

PROGRESS LAKE SHORE

Accelerating business success

Investment & Sponsorship

■ About Us

Progress Lakeshore is a private-public economic development organization that accelerates business success in Manitowoc County. Progress Lakeshore was founded in 2004 as the Economic Development Corporation of Manitowoc County, bringing together government and business entities to grow the local economy in response to the closure of Mirro. The organization later changed its name to Progress Lakeshore, recognizing the impact extends beyond Manitowoc County.

Our Mission

To retain, grow, and attract businesses, workforce, and entrepreneurship in Manitowoc County through regional and community collaboration.

What We Do

Progress Lakeshore focuses on three pillars to influence the local economy:

RETAIN businesses and associated workforce, GROW existing and start-up businesses and the local talent pool, and ATTRACT new businesses and talent to our area.

Business Attraction and Recruitment

- Site selection
- Market/demographic data

Existing Business Development

- Workforce attraction
- Expansion planning
- Financial structuring

Community Initiatives

- Business retention programs
- Economic impact assessments
- Infrastructure development

Entrepreneurial Assistance

- Start-up counseling
- Business planning
- Locating financing
- Site selection
- Entrepreneur Training Program

Workforce Initiatives

- Education and training programs
- Job fairs
- Benefits and wage surveys

■ Invest in Progress Lakeshore

Why Invest in Progress Lakeshore?

Investing in Progress Lakeshore provides the financial support that removes the barrier of cost to clients, thereby allowing us to serve all Manitowoc County businesses and aspiring entrepreneurs. Investment also allows us to develop programming and strategic initiatives to address the challenges existing businesses in the county experience, with the goal of developing a strong economy.

Investor Testimonials

Wisconsin Aluminum Foundry

"Wisconsin Aluminum Foundry invests in Progress Lakeshore because it is an investment in the community in which we operate. When we support their goals to retain, grow and attract businesses and talent to our community, we directly enhance our own efforts to attract and retain the people we need to grow our global business."

Michelle Szymik
Vice President Human Resources

Nicolet National Bank

"Nicolet National Bank continues to support work that Investors Community Bank started 20 years ago as a founder of the organization that today is Progress Lakeshore. Why do we continue this support? Because their work embodies our core values. Progress Lakeshore's programming contributes to a vibrant small business ecosystem that aligns perfectly with Nicolet National Bank's core value to "be entrepreneurial" and makes a difference in our community."

Bob Seal
Vice President
Commercial Banking

Advocate Aurora Health

"As a long-term and trusted partner, Progress Lakeshore has provided the foundation and resources necessary to secure the top quality workforce we need to serve our community's health care needs and accomplish our mission of helping people to 'Live Well' through Excellence, Compassion, & Respect."

Lisa Johnson
Employer Solutions Executive
Commercial Growth

Lakeshore Technical College

"Lakeshore Technical College values a vibrant community, filled with opportunities. Progress Lakeshore's focused efforts and influence on the local economy ensures forward momentum."

Dr. Paul Carlsen
President

■ Progress Lakeshore Investor Benefits

High Visibility

As a Progress Lakeshore investor, your company name or logo will be listed on Progress Lakeshore's website (links included based on investment level). In addition, your company name or logo is listed on our investor banner which is on continuous display in our conference room and also brought to all Progress Lakeshore events.



Investors will receive recognition in our bi-weekly newsletter showcasing your company's support of economic development. You may also submit your own articles to be published in our newsletter. Investors are also given the first opportunity for all Progress Lakeshore sponsorships.

Progress Lakeshore takes pride in our investors and specifically acknowledges them in our Resource Guide; a listing of local resources in Manitowoc County for starting and maintaining your small business. We also keep you front of mind when making referrals, thereby supporting your local business.

Exclusive Information

Your investment includes two newsletter subscriptions. The first is our general bi-weekly newsletter that goes to all subscribers. The second newsletter is developed specifically for our investors and includes information that is not shared with the general public.



