

MARKETING & SPONSORSHIP OPPORTUNITIES 2026



GREATER BURLINGTON
PARTNERSHIP

GREATER BURLINGTON PARTNERSHIP
610 N 4TH ST, STE 200, BURLINGTON, IA
GREATERBURLINGTON.COM



MARKETING & SPONSORSHIP **OPPORTUNITIES**

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WELCOME TO THE 2026 MARKETING & SPONSORSHIP CATALOG WHERE VISIBILITY MEETS VALUE

This isn't just a catalog — it's your opportunity to make an impact.

The Greater Burlington Partnership's Total Resource Campaign (TRC) offers dozens of ways to connect your business with thousands of residents, professionals, and potential customers across the region. From signature community events to targeted networking opportunities, each sponsorship is designed to give your brand more than exposure — it delivers connection, credibility, and community alignment. In this catalog, you'll find options that fit every budget and business goal, with bold descriptions that clearly define the VOI — Value on Investment — so you know what you're getting and why it matters.

We've also made this year's materials easier to navigate, with:

- Clean, consistent formatting for every opportunity
- Real attendance data and exposure metrics (where available)
- Space-saving visuals to help you compare and choose quickly
- Updated, member-first language that answers: "What's in it for me?"

Whether you're a longtime sponsor or considering your first investment, we're here to help you choose options that align with your goals — and make your business stand out.

Thank you for your partnership, your participation, and your belief in the power of a vibrant business community.

Let's make 2026 your most visible year yet.

A handwritten signature in cursive that reads "Melissa Jones".

Melissa Jones | Business Engagement Manager
mjones@greaterburlington.com | Ph: 319-208-0052



MAKING CONNECTIONS



GOLF CLASSIC

The golf course has long been seen as a place where deals are made, and contracts are secured. This is your opportunity to entertain your clients with a day of fun.

AWARDS EVENTS

Join the celebrations including the Annual Dinner, Small Business and Manufacturers Appreciation Events.

COMMITTEE INVOLVEMENT

Grow your network with one-on-one time at committee meetings and give back by helping with the goals of the Greater Burlington Partnership.

NEW MEMBER MEETING

New members are invited to introduce their business, enjoy a meal, meet with Greater Burlington Partnership Staff and discover what opportunities are available to help their business succeed.

BUSINESS AFTER HOURS + REASON FOR THE SEASON

Hosted by member businesses, this is your opportunity to meet new people and network your business. Enjoy food, drink, and prizes!

BUILDING BUSINESS

FRIDAY FACTS

A weekly update featuring "What's New" in and around Greater Burlington, the Greater Burlington Partnership and its members is emailed to over 3,500 business persons each Friday.

THE PARTNERSHIP NEWSLETTER

The premiere communication piece of the Greater Burlington Partnership, The Partnership, is printed monthly and distributed to over 2,000 recipients. New members receive a welcome listing and all members are invited to place special promotions, celebrations, and announcements in the Member Spotlight section or Business Briefs as a benefit of membership.

RIBBON CUTTINGS + GROUND BREAKINGS

When celebrating a grand opening, new location or open house, don't forget to invite the Chamber Ambassadors! A special ceremony will be brought to you and live-streamed on Facebook. Your photo will also be featured in the Partnership Newsletter.

GROWTHZONE INFO HUB

GrowthZone is an Association Management System that allows Chamber of Commerce members to easily access their membership resources and benefits. Submit job openings, internship opportunities, Hot Deals, and more.



BUILDING AWARENESS

SOUTHEAST IOWA DAYS + WASHINGTON DC SUMMIT

Regional trips where attendees advocate on community projects and policy concerns important to Southeast Iowa. Delegates hold meetings with elected officials to influence legislation and directed targeted funding towards essential projects in the region.

LOCAL ELECTED OFFICIALS FORUMS

Candidates seeking election to available seats on area school boards, city councils or the County Board of Supervisors address questions presented by the Chamber of Commerce Government Relations Committee. Forums are held for contested primary and general elections and are televised.

FRIDAY FORUM

Friday Forum is an excellent opportunity for members to talk informally with Des Moines County's state legislators and hear their updates and forecasts on legislative action. Friday Forums are typically held monthly from January through April. For more information on these dates, visit the Greater Burlington Partnership calendar.

HIGHWAY 61 COALITION

The Highway 61 Coalition is working to complete the Highway 61 four lane corridor from Keokuk to Dubuque. Infrastructure is a key component to economic vitality, facilitating the transport of goods, as well as contributing to the ease of getting customers to your business.



BUILDING COMMUNITY

RELOCATION SERVICES

The Greater Burlington Partnership provides a number of resources to potential and new residents. Member listings are promoted through these materials.

COMMUNITY CALENDAR OF EVENTS

An online community calendar of events is maintained by the Greater Burlington Partnership as a resource to residents and visitors. All members have the opportunity to submit their event, celebration, or open house. The calendar can be found at GreaterBurlington.com.

