

DRIVING ECONOMIC GROWTH TOGETHER

A guide to partnership, investment,
and impact in Manitowoc County

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ABOUT PROGRESS LAKESHORE

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.

YOUR INVESTMENT COUNTS

Public and private sectors united, that's the driving force behind economic development in Manitowoc County. At Progress Lakeshore, we invite you to join us in shaping the future. Our mission depends on the support of investors like you, and this is your opportunity to make a lasting impact on the dynamic future of Manitowoc County.

Our programs are not expenses; they are investments in the prosperity of our community.

A thriving business ecosystem brings wide-reaching benefits, job creation, increased tax revenue, and improved infrastructure. When businesses succeed, the entire community thrives.

Progress Lakeshore harnesses the power of strategic economic development to unlock Manitowoc County's full potential. Our collaborative efforts fuel business growth, attract new investments, and foster an environment where innovation and entrepreneurship flourish. By investing in our programs, you contribute directly to the vibrancy and sustainability of our community.

Together, we can seize the opportunities ahead.



PROGRESS LAKESHORE'S IMPACT

Progress Lakeshore drives economic vitality by empowering businesses, growing our workforce, and strengthening the entrepreneurial ecosystem in Manitowoc County. Each year, we support startups and existing businesses through one-on-one assistance, capital connections, workforce solutions, and strategic partnerships. Our initiatives help create and retain jobs, foster business expansion, attract new investments, and address critical needs such as childcare and talent development. By connecting public and private partners, we ensure sustainable growth and long-term prosperity for our communities. The results are measurable: stronger businesses, more resilient communities, and a thriving local economy built for the future.

OUR ROLE IN ECONOMIC GROWTH

ENTREPRENEUR ECOSYSTEM MANAGEMENT

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

WORKFORCE ATTRACTION AND RETENTION

- Partner with local organizations to support Human Resource directors
- Assist with the Lakeshore Community Job Fair
- Conduct annual 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

MEMBER INVESTOR BENEFITS

BUSINESS REFERRALS AND INFORMATION DISTRIBUTION

We prioritize our member investors when making business referrals, ensuring your organization is top of mind as opportunities arise. Progress Lakeshore also distributes approved marketing materials on your behalf to elevate your visibility and support your business growth. **

CO-BRANDED EDUCATIONAL EVENTS

Member investors have the opportunity to host and brand an educational event with Progress Lakeshore. Together, we'll create an event that shares valuable insights, supports local business development, and promotes your organization as a trusted leader and community partner. **

ECONOMIC DATA & INSIGHTS

Progress Lakeshore member investors receive monthly workforce data highlighting local and regional trends. An economic update for Manitowoc County is shared quarterly in an exclusive newsletter featuring resourceful articles and data.

EXCLUSIVE EVENTS

As a member investor, your company is invited to attend our Acceleration Breakfast, an exclusive event aimed at providing valuable insights to support and enhance your business. This event features a keynote speaker who will share inspiring perspectives on strategy, innovation, and growth to your leadership team.

LOCAL & REGIONAL PARTNERSHIPS

We connect our member investors with trusted local and regional partners, fostering relationships that drive community growth and economic success.

NETWORKING OPPORTUNITIES

We offer diverse networking opportunities, including our Annual Awards Breakfast, Acceleration Breakfast, Founders Connection, Circles of Seven (C7), and more. These events connect business leaders, entrepreneurs, and industry professionals to foster growth and collaboration.

RECOGNITION

Our member investors are recognized throughout the year, highlighting their commitment to economic development.

MEMBER INVESTOR TIERS

COMMUNITY BUILDER | \$250-\$999

- Company name listed on the Progress Lakeshore website
- Company name listed in the annual report and on the investor recognition banner
- Recognition in our bi-weekly newsletter

GROWTH PARTNER | \$1,000-\$2,999

- Company name listed on the Progress Lakeshore website with a link to your business
- Company name listed in annual report and investor recognition banner
- Recognition in our bi-weekly newsletter
- 10% discount on Progress Lakeshore ticketed events

IMPACT ADVOCATE | \$3,000-\$5,999

- Company logo featured on the Progress Lakeshore website with a link to your business
- Logo displayed in the annual report and on the investor recognition banner
- Recognition in our bi-weekly newsletter
- 20% discount on Progress Lakeshore ticketed events

PLATINUM CHAMPION | \$6,000-\$9,999

- Company logo featured on the Progress Lakeshore website with a link to your business
- Logo displayed in the annual report and on the investor recognition banner
- Recognition in our bi-weekly newsletter
- \$500 credit to use toward sponsorships or paid advertisements
- 20% discount on Progress Lakeshore ticketed events
- Complimentary Resource Guide ad (not deducted from credit)
- Complimentary 1/4-page Awards Breakfast ad (not deducted from credit)

VISIONARY | \$10,000 +

- Company logo featured on the Progress Lakeshore website with a link to your business
- Logo displayed in the annual report and on the investor recognition banner
- Recognition in our bi-weekly newsletter
- \$1,000 credit to use toward sponsorships or paid advertisements
- 25% discount on Progress Lakeshore ticketed events
- Complimentary Resource Guide ad (not deducted from credit)
- Complimentary 1/2-page Awards Breakfast ad (not deducted from credit)

SPONSORSHIP PACKAGES

Position your organization as a leader in supporting Progress Lakeshore events and programs.

