

# Prior Lake Chamber Partnership Guide

Your Guide to Chamber Growth & Involvement

# A Letter From the President



Prior Lake Chamber Members,

Thank you for your continued support of the Prior Lake Chamber of Commerce. Each year, our Chamber grows stronger because of the businesses and organizations that choose to invest in our community and in one another. Your partnership allows us to advance our mission: to promote, connect, advocate, and educate for the growth of the members' businesses while helping Prior Lake thrive as a vibrant place to live, work, and play.

As you explore this Partnership Guide, you'll find a range of opportunities designed to elevate your visibility, strengthen your network, and align your business with the events and initiatives that shape our community. Whether you are looking to increase brand recognition, engage in meaningful relationship-building, or support programs that contribute to the economic vitality of Prior Lake, there is a place for you here.

We are proud of the momentum the Chamber has built—expanding events, enhancing programs, and offering new ways for members to grow. None of this is possible without partners like you who believe in collaboration and recognize the value of a strong, connected business community.

Thank you for your partnership, your participation, and your commitment to the success of Prior Lake. We look forward to working alongside you in the year ahead.

With appreciation,  
Rebecca Scholz

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# prior lake chamber

# THE TEAM



Becca Scholz

**President**

Provides leadership and direction, working with the Board of Directors. Oversees daily operations, membership growth, financial management, community partnerships, and event execution. Serves as the primary spokesperson and advocate for the business community, ensuring the Chamber remains a valuable resource and voice for its members.



Jenni Mor

**Events**

events@priorlakechamber.com

Jenni joined the Chamber team on January 31, 2022. She organizes member participation in community events and ensures our vendor spaces run smoothly. Jenni works closely with members to coordinate details, create a positive experience, and bring our Chamber events to life.



Tracy Hayes

**Marketing**

marketing@priorlakechamber.com

Tracy joined the Chamber team on October 23, 2023. She is your go-to contact for social media posts, weekly newsletters, community news, advertising, and our Ambassador Program.



Mollee Hendler

**Office Manager**

frontdesk@priorlakechamber.com

Mollee joined the Chamber team on September 3, 2024. You can reach out to her for scheduling Lunch & Learns and Off the Clocks, questions about Membership Meetings, or anything related to your Chamber profile. She's also your contact for posting events to our calendar, Hot Deals, job listings, and updating your Chamber directory.

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# MEMBERSHIP MEETINGS

*Our monthly Membership Meetings are designed to connect, inform, and inspire local business leaders. Each gathering provides an excellent opportunity to network with fellow Chamber members, learn about community initiatives, and gain insights from guest speakers on topics relevant to business growth and development.*



## Sponsorship Opportunities

### Presenting Sponsor \$750

- Recognized as the sponsor of the meeting
- 5 minutes to speak about your business
- Logo on all promotions
- Opportunity to place marketing materials at each seat/table
- Free Lunch for two attendee reps

### Raffle/Prize Sponsor \$500

- Provide a prize for the raffle drawing
- 2-3 mins to speak about your business
- Opportunity to give your prize away
- Logo included on marketing materials

### Table Sponsor \$250

- Opportunity to place promotional materials at each table
- Recognition as a table sponsor during meeting

### General Supporting Sponsor \$150

- Recognition in welcome remarks
- Option to bring business cards or flyers to be located on check-in table

# LUNCH & LEARNS

*Hosted by Chamber members and free for attendees, Lunch & Learns are a fantastic way to showcase your business. The host provides lunch and shares a presentation or demonstration at the Chamber office, giving attendees the chance to learn about your business and what you have to offer while they enjoy lunch. Open to both Chamber members and the public to attend. The PL Chamber promotes and markets your event to maximize visibility.*

*Cost to Host: \$100 (plus cost to provide lunch) | Free to Attend*

## Benefits

**Speaking Opportunity** – You (or your business representative) get 1 hour to present valuable information, showcase expertise, or share industry insights.

**Brand Visibility** – Your logo featured on all event promotions.

**Networking Access** – Direct interaction with all attendees before, during, and after the session.

**Table Display Space** – Opportunity to display marketing materials, business cards, or giveaways at the event.

**Provide Branded Materials** – Option to bring handouts, pens, notepads, or promotional items for attendees.

**Follow-up Opportunity** – Access to attendee list or ability to distribute a follow-up offer/promo to attendees.

**Community Leadership** – Position yourself as a resource and leader in the community by sharing valuable knowledge, not just selling.



