



2027 SPONSORSHIP & VISIBILITY GUIDE

Partner with the Detroit Lakes Regional Chamber of Commerce to elevate your brand, strengthen relationships, and invest in the future of our region.

700 Summit Ave, Detroit Lakes, MN
218.847.9202
dlchamber@visitdetroitlakes.com
DetroitLakesChamber.com



Why Sponsor a Chamber Event

Sponsoring a Detroit Lakes Regional Chamber of Commerce event places your organization at the center of leadership, connection, and community impact. Our sponsors are recognized not just for their brand, but for their commitment to strengthening the region's economy and quality of life.

Return on Investment (ROI)

✓ Targeted Visibility

Reach business owners, executives, entrepreneurs, elected officials, and engaged community members through high-visibility events and year-round marketing.

✓ Trusted Brand Alignment

Association with the Chamber signals credibility, leadership, and investment in the long-term success of the Detroit Lakes region.

✓ Relationship-Driven Access

Chamber events create space for meaningful conversations—connecting sponsors directly with decision-makers, peers, and future partners.

✓ Year-Round Exposure

Sponsors receive recognition through event promotions, digital communications, on-site signage, and verbal acknowledgments—extending your reach beyond a single day.

✓ Community Impact

Your sponsorship supports programs that drive economic development, workforce engagement, professional growth, and community connection.

Why It Matters

Chamber sponsorships deliver more than impressions—they create influence, trust, and lasting relationships. When you sponsor a Chamber event, your organization is seen as a partner in progress and a champion for our region.

Plan Once. Maximize Impact.

This guide brings all Chamber sponsorship opportunities into one place, making it easy to plan marketing strategies, align budgets, and select sponsorships for the year ahead. By choosing opportunities in advance, businesses can streamline their investment, maximize visibility, and receive a single invoice for their annual Chamber support.

Sponsorship Opportunities At a Glance

Ready to Partner?

We welcome the opportunity to customize sponsorships to align with your goals. Together, we can elevate business, leadership, and community across the Detroit Lakes region.

Annual Economic Development Summit | March 2027

- ☐ Platinum Sponsor - \$800
- ☐ Gold Sponsor - \$600
- ☐ Silver Sponsor - \$400

Please Send Additional Information On:

- ☐ Fourth of July Fireworks
- ☐ Welcome Back Teachers
- ☐ Holiday Parade of Lights
- ☐ Host :45 Fill-Up

1st Annual Golf Tournament | Spring 2027 (more details to come)

Chamber Annual Meeting | May 2027

- ☐ Chamber Supporter - \$500
- ☐ Chamber Friend - \$250

MN Capital Visit | March 2027

- ☐ Annual Sponsor - \$2,500

Cruise DL Nights | June - September

- ☐ Series Sponsor (All Four Events) - \$2,000

Art in the Park | July 25, 2027

- ☐ Featured Sponsor - \$1,000

The People Factor | October 2027

- ☐ Presenting Sponsor - \$1,500
- ☐ Lunch Sponsor - \$1,200
- ☐ Conference Sponsor - \$600

Coffee + Community | Quarterly

- ☐ Event Sponsor - \$500 per event (4x/year)

M3 - Member Meet & Mingle | Quarterly

- ☐ Event Sponsor - \$500 plus Catering Costs

Member 101 | Semi-Annual

- ☐ February Event Sponsor - \$250
- ☐ August Event Sponsor - \$250

COMPASS Young Professionals Network Program

- ☐ Annual Sponsor - \$1,000

Experience DL Investor

- ☐ Annual Sponsor - \$500

Let's Find the Right Fit

Contact the Chamber to explore sponsorship opportunities and determine which options best align with your marketing goals, audience, and budget. We're happy to help you create a sponsorship plan that works for your business.



Annual Economic Development Summit

The Annual Economic Development Summit brings together Chamber members, business leaders, and elected officials for a high-energy, forward-looking conversation about the region's economic future. This signature event sparks dialogue, shares insights, and connects decision-makers shaping growth and opportunity.

Platinum - \$800

- ✦ Prominent logo placement on all event marketing
- ✦ Six complimentary tickets
- ✦ Insert in the attendee packet and vendor table
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap

Silver - \$400

- ✦ Logo placement on all event marketing
- ✦ Two complimentary tickets
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap

Gold - \$600

- ✦ Logo placement on all event marketing
- ✦ Four complimentary tickets
- ✦ Insert in the attendee packet or vendor table
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap



March 2027 | 8:00 AM - 12:30 PM



Chamber Annual Meeting

The Chamber Annual Meeting celebrates progress, leadership, and momentum. Members gather to hear Chamber updates, engage with an inspiring speaker, and connect with members.