ACCELERATION BREAKFAST

The Acceleration Breakfast is one of our premier investor events and features a keynote speaker, a thought leader who shares practical insights and real-world experience. It's also a great opportunity to connect with other local business leaders and stay engaged with what's happening in the community.

IGNITE SPONSOR (1) | \$3,000

- Your company logo will appear on all pre-event and post-event materials, including social media posts, Progress Lakeshore's newsletter, and digital invitations.
- Your company will be announced as the Ignite 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.

SPARK SPONSOR (2) | \$2,000

- Your company logo will appear on pre-event and post-event materials, including social media posts, Progress Lakeshore's 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.

BOOST SPONSOR (4) | \$1,000

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

LAUNCH SPONSOR (6) | \$500

- Your company name will appear on pre-event promotional materials, including press releases, select social media, and Progress Lakeshore's newsletter and website.

ACCELERATION BREAKFAST

BUSINESS INSIGHT – CONNECTIONS – INSPIRATION

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 business leaders, government representatives, 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 sponsorship materials at the event, and on ALL pre-event promotional materials, including radio, boosted social media posts, 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 with reserved seating.
- Your company will have the option to speak at the event.

AWARD SPONSOR (5) | \$2,000

- Your company name is included on the sponsored award.
- Your company representative will present the sponsored award.
- Your company logo will appear on the event program & sponsorship materials at the event, and on pre-event promotional materials, including select social media, Progress Lakeshore's newsletter, and website.
- Your company will receive (3) complimentary registrations for the event.
- Your company will have a photo opportunity with the award winner.
- Your company logo will be featured on post-event promotional materials, including select social media, Progress Lakeshore's newsletter, and website.

Awards Available for Sponsorship

Entrepreneurial Achievement: Honors an individual or emerging small business that has transformed ideas into a competitive, viable venture while making a positive community impact.

Neighborhood Development: Honors innovative real estate development or adaptive reuse projects that enhance the community and positively impact the local economy.

Corporate Investment: Honors a business that drives economic impact, invests in workforce excellence, and demonstrates innovation to adapt and grow in a changing marketplace.

Community Enhancement: Honors a business or organization that significantly improves the quality of life through projects and initiatives that make Manitowoc County a more attractive place to live and work.

Economic Accelerator of the Year: Honors an individual or organization that has demonstrated key leadership in advancing economic development.

PLATINUM SPONSOR (4) | \$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 (4) | \$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 typically supports 70-100 entrepreneurs each year. We provide guidance, tools, and connections to help people start or grow their businesses with confidence. Your sponsorship fuels this support, helping local entrepreneurs take action, create jobs, and strengthen Manitowoc County's economy.

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 the 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 a co-sponsor of the Entrepreneurial Training Program (ETP), two Entrepreneur Essential workshops, and the LEVEL UP Pitch Contest.
- Your logo will appear on select promotional social media posts for the Entrepreneurial Training Program (ETP), all Entrepreneur Essential workshops, and the 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.



ENTREPRENEURIAL 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 programs, one in spring and one in fall.

ETP SPONSOR (1) | \$3,000

- Your company will be recognized as the title sponsor for both sessions of this program in each class, as well as in Progress Lakeshore radio ads, press releases, newsletters, and on 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.

SCHOLARSHIP SPONSOR | \$200 PER PARTICIPANT

- Your company will be recognized as the sponsor of ETP scholarships at each class, and on Progress Lakeshore press releases, newsletter, and our website.
- Your company will be recognized on select promotional materials
- Your company logo will be displayed on the participants' certificates.
- Your company is welcome to provide marketing materials to participants.

*Average Class Size is 15

ENTREPRENEURIAL
TRAINING
PROGRAM

ENTREPRENEUR ESSENTIALS

Entrepreneur Essentials is the first step for anyone curious about starting a business. These beginner-level workshops cover the foundational concepts of entrepreneurship, helping participants explore what it takes to turn an idea into a business. In 2026, we will offer three Entrepreneur Essentials workshops, each focused on a different industry.

SERIES SPONSOR | \$1,500

- Your company logo will appear on ALL event promotions, social media, press releases, radio, etc. for each workshop
- Your company will be recognized as the series sponsor at each workshop and in all marketing materials.
- Your company will be allowed to speak at each workshop.
- Your company is welcome to provide marketing materials to participants.

WORKSHOP SPONSOR (6) | \$500

- Your company logo will appear on select event promotions, social media, press releases, radio, etc.
- Your company will be given the opportunity to speak at the workshop you sponsor.
- Your company is welcome to provide marketing materials to participants.

*Two Sponsors per Entrepreneur Essential workshop.

FOUNDERS CONNECTION

Founders Connection is a casual, community-driven event designed for small business owners to connect, share experiences, and gain actionable insights. Each session spotlights a local entrepreneur's journey and includes guided networking with like-minded individuals.

