

Lodi & Lake Wisconsin Chamber of Commerce

A Guide to Membership, Value & a look into 2022



A Note from the Board

By Heidi LeHew

It is our distinguished honor to present you this document, full of details, updates and what's to come for our Lodi & Lake Wisconsin Chamber of Commerce. We cannot express enough our sincere gratitude for your loyalty and commitment to the success of this community over the years! YOU are the lifeblood of what we do, and it's our pleasure to continue to serve each of you as we look ahead to 2022.

We hope you find new and exciting things laid out here, reassure your commitment to the chamber and of course see the direct impacts we are making in our area. Looking back over the last few years, we have changed A LOT and are getting good at pivoting where needed (as have you). With our thoughtful approach to 2022, we are hopeful you see that growth and deep dedication to growing our business community!

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2022 CALENDAR OF EVENTS

Flagship Events, Special &
Networking Events & Event
Sponsorship Opportunities

MEMBER VALUE

Why join our Chamber?
(and stay here)

MEMBERSHIP

Dues, Inclusions, Sponsorship
Opportunities & Perks

2022 Events

A look into the year

Lodi and our surrounding areas are rich in tradition and community. We love that so much about where we live, work and play. As a Chamber of Commerce, our role is to balance supporting our business community while also playing an active role in those events.

Although not an event organization per se, it is important for us to drive additional traffic to our area via several flagship events throughout the year. We are happy to host them and enjoy seeing the uptick in business and smiles when we do.

- Annual Golf Outing - Wednesday June 15th
- Susie the Duck Day - Saturday August 13th
- Brew B Que - Saturday September 17th
- Business Trick or Treat - Friday October 28th
- Sip & Shop - Friday November 11th
- Shop Small Saturday - Saturday November 26th



Special Events & Networking Opportunities

Additional events for you, as a member, to enjoy!



Covid precautions has limited the number of events we can host indoors recently. We are optimistic, however, that 2022 will be a great year to bring those back! In addition to in person events, we will also be working to capture all learning events via You Tube video so that, if you can't make it in person, you can still enjoy the content!

Lunch & Learn Events - Spend a morning learning from the experts. Website. Social Media, Economic trends... you name it, it's coming!

Chamber After 5 - Networking opportunity for all members.

Business Brainstorms - Complimentary, private meeting space that's exclusive to our members!

Event Sponsorship

Opportunities to support & market your business at the same time!

Select from one of our 4 Flagship Events for sponsorship opportunities that best match your target audience! Growing momentum on social media shows us these events have reached over 100,000 people, and those numbers are growing! Pair that with individual event packages, and you're setting your business up for advertising success!

- Annual Golf Outing
- Susie the Duck Day
- Brew B Que
- Sip & Shop



MEMBERSHIP

WHY JOIN THE CHAMBER OF COMMERCE?

Let us help your business! Members get more done!



Visibility

STAND OUT and get noticed as an active member of your community.



Voice

We advocate on your behalf! Gain a say in what happens through our Chamber's advocacy efforts.



Growth

Quality training and educational opportunities. Economic Growth in bringing business to the area by promoting tourism and events.



Credibility

Your reputation matters. Chamber membership is respected by the community.



Network

It's not just who you know, it's who others know too! Networking is powerful!



Discounts

Member-to-member discounts can increase your buying power.

REPRESENT YOUR NECK OF THE WOODS

114 S. Main Street Lodi Wisconsin 53555 - 608-592-4412 - info@lodilakewisconsin.org

Annual Membership Dues

2022 dues based on number of full-time equivalents (FTE)

40 hrs/week = 1 FTE; 2 part-time staff @20 hrs/week = 1 FTE

1 - 4 full time employees	\$250.00
5-10 full time employees	\$300.00
11 - 20 full time employees	\$500.00
20 - 80 full time employees	\$700.00
80+ full time employees	\$1,000.00

Community & Service Organizations \$150.00

Not-for-profit organizations and clubs, schools & churches

Associate \$300.00

Individuals located outside of the Lodi School District but also provides a service to the community.

All Chamber of Commerce Volunteers qualify for \$50 credit on annual dues! An opportunity to get involved and save dollars on your membership at the same time!



What does my membership include?

2022 Membership Values



Personalized business website listing at www.lodilakewisconsin.org. You can customize your site, add job listings, events, hot deals and more! **\$250.00 value**

Year-round access to the Chamber of Commerce meeting space located right on beautiful Main Street! **\$100.00 min value**

Referral calls and emails; business referrals

Access to members-only events such as the Lunch & Learn series, Chamber After 5's, Business Brainstorms and Annual Awards dinner.

Free access to communication and promotion through bi-weekly newsletters

Access to promote events via our online community calendar as well as specials and hot deals publicly on the chamber website.