Chamber Supporter - \$500

- ✦ Prominent logo placement on all event marketing
- ✦ Four complimentary tickets
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap

Chamber Friend - \$250

- ✦ Logo placement on all event marketing
- ✦ Two complimentary tickets
- ✦ Recognition at the event
- ✦ Recognition at the podium
- ✦ Recognition in the event recap



May 2027 | 3:00 - 5:00 PM



Minnesota Day at the Capital

This sponsorship places your business at the center of regional advocacy—demonstrating leadership, credibility, and commitment to shaping Minnesota’s future. It is a rare opportunity to gain direct access to policymakers, elevate your visibility among peers, and align your brand with meaningful civic leadership.

Sponsor - \$2,500

- ✦ Exclusive recognition as the Minnesota Day at the Capital 2026 Sponsor
- ✦ Registration for one attendee (travel & lodging not included)
- ✦ Recognition across all event marketing and communications
- ✦ Company logo on the event registration page
- ✦ Opportunity to address all attendees during the Day at the Capital
- ✦ Company logo featured in the FMWF The Bridge and DL Chamber recap

March 2027

All chamber members will be invited to participate in **Minnesota Day at the Capital**, coordinated in collaboration with the Fargo–Moorhead–West Fargo Chamber. This opportunity provides members with direct access to state leaders and a chance to engage in issues impacting our regional business community. A registration fee applies; lodging and transportation are separate, with hotel recommendations provided to support planning and convenience.





Cruise DL Nights

Cruise Nights are a beloved summer tradition, drawing residents and visitors to the City Beach for classic cars, community pride, and vibrant energy. Sponsors enjoy unmatched exposure to a broad audience.

Series Sponsor - \$2,000 - All Four Events

- ✦ Logo placement on all event marketing
- ✦ Recognition at each Cruise Night



2nd Wednesday in June, July, August and September | 4:00 - 8:00 PM



Art in the Park

Art in the Park celebrates creativity, community, and culture with vendors, artists, and families gathering in the city park for a vibrant summer experience.

Featured Sponsor - \$1,000

- ✦ Logo placement on all event marketing
- ✦ Recognition at the event
- ✦ Opportunity for attendee giveaway

July 25, 2027 | 9:00 AM - 3:00 PM | Detroit Lakes City Park

Coffee + Community

Coffee + Community sessions build awareness and understanding of the organizations, services, and issues that shape our community—creating informed, engaged citizens and leaders.

Event Sponsor - \$500 per Event

- ✦ Logo placement on all event marketing
- ✦ Recognition at the event
- ✦ Opportunity to welcome attendees
- ✦ Recognition in the event recap

Quarterly Event





The People Factor HR Conference

The People Factor Human Resource Conference equips the people who hire, lead, and develop employees with practical tools, fresh ideas, and valuable connections. Your sponsorship helps create stronger workplaces, stronger organizations, and ultimately a stronger regional economy.

Presenting Sponsor - \$1,500

- ✦ Speaking opportunity at the event
- ✦ Prominent logo placement as presenting sponsor on all marketing materials
- ✦ Optional vendor table
- ✦ 4 complimentary tickets for staff, customers, or prospective customers

Lunch Sponsor - \$1,200

- ✦ Speaking opportunity at the event
- ✦ Logo placement on all marketing materials
- ✦ Optional vendor table
- ✦ 3 complimentary tickets for staff, customers, or prospective customers

Conference Sponsor - \$600

- ✦ Logo placement on all marketing materials
- ✦ Optional vendor table
- ✦ 2 complimentary tickets for staff, customers, or prospective customers

Annually in the Fall



M³ – Member Meet & Mingle

A casual, welcoming gathering free to Chamber members is an opportunity to build relationships, spark conversation, and strengthen connections across the business community. Open to new and long-time members alike, Member Meet & Mingle events create an easy, approachable way to engage and get connected.

Event Sponsor – \$500 per Event*

- ✦ Host in Sponsor business location
- ✦ Logo placement on all event marketing
- ✦ Opportunity to give attendees swag, door prizes, etc.
- ✦ Opportunity to address attendees
- ✦ Recognition in the event recap

*Plus the cost of catering. The Chamber will coordinate the caterer to provide light appetizers along with a cash bar/beverages.