As an investor, your company will be invited to attend an Investor Exclusive Event that brings you unique information and opportunities that enhance your business intelligence and influence your business decisions.

Relevant Resources

Progress Lakeshore investors receive monthly workforce data highlighting local and regional trends. In addition, an economic overview on Manitowoc County is shared quarterly.



Investors can utilize our large board room with a tv monitor for virtual meetings or presentations, dry erase board, and wireless internet. Flexible room setups and a kitchenette make our space ideal for your next offsite strategic planning session, meeting, seminar, or focus group.

Valuable Networking

Join us at our Annual Awards breakfast (free registration depending on investment level) to network with other business leaders in Manitowoc County and show your support for our growing local economy. We also offer topical roundtables and business seminars throughout the year.



Progress Lakeshore Investor Levels

Bronze

\$250 – \$999

This is our basic level and includes all benefits included on the previous page. Specific benefits include:

- **Company name** listed on Progress Lakeshore website
- **Company name** listed in annual report
- **Company name** listed on Progress Lakeshore investor banner

Silver

\$1,000 – \$4,999

Benefits from bronze level PLUS:

- **Company name** listed on Progress Lakeshore website with a **link** to company website
- **Boosted** social media spotlight to approximately 2,000+ followers

Gold

\$5,000 – \$9,999

Benefits from bronze and silver levels PLUS:

- **Company logo** displayed on Progress Lakeshore website with a **link** to company website
- **Company logo** displayed in annual report
- **Company logo** displayed on Progress Lakeshore investor banner
- Receive (2) **complimentary tickets** to Annual Awards Breakfast
- Investor feature article in bi-weekly newsletter with **over 1,000** subscribers (once annually)

Dimond

\$10,000+

Benefits from bronze, silver and gold levels PLUS:

- Receive (2) **additional complimentary tickets** to Annual Awards Breakfast (4 tickets total)
- **FREE ad** in Progress Lakeshore's Resource Guide distributed to all small business and entrepreneur clients and published on Progress Lakeshore's website
- **Co-sponsor** of a workforce survey or pitch event (\$750 value)

PROGRESS LAKESHORE

Accelerating business success

Sponsorship
Opportunities

■ Investor Exclusive Event

Showcase your business at this investor-only event that brings thought leaders to our business community for conversation, connections and inspiration.

\$3,000

Title Sponsor (1 Available)

- Your company logo will appear on the event program at the event and on **ALL** pre-event and post-event materials (including social media posts, Progress Lakeshore newsletter, press releases and digital invitations).
- Your company will be announced as a Title Sponsor at the event.
- Your company will receive **(4) complimentary registrations** with reserved seating for the event.
- Your company is welcome to have marketing material at event tables.
- Your company will have the opportunity to **introduce the speaker** at the event.
- Your company will have the opportunity for a **meet and greet** with the speaker.

\$2,000

Gold Sponsor (2 Available)

- Your company logo will appear on the event program at the event and on pre-event and post-event materials (including social media posts, Progress Lakeshore newsletter, press releases and digital invitations).
- Your company will receive **(3) complimentary registrations** with reserved seating for the event.
- Your company is welcome to have marketing material at event tables.

\$1,000

Silver Sponsor (4 Available)

- Your company name will appear on the event program at the event and on pre-event and post-event materials (including social media posts, Progress Lakeshore newsletter, press releases and digital invitations).
- Your company will receive **(2) complimentary registrations** for the event.

Local Box Manitowoc County

Progress Lakeshore's Local Box Manitowoc County is a fundraiser supporting economic development and entrepreneurial programming in Manitowoc County. The boxes are a collection of highly curated goods from local businesses that are then sold to the public. Over 150 boxes are sold. Sponsorship showcases your support for economic growth and the local businesses represented in each box.



\$1,000

Local Champion (2 Available):

- Your company will be announced as a sponsor in **radio ads**.
- Your logo will appear on each box and in the product guide included with each box.
- Your logo will be on all promotional materials including social media, press releases, and Progress Lakeshore's newsletter and website.
- Your company will receive a **complimentary Local Box**.

