

Howell Area  
**Chamber**  
of Commerce

# TRUSTEE MEMBERSHIP

Invest in the Power of  
Partnership, Collaboration,  
and Community Impact.





Investing with the Chamber is like directly investing in our community. As a business, we want our community to thrive and the Chamber mirrors our own goals of supporting all things local. The Chamber does an incredible job of supporting existing businesses, helping us connect with other businesses and to create a community where others would succeed.

**Lauren Coffman**  
 Marketing and Communications  
 Director, Brighton Ford

## Welcome

### TO THE HOWELL CHAMBER EXCLUSIVE TRUSTEE MEMBERSHIP

With 75 years of community leadership, the Howell Area Chamber of Commerce invites you to join us in our mission of empowerment and growth. As a Trustee Member, you won't just gain exposure opportunities; you'll help shape the future of Livingston County. Together, we can boost economic prosperity, strengthen local businesses, and contribute to enhancing the quality of life in our community. Join us where collaboration, advocacy, and innovation meet to create a brighter future. Let's celebrate 75 years of progress and build a lasting legacy together.

Janelle Smith, President  
 Howell Area Chamber  
 of Commerce

## WHY TRUSTEE MEMBERSHIP?

- COMMUNITY IMPACT**  
 Support initiatives focused on economic development, workforce growth, and improving the overall quality of life in our community.
- INFLUENCE AND ADVOCACY**  
 Partner with us to advocate for the best interests of the business community at local, regional, and state levels.
- ELEVATE YOUR BRAND**  
 Gain exclusive access to tailored marketing packages designed for year-round engagement, ensuring continuous visibility and strategic positioning.
- NETWORKING AND GROWTH**  
 Connect with high-quality, civic-minded leaders and expand your company's business network.

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# 2024

## BOARD OF DIRECTORS

- Chair  
 Geof Greeneisen  
 Rescue, LLC
- Vice Chair  
 Marcia Gebarowski  
 AnnArbor SPARK
- Treasurer  
 Nicole Domitrovich  
 Morgan Stanley
- Secretary  
 Suzy Murphy  
 Work Skills Corporation
- Past Chair  
 Andrea Dahline  
 Crosswinds Aviation
- Dennis Perkins  
 Attorney
- Richard Lim  
 Richard Lim Photography
- Susan Pominville  
 Abovo Communications
- Alan Shevela  
 Aludyne
- Holly Ward Lamb  
 Howell Carnegie Library
- David Yancho  
 Armor Protective Packaging
- John Scotta  
 Cobb-Hall Insurance
- Brandon Krugh  
 State Farm Insurance  
 Krugh Agency
- Carrie Newstead  
 Bank of Ann Arbor



## TRUSTEE BENEFITS AND LEVELS

Contact us at [dsamples@howell.org](mailto:dsamples@howell.org) to build your customized Trustee Package.

DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500
✓ <b>ENHANCED MEMBERSHIP LISTING*</b>	✓ <b>ENHANCED MEMBERSHIP LISTING*</b>	✓ <b>ENHANCED MEMBERSHIP LISTING*</b>	✓ <b>ENHANCED MEMBERSHIP LISTING*</b>
✓ <b>QUARTERLY AD</b> on Business Beat podcast	✓ <b>QUARTERLY AD</b> on Business Beat podcast	✓ <b>QUARTERLY AD</b> on Business Beat podcast	
✓ <b>GUEST SPEAKER</b> Opportunity to provide an industry expert	✓ <b>GUEST SPEAKER</b> Opportunity to provide an industry expert	✓ <b>GUEST SPEAKER</b> Opportunity to provide an industry expert	
✓ <b>FULL PAGE AD</b> in digital directory	✓ <b>HALF PAGE AD</b> in digital directory		
✓ <b>CHAMBER WEBSITE</b> Identified as Diamond Trustee on the home page with logo and link	✓ <b>CHAMBER WEBSITE</b> Identified as Platinum Trustee on the home page with logo and link	✓ <b>CHAMBER WEBSITE</b> Identified as Gold Trustee on the home page with logo and link	✓ <b>CHAMBER WEBSITE</b> Identified as Silver Trustee on the home page with logo and link
✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence	✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence	✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence	✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence
✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner	✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner	✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner	✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner
✓ <b>2 ANNUAL PASSES</b> 24 BOB registrations to be used on one event or multiple events	✓ <b>1 ANNUAL PASS</b> 12 BOB registrations to be used on one event or multiple events	✓ <b>6 BOB REGISTRATIONS</b> to be used on one event or multiple events	✓ <b>4 BOB REGISTRATIONS</b> to be used on one event or multiple events
✓ <b>\$19,000 IN SPONSORSHIPS</b> Customize to fit your target audience	✓ <b>\$14,000 IN SPONSORSHIPS</b> Customize to fit your target audience	✓ <b>\$9,000 IN SPONSORSHIPS</b> Customize to fit your target audience	✓ <b>\$7,000 IN SPONSORSHIPS</b> Customize to fit your target audience

