



**GRAYLING REGIONAL  
CHAMBER  
OF COMMERCE**

**GRAYLING CHAMBER MEMBER**

# 2021

**SPONSORSHIP OPPORTUNITIES**  
NOVEMBER 2020-OCTOBER 2021

LISTED HERE ARE THE AUSABLE RIVER FESTIVAL EVENTS AND OPPORTUNITIES FOR YOU TO SHOWCASE YOUR BUSINESS.

Please keep in mind the following events are AuSable River Festival/Grayling Chamber events only.

The Canoe Marathon is a separate organization, if you are interested in sponsoring those events you must contact the Official AuSable River Canoe Marathon Committee.

## AUSABLE RIVER FESTIVAL

JULY 16 - JULY 24, 2021

	<b>THE AVID PADDLER</b> \$3000	<b>HAVE CANOE WILL TRAVEL</b> \$2000	<b>THE WEEKEND FLOATER</b> \$1000	<b>I'M JUST HERE FOR THE HUPS</b> \$500	<b>ALWAYS WANTED MY NAME ON A TROPHY</b> \$150
<b>EVENTS</b>	<ul style="list-style-type: none"> <li>-Business banner hanging on the AuSable Main Stage</li> <li>-Business logo present at all Chamber Festival Events on Festival Sponsorship sign including:               <ul style="list-style-type: none"> <li>Car &amp; Truck Show</li> <li>Kid's Day</li> <li>Arts &amp; Crafts Show</li> <li>HUP Race</li> <li>Friday and/or Saturday booth availability on Michigan Ave. in the Festival area</li> </ul> </li> <li>-Opportunity to hang additional banner at the Brew Ave. Fencing (must supply your own banner)</li> <li><b>INCLUDES CAR SHOW PLATINUM SPONSORSHIP VALUE \$1,000</b></li> <li>-Name and Logo on Sponsorship honor boards and print materials</li> <li>-Name on "Best of" Trophies to be determined</li> <li>-Opportunity to participate in judging and presenting of trophies</li> <li>-Booth Space at Car Show Event</li> </ul>	<ul style="list-style-type: none"> <li>-Business listed at all Chamber Member Events including:               <ul style="list-style-type: none"> <li>Car &amp; Truck Show</li> <li>Kid's Day</li> <li>Arts &amp; Crafts Show</li> <li>HUP Race</li> <li>Food Court</li> <li>AuSable Main Stage</li> <li>Lil Paddler Play Zone</li> <li>Brew Ave</li> </ul> </li> <li>-Friday booth availability on Michigan Ave. in the Festival area</li> <li><b>INCLUDES CAR SHOW GOLD SPONSORSHIP VALUE \$500</b></li> <li>-Name and Logo on Sponsorship Honor Boards and Print Materials</li> <li>-Name on Two "Best of" Trophies</li> <li>-Booth Space at Car Show Event</li> </ul>	<ul style="list-style-type: none"> <li>-Name listed on sponsor sign at Festival Information Booth/Festival Area</li> <li><b>CAR SHOW GOLD SPONSOR VALUE \$500</b></li> <li>-Name and Logo on Sponsorship Honor Boards and Print Materials</li> <li>-Name on "Best of" Trophies to be determined</li> <li>-Booth Space at Event</li> </ul>	<ul style="list-style-type: none"> <li>-Advertised as the HUP Race Event Sponsor</li> <li>-Business name listed on one of the Event Awards</li> <li><b>CAR SHOW SILVER SPONSOR VALUE \$250</b></li> <li>-Name on Sponsorship Honor Boards</li> <li>-Name on All Print Materials</li> <li>-Name on Two Trophies</li> </ul>	<ul style="list-style-type: none"> <li>-Business name listed on one of our Event Awards</li> <li><b>CHOOSE FROM THE FOLLOWING EVENTS</b></li> <li>Car &amp; Truck Show</li> <li>Arts &amp; Craft Show</li> <li>HUP Race</li> </ul>
