

Take advantage of your Chamber Membership benefits by promoting your company through a variety of sponsorship and marketing opportunities.

Look inside for a detailed listing of the promotional benefits for each level of event sponsorships. Some sponsorship levels are offered with limited availability, so be sure to submit your interest soon.

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Hudson Area Chamber Member Celebration

January 25, 2024

The Member Celebration will be an outstanding opportunity for teams to reconnect with each other, meet other local businesses, build connections, look back at business and community accomplishments in 2023, and look forward to 2024. Sponsor the Chamber's largest membership event of the year!

PLATINUM SPONSOR: \$2,500

- Company Logo included on:
 - Event Invitation
 - Website Event Page - Logo with Link
 - Newsletter
 - Facebook Post
 - Event Program
 - Recognition at the event
 - Complimentary table for 8 at the event (tables seat 8 total)
 - First right of refusal the following year
- Facebook Post
 - Website Event Page - Logo with Link
 - Recognition at the event
 - 4 complimentary seats to the event (tables seat 8 total)

SILVER SPONSOR: \$500

- Company Name included on:
 - Event Program
 - Newsletter
 - Website Event Page
- Recognition at the event
- 2 complimentary seats to the event (tables seat 8 total)

BRONZE SPONSOR: \$150

- Company Name included on:
 - Event Program
 - Newsletter
 - Website Event Page
- Recognition at the event
- 1 complimentary seat to the event (tables seat 8 total)

DIAMOND SPONSOR: \$1,000

- Company Logo included on:
 - Event Program
 - Newsletter
 - Facebook Post
 - Website Event Page - Logo with Link
- Recognition at the event
- 6 complimentary seats to the event (tables seat 8 total)

GOLD SPONSOR: \$750

- Company Logo included on:
 - Event Program
 - Newsletter

Explore Hudson

April 18, 2024 & October 17, 2024

Take a day to explore local activities, offers, and specials while supporting Hudson businesses! Pick up a passport for Explore Hudson to take advantage of all the offers and fun happening in Hudson. Eat, shop, and play local!

EVENT SPONSOR: \$300

- Company Logo included on:
 - Event promotion
 - Passport
 - Poster
 - Website Event Page - Logo with Link



Hudson Community Expo

May 5, 2024

Please join us as we “Discover the Best of the Hudson Area!” The Hudson Community Expo is a free event open to the public. Children’s activities, family entertainment and a day full of activities geared to showcase products and services available in the Hudson Area.

PLATINUM SPONSOR: \$2,000

- Company Logo included on:
 - Newsletter
 - Facebook Post
 - Poster
 - Event Program
 - Website Event Page - Logo with Link
- Recognition at the event
- First right of refusal for the next year’s event sponsorship

GOLD SPONSOR: \$1,000

- Company Logo included on:
 - Newsletter
 - Facebook Post
 - Poster
 - Event Program
 - Website Event Page - Logo with Link
- Recognition at the event

SILVER SPONSOR: \$500

- Company Name included on:
 - Newsletter
 - Website Event Page
 - Poster
 - Event Program
- Recognition at the event

BOOTH SPONSOR: \$275

NON PROFIT: \$150

All sponsorship levels include a booth space and will receive verbal acknowledgment during the event.

HUDSON COMMUNITY EXPO



Hudson Area Chamber Golf Tournament

June 24, 2024

The Annual Chamber Golf Tournament is a four-person, best ball scramble tournament at a member golf club for Chamber members and guests. Lunch and social hour with appetizers following the tournament. Prizes awarded for team and individual competitions.



PLATINUM SPONSOR/ PRESENTING SPONSOR: \$3,000

- Company Logo included on:
 - Eblast Invitation
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Signage at the event
- Recognition at the event during happy hour
- Present awards to winning team
- Hole Sponsorship - Includes signage at the tee box, plus the opportunity to promote your business
 - Opportunity to have an activity that represents your company and distribute giveaway items during the event
- 4 Golf Packages - Includes golf fees, cart, lunch, and happy hour with four drink tickets
- First right of refusal the following year

GOLD SPONSORS: \$2,000

- Company Logo include on:
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Signage at the event
- Recognition at the event during happy hour
- Hole Sponsorship - Includes signage at the tee box, plus the opportunity to promote your business

