7113

Enter information about a special offer or sale to drive more customers to your business. The “hot deal” automatically expires based on the date-range you select. A special “Hot Deals” icon appears next to your listing in the search results and on your web page. An e-mail is automatically sent to an opted in e-mail list each time a “Hot Deal” is added.

Explorebrainerdlakes.com - Web Display Advertising

Effective Uses: Service/Product Promotion, Sales, Branding
Audience: Chamber members, tourist and general public (45,000 visitors per month)
Cost: Starting at \$600 annually
Staff contact: (218) 822-7110

The Brainerd Lakes Chamber website has continued to grow in popularity with a total of over 14 million hits and of those, over 305,000 were unique visitors over the last 12 months! Take advantage of this unique opportunity to enhance your visibility in the business directory and provide a direct link to your website with exclusive advertising opportunities.

Fun Guide: Breezy Point, Crosslake, Pequot Lakes Areas

Effective Uses: Service/Product Promotion, Branding
Audience: 25,000 copies are produced and distributed
Cost: Listings and ads range from \$55-2,685
Staff contact: (218) 568-8911

This is the local guide to activities, shopping, dining, services, and more. Produced in partnership with Echo Publishing, the book is widely distributed locally, and mailed to consumers interested in these areas. The advertising deadline is October.



“My Chamber membership gives me a LOCAL opportunity to build my business.”
-Ray Richard, Burger King in Brainerd

Golf Classic

Effective Uses: Service/Product Promotion, Branding
Audience: 420 participants/attendees
Cost: \$28-140 to participate, \$250-2,500 to sponsor
Staff contact: (218) 822-7110

Participate in the lakes area's premier golf event and raise funds for Chamber operations. The event starts with lunch on the patio, then golf, followed by a social and dinner. Everyone golfing is entered into a drawing for almost \$5,000 in prizes. Guests are welcome to attend the dinner for an additional fee. Held in August at the Legacy Courses at Cragun's for up to 72 teams of five people and 30 Business on the Tee options. The golf fee to participate: \$700 per team or \$140 per individual (not available to non-members).

Major Sponsor benefits for \$2,500 include:

- *The entire event would carry signage promoting the business as the sponsor of the tournament*
- *All materials generated for the tournament including tournament invitation, psa's, radio shows, website, ads, event program, etc will carry the sponsors name and logo*
- *5 dinner tickets to the evening banquet and as many tickets as needed for the lunch (\$140 value)*
- *A representative of the company/business will be able to welcome the group at the beginning of the program*
- *2 Business on the Tee sites (\$425 value)*
- *Listed as the grand prize donator of the set of irons*
- *2 golf carts are available to your company during the event to visit golfers and promote your company*
- *One or two members of your company are asked to sit on the golf committee from May to August*
- *The sponsor is verbally recognized by the emcee*
- *Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.*

Lunch sponsor benefits for \$750 include:

- *The patio area will carry signage (provided by sponsor) promoting the business as the sponsor of the picnic lunch*
- *Showcase food by providing a picnic style lunch for 300 from 10:45a.m. - Noon at the tournament on the Cragun's Legacy patio*
- *Name will be featured on the tournament invitation, radio shows, website, event program*
- *2 dinner tickets to the evening banquet (\$56 value)*
- *1 Business on the Tee site during the tournament (\$250 value)*
- *One member of your company is asked to sit on the golf committee from May to August*

Business on the Tees sponsor for \$250 (one), \$425 (two) include:

- *Tournament signage, website and event program will include sponsor's name*
- *Marketing opportunity on tee box for event that does not hamper the play of game*

Map: Area-Wide with Community Insets

Effective Uses: Location Identification, Service/Product Promotion, Branding

Audience: 50,000 maps

Cost: Listings and ads range from \$140-2,500

Staff contact: (218) 822-7118

This is the best area-wide and community map available. Produced with state-of-the-art mapping software, this map is widely distributed throughout the area and beyond. The map features a detailed layout of the entire lakes area on one side and area communities on the other including Brainerd, Baxter, Crosslake, Pequot Lakes, Nisswa, Crosby- Ironton, Pine River, and Breezy Point. They are distributed throughout the Brainerd Lakes Area and by requests via phone, mail or e-mail, as well as at advertisers locations upon request.

Member-to-Member Discounts

Effective Uses: Sales
Audience: Chamber member owners, managers, employees
Cost: Included in your membership
Staff contact: (218) 822-7107

The Chamber's Member-to-Member benefits program provides a discount on products or services offered by a Chamber member business to Chamber members. The benefits are promoted through regular communication with members, brochure, internet, etc. Benefits can be offered to managers or owners of member businesses, or all employees. There is no cost to participate in this special program.

