



Company Name

January – December 2026

Levels

Please make selections on the following pages to determine your level.

Personalized Partnership \$25,000+

- One spotlight in a weekly eNews
- One Chamber Magazine Article

Gold \$10,000 - \$24,999

- One highlight in a weekly eNews
- One Chamber Magazine Spotlight

Silver \$7,000 - \$9,999

Individual Selections \$250 - \$6,999

Premier Partnership Marketing Benefits

Included with Silver, Gold, and Personalized Levels.

Social Media Announcement

- 8,300+ followers on Facebook
- 4,900+ followers on LinkedIn

Logo on Chamber Website

- 44,000+ impressions/year
- 27,000+ unique homepage visits to the homepage annually

Logo and recognition in weekly eNews

- 6,300+ recipients sent 45x/year
- 46% average open rate

Logo and recognition in Magazine

- 6,300+ recipients sent 6x/year
- A link to your website included in the digital publication

Personalized Sponsorship Selections

Customize your plan by making selections from the following:

Chamber Mission Development

Advocacy in Action: Legislative Series

- Support the Chamber's mission to advocate for a business-friendly environment, to provide access to elected officials and to offer educational opportunities. Your sponsorship will support all advocacy resources and you'll receive access to all legislative programs.
- ☐ \$6,600 Gold Sponsor – One Year
- ☐ \$3,300 Silver Sponsor – One Year

Business Builder

- Support the Chamber's mission as a Catalyst for business growth, a Convener of leaders and influencers, and as a Champion for a thriving community. Your sponsorship will support networking programs, small business assistance, online business tools and you'll receive access to all [business builder](#) programs. Let us know if you'd prefer to pay your tickets forward to a small business owner.
- ☐ \$6,600 Gold Sponsor – One Year
- ☐ \$3,300 Silver Sponsor – One Year

Chamber Career Center

- Support the Chamber's initiative to help bridge the gap between education and workforce readiness. By providing access to resources and hands-on learning experiences, the Chamber Career Center helps students and young adults align their unique aptitudes and skills with career paths, gaining real-world insights and access to in-demand opportunities. Your sponsorship will empower the Chamber to serve as the central hub, connecting businesses, schools, and individuals to build a stronger workforce in West Michigan.
- ☐ \$9,000 – Lead Sponsor
- ☐ \$6,000 – Gold Sponsor
- ☐ \$3,000 – Silver Sponsor

Impact

- Commit to a specific amount that will be utilized at the Chamber's discretion in a way that will be most impactful to the work of the Chamber.

☐ \$_____

Inclusivity

- Support the Chamber's mission to ensure that our community is a vibrant place to live, learn, work and play. We commit to actions which produce a more inclusive community and economy. Your sponsorship will support all Inclusivity resources and you'll receive access to all Inclusivity programs.
- ☐ \$12,000 Series Lead Sponsor - One Year
- ☐ \$6,600 Gold Sponsor – One Year
- ☐ \$3,300 Silver Sponsor – One Year

Leadership & Talent Development

- Support the Chamber's mission to provide tools and opportunities for talent and leadership development. Your sponsorship will support all leadership and talent resources, and you'll receive access to all leadership programs. *Does not include access to West Coast Leadership.
- ☐ \$7,200 Gold Sponsor – One Year
- ☐ \$3,600 Silver Sponsor – One Year

Young Professionals

- Support the Chamber's initiative to engage with young professionals. The Chamber has acquired HYP and is excited to continue providing opportunities for young professionals to build meaningful connections and to grow as leaders. Your sponsorship will support all young professional programs and resources, and you'll receive access to all young professional programs.
- ☐ \$10,000 – Lead Sponsor
- ☐ \$5,000 – Gold Sponsor
- ☐ \$2,500 – Silver Sponsor

Marketing Opportunities

Email

Member Highlight in Chamber eNews

- Includes one sentence along with your logo (must be submitted 1 week prior)
 - ☐ [Submit content here](#)
- 1 link to your website/blog/landing page included in spotlight
- Sent to 6,300+ accounts email accounts (avg. 46% open rate)
- Maximum of 1 Member Highlight can be purchased per member, per month
- ☐ \$250 – One Highlight

