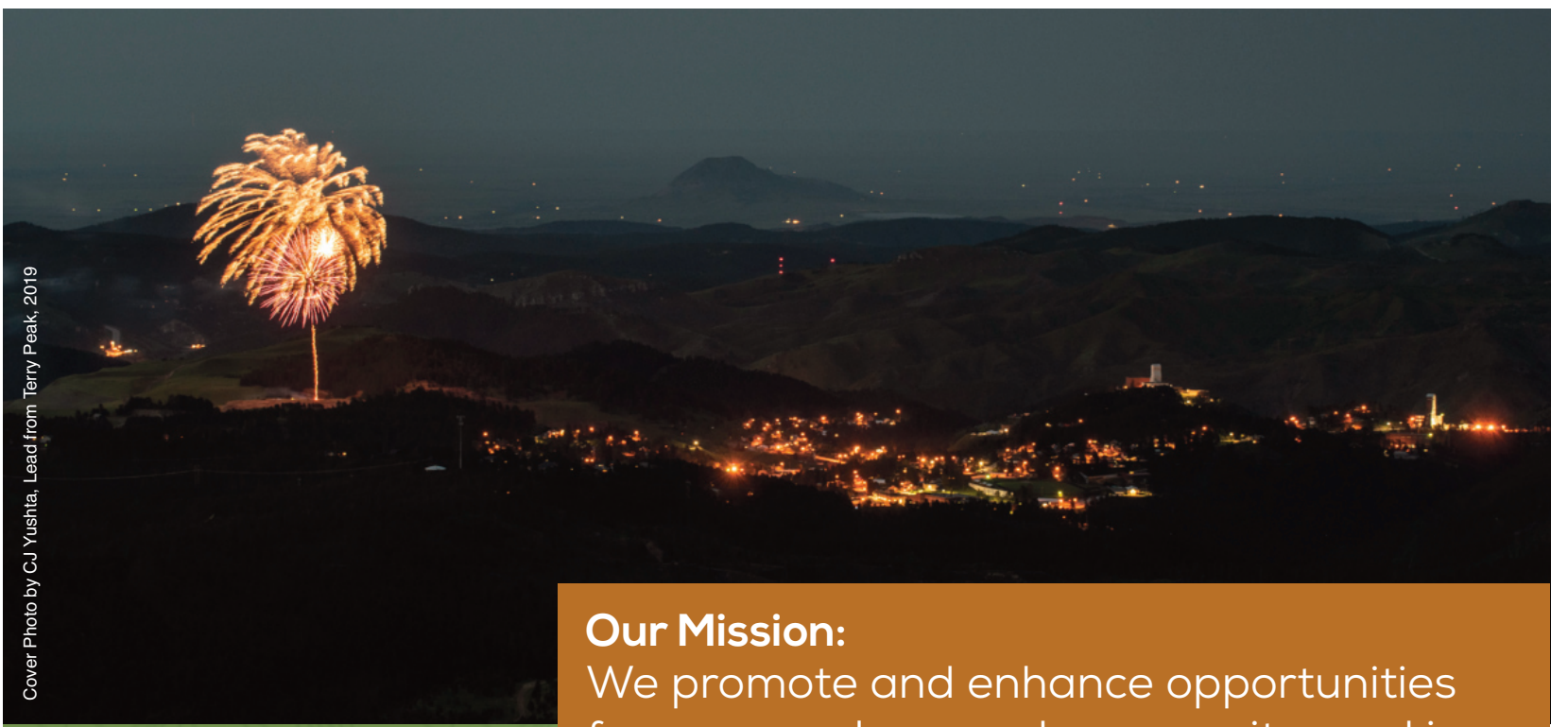
LEAD AREA CHAMBER OF COMMERCE

Media Kit:

Advertising & Sponsorships Opportunities



Cover Photo by CJ Yushta, Lead from Terry Peak, 2019

Our Mission:
We promote and enhance opportunities for our members and community—making this a great place to live, work, and play. Together, we'll go *Miles Beyond Ordinary*!

WHAT WE DO

The Chamber of Commerce is a 501(c)6 non-profit business organization. We promote Lead through advertising aimed at increasing tourism in our wonderful town. We help people in our region get involved in local events and support each other in life and business. People do business with people they know. **Together we'll make Lead #MilesBeyondOrdinary**

HOW WE DO IT

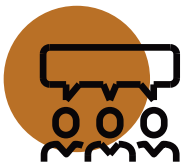
Our main job is connecting you to the community, and connecting the community to you! Here are some specific ways we help do this, all for less than $20 a month*!

Community Events Calendar
Members can submit events to the community calendar on our website. We also promote larger events in our annual magazine.

Weekly Radio Report
We publicize area happenings on our community events calendar with a weekly radio report to sevearl stations! Free mini radio ads!

Monthly Print Newsletter
Showcase your business, your event, and reach our dedicated membership. Member Spotlights help readers get to know you and your business.

Social Media
We'll share your events and updates. With our 3k Facebook and 1,500 Instagram followers. Our social audiences are active and engaged.



Monthly Mixers
An opportunity to meet the movers and shakers of Lead and make connections. Host a monthly mixer and bring 40-75 people to your business.