<b>RECOGNITION</b>	<ul style="list-style-type: none"> <li>-Included in our "Thank You River Festival Sponsors Day"</li> <li>-Our committee will visit your business and bring promo goodies, take your business's photo to be posted on our Festival Social Media pages</li> <li>-Business logo on the Festival T-shirt delivered to sponsors only</li> <li>-Logo on the front covers of the AuSable River Festival Event Program/Map as well as listed on the Festival Sponsors page</li> </ul>	<ul style="list-style-type: none"> <li>-Included in our "Thank You River Festival Sponsors Day"</li> <li>-Our committee will visit your business and bring promo goodies, take your business's photo to be posted on our Festival Social Media pages</li> <li>-Business listed on the Festival T-shirt delivered to sponsors only</li> <li>-Listed in the AuSable River Festival Event Program/Map on the Festival Sponsors page</li> </ul>	<ul style="list-style-type: none"> <li>Listed as a sponsor in the AuSable River Festival Program</li> <li>-Included in our "Thank You River Festival Sponsors Day"</li> <li>-Our committee will visit your business and bring promo goodies, take your business's photo to be posted on our Festival Social Media pages</li> </ul>	<ul style="list-style-type: none"> <li>-DJ Mentions throughout the HUP RACE event</li> </ul>	<ul style="list-style-type: none"> <li>-Business name listed on AuSable River Festival website as Event Award Sponsor</li> </ul>
<b>SIGNAGE</b>	<ul style="list-style-type: none"> <li>-Listed with logo on the Festival sponsorship banner at Chamber building</li> <li>-Personalized Avid Paddler sponsor yard sign at Chamber building with logo</li> <li>-Yard sign at your Business "We Support the AuSable River Festival July 16th-24th"</li> <li>-Name listed on sponsor sign at Festival Information Booth/Festival area</li> </ul>	<ul style="list-style-type: none"> <li>-Business listed on the sponsorship banner at Chamber building</li> <li>-Listed on "Have Canoe Will Travel" sponsor yard sign at Chamber building</li> <li>-Yard sign at your Business "We Support the AuSable River Festival July 16th-24th"</li> <li>-Name listed on sponsor sign at Festival Information Booth</li> </ul>	<ul style="list-style-type: none"> <li>-Listed on the Sponsorship Banner at Chamber building</li> <li>-Listed on the "Weekend Floater" sponsor yard sign at Chamber Building</li> <li>-Yard signs at your Business "We Support the AuSable River Festival July 16th-24th"</li> </ul>	<ul style="list-style-type: none"> <li>-Listed as a Sponsor on HUP Race Sponsorship Board</li> <li>-Listed on the "I'm just here for the HUPS" sponsor yard sign at the Chamber Building</li> </ul>	<ul style="list-style-type: none"> <li>-Business name listed on Sponsorship Board at that event</li> </ul>
<b>MEDIA</b>	<ul style="list-style-type: none"> <li>-Included on Social Media before, during, and after the Festival</li> <li>-Business logo to scroll on the homepage of the AuSable River Festival website &amp; included on all media promotions.</li> <li>-Business listed on the AuSable River Festival website sponsorship page</li> <li>-One Email Blast to the Grayling Chamber Membership (currently 230+ Businesses &amp; Organizations) to use at your business's discretion during the 2021 year</li> </ul>	<ul style="list-style-type: none"> <li>-Included on Social Media before, during, and after the Festival</li> <li>-Business listed on the AuSable River Festival website sponsorship page</li> </ul>	<ul style="list-style-type: none"> <li>-Included on Social Media before, during, and after the Festival</li> <li>-Business listed on the AuSable River Festival website sponsorship page</li> </ul>	<ul style="list-style-type: none"> <li>-Social Media Mentions as a HUP Race Sponsor</li> <li>-Listed as a sponsor for the HUP Race on our AuSable River Festival website</li> </ul>	<ul style="list-style-type: none"> <li>-Social Media Mentions as Trophy Sponsor for Event</li> </ul>

### KID'S DAY DONATION

Kid's Day is a completely free event for kids 12 and under and has been enjoyed by the Community for decades. We provide lunch, games, themed activities, music, contests, goodie bags, and so much more to over 600 kids on this fun-filled annual event!