Member Spotlight in Chamber eNews

- Includes 5 sentences about your organization (must be submitted 1 week prior)
 - ☐ [Submit content here](#)
- 2 images must be provided – one will be selected
- 1 link to your website/blog/landing page included in spotlight
- Sent to 6,300+ email accounts (avg. 46% open rate)
- Maximum of 1 Member Spotlight can be purchased per member, per month
 - ☐ \$1,200 – Three Spotlights
 - ☐ \$500 – One Spotlight

The West Coast Way Magazine

Chamber Magazine Article

- 550 words max must be submitted
 - ☐ [Submit content here](#)
- 2 high resolution photos (min. 650 KB) should be provided – 1 will be selected
- Content must be approved by Chamber
- Mailed bi-monthly to 1,200+ businesses and emailed to 6,300+ accounts
 - ☐ \$1,600 – One Article

Chamber Magazine Half Page Back Cover Advertisement **(SOLD FOR 2026)**

- Image for half page ad must be submitted
 - ☐ Ad Specs for Half page ad with 1/4" white space = 8" x 5"
 - ☐ Ad Specs for Half page ad with bleed (sides/bottom) = 8.75" x 5.625"
- Mailed bi-monthly to 1,200+ businesses and emailed to 6,300+ accounts
 - ☐ \$1,200 – Half Page Ad for One Issue

Chamber Magazine Half Page Spotlight or Advertisement

- 300 words max must be submitted
 - ☐ [Submit content here](#)
- 2 high resolution photos (min. 650 KB) should be provided – one will be selected
- Content must be approved by Chamber
- Option to submit display ad instead of content
 - ☐ Ad Specs for Half page ad with 1/4" white space = 8" x 5"
 - ☐ Ad Specs for Half page ad with bleed (sides/bottom) = 8.75" x 5.625"
- Mailed bi-monthly to 1,200+ businesses and emailed to 6,300+ accounts
 - ☐ \$850 – Half Page for One Issue

Website

Job Board Page Sponsor

- Logo on the [Job Board page](#) on the Chamber website
- Includes a link to your website or landing page
- Average of 350 visits to the Job Board page on a monthly basis

- ☐ \$1,500 – One Year

Internship Opportunities Page Sponsor

- Logo on the [Internship Opportunities page](#) on the Chamber website
- Includes a link to your website or landing page
- Average of 334 visits to the Internship Opportunities page on a monthly basis

- ☐ \$1,500 – One Year

Member Directory Sponsor (online version)

- Logo on the [Member Directory page](#) on the Chamber website
- Includes a link to your website or landing page
- Average of 375 visits to the Member Directory page on a monthly basis

- ☐ \$1,500 – One Year

Member News Sponsor

- Logo on the [Member News page](#) on the Chamber website
- Includes a link to your website or landing page
- Average of 375 visits to the Member News page each month

- ☐ \$1,500 – One Year

Website Advertisement

- 1 advertisement on [Chamber homepage](#) under “Chamber Updates”
- 2 images must be provided – one will be selected
- Copy must be provided (35 words or less)
 - ☐ [Submit content here](#)
- 1 link to your website/blog/landing page included
- Average of 4,500 visits to the Chamber homepage each month

- ☐ \$500 – One Month

Programs

Advocacy

Breakfast with our Congressman (December 2026)

This Advocacy in Action program is your opportunity to hear updates from Washington D.C., ask questions of Congressman Huizenga, and participate in discussions about issues that affect you and your business.

- Recognition at the event
- Name/logo displayed at the event
- Name on Chamber event page
- Includes tickets to the program

- ☐ \$3,200 Gold Sponsor – up to 8 tickets
- ☐ \$1,600 Silver Sponsor – up to 4 tickets

Business Building

Economic Forecast (January 2027)

Gain an in-depth look at state and local economic trends through insights drawn from a survey tailored to Ottawa County. Attendees walk away with a hyper-local outlook and actionable information to guide planning, investment, and hiring decisions.

