

PROGRESS LAKESHORE

Accelerating business success

Sponsorship Opportunities

Dear Progress Lakeshore Supporter,

Progress Lakeshore provides a multitude of events throughout the course of the year, which gives your business many chances to be seen as a sponsor!

We invite you to review these opportunities and choose one or more that align with your company's goals. Some sponsorship dollars go toward programs that cater to businesses in the area and others will benefit your company by providing great publicity!

Retain.Grow.Attract

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2021 Progress Lakeshore Sponsorship Opportunities Overview

Please see the following pages for more information about each of these sponsorship opportunities.

Annual Excellence in Economic Development Awards Breakfast

Title Sponsor - \$3,000
Platinum Sponsor - \$1,500
Gold Sponsor - \$1,000
Award Sponsor (5) - \$750

Annual Food & Friends for Progress

Title Sponsor - \$3,000
Platinum Sponsor - \$1,500
Gold Sponsor - \$1,000
Silver Sponsor - \$750
Drink Ticket Sponsor - \$1,500
Wine Sponsor - \$750

Let's Talk Business Series

3/year - \$500 each
April 27th
July 27th
October 26th

Kauffman Fast Trac

Once Annually - \$2,500

Perfect Your Pitch

One 3-Day Workshop - \$1,000

Manitowoc County Pitch

\$2,000

Entrepreneur Programming

\$2,500

Benefits Survey

Title Sponsor - \$1,500
Platinum Sponsor - \$1,000
Gold Sponsor - \$750

In-Kind Sponsorship

This sponsorship opportunity can include items such as program printing, video and photography, website development/assistance, radio advertisement, meeting room space, and more!

*Progress Lakeshore reserves the right to host all events in person or virtually at our discretion.
Sponsorship value will remain the same, regardless of format.

Event -

Annual Excellence in Economic Development Awards Breakfast

(This event is held annually in May)

The Annual Excellence in Economic Development Awards Breakfast is a breakfast and a community celebration rolled into one! We take this time to recognize businesses and individuals who help to create a positive business climate in Manitowoc County. This event draws over 200 business, government, and community members every year.

Title Sponsor: \$3,000

- Your company logo will appear on the event program & sponsorship materials at the event, and on all pre-event promotional materials
 - Your company is welcome to have marketing material at event tables
 - Your company will receive (8) complimentary registrations for the event
 - Your company will be announced as a Title Sponsor at the event
 - Your company will have the option to speak at the event
- Only two non-competing businesses can sponsor at this level

Platinum Sponsor: \$1,500

- Your company logo will appear on the event program & sponsorship materials at the event, and on all pre-event promotional materials
 - Your company is welcome to have marketing material at event tables
 - Your company will receive (4) complimentary registrations for the event
 - Your company will be announced as a Platinum Sponsor at the event
- Only non-competing businesses can sponsor at this level

Gold Sponsor: \$1,000

- Your company logo will appear on the event program & sponsorship materials at the event, and on all pre-event promotional materials
 - Your company will receive (3) complimentary registrations for the event
 - Your company will be announced as a Gold Sponsor at the event
- Only non-competing businesses can sponsor at this level

Award Sponsors: \$750*

- Your company logo will appear on the event program & sponsorship materials at the event, and on all pre-event promotional materials
 - Your company will receive (2) complimentary registration for the event
 - Your company representative will present the award you sponsored at the event

*Awards Available for Sponsorship: (1) Entrepreneurial Achievement Award, (2) Neighborhood Development Award, (3) Corporate Investment Award, (4) Economic Accelerator of the Year Award and (5) Community Enhancement Award.

Event -

Food & Friends for Progress

(This event is held annually in November)

Food & Friends for Progress is our annual fundraising dinner. We use local food to bring together those who support Progress Lakeshore annually, and recognize their contributions, while gearing up for another productive year in local economic development.

Title Sponsor: \$3,000

- Your company will receive (8) complimentary tickets for the event
 - Your company logo will appear on all event promotions, including promotions on event day
 - Your company will be given the opportunity to speak at the event
 - Your company will be announced as the Title Sponsor at the event
 - Your company is welcome to provide marketing materials at the event
- Only two non-competing businesses can sponsor at this level

Platinum Sponsor: \$1,500

- Your company will receive (4) complimentary tickets for the event
 - Your company logo will appear on all event promotions, including promotions on event day
 - Your company will be announced as a sponsor at the event
- Only non-competing businesses can sponsor at this level

Gold Sponsor: \$1,000

- Your company will receive (3) complimentary tickets for the event
 - Your company logo will appear on all event promotions, including promotions on event day
 - Your company will be announced as a sponsor at the event
- Only non-competing businesses can sponsor at this level

Silver Sponsor: \$750

- Your company will receive (2) complimentary tickets for the event
 - Your company name will appear on all event promotions, including promotions on event day
 - Your company will be announced as a sponsor at the event
- Only non-competing businesses can sponsor at this level

Drink Ticket Sponsor: \$1,500

- Your company will receive (4) complimentary tickets for the event
 - Your company logo will appear on event day flyer and on each drink ticket
 - Your company will be thanked at the event
- Only ONE business can sponsor at this level

Wine Sponsor: \$750

- Your company will receive (2) complimentary tickets for the event
- Your company name will appear on all event promotions, including promotions on event day
 - Your company will be thanked at the event
 - Your logo will go on the wine bottles



Let's Talk Business

Let's Talk Business Series

(Progress Lakeshore holds 3 Let's Talk Business events yearly)

These events are offered at no cost to participants and are open to everyone, so we greatly appreciate your support to make these possible!

