



PROGRESS

LAKE SHORE

SPONSORSHIP OPPORTUNITIES



HOW WE HELP

Progress Lakeshore is a private-public economic development organization dedicated to accelerating business success in Manitowoc County. Founded in 2004 as the Economic Development Corporation of Manitowoc County, we partner with government and business entities to drive economic growth by supporting businesses, fostering innovation, and enhancing community development.

ENTREPRENEUR ECOSYSTEM MANAGEMENT

- Facilitate entrepreneur training with SBDC
- Provide 1:1 entrepreneur counseling
- Coordinate pitch contests
- Organize entrepreneur bootcamps
- Host networking and educational events
- Coordinate small business mentorship
- Maintain resource library for entrepreneurs



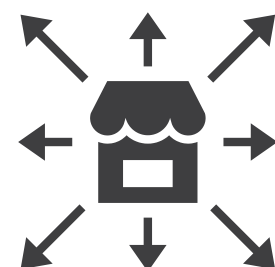
WORKFORCE ATTRACTION AND RETENTION

- Partner with local organizations to support HR directors
- Assist with the Lakeshore Community Job Fair
- Conduct wage and benefit surveys
- Connect businesses to workforce skilling and recruitment resources
- Host a community-focused workforce attraction website
- Lead discussions on employment barriers, such as childcare, housing, and broadband
- Publish reports on local economic trends and contribute to industry conversations



BUSINESS RETENTION, EXPANSION, ATTRACTION

- Conduct business retention visits to track trends
- Manage site selection data and respond to requests
- Support business succession and transition planning
- Promote environmental, sustainability, and governance programs
- Communicate with real estate developers digitally and in-person
- Connect businesses to expansion resources



ACCELERATION BREAKFAST

Showcase your business at the Acceleration Breakfast, connect with investors and thought leaders, and hear from an inspiring presenter. Network and engage with key decision-makers driving local growth.

Title Sponsor (1) | \$3,000

- 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.

Gold Sponsor (2) | \$2,000

- 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.

Silver Sponsor (4) | \$1,000

- 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.

ANNUAL EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS BREAKFAST

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.

Title Sponsor (2) | \$3,000

- 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, and LinkedIn), 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 **(4) complimentary registrations** for the event.
- **Your company will have the option to speak at the event.**

Award Sponsor (5) | \$2,000

- 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 **(3) 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: Entrepreneurial Achievement, Neighborhood Development, Corporate Investment, Community Enhancement, and Economic Accelerator of the Year

Platinum Sponsor (3) | \$1,500

- 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 **(2) complimentary registrations** for the event.

Gold Sponsor (3) | \$1,000

- 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.

Raffle Sponsor (1) | \$750

- 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.

Silver Sponsor (6) | \$500

- Your company will be announced as a Silver Sponsor at the event.
- Your **company name** 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

Progress Lakeshore offers a distinct range of entrepreneur development services, engaging with around 70-100 entrepreneurs annually to guide them in identifying key next steps and resources for starting or growing their businesses. Your generous sponsorship of these services helps us advance our mission of fostering business growth in Manitowoc County.

Entrepreneur Development Services Sponsor (1) | \$5,000

- **Progress Lakeshore Entrepreneur Meeting Room**
 - Logo / company name displayed outside the entrepreneur meeting room for the year.
 - 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 (Apr-Mar).
 - Additional ad in the Resource Guide.
- **Additional Sponsorship Recognition**
 - Your company will be announced as co-sponsor of the Entrepreneurial Training Program (ETP), two Entrepreneurial Boot Camps and the LEVEL UP Pitch Contest.
 - Your logo will appear on select promotional social media posts for the Entrepreneurial Training Program (ETP), all Entrepreneurial Boot Camps and LEVEL UP Pitch Contest.
 - Logo / company name displayed on Progress Lakeshore's "Business Start Up" webpage for the year.
 - Logo / company name displayed on posts made through Progress Lakeshore's Manitowoc County Entrepreneurs Facebook page for the year.

ENTREPRENEURS SHARE THEIR EXPERIENCE

Circles of Seven

"Circles of Seven (C7) exceeded my expectations. I anticipated a quick, classroom-style experience, but instead, we spent hours diving into every aspect of our businesses, sharing insights and advice. Our group's mix of industries, interests, and ages made for an incredible learning experience. I was amazed at how much I gained, even from businesses outside my own industry."

Keegan Bartow | Carpets Plus of Manitowoc
Vice President of Operations

Entrepreneur Training Program

"I feel fortunate to have participated in the Entrepreneurial Training Program. It provided a solid foundation for opening my retail store, with engaging presentations and valuable guest speakers covering essential topics I hadn't considered. Even after the program, Ann and her colleagues attended my ribbon-cutting, showing their ongoing support. This program equipped me with the tools I needed to succeed, and I highly recommend it to anyone looking to start their own business."

Heather Gross | Wildflower Outdoors
Owner

Founders Connection

"I really appreciate the Founders Connection Events as they create a relaxed experience with an intentional focus on creating relationships and connection for the small businesses of Manitowoc County. Not only do you get to hear the story of the business that is hosting which is very insightful and valuable, you also get to network and connect 1:1 with the other individuals attending. I look forward to attending each Event and am grateful for the connections and relationships that I have created during each one. When you attend you not only are able to share about your business and you are able to hear about others. This will help keep each others businesses top of mind so that we can better support one another as well! Do yourself a favor and put the next one in your calendar."