- Opportunity to have an activity that represents your company and distribute giveaway item during the event
- 4 Golf Packages - Includes golf fees, cart, lunch, and happy hour with four drink tickets
- First right of refusal the following year

LUNCH SPONSOR: \$1,500

- Company Logo included on:
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Signage at the event where lunches are served
 - Stickers on the lunch boxes
- Opportunity to distribute giveaway items during lunch
- Recognition at the event during happy hour
- 2 Golf Packages - Includes golf fees, cart, lunch, and happy hour with two drink tickets
- First right of refusal the following year

HOLE SPONSOR: \$1,000 - LIMITED TO 18

- Company Logo included on:
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Signage at the event

- Hole Sponsorship - Includes signage at the tee box, plus the opportunity to promote your business
 - Opportunity to have an activity that represents your company and distribute giveaway items during the event
- 2 Golf Packages - Includes golf fees, cart, lunch, and happy hour with two drink tickets

BEVERAGE CART SPONSOR: \$500

- Company Logo included on:
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Signage at the event
- 1 Golf Package - Includes golf fee, cart, lunch, and happy hour with one drink ticket

GREEN SPONSOR: \$325

- Company Name included on:
 - Signage on the green by the hole
 - Chamber Newsletter
 - Website Event Page
- 1 Golf Package - Includes golf fee, cart, lunch, and happy hour with one drink ticket

Chamber MAX



Spirit of the St. Croix Art Festival

PLATINUM SPONSOR: \$2,500

- Company Logo included on:
 - Thank You Sponsor Banners at the three entrances of the event
 - Event Posters
 - Event Program (inserted in Star-Observer and handed out at event)
 - Discover Hudson Facebook Page Post
 - Website Event Page - Logo with Link (This is one of our most viewed pages)
 - Newsletter
 - The Phipps Center for the Arts Marquee
- Chamber Newsletter Ad - full page sponsor valued at \$200 sponsor provided in a PDF or JPG format
- Eblast, sponsor provided
- Chamber Website Banner Ad valued at \$500 in the online Business Directory created for your industry for 3 months
- Complimentary Booth Space at the event with optional artistic activity

September 12, 2024

Chamber MAX is a free, invite-only event for local businesses to learn more about the Chamber Membership, Awareness, and eXperience. This is the best event for current and prospective members to learn more about the Chamber.

September 28 & 29, 2024

Annual free art festival open to the public. This weekend of festivities, creativity and fun offers you an opportunity to promote your business. We welcomed over 7,000 guests to the park last year! Imagine your business promoted on signage, in the program (inserted into the newspaper) and on posters throughout the community. We have sponsorship opportunities available to fit your marketing budget.

GOLD SPONSOR: \$1,000

- Company Logo included on:
 - Thank You Sponsor Banners
 - Website Event Page - Logo with Link
- Company Name included on:
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee
 - Newsletter
- Choose one option below:
 - Complimentary Booth Space, artistic activity optional, at the event
 - Chamber Website Banner Ad valued at \$500 in the online Business Directory Category for your industry for 3 months, plus 500 marketing pieces distributed from the Chamber booth at the event

EVENT SPONSOR: \$500

- Company Logo included on:
 - Invitation
 - Website Event Page - Logo with Link
- Introduction of company read at event
- Display table at the event for your marketing materials

SILVER SPONSOR: \$400

- Company Logo included on:
 - Thank You Sponsor Banners
- Company Name included on:
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee
 - Website Event Page - Logo with Link
 - Newsletter

BRONZE SPONSOR: \$200

- Company Logo included on:
 - Thank You Sponsor Banners
- Company Name included on:
 - Posters
 - Program (inserted in Star-Observer and handed out at event)
 - The Phipps Center for the Arts Marquee
 - Website Event Page - Company name listed
 - Newsletter

2024 Sponsorship Opportunities

Welcome New Teachers' Luncheon

August 2024

Each new school year we invite new teachers and administrators from the Hudson School District, St. Patrick School, and Trinity Academy to a Chamber luncheon. The New Teachers' Luncheon is an excellent opportunity for you to introduce your business to these new members of our community.