Seal of Trust
People trust businesses they know. Membership gives your business instant credibility. You are viewed as a trusted community member - beacuase you are!

Weekly Email
Our 600+ subscribers enjoy hearing what's happening in Lead every week.. We average a 30% open rate - 8% higher than the industry average.

Referalls
People call our office every day looking for products and services. We support our members by happily referring their businesses to potential customers.

Event Participation
We organize several big events. Members get visibility and the opportunity to participate in the events that bring business to Lead.

Tourism & Relocation Guide
We write, design and publish a yearly magazine. Anyone can advertise but members get discounts and can be featured in the editorial content.

Website Listing
Our website is on the first page of Google. By including your businesses information and linking to your website we can help you get found online.

Supporting Lead
Membership showcases that you are a loyal and dedicated part of our community. Your participation supports Lead's economic growth.

*based on average business membership of $200/year

2020-2021
LEAD MAGAZINE

Our beautifully designed (and full-color) 48-page publication highlights fun places to visit, stay, and play in the local area. Flip it over and readers can enjoy a helpful relocation guide with information on the community and the many services we offer for residents (and visitors alike)! Last year we had visitor centers along I-90 on the Eastern side of the state call and beg us to send even more boxes of the magazine mid-summer. We engaged in a distribution program in 2019 that had our issues stocked all over the Black Hills - and we literally ran out of all 10,000 issues printed.

The 2020-2021 Issue will have a run of 15,000 (increased by 50%!). Don't miss this chance to be part of our increasingly popular Lead magazine!

Pricing: Super competative pricing - especially when you break it down per issue. From $0.01 - $0.13 per issue. Get the word out about what you do!

	Chamber Members	**Non-Members**
2 Page Spread	$2,000	NA
Full Page	$850	$950
1/2 Page	$550	$650
1/4 Page	$480	$500
1/8 Page	$250	$300

Reserve your spot and pay before 12/31/19 and get 15% off all prices.

Design Services: Need your ad designed or tweaked? Includes one proof. All extra services billed hourly. (We may design in house or we may use an outside service).

	Chamber Members	**Non-Members**
Ad Design	$50	$75
Hourly Rate	$55	$65

Ad Sizes: If you're designing the ad, or having it done here are the sizes. All ads are placed without bleed.

	Trim	Safe
2pg spread	11.5"w	11.25"w
	8.5"h	8.25h
1pg ad	6"w	5.5"w
	8.5"h	8.25h
1/2pg ad (horiz.)	5.5"w	5.75"w
	4.25"h	4"h
1/2pg ad (vert.)	2.75"w	2.7"w
	8.5"h	8.25h
1/4pg ad	2.75"w	2.7"w
	4.25"h	4"h
1/8pg ad	2.75"w	2.7"w
	2"h	2"h

File Info: Artwork should be sent as a PDF at print ready 300dpi with embedded fonts. If we are designing your ad send all files at 300dpi to Sierra@LeadMeThere.org
Deadline: Friday, February 14, 2020, 5pm

Ad Placement: We try to place near pertinent editorial, but ads are placed on a first come first serve basis.

ANNUAL SPONSORSHIPS

The What

Want to be showcased as a pillar in our community? Annual sponsorship positions your company as a significant contributor to the financial and social wellbeing of Lead and its citizens. Your company name will be featured in all our advertising campaigns and at events—where your brand will be prominently displayed in front of thousands. With annual sponsorship, your company has the unique opportunity to build brand awareness and customer trust. Additionally, your team will enjoy complimentary tickets to events that can be gifted as you see fit. Annual sponsorship is a way to support our exciting community-improvement initiatives while solidifying your name as an important community leader.

Winterfest - Every year we celebrate part of what makes us so special - our inordinate amount of winter. With over 200" of snow and lots of winter sports, we wouldn't live here unless we loved it. A chance for locals and tourists to enjoy this special time. Festivities include: a parade, the Mountain Music Festival, Cool Beans cook-off, fireworks, VIP fireworks party, bonfire of Christmas trees, snowshoe hike, fat tire bike race and lots of other fun!
Avg. Attendance: 1-1.5k
VIP Party: 50-75

Annual Banquet - This semi-formal event celebrates Lead and all that makes us unique and awesome. We recognize new and thriving business, enjoy dinner, updates and the annual awards. Special attention given to our annual supporters and sponsors who help make Lead
Avg. Attendance: 80

Gold Camp Jubilee - The 4th of July is the height of summer and our biggest celebration. Events include a Yahtzee run that highlights local businesses, vendors, games, live music, fireworks, VIP fireworks party and lots of other fun stuff. Get your name in front of thousands of people!
Avg. Attendance: 3-5k
VIP party: Maxed at 120

Golf Tournament - A new event in 2020. This informal golf event is more about enjoying the great outdoors, and less about ability. Celebrate a great summer season and highlight your business with prizes, awards and special mentions.

Various Advertising Benefits - Get featured in our monthly print newsletter, our weekly email, our annual magazine, on our electronic sign board and our website.