Theresa Falvey-Hunt | Illuminate Your Life Coaching\Yoga\Retreats
Owner

ENTREPRENEUR TRAINING PROGRAM

Our Entrepreneur Training Program (ETP) is an immersive course offered in conjunction with the Wisconsin Small Business Development Center. The course equips aspiring entrepreneurs with the tools to start new businesses, and helps young businesses examine topics that will help them be successful and grow. The eight-week curriculum covers a range of topics and helps participants evaluate their business ideas and develop their business plans.

There will be two sessions, one in spring and one in fall.

ETP Series Sponsor (2) | \$3,000

- Your company will be announced as the title sponsor for both sessions of this program at each class, 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.

Scholarship Sponsor (2) | \$1,000

- Your company will be announced as the sponsor of ETP scholarships **(making the course more accessible by reducing the cost of tuition)** at each class, 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 class.
- Your company is welcome to provide marketing materials to participants.

****One Scholarship Sponsor per session***

ENTREPRENEURIAL BOOT CAMP

Our Entrepreneurial Boot Camps are designed to be a starting point for exploring the mindset, resources and regulatory environment entrepreneurs need to consider when starting a business. In 2025, we're hosting 3 Boot Camps, each with a different industry focus.

Boot Camp Series Sponsor | \$1,500

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

Boot Camp Sponsor (6) | \$500

- 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.

****Two Sponsors per Boot Camp***

FOUNDERS CONNECTION

Founders Connection is a networking event designed for small business owners to connect, share experiences, and gain actionable insights to help grow their businesses. Each event spotlights a local entrepreneur's journey or introduces a valuable resource aimed at tackling common challenges faced by small businesses. Held in a relaxed setting, Founders Connection fosters meaningful conversations and purposeful networking opportunities to strengthen business networks and inspire growth. These events are held quarterly.

Series Sponsor (2) | \$750

- Your logo will be featured on **ALL** marketing material and boosted social media posts.
- Your company will be announced as the sponsor at each event.
- Your company is welcome to provide marketing materials at each event for attendees.
- Your company may also attend to speak briefly about your services, and network with participants.

Individual Sponsor (4) | \$200

- Your logo will be featured on **ALL** marketing material and boosted social media posts.
- Your company will be announced as the sponsor at the event.
- Your company will have the opportunity to be our “Industry Expert” **speaker at an event** (if applicable).
- Your company is welcome to provide marketing materials to participants at the event.

****One Individual Sponsor per Founders Connection***

CIRCLES OF SEVEN

Progress Lakeshore's Circles of 7 (C7) mentoring program supports early-stage businesses by fostering peer-to-peer learning. A seasoned local business owner mentors a group of six emerging businesses protégées, forming a support circle. Over nine months, these groups meet monthly to follow a tailored curriculum, while also addressing participants' unique needs. C7 offers valuable collaboration, guidance, and practical learning to help local entrepreneurs succeed.

Title Sponsor (1) | \$3,000

- Your logo will appear on Progress Lakeshore's C7 page on the website.
- Your logo will be showcased on **all printed materials** including protege diplomas, brochures, and flyers while also being acknowledged as the event sponsor in boosted social media posts, press releases and presentation slides at events.
- Your company is welcome to provide marketing materials to participants.
- Your company will be announced as a sponsor and be invited to speak at the C7 kickoff event and C7 Graduation at the end of the program.

Supporter Sponsor (2) | \$1,000

- Your logo will appear on Progress Lakeshore's C7 page on the website.
- Your logo will be placed on marketing materials including brochures, boosted social media posts, press releases and presentation slides at events.
- Your company will be announced as a sponsor at the C7 kickoff event and C7 Graduation.
- Your company is welcome to provide marketing materials to participants.

****Sponsorship takes place June 2025-June 2026***

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.

LEVEL UP Pitch Contest (4) | \$750

- 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 announced as a sponsor in radio ads.
- 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.

Perfect Your Pitch Series (1) | \$500

- Your company will have an ad or logo 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.

LOCAL BOX MANITOWOC COUNTY

Progress Lakeshore's Local Box Manitowoc County is a unique fundraiser that supports economic development and entrepreneurial programs in Manitowoc County. Each box features a curated selection of high-quality products from local businesses, showcasing our community's specialty goods. This initiative not only promotes local commerce but also strengthens the county's entrepreneurial ecosystem. Sponsoring the Local Box highlights your commitment to driving economic growth and supporting the local businesses represented in each box.

Local Champion (2) | \$1,000

- 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**.

Local Supporter (6) | \$750

- 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**.

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**
- **Wage & Employment**

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

Survey Sponsor (max 2 per survey) | \$750

- 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.
- Your company logo, will be featured in the presentation and included in the written report.

LET'S TALK BUSINESS

Let's Talk Business events are short educational seminars designed to bring our business community information on current topics. As a sponsor, you have the opportunity to select and present a topic of your choice.

Event Sponsor (max 2 per 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 is welcome to provide marketing materials at the event.



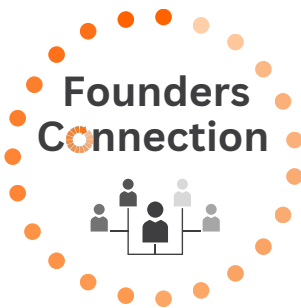
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Accelerating business success



Manitowoc County
Workforce Surveys



ENTREPRENEURIAL
TRAINING PROGRAM



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