\***ENHANCED MEMBERSHIP LISTINGS ON THE CHAMBER WEBSITE INCLUDE:** Physical Address, Website Link, Social Media Links, Driving Directions, Company Description, Expanded Company Description, Company Logo, Search Results Icon, Photo Gallery, Video, Unlimited Keywords, Map Image Selection

## HOWELL AREA CHAMBER OF COMMERCE

## TRUSTEE MEMBERS



- JANUARY**
- 25 Annual Dinner & Citizen of the Year Presentation
- FEBRUARY**
- 13 New Member Welcome
- 21 Changing the Game Series
- APRIL**
- 9 New Member Welcome
- 17 Alliance Economic Series
- 18 Rising Professionals After Hours Mixer
- MAY**
- 7 Rising Professionals Professional Enrichment Series
- 17 Chamber Alliance Morning Mixer
- JUNE**
- 11 New Member Welcome
- 19 Balloonfest Media Night
- 28-30 Michigan Challenge Balloonfest
- 29 Balloons & Brews
- AUGUST**
- 13 New Member Welcome
- 15 Chamber Alliance Morning Mixer
- SEPTEMBER**
- 10 Rising Professionals Enrichment Series
- 18 Alliance Economic Series
- 23 Annual Chamber Golf Classic
- 26 Rising Professionals After Hours Mixer
- 27 Alliance Political Summit
- OCTOBER**
- 8 New Member Welcome
- 10 Sparkle & Strive
- NOVEMBER**
- 14 Rising Professionals Enrichment Series
- 20 Alliance Economic Series
- 29 Fantasy of Lights Parade & 5K
- DECEMBER**
- 12 Holiday Open House

<b>BUSINESS OVER BREAKFAST</b> 2nd Thursday of each month <i>No meeting in January or July</i>	<b>NETWORKING @ NOON</b> 3rd Thursday of each month at noon <i>No meeting in June or December</i>	<b>HAPPY HOUR</b> 4th Tuesday of every month	<b>QUARTERLY RISING PROFESSIONALS</b>	<b>MORNING MIXERS</b> 3 times a year with the Alliance
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# SPONSORSHIP OPPORTUNITIES



**WHY SPONSOR?**  
Your business will be showcased to individuals who are dedicated to making a positive impact, building meaningful connections, and commemorating the achievements of our community.

**AVERAGE ATTENDANCE:** 250

**EXPO AREA:** No

**TARGET AUDIENCE:** Community leaders, business owners, and key stakeholders who actively contribute to and engage with the local community.

## JANUARY

### ANNUAL DINNER & CITIZEN OF THE YEAR PRESENTATION

As a Trustee Member, you'll be honored with an exclusive invitation to join us at our Annual Dinner & Citizen of the Year event, a distinguished and formal affair where we pay tribute to the remarkable accomplishments of community leaders. This prestigious gathering serves as a beacon of recognition and appreciation, shining a spotlight on the essential programs and initiatives supported by our chamber.

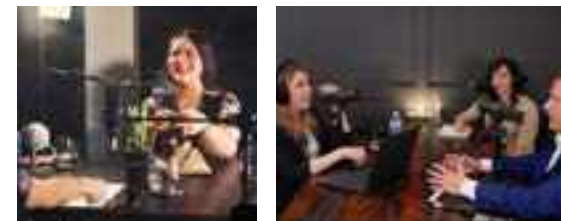


## FEBRUARY - NOVEMBER

### BUSINESS BEAT PODCAST

The Business Beat podcast talks with community leaders about issues shaping our community. Hosted by Janelle Smith & Dianne Samples, this monthly podcast explores business, economic development, housing, transportation, and much more.

Recorded at Speakeasy Podcast in Brighton and edited and produced by Wayne Media Group.



#### WHY SPONSOR

A unique opportunity for your business to align with community leaders, showcase a commitment to local issues, and gain exposure in discussions covering business, economic development, housing, transportation, and beyond.

