23-24 LEAD MAGAZINE

Our annual publication is a way for us to spotlight our membership with editorial content. Your membership gets your business and organization mentioned, but why stop there?

Our full-color 48-page publication highlights places to visit, stay, and play. Flip it over and find a helpful relocation guide with information on our community and the many services we offer for residents (and visitors alike)!

As well as distributing to the visitor centers along I-90 we also work with Road Runner distribution to make sure this magazine is available all over the Black Hills. 2020 was a strange year but it remained strong for tourism and we printed all 15,000 copies as planned (though in two batches due to the uncertanties of this last year).

The 2023 - 2024 issue will have a run of 15,000. Want to stock? Issues will be available in early April. We'll bring you a box or two!

Pricing:From $0.02 - $0.14 per issue.

	Chamber Members	Non-Members	Sizes (no bleed)
2 Page Spread.	$2,050.	$2200	11.5"w x 8.5"h
Full Page.	$945.	$1,050	6"w x 8.5"h
1/2 Page	$595	$700	5.5"wx 4.25"h
1/4 Page	$495	$550	2.75"w x 4.25"h
1/8 Page	$280	$350	2.75"w x 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 director@leadmethere.org

Print Ready Work: Receive a 20% discount on your print ready ad! (300dpi .pdf that requires zero alterations or design work from us).

Design Help: Need help with designing your ad? We're happy to recommend several design and marketing members that will give you a good price!

First Come First Serve! We try to put you in a spot next to relevant editorial content, but space goes quickly - reserve today!

Early Bird Payment: Pay before February 1st and receive an additional 15% off.

Deadline: Friday Febraury 24th 2023

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

Business/Org Name:

Billing Address, City:

Best Phone:

Email:

We agree to purchase an ad in the 2023-24 issue.
__2pg Spread __Full page __1/2 page __1/4 page __1/8 page

Please bill:__NOW __ Mar '22

Discounts:_____
15% early payment
20% print ready artwork
Total to pay:_____

_____
Signature and date

_____
Printed Name

Please detach this portion and return to LACC 160 W. Main St. Lead SD 57754

LEAD AREA CHAMBER OF COMMERCE

VISIT LEAD TOURISM OFFICE

ADVERTISING & SPONSORSHIP OPPORTUNITIES 2023

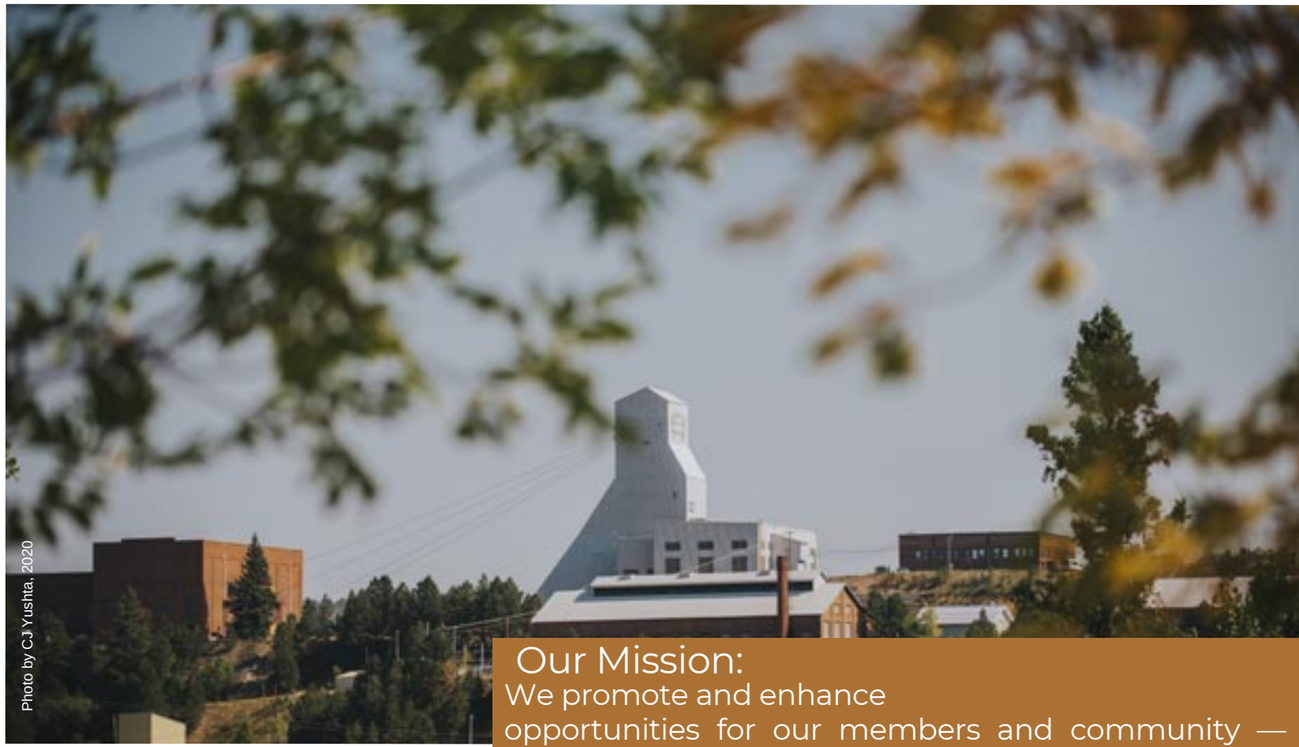


Photo by CJ Yushta, 2020

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 make Lead ! #Miles Beyond Ordinary