Light Up Lead - Our light decorating contest celebrates our town as a Christmas Village. Advertising in the Northern Hills could include your name as we invite the surrounding areas to come and visit us for the Holiday Season and participate in our Shop Local campaign.

Hosted Mixer - Our biggest sponsors get their own mixer or a co-hosted mixer (available months). Our mixers have an average attendance of 40-75 (sometimes more) and are a great way to highlight your business and help people hear what you're up to.
Avg. Attendance: 40-75

Other Ideas - We're happy to work with you if you have other needs or ideas about ways to get the word out about your business and what you do. The sky's the limit for advertising opportunity!

The How

~ We'll make sure you're a huge deal. Like the only game in town... what the locals love and use. Where else can your marketing dollars do THAT?

~ We'll market your company for miles. Where ever we go you'll go. Brand awareness is about repetition. The more people see you, the more people trust you - and they'll be seeing you a LOT!

~ You and your employees/guests get to be VIP's at all our events.

~ We'll use your money wisely by investing in events and initiatives that improve the fabric of our community. The better our community, the more people want to visit and live here. The more people who want to visit and live here, the more you expand your customer base. *You can help make Lead Miles Beyond Ordinary!*

Sponsor Level	Firework	Gold	Silver	Copper	Bronze	Tin
Investment	$15,000	$10,000	$7,500	$5,000	$2,500	$1,000
Winterfest: VIP party tickets ($75 each)	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets
Winterfest: Music Festival	Headline Sponsor	Supporting Sponsor	Supporting Sponsor	sponsor	sponsor	sponsor
Annual Banquet ($25)	Table + mention	Table + mention	6 tickets	4 tickets	4 tickets	2 tickets
Gold Camp Jubilee 4th of July Celebration	Headline Sponsor	Supporting Sponsor	Supporting Sponsor	Mentioned Sponsor	Mentioned Sponsor	Sponsor
Gold Camp Jubilee: Yahtzee Run	Headline Sponsors	Supporting Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
Gold Camp Jubilee: VIP Party ($100 each)	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets
Golf Tournament	Headline Sponsor	Supporting Sponsor	Supporting Sponsor	Hole Sponsor	Hole Sponsor	Sponsor
Golf Tournament Tickets ($50)	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets	2 tickets
Light Up Lead	Headline Sponsor	Supporting Sponsor	Supporting Sponsor	Sponsor	Sponsor	Sponsor
Hosted Mixer ($600+ value)	1 mixer	1 co-mixer	1 co-mixer	-	-	-
Newsletter - Monthly	Masthead Exclusive	Logo Mention	Logo Mention	Logo Mention	Logo Mention	Logo Mention
Newsletter Ad Space(s)	4	3	2	1	1	1
Magazine Ad Space(s)	2pg spread	inside cover	full page	1/2 page	1/4 page	1/8 page
Daktronics Board	Exclusive	-	-	-	-	-
eNews - Weekly	Footer	Footer	Footer	-	-	-
Website	Footer Logo	Footer Logo	Footer with Logo	Footer with Logo	Footer Mention	Footer Mention
Total Value	$27,000	$13,500	$9,900	$5,400	$2,525	$1000

Events and items can also be purchased al la carte. Call 584-1100 to discuss.

SPONSOR FORM

Please complete and return to our office, or Sierra@LeadMeThere.org

Your Info

Business/Org Name:
Purchaser Name:
Date:
Billing Address, City:
Best Phone:
Email:
Website:

MAGAZINE ADS

We agree to purchase an ad in the 2020-21 issue.

- ☐ 2pg Spread
- ☐ Full page
- ☐ 1/2 page
- ☐ 1/4 page
- ☐ 1/8 page

MEMBERSHIP DUES

Please pick the membership level that fits you

☐ Senior Friend (65+ / per couple)	$30
☐ Friend of the Chamber (per couple)	$68
☐ Non-Profit Organization	$115
☐ Business - 1 Employee	$150
☐ Business - 2-25 Employees	$225
☐ Business - 26-99 Employees	$400
☐ Business - 100+ Employees	$600

*Defined as the maximum number of full AND part-time employees during peak time of year. Bi/annual and monthly payments also available please call for more information.

SPONSORSHIP PACKAGES

Please list the item

Level: _____ Price: _____

Payment Method: ☐ Cash ☐ Check

☐ Please email an invoice so I can pay online.

_____ _____
Signature of authorized purchaser Date

_____ _____
Signature of Chamber Rep Date

Lead Area Chamber of Commerce
160 W. Main St., Lead, SD 57754 // (605)584-1100
www.LeadMeThere.org

EVENTS '20

February:
1-2, Winterfest

April:
16, Banquet &
Annual Awards

May:
TBD, Thomas J. Grier Day

June:
26-27, All School Reunion

July:
2-5, Gold Camp Jubilee

August:
7-15, Rally in Lead

September:
13, Golf Tournament

November:
27, Shop Local Kick-off

December:
Light up Lead
17, Shop Local Party

MIXERS

Want to have 40-75 people at your business? We're booking 2020 mixers. You provide the food and drinks and we provide the guests. Mixers are a great opportunity to introduce your business to the community and bring your hospitality to Lead.