VISITOR GUIDE + COMMUNITY PROFILE

The annual Community Profile and Visitors Guide features members in a full color, award winning publication. Copies are distributed through local businesses, hotel rooms and relocation packets. An electronic Guide is also at GreaterBurlington.com, which receives thousands of views each year.



WHAT'S THE DATA SAY?

TOP SERVICES UTILIZED

Members most frequently used:

The Partnership Newsletter



Job Postings on Website



Friday Facts



Ribbon Cuttings & Ground Breakings



* 2025 Member Satisfaction Survey

★ TOP 3 REASONS MEMBERS SPONSOR



1 Visibility Where It Matters

Reach thousands of residents, professionals, and decision-makers – not just clicks, but community presence.



2 Credibility Through Connection

Align your brand with respected events, leadership programs, and civic initiatives.



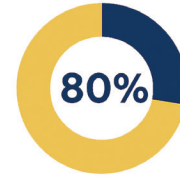
3 Support What You Believe In

Whether it's education, small business, or the arts – your sponsorship dollars stay here and make a real difference.

CHAMBER

Invest in Community. Invest in Connection. Invest in Impact.

OVERALL SATISFACTION



80% of respondents said the Chamber is meeting or exceeding their expectations

65% rated their membership value as a 4 or 5 out of 5



4 or 5 out of 5



Nearly 93% agree or strongly agree they understand the Partnership's structure and divisions

* 2025 Member Satisfaction Survey



HOW TO PICK THE RIGHT SPONSORSHIP

Not sure where to start? Ask yourself:



Who do you want to reach?

Community members, business leaders, families, or a specific audience?



What type of visibility matters to you?

Digital clicks, in-person connections, or long-term brand awareness?



What aligns with your brand values?

Do you care about economic development, education, downtown revitalization, or leadership?

Your sponsorship should connect with the people, visibility, and values that matter most to your business.

MOST ATTENDED EVENTS

Popular events included:

Business After Hours



Annual Dinner



Friday Forum



Small Business Breakfast



* 2025 Member Satisfaction Survey

WHAT MEMBERS VALUE MOST

Respondents highlighted the following Chamber services as especially important:



Networking opportunities to build local connections



Advocacy efforts at the local and state level



Visibility and promotion of member businesses

* 2025 Member Satisfaction Survey



PARTNERING *for the* FUTURE 2024 - 2028

Initiative I: Grow Workforce

The goal of Grow Workforce is to build a resilient and dynamic workforce, while concurrently attracting fresh companies and fostering the growth of local businesses.

Recognizing there is no one-size-fits all solution to workforce growth, The Partnership will adopt a comprehensive approach that caters to the diverse needs of the business community. This involves implementing various strategies,

such as educating and engaging local students, enticing former residents to return, and retaining the current skilled workforce.

Growing the workforce requires good jobs. Whether it entails cultivating new businesses or prioritizing the retention and expansion of existing ones, both avenues are crucial for ensuring the continued vitality of our communities.

Initiative II: Grow Business

Sustained business attraction plays a pivotal role in driving economic expansion and generating employment opportunities. The goal of Grow Business is to increase dollars spent in Greater Burlington.

In today's era of online shopping, it is crucial to not only attract new shoppers but also retain our existing ones. With this in mind, The Partnership's comprehensive strategy

revolves around leveraging the community's status as the regional shopping hub for small communities, enticing regional shoppers, and attracting visitors from out of state.

To achieve these goals, The Partnership has developed a series of targeted initiatives specifically designed to combat retail leakage, stimulate greater spending, and generate more visitor stays within Greater Burlington.

Initiative III: Grow Population

The goal of Grow Population is to attract and welcome new individuals to Greater Burlington to fill both current and future employment opportunities.

As the local businesses grapple with the foremost challenge of workforce scarcity, addressing this concern takes precedence. To drive population growth, the community must possess enhanced infrastructure and additional

amenities that render Greater Burlington a highly sought-after destination for relocation.

The subsequent initiatives have been strategically devised to enhance the overall quality of life in Greater Burlington, while showcasing the community as an appealing haven for individuals seeking a new home, rewarding career prospects, and an ideal environment for raising a family.

For every new direct job created as a result of the Greater Burlington Partnership, an additional .76 indirect jobs are created in the area.

For every new direct dollar earned as a result of the Greater Burlington Partnership, another \$.39 in indirect wage earnings are injected into the local economy.

CONVENTION & VISITORS BUREAU TOURISM GUIDE

Be Where Visitors Look First.

The Tourism Guide is Greater Burlington's ambassador in print. It is the only publication marketed directly to visitors. This full-color guide puts your business in front of thousands of tourists and locals exploring our community in 2026.

VOI (Value on Investment): Your business gains high visibility through distribution in hotels, offices, and more than 60 visitor centers across the tri-state region. The guide is also featured online at GreaterBurlington.com for year-round digital reach. For maximum impact, section-opening features provide enhanced placement with a one-photo, two-page spread that makes your business stand out.

Value Adds: Photo selection priority for advertisers; boosted social media post for full-page ads and larger.

Deadlines: Reserve by October 3. Content due October 17.