**Local Businesses can help by donating the following:** Goodie Bag Donation (we give out 500-600 bags), Monetary Donation, Donating Game or Activity Item, Setting up Activity Booth!

### IN-KIND DONATIONS

All of our events will also be in need of in-kind donations such as a Gift Certificate, Gift Item, Goody bag Items, Silent Auction Item, Volunteer Prizes, or Sponsor a Gift Certificate or Silent Auction Item (Gift) from another Business.

## CAR SHOW SPONSORSHIPS

### TROPHY SPONSOR

\$150

**RECOGNITION**  
Name on 1-2 Trophies  
**SIGNAGE**  
Name on Sponsorship Honor Boards  
**MEDIA**  
Name on all print materials

### SILVER SPONSOR

\$250

**RECOGNITION**  
Business name listed on one of our trophies  
**MEDIA**  
Business name listed on AuSable River Festival websites as Event Award Sponsor

### GOLD SPONSOR

\$500

**EVENT**  
Booth Space at Car Show Event  
**RECOGNITION**  
Name on "Best of" Trophies to be determined  
**SIGNAGE**  
Name and Logo on Sponsorship Honor Boards  
**MEDIA**  
Name on all print materials

### PLATINUM SPONSOR

\$1,000

**EVENT**  
Booth Space at Car Show Event  
Opportunity to participate in judging and presentation of trophies  
**RECOGNITION**  
Name on "Best of" Trophies to be determined  
**SIGNAGE**  
Name and Logo on Sponsorship Honor Boards  
**MEDIA**  
Name on Print Materials

FOR MORE INFORMATION ON THE AUSABLE RIVER FESTIVAL CHECK OUT [WWW.AUSABLERIVERFEST.COM](http://WWW.AUSABLERIVERFEST.COM)



GRAYLING CHAMBER MEMBER

# 2021

## SPONSORSHIP OPPORTUNITIES

NOVEMBER 2020-OCTOBER 2021

**VISIBILITY**

NETWORKING

COMMUNITY ENGAGEMENT

**WHY SPONSOR A CHAMBER EVENT?**

CREDIBILITY

IMPROVE ECONOMY

ADVOCACY

**PROMOTION**

Outreach

STRENGTHEN PARTNERSHIPS

LISTED HERE ARE THE GRAYLING CHAMBER EVENT SPONSORSHIP OPPORTUNITIES FOR YOU TO SHOWCASE YOUR BUSINESS.

### 2021 CHAMBER EVENTS

January 28, 2021 - Business After Hours  
The Royal Stag Lodge  
5:30-7:30pm

March 5, 2021 - Chamber Awards Gala  
at Kirtland Event Center

March 25, 2021 - Business After Hours  
5:30-7:30pm  
AuSable Eye Care

April 22, 2021 - Chamber Business Expo  
3-7pm (3-4pm Vendors Only  
4-7pm Open to Public)  
at Ramada Inn, Grayling

May 20, 2021 - Business After Hours  
Camp Grayling &  
Camp Grayling Officers Club  
5:30-7:30pm

June 11, 2021 - Chamber Golf Outing  
9am at Grayling Country Club

June 24, 2021 - Business After Hours  
Grayling Country Club  
5:30-7:30pm

July 16-24, 2021  
AuSable River Festival & Canoe Marathon  
www.ausableriverfest.com

August 26, 2021 - Business After Hours  
American Cancer Society  
& Northern Lights of Hope  
5:30-7:30pm

September 23, 2021 -  
Business After Hours - Open

October 21, 2021 - Business After Hours  
Pending Host  
5:30-7:30pm

December 2, 2021 -  
Chamber Holiday After Hours  
5:30-7:30pm  
AuSable Artisan Village and  
Paddle Hard Brewing

..... LISTED ON THE FRONT AND BACK OF THIS PAGE YOU WILL FIND ALL THE SPONSORSHIP INFO FOR THE GRAYLING CHAMBER EVENTS FOR 2021. ENCLOSED YOU WILL FIND THE MEMBER COMMITMENTS PAGE, PLEASE FILL THIS OUT WITH YOUR BUSINESS INFORMATION AND SPONSORSHIP COMMITMENTS AND RETURN TO US AS SOON AS POSSIBLE. IF YOU NEED MORE INFORMATION OR HAVE QUESTIONS PLEASE CONTACT US AT 989-348-2921.