**TARGET AUDIENCE:** Individuals interested in local affairs, community development, and business-related topics. This may encompass a diverse audience, including business professionals, community leaders, residents, and anyone keen on staying informed about the issues shaping our community.

#### WHY SPONSOR

Gain heightened visibility, foster valuable connections within the Chamber community, and position your business as a supporter of professional development, community engagement, and local business growth.

**AVERAGE ATTENDANCE:** 35-50+

**EXPO AREA:** Yes

**TARGET AUDIENCE:** Young professionals seeking skill development and community engagement, new Chamber members looking to understand and leverage their membership, and local business owners/professionals interested in networking.

## YEAR-ROUND

### NETWORKING EVENTS

#### RISING PROFESSIONALS

Connects young professionals in our community to build skills, network, and strengthen community involvement.

#### NEW MEMBER WELCOME

This event is designed to help members maximize the benefits of Chamber membership by meeting Chamber staff, getting details on our programs and learning how to access resources.

#### BUSINESS OVER BREAKFAST

Kick start your day with our Business Boost Breakfast! Share a cup of coffee and engage in meaningful conversations with the Chamber community. Host this event at your place to not only broaden your social circle but also showcase your business to a receptive audience. Let your story be heard and your business shine in the heart of our thriving community.

## MAY - OCTOBER

### SUNDAY FARMERS' MARKET

Our Farmer's Market is a cherished weekly tradition in downtown Howell running from the first weekend in May to the last weekend in October. This bustling market on State and Clinton streets, adjacent to the historic Livingston County Courthouse, showcases locally sourced produce, artisanal crafts, and homemade goods.



#### WHY SPONSOR?

Provides businesses an opportunity to align with community values, showcase commitment to local agriculture, and engage directly with a diverse audience, enhancing brand visibility and fostering positive associations.

**AVERAGE ATTENDANCE:** 6,000 - 7,000 each Sunday

**EXPO AREA:** Space for vendors only.

**TARGET AUDIENCE:** A diverse audience, including local residents and visitors, who are keen on exploring and supporting locally grown produce, bedding plants, flowers, homemade goods, and crafts while enjoying the vibrant atmosphere in downtown Howell.



MICHIGAN CHALLENGE

# Balloonfest

**WHY SPONSOR**

Sponsoring the Michigan Challenge Balloonfest provides businesses with a prime opportunity to align their brand with a popular summer event, gain widespread visibility, and contribute to community engagement while enjoying the lasting impact of association with the signature event of the Howell Chamber.

**AVERAGE ATTENDANCE:** 80,000–100,000

**EXPO AREA:** See sponsorship details.

**TARGET AUDIENCE:**  
Families, entertainment enthusiasts, and individuals of all ages. Local residents and a significant number of visitors traveling from outside of Livingston County.

**JUNE**  
**BALLOONFEST**

Be a part of a cherished local tradition and dive into the vibrant downtown atmosphere of Howell during the Michigan Challenge Balloonfest.

In addition to the breathtaking sight of 40 skilled balloon pilots competing and thrilling competitions, visit downtown Howell for our Balloon and Brews craft beer experience.

Discover unique downtown shops offering special sales, adding to the excitement of this iconic event held each June at Howell High School campus.

This premier early summer extravaganza in Livingston County not only captivates a diverse audience but also offers sponsors unparalleled exposure across Michigan.



**WHY SPONSOR?**

Balloon & Brews offers sponsors a targeted audience. Craft beer buyers are adventurous and discerning, seeking out unique flavors and supporting local breweries. They value community connections, social experiences, and sustainability, engaging with the craft beer community through events and online platforms.

**AVERAGE ATTENDANCE:** 150–250

**EXPO AREA:** Yes

**TARGET AUDIENCE:**  
Adventurous and discerning. They value community connections, social experiences, and sustainability.

**JUNE**  
**BALLOON & BREWS**

This is a fundraiser to support our Fantasy of Lights event. Guests enjoy an afternoon of select beer tastings from our local breweries, food, games and entertainment.

In its inaugural year, Balloons & Brews hosted over 150 guests and 5 local breweries.



**AUGUST**  
**CORNHOWELL TOURNAMENT**

The Howell Chamber, Mainstreet DDA, and Howell Recreation proudly present the 3rd annual CornHowell Tournament, set up in the State Street Lot in Downtown Howell — adjacent to the historic Livingston County Courthouse next to the festival tent area.

This fun event coincides with the Howell Melon Festival in August.



**WHY SPONSOR?**

The Howell Melon Festival is a popular community event giving businesses visibility among a diverse audience. Businesses can showcase their commitment to local festivities, engage directly with attendees in the lively downtown Howell setting, and foster positive brand associations, making it an ideal platform for community engagement and exposure.