Representative Listings or Labels - (One-Time Use Member)

Effective Uses: General Information, Special Events
Audience: based on your mailing (200-2,300)
Cost: \$20-120 depending on format and list size
Staff contact: (218) 822-7127

Members can obtain lists of Chamber members for direct mail campaigns for one-time use. The lists include the business, name of representative, and address. Email addresses are not distributed; members can sponsor the bi-weekly e-newsletter to reach members via email. These lists are not available to non-members. All rates are plus sales tax.

Public Relations

Effective Uses: Unique Information, Special Events
Audience: regional and national writers and editors
Cost: Included in your membership
Staff contact: (218) 822-7118

Unique story pitches are included in our quarterly press kits, along with fact sheets about the area and listings of upcoming events for the next quarter.

Sporting Clays

Effective Uses: Product/Service Promotion, Branding
Audience: 100 Chamber members and volunteers
Cost: \$55 to participate, \$25-1,000 to sponsor
Staff contact: (218) 822-7110

Major Sponsor benefits for \$1,000 includes:

- Recognition as grand prize donor of shotgun
- Two station sponsorship sites with promotional signs provided by the Chamber
- One four person team registration includes meals (\$220 value)
- Name and logo to appear on all promotional material
- Additional signage at event (to be provided by sponsor)
- Free insert of promotional item into goodie bag
- The sponsor is verbally recognized by the emcee
- Event promotion includes your company name in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings.

Station Sponsorship benefits for \$500 include: (14 spots available)

- One station sponsorship site with promotional sign provided by the Chamber
- One four person team registration includes meals
- Business name and logo to appear on website promotion and event program
- Free insert of promotional item into goodie bag

Goodie Bag benefits for \$25 include:

- Insert a branded promotional item into goodie bag for each participant, can include but not limited to: earplugs, eye protection, hats, vests, coolers, mugs, and more!
- Name will appear on event program

St. Patrick's Day Celebration in Crosslake

Effective Uses: Service/Product Promotion, Location Promotion, Branding, Public Relations

Audience: 7,000 participants/attendees

Cost: Parade participation free, sponsorships \$100-2,500

Staff contact: (218) 692-1828

The area's largest and well-attended St. Patrick's Day parade; costume contest; prize drawing held in March on the Saturday closest to St. Patrick's Day. Attendance: Crowd is estimated at 5,000 people. Chamber members may participate in the parade at no charge; non-members \$100 per entry.

Gold Sponsorship benefits for \$2,500 include: (One available)

- Sponsorship introduction at the beginning of the parade
- Company float leading parade and behind Color Guard and officials
- Large banner with your business logo leading parade
- Logo on 500+ buttons being sold in weeks leading up to the event and day of the event.
- Four complimentary event buttons
- Logo on all signs and banners at the events, in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on the front page of the "St. Patrick's Day" newspaper insert advertising the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings
- Advertising package of over \$1,000 in value to promote events with your information as sponsor; spent the week of the event
- One-Community Focus during the noon hour at BL Broadcasting; you may provide a representative from your business to chat on the focus
- Link from event website to your website
- Company acknowledged as a Gold sponsor in the newspaper thank you ad after the event

Silver Sponsorship benefits for \$500 include: (Three available)

- Two complimentary event buttons
- Company float lead behind Gold Sponsor (lineup based on order in which contracts are received)
- Name recognition on all signs at the events, on the front page of the "St. Patrick's Day" newspaper insert advertising the event, listed in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on the Chamber website, listed on all marketing materials - banners, flyers, mailings
- Name mention on Community Focus during the noon hour the week of the events
- Company acknowledged as a Silver sponsor in the newspaper thank you ad after the event

Bronze Sponsorship benefits for \$100 include: (Ten available)

- Name on banner along the Chamber office the day of the event
- Listed by sponsorship level on the Chamber website
- Name listed on all marketing materials - banners, flyers, mailings
- Company acknowledged as a bronze sponsor in the newspaper thank you ad after the event



“These events (Commerce and Industry Marketplace, the Business Expo, and the Job Fair) are important as an employer because we have the opportunity to meet potential new employees. They allow us to connect with people and to share with them the changes and advancements in health care and on our campus.”

-Teresa Sullivan, Cuyuna Regional Medical Center in Crosby

Street Fest - Brainerd

Effective Uses: Branding
Audience: 500-1,500 community members
Cost: \$200-400 to sponsor
Staff contact: (218) 822-7126

Held in June in Historic Downtown Brainerd - 7th and Laurel Streets, the Jaycees Street Fest includes food, entertainment and family fun. (formerly the Great Northern BBQ)

Main sponsor benefits for \$400 includes:

- Logo/name inclusion on all Main Street initiated promotional materials including Street Fest Sale posters, flyers distributed to all ISD #181 elementary school children, Chamber's printed communications and website, press release
- Presentation of Car Show trophies by your representative
- Booth space to promote your business at the event

Supporting sponsor benefits for \$200 includes:

- Logo/name inclusion on all Main Street initiated promotional materials including Street Fest Sale posters, flyers distributed to all ISD #181 elementary school children, Chamber's printed communications and website, press release

Taste of Pequot Arts & Crafts Show

Effective Uses: Service/Product promotion, Branding, Public Relations
Audience: 3,000 participants/attendees
Cost: Booth free to Chamber members, \$750 sponsorship
Staff contact: (218) 568-8911

Area restaurants and organizations showcase tantalizing food along the Paul Bunyan Trail at this annual September event at Pequot Lakes. There are also many unique arts and craft vendors to enjoy.