### AWARDS GALA MARCH 5, 2021

#### AWARD SPONSOR - \$750

**EVENT**-Six tickets to the Awards Gala event which include a reserved table for up to six  
-Business and Representative will be introduced and called on stage as the Award Sponsor during award ceremony  
-Representative from your business will then be passing out a rose to each nominee for designated award  
**RECOGNITION**-Business name listed in program as the Award Sponsor  
-Business name will be engraved on one award as the Award Sponsor  
**MEDIA**-Before and after event promotions of sponsors on social media and Chamber Newsletter  
**SIGNAGE**-Business promoted as a Sponsor through the duration of the event via slideshow  
-Business promoted as Main Event Sponsor on Poster at Event

This event will take place again at the Kirtland Health Sciences Center. With 200 attendees, this event recognizes our local community members voted on by the public for the following awards; Chamber Member Business of the Year, Chamber Member Organization of the Year, You Made It Happen, Longevity Award, and Citizen of the Year.

#### HOSPITALITY- \$200

**Recognition**-Business name listed in program on the Sponsor Page  
-Business name on the gift tag of the event favor sent home with each guest  
**SIGNAGE**-Business promoted as a sponsor through the duration of the event via slideshow  
**MEDIA**-Before and after event promotions of sponsors on Social Media and Chamber Newsletter

#### ENTERTAINMENT SPONSOR - \$500

**EVENT**-Includes 2 tickets to the Awards Gala Event  
**RECOGNITION**-Business Name listed in program on the Sponsor page  
**SIGNAGE**-Business promoted as a sponsor through the duration of the event via slideshow and DJ mentions  
**MEDIA**-Before during and after event promotions of sponsors on social media and Chamber Newsletter

### BUSINESS EXPO APRIL 22, 2021

JOIN US at the Ramada Inn's Conference Center of Grayling. These sponsorships are the perfect way to showcase your business and take your expo booth to the next level!! Get recognized and attract more guests to your booth. With over 500+ visitors to our Expo and 100+ vendors, this is a great Investment Opportunity!!

#### FEATURE BOOTH SPONSOR - \$100

**RECOGNITION**-Your Booth Number and Space will be in bold on our Vendor Expo Map as a Featured Booth Sponsor. This recognition will set you apart from the other 100 vendors and make your booth easier to find  
**MEDIA**-Promoted on Social Media before, after and during event as Featured Booth Sponsor

#### MAIN EVENT SPONSOR - \$500

**EVENT**-Logo on the Main Event Flyer  
-Name and Logo on the Front Cover of the Business Expo Map given to all of our guests at the door  
**RECOGNITION**-Your Booth Number and Space will be bolded and in color on our Vendor Expo Map as a Main Event Sponsor. This recognition will set you apart from the other 100 vendors and make your booth easier to find  
**MEDIA**-Promoted on Social Media before, after and during event as Main Event Sponsor  
**SIGNAGE**-Business promoted as the Main Event Sponsor on Poster at Entrance of the event

### GOLF OUTING JUNE 11, 2021

#### TAKING PLACE THIS YEAR AT GRAYLING COUNTRY CLUB!

We invite all levels of golfers to come and enjoy a day on the course, get out of the office, take your co-workers out for some team building, or team up with other local businesses for networking! We have several options for all types of businesses/organizations to get in on this event. We generally have about 75+ Players that participate each year and teams from various different business backgrounds!