# OFF THE CLOCK

An after-hours networking event hosted by Chamber members in their own business space. The host provides refreshments while attendees connect and network. Introductions between attendees are facilitated, and the host can highlight their staff, products, services, and space. Open to both Chamber members and the public to attend. The PL Chamber promotes and markets your event to maximize visibility.

Cost to Host: \$200 | Free to Attend



## Benefits

Showcase your space, products, services, and staff directly to potential customers and fellow business leaders.

Gain extra exposure through Chamber promotions, marketing, and word-of-mouth leading up to and after the event.

Strengthen existing connections and create new ones in a relaxed, social atmosphere.

Welcome both Chamber members and the public, giving your business broader reach.

Position your business as an active and invested member of the community.

Networking often leads to new business opportunities, partnerships, and referrals.

Hosting with refreshments and hospitality leaves a lasting impression that builds loyalty and recognition.

# FLAVORS OF FEBRUARY

An adults-only evening vendor event featuring wine, beer, and spirit tastings. Vendors will have the opportunity to showcase their business and/or products while attendees enjoy tastings and shop the vendor booths. This is a ticketed event marketed to the Prior Lake community and features live music, activities, and lots of fun! Flavors of February is a great way to gain exposure for your business while the community enjoys a night out! Attendees Must Purchase Tickets

## Sponsorship Opportunities

### Check-In Table Sponsor – \$750

- Logo displayed prominently at the check-in table
- Recognition on the event signage, socials, chamber newsletter and Chamber website
- Opportunity to provide branded materials or a giveaway item for guests at check-in
- Free Vendor Table
- Two event tickets included

### Live Music Sponsor – \$500

- Exclusive recognition as the Live Music Sponsor
- Your logo displayed near the stage and in all event promotions
- Shoutout before and after the live performance
- Opportunity to introduce the artist or band on stage
- Free Vendor Table
- Two event tickets included

### Raffle or Prize Sponsor – \$250

- Provide a raffle prize or giveaway item for added visibility
- Business name announced during prize drawing
- Recognition on event signage and social media



# SPRING SHOWCASE

The Spring Showcase is a high-energy, community event designed to bring people out and ready to connect, shop, and plan for the season ahead. Think “home and garden show” – but bigger. We’re welcoming businesses and non-profits of all kinds to showcase their products and services to families who are actively looking for ideas, inspiration, and local resources. With kids activities, food trucks, and a strong promotional push, this event will draw an engaged crowd that’s excited to discover what local businesses have to offer. It’s a great opportunity to build visibility, make connections, and position your business in front of the community as they head into spring.

## Sponsorship Opportunities

### Naming Sponsor – \$2,000

- Branding as the Presenting Sponsor on all event marketing materials
- Social media post and featured in weekly newsletter
- Prime 10x10 booth location - you get to pick your spot
- Logo on all onsite event signage
- Item included in the attendee Tote Bag
- Ad on the Chamber Homepage for the month of the event

### Tote Bag Sponsor – \$1,000

- Logo printed on the Tote Bag given out at the event
- Logo included on event marketing materials, social media, and email promotions as the Tote Bag Sponsor
- Prime 10x10 booth location - you get to pick your spot
- Logo on all onsite event signage
- Featured in newsletter
- Limited Spots Available

### Tote Bag Insert Sponsor – \$250

- You provide 500 branded items to be included in attendee tote bags.
- Drop off at the chamber office the week before the event and we will place them in the bags.
- Your item will reach the first 500 participants, offering great visibility and brand recognition.

# LADIES NIGHT OUT

Attendees shop and stroll while vendors and businesses host giveaways to attract visitors to their tables. A lively, fun-filled evening that helps you connect with the community while promoting your business. Chamber members receive discounted vendor booth pricing, and attendees must purchase tickets to attend.

## Sponsorship Opportunities

### Presenting Sponsor – \$1,000

- Recognized as the main sponsor of Ladies Night Out
- Logo featured on all promotions, social media, and event signage
- Opportunity to deliver a 1-minute commercial during the end-of-night presentation
- 2 complimentary Ladies Night Out tickets
- Free vendor space
- Logo featured on event tote bags

### Entertainment Sponsor – \$750

- Recognition as the sponsor of live music
- Logo featured on entertainment signage and promotions
- Opportunity to deliver a 1-minute commercial during the entertainment break
- Opportunity to host a giveaway or raffle prize
- 2 complimentary Ladies Night Out tickets

