



Howell Area  
**Chamber**  
of Commerce

# TRUSTEE MEMBERSHIP

Invest in the Power of  
Leadership, Connection,  
and Advocacy.





“Investing with the Chamber is a direct investment 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 over 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.
- ECONOMIC DEVELOPMENT AND BUSINESS GROWTH**  
 Support initiatives that strengthen our local economy, foster innovation, and create opportunities for businesses to grow and thrive throughout Livingston County.
- NETWORKING AND EDUCATION**  
 Connect with civic-minded leaders and expand professional networks through programs designed to share knowledge, build relationships, and inspire ongoing learning.

# TABLE OF CONTENTS

- TRUSTEE MEMBERSHIP BENEFITS AND LEVELS..... 2
- TRUSTEE MEMBERS ..... 3
- 2025 EVENTS..... 3
- SPONSORSHIP OPPORTUNITIES ..... 4-8

# 2026

## BOARD OF DIRECTORS

-  Chair  
 Suzy Murphy  
 Work Skills Corporation
-  Vice Chair  
 Susan Pominville  
 Abovo Communications
-  Treasurer  
 Brandon Krugh  
 State Farm Insurance  
 Krugh Agency
-  Secretary  
 John Scotta  
 Cobb-Hall Insurance
-  Past Chair  
 Nicole Domitrovich  
 Morgan Stanley
-  Geof Greeneisen  
 Rescue, LLC
-  Carol Griffith  
 Griffith Realty
-  Dr. Michael Hubert  
 Livingston Educational  
 Service Agency
-  John Lundin  
 Chem-Trend
-  Carrie Newstead  
 Livingston County United Way
-  Dennis Perkins  
 Attorney
-  Michael Sage  
 DTE
-  Mark Sarafa  
 Pop Daddy Snacks
-  Marty Smith  
 Bank of Ann Arbor
-  Holly Ward Lamb  
 Howell Carnegie Library

# 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> <i>value \$1,000</i>	✓ <b>ENHANCED MEMBERSHIP LISTING*</b> <i>value \$1,000</i>	✓ <b>ENHANCED MEMBERSHIP LISTING*</b> <i>value \$1,000</i>	✓ <b>ENHANCED MEMBERSHIP LISTING*</b> <i>value \$1,000</i>
✓ <b>QUARTERLY AD</b> on Business Beat podcast <i>value \$800</i>	✓ <b>QUARTERLY AD</b> on Business Beat podcast <i>value \$800</i>	✓ <b>QUARTERLY AD</b> on Business Beat podcast <i>value \$800</i>	
✓ <b>GUEST SPEAKER</b> Opportunity to provide an industry expert <i>value \$1,500</i>	✓ <b>GUEST SPEAKER</b> Opportunity to provide an industry expert <i>value \$1,500</i>	✓ <b>GUEST SPEAKER</b> Opportunity to provide an industry expert <i>value \$1,500</i>	
✓ <b>FULL PAGE AD</b> in digital directory <i>value \$2,500</i>	✓ <b>HALF PAGE AD</b> in digital directory <i>value \$1,500</i>	✓ <b>QUARTER PAGE AD</b> in digital directory <i>value \$549</i>	
✓ <b>CHAMBER WEBSITE</b> Identified as Diamond Trustee on the home page with logo and link <i>value \$4,000</i>	✓ <b>CHAMBER WEBSITE</b> Identified as Platinum Trustee on the home page with logo and link <i>value \$4,000</i>	✓ <b>CHAMBER WEBSITE</b> Identified as Gold Trustee on the home page with logo and link <i>value \$4,000</i>	✓ <b>CHAMBER WEBSITE</b> Identified as Silver Trustee on the home page with logo and link <i>value \$4,000</i>
✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence <i>value \$9,000</i>	✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence <i>value \$9,000</i>	✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence <i>value \$9,000</i>	✓ <b>EMAIL MARKETING</b> Chamber Advantage weekly recognition logo with hyperlink  Logo on signature of all chamber staff email correspondence <i>value \$9,000</i>
✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner <i>value \$2,000</i>	✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner <i>value \$2,000</i>	✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner <i>value \$2,000</i>	✓ <b>ANNUAL DINNER</b> Featured award at Annual Dinner <i>value \$2,000</i>
✓ <b>GOOD MORNING LIVINGSTON</b> 8 Registrations Valid for one or multiple programs <i>value \$280</i>	✓ <b>GOOD MORNING LIVINGSTON</b> 6 Registrations Valid for one or multiple programs <i>value \$210</i>	✓ <b>GOOD MORNING LIVINGSTON</b> 4 Registrations Valid for one or multiple programs <i>value \$140</i>	✓ <b>GOOD MORNING LIVINGSTON</b> 4 Registrations Valid for one or multiple programs <i>value \$140</i>
✓ <b>INCLUDE COMPANY SWAG</b> in our new member welcome bags <i>value \$750</i>	✓ <b>INCLUDE COMPANY SWAG</b> in our new member welcome bags <i>value \$750</i>	✓ <b>INCLUDE COMPANY SWAG</b> in our new member welcome bags <i>value \$750</i>	✓ <b>INCLUDE COMPANY SWAG</b> in our new member welcome bags <i>value \$750</i>
✓ <b>\$20,000 IN SPONSORSHIPS</b> Customize to fit your target audience <i>value \$20,000</i>	✓ <b>\$15,000 IN SPONSORSHIPS</b> Customize to fit your target audience <i>value \$15,000</i>	✓ <b>\$10,000 IN SPONSORSHIPS</b> Customize to fit your target audience <i>value \$10,000</i>	✓ <b>\$7,500 IN SPONSORSHIPS</b> Customize to fit your target audience <i>value \$7,500</i>
<b>TOTAL VALUE \$41,830</b>	<b>TOTAL VALUE \$35,760</b>	<b>TOTAL VALUE \$29,739</b>	<b>TOTAL VALUE \$24,390</b>