- Recognition at the event
 - Name/logo displayed at the event
 - Name on Chamber event page
 - Includes tickets to the program
- ☐ \$2,600 Gold Sponsor – up to 8 tickets
 - ☐ \$1,300 Silver Sponsor – up to 4 tickets

Networking Program – Social Hour with the Chamber

A casual networking series where participants connect with fellow Chamber members while supporting local businesses. Designed with inclusivity in mind, Social Hour creates a welcoming environment for all by rotating among a variety of venues throughout the year.

- Name/logo on marketing and promotional materials
 - Name on Chamber event page with link to your website
 - Opportunity to set up display table at the event
- ☐ \$300 – One Event

Networking Program – Social Hour with the YP's

A casual networking series designed for young professionals to connect with peers, build relationships, and support local businesses. YP Social Hour offers a welcoming, inclusive atmosphere and rotates among a variety of venues throughout the year—making it easy to show up, plug in, and expand your network.

- Name/logo on marketing and promotional materials
 - Name on Chamber event page with link to your website
 - Opportunity to set up display table at the event
- ☐ \$300 – One Event

Networking Program – Power Event

A fast-paced networking event where professionals make dozens of new connections. With multiple rounds of structured table networking and open networking time, attendees gain

visibility, share their story, and expand their business contacts in an energetic, high-impact setting.

- Recognition during the event
- Name/logo on marketing and promotional materials
- Name on Chamber event page with link to your website
- 1 ticket to the event
- Opportunity to set up a display table at the event
- 2 minutes to address the audience

☐ \$500 – One Event

Networking Program – Zeeland Network

A gathering of Zeeland business representatives to share ideas, build relationships, and access Chamber resources that support business success.

- Name/logo on marketing and promotional materials
- Name on Chamber event page with link to your website
- Opportunity to set up a display table at the event

☐ \$400 – One Event

☐ \$900 – One Year (3 Events)

YP Workshop – Program Sponsor

An interactive learning workshop designed to help young professionals build practical skills through insights from a local leader. Attendees will engage in guided discussion, real-world examples, and shared experiences that encourage growth, confidence, and application beyond the session.

- Recognition during the event
- Name/logo on marketing and promotional materials
- Name on Chamber event page with link to your website
- 1 ticket to the event
- Opportunity to set up a display table at the event
- 2 minutes to address the audience

☐ \$500 – One Event

Community Impact

Community Impact Day + After Party (May 13, 2026)

Volunteers flood the community to complete essential projects for local nonprofits and municipalities, creating meaningful impact across our region. The experience wraps up with a celebration – uniting businesses, nonprofits, municipalities, and community members in service and connection.

- Name/logo displayed at the event
- Name on Chamber event page
- Early access to sign up for nonprofit volunteer locations
- ☐ \$3,500 Gold Sponsor
 - Includes a display table at the After Party
 - Sponsors are welcome to donate their display table to a nonprofit of their choice if preferred
- ☐ \$1,750 Silver Sponsor
- ☐ \$2,500 Photo Sponsor (SOLD)
 - Includes logo displayed on the rolling photo slide show of images from the day

Leadership & Talent Development

Lakeshore Women Connect (March 05, 2026)

An empowering networking event designed to celebrate women stepping into leadership roles and welcome new female professionals to our community.

- Recognition at the event
- Name/logo displayed at the event
- Name on Chamber event page
- Includes tickets to the program
- ☐ \$4,000 Program Sponsor – up to 8 tickets
- ☐ \$2,400 Gold Sponsor – up to 4 tickets
- ☐ \$1,200 Silver Sponsor – up to 2 tickets

Leadership LIVE (May 8, 2026)

Designed to inspire and equip professionals with fresh ideas, practical tools, and meaningful connections. Attendees engage in networking, gain insights from a leadership focused presentation, and leave with strategies to strengthen their teams and organizations.