\$750

Local Supporter (5 Available):

- Your logo will appear on each box and in the product guide included with each box.
- Your logo will be on all promotional materials including social media, press releases, and Progress Lakeshore's newsletter and website.
- Your company will receive a **complimentary Local Box**.

■ Annual Excellence in Economic

The Annual Excellence in Economic Development Awards Breakfast is a celebration to recognize businesses and individuals who create a positive business climate in Manitowoc County. This event draws over 200 businesses, government, and community members every year.

\$3,000

Title Sponsor (2 Available, must be non-competing businesses):

- Your company will be announced as a Title Sponsor at the event.
- Your **company logo** will appear on the event program & sponsorship materials at the event, and on **ALL** pre-event promotional materials, including **radio, boosted social media posts** (Facebook, Instagram, LinkedIn, and Twitter), press releases, Progress Lakeshore's newsletter and website, and digital invitations.
- Your company is welcome to have marketing material at event tables.
- Your company will receive **(8) complimentary registrations** for the event.
- **Your company will have the option to speak at the event.**

\$2,000

Award Sponsor (5 Available):

- Your **company logo** will appear on the event program & sponsorship materials at the event, and on pre-event promotional materials, including select social media, and Progress Lakeshore's newsletter and website.
- Your company will receive **(4) complimentary registrations** for the event.
- Your company representative will present the award you sponsored at the event.
- **Your company name is included on the award you sponsored.**

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

Development Awards Breakfast

\$1,500

Platinum Sponsor (3 Available):

- Your company will be announced as a Platinum Sponsor at the event.
- Your **company logo** will appear on the event program & sponsorship materials at the event, and on pre-event promotional materials, including select social media, press releases, Progress Lakeshore's newsletter and website, and **digital invitations**.
- Your company is welcome to have **marketing material at event tables**.
- Your company will receive **(3) complimentary registrations** for the event.

\$1,000

Gold Sponsor (3 Available):

- Your company will be announced as a Gold Sponsor at the event.
- Your **company logo** will appear on the event program & sponsorship materials at the event, and on pre-event promotional materials, including **press releases**, select social media, and Progress Lakeshore's newsletter and website.
- Your company will receive **(2) complimentary registrations** for the event.

\$750

Raffle Sponsor (1 Available):

- Your company will be recognized as the donor of the raffle prize at the event.
- Your **company logo** will appear on pre-event promotional materials, including press releases, select social media, and Progress Lakeshore's newsletter and website.
- Your company will receive **(1) complimentary registration** for the event.

\$500

Silver Sponsor (2 Available):

- Your company will be announced as a Silver Sponsor at the event.
- Your **company logo** will appear on the event program & sponsorship materials at the event, and on pre-event promotional materials, including press releases, select social media, and Progress Lakeshore's newsletter and website.

■ Entrepreneur Development Services

Entrepreneur development services are a unique opportunity offered at Progress Lakeshore. These services are free and confidential to those who come to us looking for guidance. We meet with and counsel approximately 70-100 entrepreneurs each year. Your generous sponsorship helps support our mission of growing businesses in Manitowoc County through one-on-one mentorship, counseling and programming for aspiring entrepreneurs.

\$5,000

Entrepreneur Development Services Sponsor (1 Available):

- **Progress Lakeshore Entrepreneur Meeting Room**
 - Logo / company name displayed outside the entrepreneur meeting room for the duration of the year (Jan-Dec).
 - Opportunity to provide marketing materials in the entrepreneur meeting room (pens, notebooks, etc.).
- **Resource Guide**
 - Logo / company name on front page of Progress Lakeshore's Resource Guide (given to all clients and published digitally on Progress Lakeshore's website) for the duration of the year (Jan-Dec).
 - Additional ad in the Resource Guide.
- **Additional Sponsorship Recognition**
 - Your company will be announced as the co-sponsor of the Entrepreneurial Training Program (ETP), the Entrepreneurial Bootcamp and the LEVEL UP Pitch Contest.
 - Your Logo will appear on select promotional social media posts for the Entrepreneurial Training Program (ETP), Entrepreneurial Bootcamp and LEVEL UP Pitch Contest.
 - Logo / company name displayed on Progress Lakeshore's "Business Start Up" webpage for the duration of the year (Jan-Dec).
 - Logo / company name displayed on posts made through Progress Lakeshore's Manitowoc County Entrepreneurs Facebook page for the duration of the year (Jan-Dec).