Platinum Sponsorship benefits for \$750 include:

- Logo on all signs and banners at the events, in the Chamber Connection (publicized in the Brainerd Dispatch and Lake Country Echo), on any purchased advertising for the event, on the Chamber website, in two Chamber E-newsletters that are received by 2,300 Chamber members, and on all marketing materials - banners, flyers, mailings
- One-Community Focus on WJYJ during the noon hour the week of the events; you may provide a representative from your business to chat on the Focus about the events, call in is available
- Event coordinator will mention name on KTIG, BL Broadcasting station, KLKS, and WWVI the week of the event during interviews
- Name listed as Platinum sponsor on radio commercial that will run the week of the event
- Logo link from event website to your website
- Company acknowledged as Platinum sponsor in the thank you ad after the event
- Complimentary Booth at the event or coupons available at Information Center at the event

Tourism E-newsletter

Effective Uses: Service/Product Promotion, Branding
Audience: More than 12,000 subscribers and 2,300 Chamber members
Cost: \$150 per issue, 20% discount for multiple months of sponsorships
Staff contact: (218) 822-7118

Promote your business in the electronic newsletter that the Brainerd Lakes Chamber sends out 12 times a year to its database of 12,000 email addresses of individuals who have specifically requested tourism information on the Brainerd Lakes Area. The E-newsletter is also sent to more than 2,000 Brainerd Lakes Chamber members. Up to three sponsors are featured in each e-newsletter issue and space is reserved on a first come, first serve basis. Sponsorship includes one graphic (logo or photo) with a link to your webpage and a 50-character description.

Visitors Guide for the Lakes Area

Effective Uses:	Service/Product Promotion, Branding, Special Events
Audience:	200,000 copies printed and distributed
Cost:	Event calendar listing and distribution included in membership, advertising options available from no cost to \$6,450
Staff contact:	(218) 822-7118

This is the primary publication distributed at the Brainerd Lakes Area Welcome Center, the Pequot Lakes trailside building, and the information center in Crosslake. The publication is inserted in magazines or newspapers targeting a specific demographic market in the Twin Cities. The advertising deadline is August.

Welcome Center Display Advertising

Effective Uses:	Branding, Service/Product Promotion
Audience:	Nearly 150,000
Cost:	\$100-150 per month
Staff contact:	(218) 822-7118

Reach individuals that are visiting the Brainerd Lakes Area by advertising your business in our Welcome Center lobby! We have approximately 1,750 individuals that walk through the doors of the Welcome Center in a given week with that number tripling per week in the summer months! This equates to almost 150,000 individuals a year that will see your advertisement. Lobby display advertising is a wonderful way to promote your business to vacationers, residents and potential residents.

Advertising Pricing

- Premier Placement: 6 months at \$150 per month (\$900)
- Premier Placement: 12 months at \$125 per month (\$1,500)
- Value Visibility: 6 months at \$125 per month (\$750)
- Value Visibility: 12 months at \$100 per month (\$1,200)

Your Chamber Connects

Effective Uses:	Branding
Audience:	1,600 Chamber members and volunteers
Cost:	\$250-450
Staff contact:	(218) 822-7107

Your Chamber Connects is sent monthly on the second Thursday to Brainerd Lakes Chamber members and includes information updates important to business leaders in our community. This mailing is distributed to the primary contact for all Chamber members. Total distribution: 1,700

Envelope Back Advertising and Insertion benefits for \$450 include:

Advertising imprint of envelope back with an imprint area of 11"x9" and one insert in envelope with the standard size: one-page 8 1/2" x 11"

Insertion Only options for \$250-400 include:

Pricing below is based on a standard size of 8 1/2" x 11" and requires 1,700 pieces. Unusual insert shapes, sizes and promotional items need to be submitted to the Chamber two weeks prior to deadlines noted below so special handling charges and additional postage can be quoted.

Insertion Costs (Prices reflect our additional postage costs due to the added weight).

- 1 page (up to 2 sides) \$250
- 2-4 pages \$300
- 5-8 pages \$350
- 9-or more pages \$400

**BRAINERDLAKES
CHAMBER**



Connect. Lead. Grow.