EVENT SPONSOR: \$175

- Company Name included on:
 - Newsletter
 - Website Event Page - Logo with Link
 - Event Slideshow
- Company written introduction included in each new teacher's bag
- 1 attendee included



Hilltop Pumpkin Party & Rotary Halloween Parade

October 19, 2024

This free fall family event is in its 13th year at the YMCA Camp St. Croix-Day Camp location with activities such as wagon rides, pumpkin patch, games, EMS & Fire Department vehicles, food trucks, petting zoo, Rotary Halloween Parade and costume contest, and more. Each year this event continues to grow in sponsorship, business participation and attendance. Activities are all held outside. (Event may be moved indoors if weather is not favorable.)

GOLD SPONSOR: \$500

- A designated area at the event to include: one eight-foot table and two chairs
- Company logo listed on Thank You Sponsor Banner
- Your logo displayed on event fliers, Facebook Post, Website Event Page and Newsletter
- Recognition during announcements made at the event
- 1/4 page ad in E-Newsletter: 3.875 x 4.75 (vertical), sponsor provided

SILVER SPONSOR: \$250

- A designated area at the event to include one eight-foot table and two chairs
- Name listed on event fliers, sponsor banner, Website Event Page and Newsletter
- Member Directory Page banner ad: 600px x 110px. 1 month duration on primary directory category, sponsor provided

BRONZE SPONSOR: \$125

- A designated area at the event to include one eight-foot table and two chairs
- Name listed on event fliers, sponsor banner, Website Event Page and Newsletter

HILLTOP PUMPKIN PARTY & ROTARY HALLOWEEN PARADE

Hudson Chamber Foundation Annual Fundraising Event

Fall 2024

Advance education and workforce development in the Hudson area by sponsoring the fourth annual event. Attend the event and hear the impact your donation will create in this community. This year the goal of the Hudson Chamber Foundation is to raise \$15,000 for the Hudson High School career and technical education departments.

The Hudson Area Chamber Foundation is a 501 (C) (3) charitable organization and your entire donation will be tax deductible.

PROGRAM SPONSOR: \$500

- Company Logo included on:
 - Invitation
 - Newsletter
 - Website Event Page - Logo with Link
- Introduction of company read at event



Hudson Christmas Tour of Homes

November 22-24, 2024

Now in its 38th year, the Tour of Homes continues to feature lavishly decorated homes. Rooms will showcase exquisitely decorated themed trees and dining tables overflowing with whimsical ideas for today's decorating inspiration. Celebrate the holidays with a fantastic tour of four spectacularly decorated homes and the Octagon House Museum.

PLATINUM SPONSOR: \$3,000

- Company Logo included on:
 - Event Mailer
 - Posters
 - Event Ticket
 - Event Brochure
 - Website (This is another one of our most viewed web pages!)
 - Chamber Newsletter Ad - ½ page, sponsor created
 - 10 tickets for the tour

BUS BANNERS: \$100

- Business logo on a banner displayed on the buses that run the tour route throughout the weekend



Have a Hudson Holiday

November - December, 2024

The Hudson Area Chamber of Commerce & Tourism Bureau, the City of Hudson, the Hudson Home and Garden Club, area businesses and many generous sponsors collaborate to create a magical holiday season for Hudson residents and visitors to enjoy! Delightful decorations adorn our businesses, downtown light poles, and Lakefront Park to support a unique, festive atmosphere. The events are Find Santa, Light Up Hudson, Candlelight Stroll, Santa and His Critters, and Visit with Santa.

PLATINUM SPONSOR: \$2,000

- Your logo included on:
 - Event Fliers
 - Event Posters
 - Chamber Facebook Post
 - Website Event Page
 - Chamber Newsletter
- Your 200 x 110px banner ad on seasonal landing page promoted locally and regionally!
- First right of refusal the following year

GOLD SPONSOR: \$500

- Your company name included on:
 - Event Fliers
 - Website Event Page - Logo with Link
 - Chamber Newsletter
 - Seasonal Landing Page

SILVER SPONSOR: \$250

- Your company name included on:
 - Event Fliers
 - Website Event Page
 - Chamber Newsletter
 - Seasonal Landing Page

BRONZE SPONSOR: \$150

- Your company name included on:
 - Event Fliers
 - Website Event Page
 - Chamber Newsletter
 - Seasonal Landing Page

HAVE A HUDSON HOLIDAY

WI 23

This year we look forward to filling Hudson with lights and festive decorations for our shops and award-winning restaurants. We invite you to enjoy Hudson this holiday season!