■ Entrepreneur Development Services

Entrepreneur Success Story: Jon Shields



(Left to right) Barb LeMue - President and CEO of New North, Jon Shields - Founder of Shields and Sanders Autobody, and Jamie Zastrow, Executive Director - Progress Lakeshore, pictured here congratulating Shields on his nomination for Entrepreneur of the Year at Progress Lakeshore's Annual Excellence in Economic Development Awards Breakfast in May 2022.

Jon's Story: Jon came to Progress Lakeshore in the fall of 2021, looking for support to grow his brand-new business, Shields & Sanders Autobody, which had opened the month earlier in rural Two Rivers. Jon explained that he worked hard to overcome the life and choices of his past by completing his High School Equivalency Diploma at Lakeshore Technical College (LTC), and enrolling in their Auto Body Collision Repair Program. He graduated at the top of his class, then set out to own an auto body shop.

Over the course of several meetings, Progress Lakeshore staff and Jon developed a plan that was designed to help him grow his fledgling business. The plan included helping him apply for a \$10,000 Mainstreet Bounceback Grant, a several-pronged approach to developing a meaningful on-line presence and accessing the Small Business Development Center for business planning and mentorship. Jon received the Bounceback grant and was able to purchase items for his shop, including building a paint booth and outfitting an office. Jon's success, going from a troubled youth to a successful business owner, resulted in him receiving a nomination for Entrepreneur of the Year at Progress Lakeshore's Annual Economic Development Awards Breakfast.

Staff continues to search for ways to help Jon be successful and referred him to the Defy Ventures entrepreneur training program to enhance his business skills. Through that program, he developed an understanding of multiple facets of small business ownership, was able to pitch his business at the Black Holocaust Museum in Milwaukee and was invited to attend the Packer Mentor-Protégé meeting at Lambeau Field this summer. Part of Jon's long-term goal is to assist at-risk youth in developing the skills to make positive choices in their lives. He has been a guest speaker at Lincoln High School, the Manitowoc County Jail and the Calumet County Jail, among others.

■ Entrepreneur Training Program (ETP)

Our Entrepreneur Training Program is an immersive course offered in conjunction with the Wisconsin Small Business Development Center. The eight-week sessions equip aspiring entrepreneurs to start and grow successful businesses. Participants are provided with information, tips, exercises, and tools to help evaluate their business ideas and develop their business plans.



\$3,000

Title Sponsor (2 Available):

- Your company will be announced as the title sponsor for this program at each session, and on Progress Lakeshore radio ads, press releases, newsletters and our website.
- Your company logo will appear on event promotions, including social media posts and e-blasts.
- Your company will be given the **opportunity to speak** at a session.
- Your company is welcome to provide marketing materials to participants.

\$2,000

Scholarship Sponsor (1 Available):

- Your company will be announced as the sponsor of ETP scholarships (**which helps reduce the cost of the program for participants**) at each session, and on Progress Lakeshore press releases, newsletter and our website.
- Your company logo will appear on event promotions including social media posts and e-blasts.
- Your company will be given the **opportunity to speak** at a session.
- Your company is welcome to provide marketing materials to participants.

■ Entrepreneurial Boot Camp

Entrepreneurial Boot Camp is an industry-specific learning program that provides the framework necessary for participants to take ideas and develop them into workable businesses. Boot Camps educate participants on the basic resources necessary to start a business. Participants develop an entrepreneurial spirit while networking with other business owners.