Quarterly Event

Member 101

This welcoming event helps new and existing members understand Chamber benefits, make connections, and discover ways to get involved and maximize their membership. Learn about benefits, discover ways to get involved, and connect with fellow members in a welcoming, low-pressure environment. Come with questions, leave connected and energized.

Event Sponsor – \$250 per Event

- ✦ Logo placement on all event marketing
- ✦ Recognition at the event
- ✦ Opportunity to address attendees
- ✦ Recognition in the event recap

Semi-Annual Event



COMPASS Young Professionals Network

COMPASS connects young professionals to foster career growth, inspire community involvement, and create meaningful experiences that strengthen their connection to the region.

Annual Sponsorship - \$1,000

- ✦ Logo placement on all program marketing
- ✦ Recognition at events
- ✦ Four complimentary annual memberships
- ✦ Opportunity to address YP members
- ✦ YP Friendly Employer designation for recruitment materials



COMPASS Membership -

- ✦ Chamber Member: \$100 per year
- ✦ Non-Chamber Member: \$125 per year
- ✦ Corporate Membership: First member \$100 per year, each additional member \$75 per year

**Social events may have additional fees*



COMPASS YPN is a Year-Round Program

Experience DL

Experience DL Investors are businesses that choose to lead by example—visibly supporting local businesses, shopping local, and community vitality. This sponsorship is ideal for organizations that want to elevate their brand while investing in collaborative promotions and experiences that drive foot traffic and economic energy.

Investor - \$500 Annually

- ✦ Visible support of local businesses and investment in the local economy
- ✦ Experience DL Investor listing on the website
- ✦ Logo recognition on Experience DL promotions and events

Year-Round Program



Holiday Parade of Lights

The Monday after Thanksgiving is the annual Holiday Parade of Lights, a cherished community tradition that brings families, friends, and businesses together to kick off the season with joy and hometown pride. While participation in the parade is free and open to all – with or without a float – businesses are encouraged to sponsor their parade float for **\$100**. This sponsorship helps offset the costs of hosting the parade and ensures this beloved event continues to light up our community for years to come. It's a simple, meaningful way to show your holiday spirit, support a signature community celebration, and demonstrate your commitment to a vibrant, connected Detroit Lakes.



November 29, 2027 | 5:30 PM | Downtown Detroit Lakes

Additional Opportunities

Fourth of July Fireworks | July 4, 2026

Each year, donations are sought to support the annual Fourth of July Fireworks at the Detroit Lakes City Beach. Generous contributions from businesses and individuals—combined with the efforts of volunteers and city staff—come together to create a memorable community celebration. This tradition brings residents and visitors together for a spectacular show that celebrates independence, community pride, and summer in Detroit Lakes.

Welcome Back Teachers | End of August

Participating businesses can provide coupons, gift certificates, merchandise, and/or a door prize for the Welcome Back Teacher bags given to teachers and staff as they begin a new school year. Bags are given out by the Chamber Ambassadors.



Host a :45 Fill-Up! | Monthly

Host a :45 Fill-Up to bring together fellow Chamber businesses for 45 minutes of intentional networking! This event occurs monthly on the second Wednesday from 8:15 – 9:00 AM. The host business would be the location of the event and have coffee and morning pastries for about 10 to 20 attendees.



CHAMBER NEWS

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Annual Economic Development Summit 2026

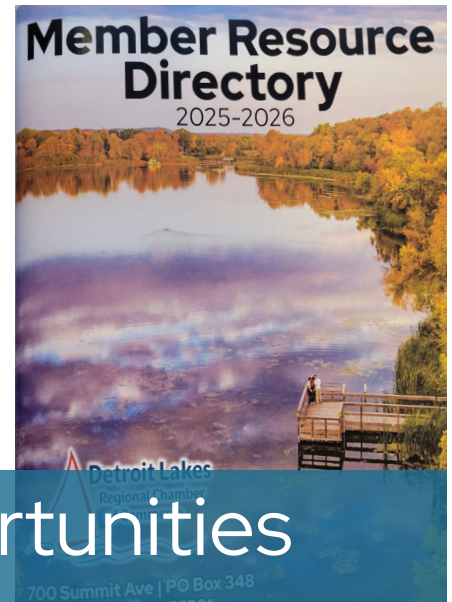
Join Chamber members, business leaders, and elected officials for a high-energy conversation focused on our region's economic future. This year's Summit features insights from Anthony Schaffhauser, Regional Director for Northwest Minnesota at Minnesota Department of Employment and Economic Development, and Erick Garcia Luna, Regional Outreach Director for the Federal Reserve Bank of Minneapolis, along with additional regional and national speakers.