WINDOW DECORATING CONTEST Nov. 15
Stop by your favorite storefronts for the holidays and see their decorations! Awards presented to the businesses for the following categories:
• Best of the Best - recognizes the best applicant
• Most Whimsical Display - colorful, detailed, most eye catching
• Classic Christmas - recognizes the best use of traditional décor
• Light Up the Town - recognizes the best and most creative use of lights

FIND SANTA Nov. 6 - Dec. 5
Starting November 6, pick up your FREE passport at participating businesses. Search for the photo of Santa hidden throughout our many welcoming bistros and shops. Drop off your completed passport at Angel's Pet World by December 5 at 4:00 p.m. for a chance to win prizes.

LIGHT UP HUDSON Nov. 24, 7PM
Santa is escorted to Lakefront Park. With a wave of his hand, he illuminates the thousands of twinkling lights in the lavish holiday display along the St. Croix River. It promises to be a magical evening for everyone.

BUENA VISTA: A STROLL IN THE PARK Nov. 24, '23 - Feb. 9, '24
Celebrate the magic of thousands of lights in Lakefront Park along the St. Croix River. We are grateful for the generous donations from area families and businesses in the community which support this fifth annual event.

SMALL BUSINESS SATURDAY Nov. 25
Shop, eat and sip locally on Small Business Saturday! Keep it local because your dollars support the community, local businesses create local jobs, invest in your community, support the environment and keep Hudson unique.

CANDLELIGHT STROLL Dec. 1, 6PM - 8PM
Carrriage rides through Lakefront Park aglow with luminary candles set the mood for this holiday event. Festively decorated shops and bistros greet you with the sights and sounds of the season. Tasty treats tempt your senses while restaurants showcase the best of holiday dining. Come see Heimer Dance Studio's talented Italy Doll dancers pose as live mannequins in downtown Hudson's storefront windows.

SANTA AND HIS CRITTERS Dec. 2, Noon - 3PM
Santa will visit children in Lakefront Park. Children bring your lists; parents bring your cameras. Sweet treats, sled dogs, a petting zoo, plus many other activities await you. Visit the downtown shops and restaurants for specials.

VISIT WITH SANTA Dec. 10, Noon - 3PM
Bring your list to visit with Santa at Thorcraft Custom Kitchens located at 512 2nd Street in the 2nd Street Crossing building. Bring your camera for photos with Santa.

Our Hudson Holiday events are made possible by the generous donations from area businesses and organizations with special recognition to the City of Hudson and the Hudson Area Home and Garden Club.

Thank You To Our 2023 Platinum Sponsor:

SEASON'S GREETINGS!
SCAFFOLDING | INSULATION | REFRACTORY | FIREPROOFING
SPECIALTY SERVICES CONTRACTOR
800.999.0621 | GAGNON-INC.COM

GAGNON
CORPORATE OFFICE: ST. PAUL, MN 651.644.4301
ADDITIONAL OFFICES: CEDAR RAPIDS, IA | BETTENDORS, IA | BISMARCK, ND | MILWAUKEE, WI | ANTIGO, WI | BILLINGS, MT

Buena Vista: A Stroll in the Park

November 2024 - January 2025

Celebrate the magic of thousands of lights in Lakefront Park along the St. Croix River. We are grateful for the generous donations from the area families and businesses which make this annual event possible.

FOUNDING CORPORATION SPONSOR: \$12,000

- Company logo included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter
- Exclusive Lifetime Recognition
- Logo on HudsonWI.org
- Link to your corporate website

FOUNDING FAMILY SPONSOR: \$5,000

- Company name included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter
- Exclusive Lifetime Recognition

SANTA'S TREE SPONSOR: \$2,000

- Company name included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter

EVERGREEN TREE SPONSOR: \$1,000

- Company name included on:
 - Lakefront Park Signage
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter

FOOD/BEVERAGE SPONSORS: IN-KIND

- Company logo included on:
 - Website Event Page
 - Chamber Facebook Post
 - Chamber Newsletter
- Provide 500+ treats

Photo Credit: Digital Vow Videography



Leadership Hudson

September 2024

Leadership Hudson is the Chamber's premier community leadership program. This program will provide a unique opportunity for participants to connect with other leaders, cultivate skills and knowledge, and contribute to the vitality of the Hudson area. Participants are offered the opportunity to develop a personal leadership plan while gaining insight into community assets with a specific monthly leadership focus.