### Swag Bag Sponsor – \$500

- Logo displayed on all attendee swag bags
- Opportunity to include promotional materials or samples in each bag
- Recognition on the event website
- 2 complimentary Ladies Night Out tickets

### Check-In Sponsor – \$500

- Prime location next to the event check-in table with interaction from every guest
- Prominent branding at check-in for high visibility upon arrival
- Logo recognition on the Chamber website event page
- 2 complimentary Ladies Night Out tickets

### Prize Sponsor – \$300

- Provide a prize for the end-of-night raffle giveaway
- Recognition during prize announcements
- Logo included on event materials
- Opportunity to personally present the prize



# FALL COMMUNITY FEST

Held at Prior Lake High School in their activities center, this annual community expo brings together local businesses, organizations, non profits, and families for an evening of connection, discovery, and celebration.

## Sponsorship Opportunities

### Naming Sponsor – \$2,000

- Branding as the Presenting Sponsor on all event marketing materials
- Social media post and featured in weekly newsletter
- Prime 10x10 booth location - you get to pick your spot
- Logo on all onsite event signage
- Item included in the attendee Tote Bag
- Ad on the Chamber Homepage for the month of the event



### Tote Bag Sponsor – \$1,000

- Logo printed on the Tote Bag given to the first 500 attendees
- Logo included on event marketing materials, social media, and email promotions as the Tote Bag Sponsor
- Prime 10x10 booth location - you get to pick your spot
- Logo on all onsite event signage
- Featured in newsletter
- Limited Spots Available

### Tote Bag Insert Sponsor – \$250

- You provide 500 branded items to be included in attendee tote bags.
- Drop off at the chamber office the week before the event and we will place them in the bags.
- Your item will reach the first 500 participants, offering great visibility and brand recognition.

# SPEED LINK

A fast-paced, "speed-dating" style networking event designed to help members make quick introductions, share pitches, and spark conversations. This is a fun and efficient way to meet many fellow Chamber Members in a short amount of time while building new connections and strengthening your network. Must be a Chamber Member to Participate.

## Sponsorship Opportunities

### Presenting Sponsor – \$500

- Recognized as the official presenting sponsor of the event
- Opportunity for a 5-minute presentation at the start of the event
- Logo featured prominently on all event promotions and signage
- Opportunity to place marketing materials or giveaways at each table
- Free admission for two representatives

### Raffle/Prize Sponsor – \$250

- Provide a prize for the event giveaway
- Opportunity to present your prize and speak about your business (2 minutes)
- Logo included on event marketing and signage

### Snack & Beverage Sponsor – \$150

- Recognition as the sponsor providing 1 free drink ticket
- Opportunity to hand out the drink tickets at check in.
- Logo displayed near the food/beverage area
- Opportunity to include your branded napkins.
- Recognition during announcements



# SENIOR LUNCHEON

Businesses can gain exposure through various sponsorship levels at our Drive-Thru Style Senior Luncheon, which welcomes 100+ seniors from the community. Volunteer opportunities are also available, offering a chance to connect, give back, and increase visibility while supporting our senior citizens.

## Sponsorship Opportunities

### Presenting Sponsor – \$500

- Naming rights for the event
- Logo on all event marketing materials and event registration page
- Logo on all boxed lunches
- Opportunity to put an item in the swag bag given to every attendee
- Inclusion in a Weekly Newsletter issue the month of the event
- Dedicated social media post promoting your sponsorship

### Food Sponsor – \$300

- Logo on all event marketing materials and event registration page
- Dedicated social media post promoting the event and all Food Sponsors together
- Opportunity to put an item in the swag bag given to every attendee

### Swag Bag Sponsor – \$200

- You provide the swag bags that are given to every attendee (you can brand the bag with your logo or design)
- Opportunity to place as many items as you would like in the swag bag
- Logo on all event marketing materials and event registration page
- Dedicated social media post promoting the event and your sponsorship

### Event Sponsor – \$100

- Name on all event marketing materials and event registration page
- Opportunity to put an item in the swag bag given to every attendee



# GOLF TOURNAMENT

Spend the day on the course with friends, colleagues, and fellow Chamber Members while enjoying plenty of opportunities to network and make new connections. Chamber Members receive discounted pricing for golf. Sponsorship opportunities are available at a variety of levels, many designed to create fun and unique interactions with golfers. The day also features hole sponsor games, and a lively happy hour to wrap up the event.