What We do

As a 501(c)6 non-profit, the Chamber of Commerce connects the community to you, and you to the community! We work to promote Lead and her businesses through events, advertising and general assistance to help make our town the best it can be! 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! We hope to get to know you even better!

ANNUAL SPONSORSHIPS

Annual sponsorship positions your company as a significant contributor to the well being of Lead and its citizens. Your company name will be featured in all our 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, you'll enjoy complimentary tickets to events that can be gifted as you see fit.

-We'll make sure you're a huge deal - what the locals love and use.

-Where ever we go you go. Brand awareness is about repetition. The more people see you, the more people trust you.

-You get to be VIP's at our events.

-We'll invest your sponsorship dollars in events and initiatives that improve the fabric of our community.

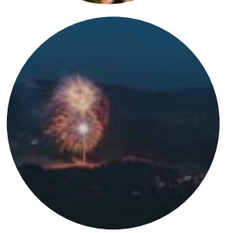
People are moving to Lead from all over the country and we're excited to be on the wave of a new decade that will prove to be the best one yet!

Our events

Winterfest, February 18-19 - With over 300" of snow and lots of winter sports, we've got plenty to love and celebrate. Festivities include: a parade, WinterFest PubCrawl, fireworks, VIP fireworks party, bonfire of Christmas trees, snowshoe hike, and lots of other fun! Avg. Attendance: 1-1.5k approx.

Annual Banquet, March 16th - Our semi-formal annual meeting celebrates Lead and recognizes businesses. Guests enjoy dinner, updates and the annual awards. Special attention given to our annual supporters and sponsors who help make Lead awesome! Avg. Attendance: 80

Black Hills Renaissance Festival, June 10th-11th - Black Hills Renaissance Festival will take you on a magical tour through time and legend – 16th Century Style. Enjoy music, Renaissance themed entertainment and games. Avg. Attendance 3K approx.



Gold Camp Jubilee, July 3rd & 4th - 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 approx.

Golf Tournament, September 5- A smash success in 2020! This informal golf event helps us celebrate a great summer season and will highlight your business with prizes, awards and special mentions. You won't want to miss this event!

Fall In Love with Lead, TBD - A town-wide event to help advertise Lead as a great weekend getaway destination.

Light Up Lead, December 1-31 - Our light decorating contest celebrates our town as a Christmas Village. After we pass out the awards to the locals, we invite the surrounding areas to come and visit us for the Holiday Season and participate in our Shop Local campaign.

Monthly Chamber Mixers, 3rd Thursdays - These are a great way to highlight your business and help people hear what you're up to. Avg. Attendance: 40-75

We're always adding new events, and happy to include your ideas. Want to sponsor one of these events al la carte? Have another idea for a specific sub event? We're happy to have your involvement and would love to find a way to best highlight your business!

PACKAGES & SIGNUP FORM

Every sponsor gets listed on event posters and we try to mention them as often as possible in various ways.
In addition to knowing you're part of investing in Lead, here's our gifts to you for supporting all that we do!

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 ($50)	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets
Annual Banquet ($25)	Table + mention	Table + mention	6 tickets	4 tickets	4 tickets	2 tickets
Gold Camp Jubilee: VIP Party ($100)	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets	-
Golf Tournament Tickets ($75)	8 tickets	6 tickets	4 tickets	2 tickets	2 tickets	1 ticket
Monthly Mixer	1 -mixer	1 co-mixer	1 co-mixer	-	-	-
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
Black Hills Renaissance Festival Tickets ($25)	4 Wkd Passes	2 Wkd Pass	1 Wkd Pass	4 Daily Pass	2 Daily Pass	1 Daily pass
eNews - Weekly	Footer	Footer	Footer	-	-	-
Website	Footer Logo	Footer Logo	Footer with Logo	Footer with Logo	Footer Mention	Footer Mention

SPONSORSHIP PACKAGES

Your Participation Level: _____ Price: _____ Payment Method:____Check (invoice and receipt will be emailed)

____Please email an invoice so I can pay online via credit card

Please bill me: _____NOW _____ After 1/1/23

YOUR INFORMATION

Business/Org Name:

Purchaser Name & Title:
Billing Address:

Best Phone:

Email:

Signature of authorized purchaser:_____ Date:_____

Signature of Chamber Rep:_____Date:_____

Please detach this portion (or scan and email) and return to us LACC 160 W. Main St. Lead SD 57754
Leigha Patterson, Executive Director- director@leadmethere.org