A professional leadership facilitator will guide participants in identifying their personal strengths and help individuals to develop team building and leadership skills. This is a biennial program with students that meet a full day each month, September to May. Sponsorship recognition runs for the program year.

PROGRAM SPONSOR: \$1,500

- Company banner ad on the Chamber website's Leadership Hudson page, linked to your website during the program year and to remain the following year.
- Company Logo included on:
 - Newsletter
 - Program Day Agenda
- Verbal recognition on each program day
- Invitation to attend any of the program days to present to the students your leadership experience.
- Graduation Program
 - 2 complimentary tickets
 - Recognition during event

DAY SPONSOR: \$500

- Company Logo included on:
 - Newsletter
 - Program Day Agenda
- Provide welcome to the class
- Graduation Program
 - 2 complimentary tickets
 - Recognition during event

SAMPLE TOPICS:

- Community Life
- Education
- Government
- Business & Industry/Economic Development
- Health and Human Services
- Arts & Culture
- Environment/Natural Resources

LEADERSHIP HUDSON



GOOD MORNING HUDSON

Join other Chamber members at this membership meeting to hear “What’s Hot” in the local business community. Program features include special introductions, a business card/networking exchange, updates and a featured guest speaker.

PROGRAM SPONSOR: \$400

- Company Logo included on:
 - Invitation
 - Newsletter
 - Website Event Page
- Display table at the event for your marketing materials or place materials on guest tables
- Introduction of company read at event



SIMPLY CONNECT

Before-hours or After-hours networking event designed to connect you with other Chamber member businesses. Hosted at various member locations. There is no charge to attend for Chamber Members.

PROGRAM SPONSOR: \$250

- Company Logo included on:
 - Invitation
 - Newsletter
 - Website Event Page - Logo with Link
- Make an announcement to introduce your company
- Display table at the event for your marketing materials

HOST SPONSOR

- Host Sponsor is responsible for providing the location, as well as all beverage (alcoholic & non-alcoholic when an evening event) and food for attendees. This sponsor does not pay a regular Program Sponsor fee.
- Will receive the same benefits as listed above for the Program Sponsor.

2024 Sponsorship Opportunities

Newsletter

Monthly newsletter sent electronically to over 1,000 Chamber member representatives. It is also available to download from the Chamber website. Newsletter Sponsors receive additional advertising for \$250!

SPONSORS RECEIVE:

- A full color banner ad sent electronically with the newsletter to the entire Chamber membership via email.
- An additional full color, full page ad will be displayed on the 2nd page of the newsletter delivered to members, posted on social media, and archived online for up to one year.

AD SPECS AND COSTS:

Newsletter Sponsor:

- **Banner Ad - Website and E-blast:**
 - 600px x 110px provided in a jpeg format with destination URL.
- **Exclusive Full Page Ad - E-Newsletter:** \$250 | 8 x 9.5 in. (vertical)
(Only 12 newsletter sponsorships are available for 2nd page placement.)

Full Page Ad - E-Newsletter: \$200 | 8 x 9.5 in. (vertical)

1/2 Page Ad - E-Newsletter: \$100 | 8 x 4.75 in. (horizontal)

1/4 Page Ad - E-Newsletter: \$50 | 3.875 x 4.75 in. (vertical)

Ad Deadline: 15th of the month prior to your sponsored month.

Website

In 2023, our website had 93.6K visitors and this year we want to help you connect with them even more! We're kicking off this initiative for those who offer lodging or travel experiences, by providing an ad space on the Discover page and other key, promoted pages that have consistent traffic.

Only one advertiser will be accepted per page, making this an exclusive placement! Banner ads should be 600px x 110px.

[HudsonWI.org/Discover](#) Quarterly \$500

(Regional audiences with an average of 4K visitors)

[Fall Into Hudson Seasonal Page](#) August - October \$500

[Stay in Hudson Page](#) Monthly \$150

[Activities Page](#) Monthly \$150

[Member Directory Page Banner Ad](#) \$100

- 3 month duration, linked to website URL of your choice
- Displayed on your primary category directory page