#### MAIN EVENT SPONSOR - \$1,000

**EVENT**-4 Person Team to play in the 2021 Chamber Golf Outing  
-One dedicated email blast to use at the Sponsor discretion in 2021  
**RECOGNITION**-Name on sponsorship board displayed during event  
-Listed as the Main Event Sponsor within our Golf Outing program in goody bag to all players  
**SIGNAGE**-Sponsor sign at a designated hole to be displayed during event  
-Opportunity to place banner on the scoreboard  
**MEDIA**-Name listed as a sponsor on social media before and after event  
-Listed on all Golf Outing Publications, Social Media and Advertisements as the Main Event Sponsor  
-Social Media Post promoting your sponsorship before the outing

#### TEE CONTEST/GAME SPONSOR - \$250

**RECOGNITION**-Name on sponsorship board displayed during event  
-Your business listed as the sponsor for the contest on our program in goody bag  
-Opportunity to provide prize for the contest if available  
**SIGNAGE**-Sponsor sign at a designated hole to be displayed during event  
-Additional sign at the green where the Tee Contest is held  
**MEDIA**-Name listed as a sponsor on social media before and after event  
-Social Media Post promoting the game and your business before the outing

#### BEVERAGE CART SPONSOR - \$500

**RECOGNITION**-Name on sponsorship board displayed during event  
-Banner on both sides of the beverage cart that will be driving around during event  
-Your business listed as the Beverage Cart sponsor on our program in goody bag  
**SIGNAGE**-Sponsor sign at a designated hole to be displayed during event  
-Name on sponsorship board displayed during event  
**MEDIA**-Name listed as a sponsor on social media before and after event  
-Social Media Post promoting your sponsorship before the outing

#### HALFWAY HOUSE SPONSOR - \$250

**RECOGNITION**-Name on the Halfway House  
-Your business listed as the sponsor for the Halfway House on our program in goody bag  
-Opportunity to volunteer at Halfway House promoting your Business and networking with players  
**SIGNAGE**-Sponsor sign at a designated hole to be displayed during event  
-Name on sponsorship board displayed during event  
**MEDIA**-Name listed as a sponsor on social media before and after event  
-Social Media Post promoting your sponsorship before the outing

#### HOLE SPONSOR - \$100

**RECOGNITION**-Name on sponsorship board displayed during event  
-Your business listed as a sponsor in our program in goody bag  
**SIGNAGE**-Sponsor sign at a designated hole to be displayed during event  
**MEDIA**-Name listed as a sponsor on social media before and after event

### IN-KIND DONATIONS

ALL OF OUR EVENTS ARE IN NEED OF IN KIND DONATIONS SUCH AS GIFT CERTIFICATES, GIFT ITEMS, GOODY BAG ITEMS, SILENT AUCTION ITEMS, VOLUNTEER PRIZES, OR SPONSOR A GIFT CERTIFICATE OR SILENT AUCTION ITEM (GIFT) FROM ANOTHER BUSINESS. THIS IS A GREAT WAY TO GET YOUR BUSINESS NAME OUT IN THE COMMUNITY!

AWARDS GALA  
CAR & TRUCK SHOW  
GOLF OUTING  
AUSABLE RIVER FESTIVAL

### WEBSITE SPONSOR LINK

Link directly from our Grayling Chamber Website to your Business Website or Facebook.  
This is separate from your Membership listing and is an additional way to promote your business on multiple pages of our website - \$125 PER YEAR

Send your logo and Facebook/Website info directly to director@graylingchamber.com to be used for your link.

1,934+

# of Followers on the Grayling Regional Chamber of Commerce Facebook Page

10,000+

Festival Attendees, AuSable River Festival is the Celebration of Events leading up to the infamous AuSable River Canoe Marathon

231+

# of current Grayling Chamber Members

1,009+

# of Followers on the AuSable River Festival Facebook Page

1,000+

# of Chamber Members & Community Members who receive the Weekly Chamber Newsletter

854+

# of Volunteer hours logged by Chamber Member Ambassadors and Community Members at Chamber Events

1,460+

Chamber Event attendees throughout the year

CHECK OUT ALL THAT YOUR GRAYLING CHAMBER HAS TO OFFER AT [WWW.GRAYLINGCHAMBER.COM](http://WWW.GRAYLINGCHAMBER.COM)