\*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

### DIAMOND



### PLATINUM



### GOLD



### SILVER



**GOOD MORNING LIVINGSTON**  
Quarterly

**MEMBER MOMENTUM**  
2nd Wednesday of every month

**HAPPY HOUR**  
4th Tuesday of every month

**EDGE GROUPS**  
Monthly details at howell.org

**MORNING MIXERS**  
3 times a year with the Alliance

### JANUARY

29 Annual Dinner & Citizen of the Year Presentation

### FEBRUARY

3-5 Membership Event

### MARCH

5 Good Morning Livingston

### APRIL

16 Civics Bee

### MAY

7 Good Morning Livingston

15 GLCCA Morning Mixer

### JUNE

27 Balloons & Brews

26-28 Balloonfest

### JULY

30 ATHENA Nomination Night

### AUGUST

13 GLCCA Morning Mixer

### SEPTEMBER

17 Good Morning Livingston

28 Golf Classic

### OCTOBER

15 Livingston ATHENA Awards Event

23 GLCCA Morning Mixer

### NOVEMBER

5 Good Morning Livingston

27 Fantasy of Lights Parade & 5K

### DECEMBER

10 Holiday Open House

# 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:** 275-300

**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.



**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.



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:** 60,000–80,000

**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.

**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.

**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.



**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.



**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:** 100–150

**EXPO AREA:** Yes

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



**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 great opportunity for client entertainment, team building, and connecting with 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.

**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!



**WHY SPONSOR?**

Sponsoring Fantasy of Lights offers businesses a strategic opportunity to increase local visibility, connect with community traditions, and build positive brand associations during the holiday season.

**AVERAGE ATTENDANCE:** 35,000

**EXPO AREA:** Yes

**TARGET AUDIENCE:**

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

**OCTOBER**

## LIVINGSTON ATHENA

Celebrate the exceptional women leaders who shape Livingston County at our premier Livingston ATHENA event. This gathering honors those who excel in leadership, actively mentor others, and make a meaningful impact on the community.

Livingston ATHENA spotlights individuals who champion inclusivity, empower others, and foster a culture of growth. Together, we recognize the achievements of those who drive positive change and inspire community progress.



**WHY SPONSOR**

Position your business alongside influential community leaders and support the empowerment of women across Livingston County. Sponsoring Livingston ATHENA showcases your commitment to leadership, mentorship, and positive community impact while highlighting your role in fostering growth and empowerment.

**TARGET AUDIENCE:**

Professionals and residents passionate about leadership, community development, and professional growth. This includes business leaders, community influencers, and individuals who value mentorship and the advancement of women.

**YEAR-ROUND**

## NETWORKING EVENTS

**EDGE GROUPS**

Monthly roundtables that bring together professionals across industries to share ideas, tackle challenges, and strengthen the local business community.

**MEMBER MOMENTUM**

A welcome event for new and returning members to connect with staff, explore programs, and discover how to get the most out of membership.

**GOOD MORNING LIVINGSTON**

Start your day with coffee, connection, and insight from a featured speaker at our signature morning networking series.

**HAPPY HOUR**

Network and unwind in a casual atmosphere with cocktails, appetizers, and valuable business connections.

**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:** 15-20

**TARGET AUDIENCE:**

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.



## YOUR TRUSTEE INVESTMENT INSPIRING COMMUNITY IMPACT AND BRAND GROWTH

Your investment as a Trustee Member is designed to strengthen your brand's presence as a community advocate and increase its impact across Livingston County.

Trustee Packages create unique opportunities for your business to connect meaningfully through sponsorships, ad placements, and community-centered networking. Each level offers the opportunity to align with the Chamber's mission of empowerment and growth.

Aligned with this shared purpose, we're excited to launch the Livingston Business HUB—a center for business growth, innovation, and local collaboration. Together, we drive community impact and empower businesses across our region.



## EMPOWER TOMORROW'S BUSINESS LEADERS

The Livingston Business HUB, a partnership between the Howell Area Chamber of Commerce and MEDC, is a dynamic Innovation Center dedicated to fostering small business growth. Located within the Chamber building, this reimagined space offers co-working areas, conference rooms, and office suites designed to nurture the next generation of entrepreneurs.

Your business can support the HUB through sponsorship, mentorship programs, investment funds, technology donations, and exclusive training sessions. By partnering with us, you can play a crucial role in equipping the HUB with essential resources, guiding startups, supporting entrepreneurs and connecting your business with a new highly motivated workforce.

**Ask us about becoming a HUB sponsor. Your partnership can make a transformative impact on our community's growth and prosperity.**



**JANELLE SMITH**  
President  
jsmith@howell.org



**DIANNE SAMPLES**  
Programming and  
Engagement Director  
dsamples@howell.org



**JENNIFER NIELSEN**  
Membership Director  
jnielsen@howell.org



**LIZ CURNALIA**  
Events Coordinator  
lcurnalia@howell.org



**LOU ANNE BALAN**  
Administrative  
Office Coordinator  
lbalan@howell.org



**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**

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.