**AVERAGE ATTENDANCE:** 35,000+

**EXPO AREA:** No

**TARGET AUDIENCE:**  
Local residents and festival-goers, drawn to the lively atmosphere in downtown Howell. This event attracts families, individuals, and community members of all ages.

**SEPTEMBER**  
**ANNUAL GOLF CLASSIC**

A day of Pure Michigan fall weather on a pristine golf course, connecting with fellow entrepreneurs, business owners, and community leaders to build and strengthen connections both on and off the course.

Our Annual Golf Classic is a delightful opportunity to entertain clients, engage in team building with your staff, or meet potential clients and customers.

Whether you and your teammates are seasoned golfers or first-timers, our scramble format makes golf fun for all levels of play.



**WHY SPONSOR?**

Sponsoring the Chamber Golf Classic allows businesses to gain visibility among a targeted audience, and showcase their commitment to community engagement and networking, creating positive brand associations and contributing to the success of this well-established annual tradition.

**AVERAGE ATTENDANCE:** 144

**EXPO AREA:** Yes

**TARGET AUDIENCE:**  
Entrepreneurs, business owners, and community leaders.

### WHY SPONSOR?

Sponsoring Sparkle and Strive is a powerful opportunity for businesses to support women's empowerment, break stigmas around mental health, and foster safe spaces in the workplace, creating positive brand associations and contributing to the well-being and professional growth of women leaders.

**AVERAGE ATTENDANCE:** 100+

**EXPO AREA:** Yes

### TARGET AUDIENCE:

Women leaders and professionals seeking empowerment, insights on mental health, and strategies for success, fostering a diverse and supportive community focused on personal and professional growth.

### OCTOBER

## SPARKLE & STRIVE

At Sparkle and Strive—an evening of self-indulgence with wine, decadent desserts, and inspiring discussions—you'll discover groundbreaking insights on mental health, setting boundaries, and workplace empowerment.

Featuring a co-ed panel dedicated to breaking stigmas and fostering safe spaces, this event is designed for women and leaders striving for balance, presence, and success, offering transformative insights on using courage to nurture and transform your inner sparkle.



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**CHRISTINE BENETT**

Administrative & Event Assistant  
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**Our dedicated staff stands ready to help you make a difference through collaborative partnerships, strategic advocacy, and innovative initiatives.**

**With their expertise, you can engage in exclusive opportunities, strengthen community connections, and position your brand for impactful interactions that resonate with your target audience.**

**Partner with us, and let our experienced staff make the journey as seamless and beneficial as possible for your business as we work together to foster growth and prosperity in our community.**

**Call today: 517-546-3920**

### WHY SPONSOR?

Sponsoring Fantasy of Lights is a strategic opportunity for businesses to enhance local visibility, align with a beloved Black Friday tradition, and foster positive brand associations during the festive holiday season.

**AVERAGE ATTENDANCE:** 35,000

**EXPO AREA:** Yes

### TARGET AUDIENCE:

A diverse audience of community members, families, runners and holiday enthusiasts.

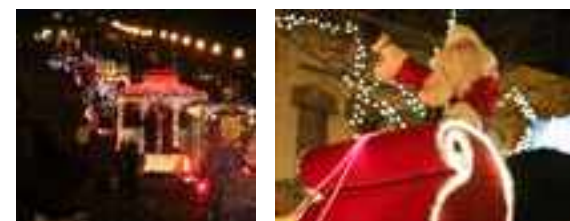
### NOVEMBER

## FANTASY OF LIGHTS

Fantasy of Lights marks the beginning of the holiday season, featuring local dining, shopping, Santa, and a brilliant night parade through historic downtown Howell.

Enjoy live entertainment, a visit with Santa and his Reindeer, and the unique Fantasy 5K race with runners adorned in holiday attire along the parade route.

The culminating event is the Fantasy of Lights Parade, hosted by the Howell Area Chamber of Commerce Foundation, a cherished holiday tradition celebrating 40 years, showcasing beautifully lit floats, local marching bands, first responders, special guests, and Santa himself!





As a Trustee Member, you're not simply investing in marketing your business; you're investing in our shared mission to unite and empower our community. Through tailored strategies aligned with your business's mission and target audience, we offer exclusive opportunities for continuous visibility, showcasing your commitment to our collective mission year-round. This unique approach not only strengthens your community ties but also strategically positions your brand to resonate with audiences who stand to benefit most from your business.