## Sponsorship Opportunities

Tournament Sponsor \$3500  
(Exclusive naming rights to the Tournament)

Lunch Sponsor: \$2000  
(Your logo on each lunch box)

Happy Hour Sponsor: \$1000  
(Your signage in happy hour space)

Pro Shop \$500  
(Your sign in Shop)

Putting Green Contest \$500

Driving Range Sponsor \$500

Check-in Sponsor \$500

Hole Sponsor \$450 with one player

Hole Sponsor \$800 includes 4-person team

Ball Sponsor \$350  
(You provide, we hand out at check in)

Golf Tee Sponsor \$350  
(You provide, we hand out at check in)

Ball Marker Sponsor \$350  
(You provide, we hand out at check in)

Donut hole Sponsor \$350  
(You provide and hand out at check-in)

Water Sponsor \$350  
(You provide and we will hand out)

Snack Sponsor \$350  
(You provide and we will hand out)

# PRIOR LAKE DAYS

A multi-day festival held the second weekend in August. Friday evening is our wine, beer, and spirit tasting and vendor expo. This adults-only evening event draws in over 600+ attendees. This event is a great way to showcase your business as a vendor. Saturday, all day, is our family-fun event! This day draws in over 3,000+ attendees and features vendor booths, live music, and family friendly activities (including bounce houses, cookie eating contest, petting zoo, car show, etc.).

## Sponsorship Opportunities

### Specialty Naming Sponsor – \$3,500

- Choose an event activity or space to exclusively sponsor and receive naming rights
- Options include: Inflatables, Kiddie Parade, Main Stage, Medallion Hunt, or Car Show

### Entertainment Sponsor – \$2,500

- Signage or banners displayed near the performance area
- Opportunity to introduce the acts on stage

### Tote Bag Sponsor – \$1,500

- Logo printed on 500 tote bags distributed to event attendees
- Option to put a swag item in the tote bag
- Limited Spots Available

### Fencing Sponsor – \$1,000

- Banners or signs placed along event fencing for maximum exposure

### Wristband Sponsor – \$750 (Exclusive)

- Logo and special offer printed on all Friday attendee wristbands

### Drink Koozie Sponsor - \$750

- Provide branded drink koozies for attendees in the beer tent
- Option to staff the beer tent and engage directly with guests to promote your brand

### Cookie Eating Contest Sponsor - \$750 (Exclusive)

- Logo on all cookie eating contest advertising
- Ability to host the cookie eating contest

### Kids Activities Sponsor - \$500

- Vendor space on Saturday
- Company name on onsite signage

### Tote Bag Insert – \$250

- Include a flyer, coupon, promotional item, or business card in every tote bag

# 110% Club

When you pay your annual membership dues, you have the opportunity to contribute an additional 10% of your dues amount to become part of our exclusive 110% Club.

Your participation helps support the Chamber's ongoing programs, events, and community initiatives throughout the year. Members of the 110% Club are recognized for their extra commitment to strengthening our business community and ensuring continued growth and success for all.

## Benefits

Recognition at All Membership Meetings – Show your commitment to the Chamber and be celebrated among your peers.

Logo Feature in Our Weekly Newsletter – Gain visibility with fellow members and the broader community.

Social Media Shout-Outs – We will Highlight your business across our social platforms and connect with more potential customers.

Weekly Newsletter Business Spotlight – we will share your products, or services in a dedicated feature to increase awareness and engagement.