Plan Your Year of Visibility!

We're pleased to share our Sponsorship & Visibility Guide - a helpful resource designed to make planning your Chamber marketing and sponsorships simple and strategic.

This guide brings all available opportunities into one convenient place, allowing members to map out year-round visibility, align sponsorships with business goals, and thoughtfully plan involvement in the events and programs that matter most.

Scan to view the digital Sponsorship & Visibility Guide and learn how to maximize your visibility.



Print Advertising Opportunities

Contact the Chamber to know about our upcoming advertising opportunities, detailed pricing, deadlines, and more!

Newsletter Ads | Monthly Distribution of 600+ (includes online newsletter)

- | | | |
|--------------------|--------------------|-------------------------|
| ✦ Single Ad | ✦ Double Ad | ✦ Full Page Insert |
| ✦ \$210 six months | ✦ \$420 six months | ✦ \$200 one month |
| ✦ \$360 12 months | ✦ \$720 12 months | ✦ \$100 non-profit rate |

Visitor Guide | Annual Distribution of 35,000

- ✦ Member Pricing Discount
- ✦ Early Bird Pricing Discount
- ✦ Ad Sizing:
 - ✦ 1/8 Page - 1/4 Page
 - ✦ 1/3 Page - 1/2 Page
 - ✦ Full Page - Inside Cover
 - ✦ Back Cover

Member Resource Directory | Distribution 600

- ✦ Member Pricing Discount

Snowmobile Map | Distribution 7,000

- ✦ Member Pricing Discount
- ✦ Early Bird Pricing Discount

Coupon Book | Distribution 12,000

- ✦ Member Pricing Discount
- ✦ Full Color Coupon - includes one year online coupon
- ✦ FINDS PAGE



WELCOME TO THE DETROIT LAKES REGIONAL CHAMBER OF COMMERCE

Leadership. Connection. Community.



Digital Advertising Opportunities

Chamber Website

- ✦ Rotating Home Page Banner
 - ✦ \$300 per quarter
 - ✦ 468 x 60 pixels
- ✦ Rotating Directory & Events Landing Page Banner
 - ✦ \$200 per quarter
 - ✦ 468 x 60 pixels
- ✦ Rotating Home Page Lower Ad
 - ✦ \$100 per quarter
 - ✦ 468 x 60 pixels

Website advertising is sold by the quarter, giving your business ongoing exposure rather than a one-time impression.

Chamber Currents Featured Member

- ✦ Chamber Currents Weekly E-Blast
 - ✦ \$100 per month/4 consecutive weeks
 - ✦ Your business logo will appear in four weekly editions and link directly to your website - giving your business repeated visibility throughout the month.

Eblast Stats:

45% Open Rate (16% above industry average)

11% Click Rate (9% above industry average)

Interested? **Call the Chamber to reserve your spot.** It's an easy, affordable way to extend your reach and make the most of your membership!

A Message from the President



Headshot by Overflow Creative



Dear Chamber Partner,

Our Chamber exists to promote and enhance a vibrant business community while contributing to the quality of life in the Detroit Lakes region. We do this by convening leaders, creating meaningful connections, and engaging in the conversations that shape our community's future.

Sponsoring a Chamber event is more than marketing—it is a visible commitment to leadership, collaboration, and community impact. Our events and programming bring together business owners, employers, entrepreneurs, elected officials, and community members in settings designed to inform, inspire, and connect.

This sponsorship guide outlines opportunities to align your organization with programs that matter—economic development, workforce, professional growth, community engagement, and celebration of what makes our region thrive. Whether you choose to support one signature event or multiple initiatives throughout the year, your partnership helps fuel momentum across our business community.

Thank you for investing in the people, ideas, and connections that make Detroit Lakes a great place to live, work, and do business. We look forward to partnering with you.

Warm regards,

Jackie Buboltz

Jackie Buboltz
President & CEO

Detroit Lakes Regional Chamber of Commerce