Brochure and card placement in the Chamber of Commerce Meeting Space.

Social Media and digital marketing assistance and support.

Ribbon Cuttings and social media support for all new members.

Services

Additional support you are eligible as a member of the Chamber of Commerce.

Our Chamber of Commerce is an extension of our business community. We are here to support you in any way we can. Here are a few of the additional services you can take advantage of as a member:

- Access to Membership Lists
- Free use of Chamber of Commerce Meeting Space
- Access to advice on social media and digital marketing projects
- Social Media promotion and event support

Application for Membership or Annual Renewal

Thank you for your consideration in joining the Lodi and Lake Wisconsin Chamber of Commerce. We are proud to serve our business community and look forward to helping your business thrive here in the peaceful valley. In order to set up your new membership account, please head to www.lodilakewisconsin.org. You'll enter the below information online and at the same time set up your very own internal website, specific to your organization. Payments can all be made online as well. This online account will help promote your organization and gain access to many online benefits as well. If you do not have access to that, you are able to submit applications via mail to PO Box 43 Lodi Wisconsin 53555. All checks are payable to Lodi and Lake Wisconsin Chamber of Commerce.

Business Name: _____ Contact Person _____

Additional Contacts (if any): _____

Mailing Address: _____

Location Address (if different): _____

Phone: _____ Email: _____

Fax (if used): _____ Website Address: _____

Social Media: _____

All memberships are calculated based on number of FULL TIME equivilants (FTE).
40 hours per week = 1 FTE or 2 part time staff @ 20 hours per week = 1 FTE

Total number of full time employees = _____

Total number of part-time employees = _____

Total full-time equivalent = _____



<u>Number of FTE</u>	<u>Annual Dues</u>	<u>Total Amount Due</u>
1 - 4	\$250.00	
5 - 10	\$300.00	
11 - 20	\$500.00	
20 - 80	\$700.00	
80 +	\$1,000.00	
Community & Service Organization	\$150.00	
Associate	\$300.00	

1) **Annual Membership Dues**

Please select the number of Full Time Employees and corresponding annual Dues. Full Time Employees (FTE) are calculated by adding total staff hours up to 40 hours in a work week. If you have one staff person working 40 hours, that is one FTE. If you have 2 staff persons, each working 20 hours, that is also only one FTE.

2) **Annual Sponsorship Opportunities**

Are you looking to sponsor the Chamber of Commerce in an exciting and advanced way this year? We are happy to announce you can! We have created unique sponsorship packages, outside of sponsoring specific events, because we have listened to your suggestions. Based on your feedback, there are three levels of sponsorship available. These packages have high visibility, unique offerings and a great overall value!

Annual Gold Sponsor Package (\$1,150.00 value) price \$500

- Acknowledgement of sponsorship in Chamber of Commerce Newsletter
- Special Feature in Chamber of Commerce Newsletter
- Logo to be included on Welcome Packets (used in the upcoming year)
- Logo to be featured on Traveling Chamber Banner (used in over 20+ events throughout the year)

Annual Platinum Sponsor Package (\$2,385 value) price \$1500

- All items in Gold Sponsor Package as well as...
- 2 week banner Ad on Chamber of Commerce Website
- 4 Event Tickets to Lodi's Sip & Shop event to be held in November 2022
- Educational Sponsor Package
 - o Name & Logo on all paper materials used in Lodi & Lake Wisconsin events throughout the year
 - o Social Media Recognition on all listed events (Lunch & Learns, Chamber After 5's and Business Brainstorms)

Annual Diamond Sponsor Package (\$3,910.00 value) \$3000

- All items in both Gold and Platinum Sponsor Packages as well as...
- 2 additional week banner Ad on Chamber of Commerce Website (4 total weeks)
- 1 week use of the Chamber of Commerce front window for display
- Use of Office Advertising in the Chamber of Commerce meeting space
- Awards Dinner Package:
 - o 2 complementary tickets to the Awards Dinner for 2022
 - o Complementary drink tickets and gift basket
 - o Opportunity to speak at the event
- Event Sponsorship Opportunity:
 - o Pick 2 of our annual events to apply up to \$1K in sponsorship credits toward.
 - o Advertise in those events per the event sponsorship packages

3) **Additional Information**

- a. Select one of the following if you'd like additional information:
 - i. I'd like to sign up to be on an Event Committee

1. Annual Golf Outing
 2. Susie the Duck Day
 3. Brew B Que
 4. Sip & Shop
- ii. I'm interested in learning more about being on the Board of Directors
 - iii. I'd like to learn more about volunteer opportunities with the Chamber
 - iv. I'd like additional information about upcoming Event Sponsorships before the events.

Totals from Section 1: _____

Totals from Section 2: _____

Total due to Chamber of Commerce by January 21, 2022: _____