- Recognition at the event
- Name/logo displayed at the event
- Name on Chamber event page
- Includes tickets to the program
- ☐ \$2,500 Gold Sponsor – up to 8 tickets
- ☐ \$1,250 Silver Sponsor – up to 4 tickets

Women Inspiring Women (November 2026)

An elevated afternoon bringing together women at all stages of their careers for networking and a featured presentation on leadership and personal growth.

- Recognition at the event
- Name/logo displayed at the event
- Name on Chamber event page

- Includes tickets to the program
 - ☐ \$4,000 Program Sponsor – up to 8 tickets
 - ☐ \$2,400 Gold Sponsor – up to 4 tickets
 - ☐ \$1,200 Silver Sponsor – up to 2 tickets

Signature

Annual Awards Celebration: An Evening with the Chamber (September 2026)

An inspiring evening dedicated to recognizing the businesses and leaders shaping our community. As the Chamber's signature event, it offers sponsors a unique opportunity to connect with influential professionals and be showcased alongside excellence.

- Recognition at the event
- Name/logo displayed at the event
- Name on Chamber event page
- Invitation to VIP pre-event reception
 - ☐ \$6,000 Champagne Wall + Toast Sponsor - up to 4 tickets
 - ☐ \$5,000 VIP Reception Sponsor - up to 4 tickets (SOLD)
 - ☐ \$4,800 Live Music Sponsor - up to 4 tickets
 - ☐ \$4,400 Gold Sponsor – up to 6 tickets
 - ☐ \$2,500 Silver Sponsor – up to 4 tickets

Wake Up West Coast Morning Mingle

A high-energy monthly gathering that fuels connections and fresh ideas. Chamber members come together over breakfast to network and hear from dynamic speakers on business, leadership, and community trends.

- Recognition during the event
- Name on Chamber event page with link to your website
- Opportunity to set up a display table in the networking space
- 1 ticket to the event with a seat at the head table
 - ☐ \$700 – One Program

Wake Up West Coast Program

A high-energy monthly gathering that fuels connections and fresh ideas. Chamber members come together over breakfast to network and hear from dynamic speakers on business, leadership, and community trends.

- Recognition during the event
- Name on Chamber event page with link to your website
- 1 ticket to the event with a seat at the head table
- 3 to 5 minute live interview with a Chamber Staff Member
 - ☐ Or you may choose to provide a 1–2 minute video

- ☐ \$2,500 – One Program

Wake Up West Coast Coffee Connector

A high-energy monthly gathering that fuels connections and fresh ideas. Chamber members come together over breakfast to network and hear from dynamic speakers on business, leadership, and community trends.

- Recognition during the event
- Name on Chamber event page with link to your website
- Opportunity to set up high top table near the coffee station
- 1 ticket to the event with a seat at the head table

- ☐ \$500 – One Program

Custom Opportunities

Ambassador Host Sponsor

The Ambassador Team is a group of highly engaged community stakeholders. They are from member organizations just like yours and they represent a diverse range of industries and positions. They help make connections and they serve as catalysts for business success.

- Name/logo on the Ambassador Meeting Event Page
- Opportunity to provide the group with coffee and/or a light breakfast/snacks
- Five to ten minutes to speak to the group
- Opportunity to provide a tour following the meeting

- ☐ \$300 – One Meeting

Business After Hours Host Sponsor

This is your opportunity to highlight your people, space, and work while building lasting business relationships. Give Chamber members a rare, behind-the-scenes look at your business.