# Vendor Opportunities

## Bring Your Own Table

Flavors of February

\$100 Member

\$200 Non Member

April Spring Showcase

\$100 Member

\$200 Non Member

May Ladies Night Out

\$100 Member

\$200 Non Member

Aug. Prior Lake Days Friday

\$200 Member

\$300 Non Member

Aug. Prior Lake Days Saturday

\$200 Member

\$300 Non Member

Aug. Prior Lake Days Both Days

\$300 Members

\$600 Non Members

Sept. Ladies Night Out

\$100 Members

\$200 Non Members

Oct. Fall Community Fest

Members - Includes Electricity \$200

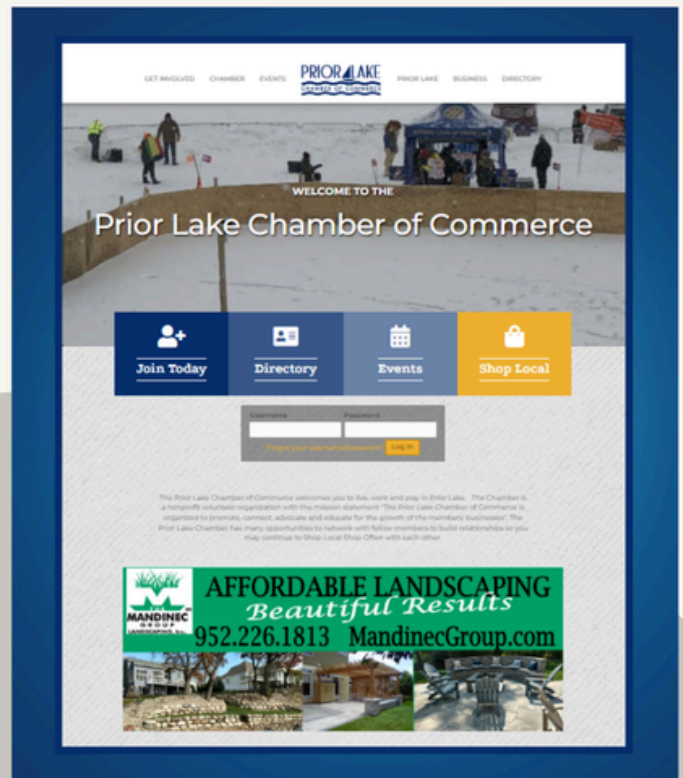
Members - No electricity \$150

Non Member - \$300



Sponsors get to pick their booth place, all others will be placed according to when they pay, first come first serve.

# Advertising



## WEEKLY ADVERTISEMENT

- \$100/Week
- Your image will go out in our weekly newsletter the week you choose.
- Reserve your week at payment time.
- The newsletter open rate is 46% each week.
- Newsletter goes to over 2000 individuals.

## MONTHLY ADVERTISEMENT

- \$250/Month
- Targeted Reach
- Increase Brand Visibility
- Relevant Audience
- Adapt your promotional strategies based on seasonal trends, special promotions or events to ensure timely and effective communication with potential customers.
- Our website gets 8000+ clicks per month.

# Chamber Bucks

Chamber Bucks are gift certificates that can be used just like cash at any participating Prior Lake Chamber member business! You can purchase Chamber Bucks directly from the Prior Lake Chamber, and they make a perfect gift for friends, family, employees, or customers. When you buy Chamber Bucks, you're not just giving a great gift – you're also supporting local businesses and keeping dollars in our community. Stop by the Chamber office to purchase yours today and spend them at your favorite local shops, restaurants, and service providers!



# New Resident Packets

The Prior Lake Chamber is compiling packets to be sent to new move in residents. Advertising in new resident packets is an effective and strategic way for businesses to introduce themselves to a targeted audience. These packets serve as a valuable resource for newcomers, providing essential information about local services and businesses. By including advertisements in these welcome kits, businesses can effectively introduce themselves to a receptive audience actively seeking to familiarize themselves with their new surroundings. It's a smart and localized approach that not only raises brand awareness but also establishes a positive connection with new residents, setting the stage for ongoing engagement and patronage.

## Advertisement Options:

### **Flyers Inside the Envelope**

Your business will print and drop off at the Chamber office 500 flyers quarterly or 2000 for the year.

Flyer on 20 lb paper 8.5x 11 paper. Total investment \$175 for the year!  
(Try one time for only \$99)

Flyer of different size/weight. Total investment \$300 for the year!  
(Try one time for only \$125)

### **Advertise On The Front Of The Envelope With Your Logo**

Ad size is full color 1 x 4 inches on the envelope. Will receive the names/addresses that the mailing was sent to in an excel spreadsheet. Total investment \$400

### **Advertise On The Back Of The Envelope With A Larger Ad**

Ad size is full color 4.5" wide x 4" tall. Will receive the names/addresses that the mailing was sent to in an excel spreadsheet. Total investment \$1000

# Thank You

As we reflect on another year of growth and connection, we want to extend our sincere gratitude to each of our members, sponsors, and community partners. Your continued investment in the Prior Lake Chamber of Commerce strengthens not only our organization, but our entire community.

Because of your support, we're able to provide meaningful networking opportunities, advocate for local businesses, and host events that bring people together and celebrate what makes Prior Lake such a vibrant place to live, work, and thrive. Thank you for believing in the power of partnership and for playing an active role in our shared success. We are truly grateful for your commitment, energy, and enthusiasm—and we look forward to another incredible year together!

With appreciation,  
The Prior Lake Chamber of Commerce



Follow us on social so we can tag your business.