Sponsor a Let's Talk Business Event: \$500

- Your company logo will appear on all event promotions
- Your company will be given the opportunity to speak at the event
- Your company will be announced as the Title Sponsor at the event
- Your company is welcome to provide marketing materials at the event

Let's Talk Business Series Schedule:

April 27th
July 27th
October 26th

KAUFFMAN FAST TRAC®

Progress Lakeshore is a FastTrac facilitator and we work with entrepreneurs to develop their business ideas. Kauffman FastTrac® was launched by the Ewing Marion Kauffman Foundation, and carries out Mr. K's belief that everyone has a fundamental right to turn an idea into an economic reality, regardless of who you are or where you're from, with zero barriers in the way.

This is a ten week immersive course in which participants are provided information, tips, exercises, and tools to help develop their businesses.

This event is free to the public, so we greatly appreciate your support to make it possible.

Fast Trac Sponsor: \$2,500

- Your company logo will appear on all event promotions
- Your company will be announced as the sponsor at the event
- Your company will be given the opportunity to present a course relevant to your business
- Your company is welcome to provide marketing materials at the event

Only one company can sponsor this event

Entrepreneur Programming

Entrepreneur Programming is a unique opportunity at Progress Lakeshore. Your generous sponsorship helps support our mission to grow business in Manitowoc County. We meet with & counsel approximately 70-100 entrepreneurs each year. This sponsorship helps to fund 1-on-1 mentorship throughout the year and supports the business consultants for entrepreneurs that are served at Progress Lakeshore.

Programming Sponsor: \$2,500

- The Progress Lakeshore Entrepreneur Office will be renamed to include your company's name and logo and will be featured prominently on the signage outside of the room for the duration of the year.
 - Your company's logo will be included in the Resource Folder provided to each entrepreneur.
- Your company is welcome to provide marketing materials to the Progress Lakeshore Entrepreneur Office (pens, notebooks, cards, etc.)

Only one company can sponsor this unique opportunity

Perfect Your Pitch

Once annually, in September

Perfect Your Pitch is a three day workshop, 90 minutes each day, designed to help budding entrepreneurs nail down their elevator pitch, perfect speaking in public, and learn the basics of pitching a business idea, in preparation for participating in our annual Manitowoc County Pitch event.

This event is free to the public, so we greatly appreciate your support to make it possible.

Perfect Your Pitch Sponsor: \$1,000

- Your company is welcome to speak at the event
 - Your company will be announced as the sponsor at the event
 - Your company logo will appear on all event promotions
 - Your company is welcome to provide marketing materials at the event
- Only one company can sponsor this unique opportunity

Manitowoc County Pitch

Once annually, in November

Manitowoc County Pitch is presented by Progress Lakeshore and regional partners. It is a pitch event including a live pitch by each entrepreneur & a question-and-answer with local judges.

Winners receive up to \$1000 prize money.

Manitowoc County Pitch Sponsor: \$2,000

- Your company will be a judge at the event
 - Your company will be announced as the sponsor at the event
 - Your company logo will appear on all event promotions
 - Your company is welcome to provide marketing materials at the event
- Only one company can sponsor this unique opportunity

Benefits Survey

Progress Lakeshore conducts a Benefits Survey every summer.
The results of this survey will be presented at an event.

Title Sponsor: \$1,500

- Your company can be a speaker at the results presentation event
- Your company logo will appear on all survey materials (survey, emails, social posts, etc.)
 - Your company will be announced as the title sponsor at the event
- Your company will be welcome to provide marketing materials at the presentation event
Only ONE company can sponsor at this level per year

Platinum Sponsor: \$1,000

- Your company logo will appear on all survey materials (survey, emails, social posts, etc.)
- Your company will be welcome to provide marketing materials at the presentation event
 - Your company will be announced as a sponsor for the event

Gold Sponsor: \$750

- Your company logo will appear on all survey materials (survey, emails, social posts, etc.)
 - Your company will be announced as a sponsor for the event

In Kind Sponsorship

In-kind donations are always welcomed at Progress Lakeshore and are greatly appreciated.

In Kind Sponsor:

- Your company name/logo will appear on sponsored materials (if applicable)
- Your company name/logo will appear on event materials (if applicable)
 - Your company will be thanked on social media and PL website

Examples of In Kind Sponsorship:

- Food donations for events
- Printing or publishing cost coverage/offsetting
 - Video and/or photo capturing
 - Website development/assistance
 - Providing materials for events
 - Raffle prize donations
- Event help (setting up, cleaning up, working at event, etc.)
- Usage of facility space (usage of conference room, rooms, auditorium, etc.)
 - Product (award, plaque, etc.)
 - Radio advertisement

2021 Progress Lakeshore Sponsorship Interest Form

Please detach this form and check the boxes below for the specific event(s) your company is interested in sponsoring.

Return the sheet to Progress Lakeshore and a staff member will be in touch with more information!

Name: _____

Email: _____

Company: _____

Phone Number: _____

Who we should contact, if it differs from above: _____

*Annual Excellence in Economic
Development Awards Breakfast*

☐ Title Sponsor

☐ Platinum Sponsor

☐ Gold Sponsor

☐ Award Sponsor

☐ *Kauffman Fast Trac*

☐ *Perfect Your Pitch*

☐ *Mantowoc County Pitch*

☐ *Entrepreneur Programming*

*Annual Food & Friends
for Progress*

☐ Title Sponsor

☐ Platinum Sponsor

☐ Gold Sponsor

☐ Silver Sponsor

☐ Drink Ticket Sponsor

☐ Wine Sponsor

Benefits Survey

☐ Title Sponsor

☐ Platinum Sponsor

☐ Gold Sponsor

☐ *In-Kind Sponsorship -*

give us a brief description of your in-kind sponsorship on the lines below

Let's Talk Business Series

☐ April 27th

☐ July 27th

☐ October 26th