SERIES SPONSOR (2) | \$1,000

- 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.



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 protégés, forming a support circle. Over nine months, these groups meet monthly to discuss a set of various business topics, while also addressing participants' unique needs. C7 offers valuable collaboration, guidance, and practical learning to help local entrepreneurs succeed.

PILLAR SPONSOR (1) | \$3,000

- Your company logo will appear on Progress Lakeshore's C7 page on the website.
- Your company logo will be showcased on all printed materials, including protege diplomas, brochures, and flyers, while also being acknowledged as the event sponsor in 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.

NAVIGATOR SPONSOR (2) | \$1,000

- Your company logo will appear on Progress Lakeshore's C7 page on the website.
- Your company logo will be placed on marketing materials, including brochures, 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.

PROTÉGÉ CHAMPION SPONSOR (7) | \$250

- Your company logo will appear on Progress Lakeshore's C7 page on the website.
- Your company logo will be placed on select marketing materials, including brochures, 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.



LEVEL UP PITCH CONTEST

The LEVEL UP Pitch Contest showcases local entrepreneurs as they pitch their business ideas for funding, resources, and support. This event sparks new business growth, inspires future founders, and builds excitement around innovation in Manitowoc County. Your sponsorship helps fuel fresh ideas, local jobs, and a stronger economy.

PRESENTING SPONSOR (1) | \$1,000

- Your company logo will appear on event promotions, including select social media, press releases, Progress Lakeshore's newsletter, and website.
- Your company will be announced as a sponsor at the event.
- Your company will be given the opportunity to speak at the event and/or be a judge.
- Your company is welcome to provide marketing material to all participants.
- Your company will be featured as the sponsor of our "Perfect Your Pitch" video series, preparing participants to pitch their idea.

SUPPORTING SPONSOR (6) | \$500

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

AUDIENCE CHOICE SPONSOR (1) | \$250

- Your company will sponsor the prize awarded for the audience's choice.
- Your company will be announced as a sponsor at the event.



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 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.

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, 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, Progress Lakeshore's newsletter, and website.
- Your company will receive a complimentary Local Box.



COMMUNITY WORKFORCE BUILDER

Become the exclusive Community Workforce Builder Sponsor and position your company as a leader in strengthening Manitowoc County's workforce. Your support funds critical workforce surveys and monthly data insights that help local employers attract and retain talent. This partnership provides unmatched visibility through survey materials, marketing channels, and workforce-related events, ensuring your brand stands out as a champion for economic growth and talent development.

SPONSOR (1) | \$1,500

- Your company logo will appear on the Progress Lakeshore "workforce" webpage
- As a sponsor of the annual Turnover & Benefits and Wages & Employment survey, your logo will appear on all survey materials, including marketing emails, social media, survey header, virtual presentation, and final report.
- As a sponsor of the monthly workforce data overview provided to Progress Lakeshore member investors, you will be recognized as a sponsor in every email.
- Co-Sponsor of all workforce-related events hosted by Progress Lakeshore
 - Logo will appear on all event promotions and will be announced at the event
 - Events are held as needed and may include roundtables, job fairs, workshops, etc.



2026 Small Business Resource Guide Advertising Packages



The Small Business Resource Guide is designed to connect new and established businesses with trusted local professional partners essential for growth and success. Business owners seek reliable guidance on startup, operational, and expansion questions, support that is both accessible and tailored to the local business environment. Want to be included in our guide? A basic business listing is FREE, and enhanced options are available if you'd like to share more details about your services.

Basic Listing | Free

- Company Name
- Contact Information (address, phone number, and website)

Enhanced Listing | \$25

- Company name
- Up to a 50-word description highlighting your business and services
- Contact information (address, phone number, and website)

Ready-to-Run Ad Placement | \$50

- Everything included in the Enhanced Listing
- PLUS: Placement of your pre-designed ad (choose one size: 4x4" or 2x8.5")

Custom Designed Ad Package | \$100

- Everything included in the Enhanced Listing
- PLUS: A designed ad created for your business by our team.
- Provide your logo, brand colors, fonts, and any text or images you'd like included, and we'll design the ad and send a draft for your approval.

Scan QR
Code To
Learn
More



Annual Excellence in Economic Development

Awards Breakfast

Advertising Packages

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 business leaders, government representatives, and community members every year.

The event program highlights all nominated businesses and individuals, providing a unique opportunity for you to showcase your organization to a highly engaged audience. Advertising packages are available to feature your business in the program and gain visibility among community and business leaders.

READY-TO-RUN ADS

Ads must be submitted fully designed and correctly sized, no alterations needed.
Preferred file types: PNG or JPG.

Quarter Page | \$50

- 3.75" X 4.25"

Half Page | \$100

- 7.75" x 4.75"

Full Page | \$150

- 8.125" X 10.25"

CUSTOM DESIGNED ADS

Provide your logo, brand colors, fonts, and any text or images you'd like included, and we'll design the ad and send a draft for your approval.

Quarter Page | \$100

- 3.75" X 4.25"

Half Page | \$150

- 7.75" x 4.75"

Full Page | \$200

- 8.125" X 10.25"

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