\$2,500

Boot Camp Series Sponsor (1 Available) :

- Your company logo will appear on **ALL** event promotions (social media, press releases, radio, etc.) for **EACH** camp held.
- Your company will be given the **opportunity to speak at EACH** boot camp.
- Your company is welcome to provide marketing materials to participants.

\$1,000

Boot Camp Sponsor (maximum of 2 per camp):

- Your company logo will appear on specific event promotions (social media, press releases, radio, etc.).
- Your company will be given the **opportunity to speak** at a session for the camp you sponsor.
- Your company is welcome to provide marketing materials to participants.

■ Startup Week

Startup Week is part of a statewide initiative held in November to support the entrepreneur ecosystem and highlight the importance of startups to the growth of Wisconsin's economy.



Progress Lakeshore's Startup Week campaign includes sharing topical webinars, tips for entrepreneurs, success stories on social media and in the Progress Lakeshore newsletter, culminating with the LEVEL UP Manitowoc County Pitch Contest.

\$2,000

Startup Week Sponsorship (1 Available):

- **Co-sponsor of LEVEL UP Pitch Contest.**
 - Your company logo will appear on event promotions (social media, press releases, radio, etc.).
 - Your company will be given the opportunity to be a LEVEL UP Pitch Contest judge.
 - Your company will be announced as a sponsor at local Startup Week events.
 - Your company is welcome to provide marketing materials at local Startup Week events.
- **Sponsor recognition in ALL Startup Week campaign materials.**
 - Webinars, branded banners, networking events, and much more!

■ LEVEL UP– Pitch Contest & Perfect Your Pitch Series

Perfect Your Pitch is a series of videos 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 LEVEL UP Pitch Contest.

The LEVEL UP Pitch Contest is presented by Progress Lakeshore and regional partners. The event includes a pitch by each entrepreneur and a question-and-answer period with local judges. Winner(s) receive prize money and services. This event offers in person and live-stream viewing options.



\$500

Perfect Your Pitch Series (1 Available):

- Your company will have an ad in the beginning of each pitch video.
- Your company logo will appear on select social media graphics and videos, as well as Progress Lakeshore's newsletter and website.

\$750

LEVEL UP Pitch Contest (1 Available):

- Your company logo will appear on event promotions including select social media, press releases, and Progress Lakeshore's newsletter and website.
- Your company will be given the **opportunity to be a judge.**
- Your company will be announced as a sponsor at the event.
- Your company is welcome to provide marketing materials at the event.

■ Let's Talk Business

Let's Talk Business events are short educational seminars designed to bring our business community information on current topics.

Topics may include: succession planning, topical round table discussions, or workforce attraction and retention trends.



**Let's Talk
Business**

\$500

Event Sponsor (maximum of 2 per event):

- Your **company logo** will appear on all event promotions.
- Your company will be given the **opportunity to speak** at the event.
- Your company is welcome to provide marketing materials at the event.

■ Workforce Surveys

Progress Lakeshore's efforts to retain existing businesses in Manitowoc County include conducting annual surveys of local employers' wages and benefits. The results of these surveys allow companies to compare their own employment and benefits practices with that of their peers in the area and assists them when considering adjustments to their human resource initiatives. Progress Lakeshore conducts two surveys annually.

Survey topics include:

- **Turnover & Benefits**
- **Wages**

Results are shared with participants at an event and in a report document.

\$750

Survey Sponsor (2 Available, one per survey):

- Your **company logo** will appear on all survey materials for the specific survey sponsored (survey, emails, social media, etc.).
- Your company will be announced as a sponsor at the corresponding results presentation.

■ In-Kind Support

In-kind support is always welcome at Progress Lakeshore and is greatly appreciated. Support can include printed material, videography, photography, radio ads, meeting/event space, and more!

Recognition of in-kind support will be provided accordingly.

PROGRESS LAKE SHORE

Accelerating business success



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progresslakeshore.org



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