- Name/logo on the Chamber Event Page
- Up to five minutes to speak to the group
- Opportunity to provide tours
- Chamber staff support for program logistics and promotion
- Host Requirements:
 - ☐ Provide light refreshments for attendees
 - ☐ Have a space that can accommodate 40-60 guests

- ☐ \$750 – One Event

Executive Connections: Board Meeting

- Recognition at the meeting

- Network with Board of Directors prior to the meeting
 - Opportunity to address the Board of Directors for 3-5 minutes prior to their meeting
- ☐ \$1,000 – One Board Meeting

New Member Application Sponsor

- Logo on the New Member Application page on the Chamber website
 - Includes a link to your website or landing page
 - Average of 300 visits to Join the Chamber page on a monthly basis
- ☐ \$2,400 – One Year

Student Ambassador Program Sponsor

Our Student Ambassador Team is made up of representatives from each local high school in our market. These student leaders engage with the Chamber throughout the year—connecting with businesses, learning about career pathways, developing professional skills, and serving as ambassadors between the business community and their schools.

- Logo on the Student Ambassador Program page on the Chamber website
 - Includes a link to your website or landing page
 - Logo included in Student Ambassador recruitment communication
 - Acknowledgement at Student Ambassador meetings
 - Opportunity to provide remarks at one meeting (may host the group at your location if desired)
- ☐ \$1,200 – One Year - Program runs September through May

West Coast Cash Partner

West Coast Cash boosts the Holland/Zeeland economy by keeping dollars local. There are currently 112 participating merchants and over \$500,000 in active certificates. Over \$3 million dollars in certificates have been issued since the program began in 2016.

- Your sponsorship will enable the staff to further promote and grow the program which serves as an investment in the community.
 - Name/logo printed on every certificate (approximately 26,900 annually)
 - Name/logo listed on the West Coast Cash page on the Chamber website
- ☐ \$12,000 – One Year

West Coast Connect Sponsor

West Coast Connect is an online directory will highlight opportunities to serve nonprofit organizations through roles on a board of directors or in high level/skilled committees. It will also include opportunities to serve in important roles at local municipalities, such as a school boards, township boards and committees, city council, county commission, as well as state and federal legislative seats.

- Includes your logo and a link to your website or landing page on the directory page.

- Your logo will be included in all marketing and email communications
 - Sponsorship also supports staff time to manage this important work
- ☐ \$3,600 – One Year

West Coast Leadership Day Sponsor

The West Coast Leadership Program has been preparing members to assume leadership roles within our community since 1988. This 9-month long course enables participants to take a deep dive into the synergies within Holland/Zeeland with the goal of developing informed and committed community trustees from a diverse network.

- Includes the opportunity to speak to the West Coast Leadership Class.
- ☐ \$1,500 – One Day

Summer Intern Program Series – SOLD FOR 2026

A unique opportunity to bring together summer interns from across the community to kick off their internship experience with purpose and connection. The series launches with a kickoff, orientation-style program at the Chamber, followed by engaging opportunities throughout the summer to connect, learn, and grow. Together, we are shaping a remarkable experience that supports the next generation of talent in both their personal and professional development. Ultimately, we hope this experience will help interns see a future for themselves right here in West Michigan.

- Name/logo on the Summer Intern Series program page
 - Name/logo in all Summer Intern Series email and social media marketing
 - One magazine article highlighting your organization, the partnership & the intern program
 - Three to Five minutes to speak to the group at the Kickoff Program
 - Recognition at additional meet ups/programs during the summer
 - Includes registration fee for up to 7 interns
- ☐ \$3,500 – Program Sponsor
(valued at \$4,500 – reduced for year one collaboration on Pilot Program)

West Coast Leadership Alumni Holiday Party

A festive annual celebration bringing together over 1000 West Coast Leadership alumni for an evening of connection, reflection, and holiday cheer. This signature event offers a unique opportunity to engage with a highly influential network of leaders from across the Lakeshore community.

- Recognition during the event
 - Name on Chamber event page with link to your website
 - Network with WCL Alumni during the event
 - Opportunity to address the attendees for 3-5 minutes during the event
- ☐ \$1,500 – One Program



We're All In

Total Investment:

Please sign below to confirm your selections.

Business

Date

Michigan West Coast

Date

Thank you!

Lindsey Younglove

Vice President of Membership | 616-392-9720

Lindsey@westcoastchamber.org

Britt Delo

Vice President of Strategic Initiatives | 616-392-9719

britt@westcoastchamber.org