Sponsorship	Non-Member Price	Chamber Member Price	Social Media Post	Ad Size**
Back Cover (1)	Member Exclusive	\$3,000	Boosted	7.5 w x 10 h
Inside Front Cover (1)	Member Exclusive	\$2,300	Boosted	7.5 w x 10 h
Inside Back Cover (1)	Member Exclusive	\$2,100	Boosted	7.5 w x 10 h
Advertorial (5)	Member Exclusive	\$2,700	Boosted	2-page spread (approx. 500 words and photos)
Full Page (4)	Member Exclusive	\$2,000	Boosted	7.5 w x 10 h
Half Page (6)	\$1,800	\$1,300	x	7.5 w x 4.875 h
Quarter Page (12)	\$1,200	\$850	x	3.625 w x 4.875 h
One-Sixth Page (18)	\$800	\$550	x	2.333 w x 4.875 h
Section Features				
Family Fun	Member Exclusive	\$2,300		
Downtown Greater Burlington	Member Exclusive	\$2,300		
Arts & Entertainment	Member Exclusive	\$2,300		
Restaurants	Member Exclusive	\$2,300		
Drinkeries	Member Exclusive	\$2,300		
Outdoor Enthusiasts	Member Exclusive	\$2,300		
Hotels/Lodging	Member Exclusive	\$2,300		

* Add \$100 graphic designer fee for ad design (includes two ad revisions) ** Ad dimensions subject to adjustment based on final layout and design

“The Intern Connection Luncheon was a great way to interact and learn from people experiencing what being an intern was like. It was a great networking opportunity and helped me build relationships with others in the community.”

BEN EGAN, INTERN, TDT CPAs AND ADVISORS

INTERN CONNECTION PROGRAM

Connect. Engage. Retain.

The Intern Connection Program helps local interns build professional networks, discover the Greater Burlington community, and create lasting relationships. Through special events, networking opportunities, and the Intern Insider e-newsletter, the program enhances the intern experience while encouraging young talent to stay or return after college. Sponsorship showcases your business as a champion of workforce growth and a supporter of future leaders.

VOI: Workforce Development, Young Talent Engagement, Positive Brand Alignment

Sponsorship	Cost	Publicity	Signage	Verbal Recognition	Logo in Slideshow	Other
Premier (1)	\$450	x Logo in Newsletters	x With Logo	x	x	x Booth at Intern Connection events
Partner (1)	\$300		x	x	x	



PROFESSIONAL DEVELOPM



GREATER BURLINGTON LEADERSHIP SESSIONS

Inspire Leaders. Grow Influence Through Connection.

Support the region’s most established leadership development program. Sponsorship offers more than exposure; it places your business at the heart of personal growth, regional insight, and community investment.

VOI: Brand Alignment, Direct Interaction, Meaningful Recognition

Class size: 15 to 20 participants annually

Program runs: September – May

Sponsorship	Cost	Graduation Plaque Presenter	Invite Logo	15 Minutes Presentation During Session	Verbal Recognition	Newsletter Recognition	Social Media Recognition
Graduation (1)	\$300	x	x		x	x	x
Session (7)	\$250			x	x	x	x

ENT

“The Greater Burlington Leadership program helped give me a better understanding of all the exciting things our community provides! It’s exciting to see the in’s and out’s about what makes Burlington so special!”

MADDIE BELKNAP, CENTURY 21 PROPERTY PROFESSIONALS



GOVERNMENT RELATIONS

Lead Local Conversations.

Position your business as a civic leader by supporting programs that connect the business community with elected officials. This series is your gateway to the conversations that shape our region’s future.

VOI:

- **Credibility:** Sponsors are seen as community influencers invested in meaningful dialogue and local progress
- **Visibility:** Recognition in front of key decision-makers and engaged attendees
- **Connection:** Build trust with leaders who directly impact the business environment

Programs Include:

- **Friday Forums:** Candid morning conversations with elected officials and business leaders. Avg. Attendance: 35
- **Southeast Iowa Days:** Regional advocacy trip bringing local business voices to Des Moines and Washington, D.C. Avg. Attendance: 125
- **Candidate Debates:** Public forums during election cycles, helping residents make informed voting decisions. Avg. Attendance: 40
- **Public Officials Reception:** A casual networking event with city, county, school, and state leaders. Avg. Attendance: 100

Sponsorship of Government Relations demonstrates your commitment to civic leadership while giving your business visibility in front of the people shaping Greater Burlington’s future.

Sponsorship	Cost	Friday Facts Recognition	Newsletter Recognition	Social Media	Web Calendar	Verbal Recognition	Other
Premier (1)	\$1,500	x	x	x	x	x	x
Partner (2)	\$500	x		x		x	x
Connector (1)	\$250			x		x	x
Advocate (4)	\$100			x		x	

“The Chamber of Commerce is an invaluable resource for the Burlington area. We are fortunate to have a partner a phone call away who directly supports local business through any number of functions, provides networking opportunities, attracts new investment in our communities and serves as a voice on governmental issues impacting our well-being. There’s always a willingness to help.”

ERIC BENNE, TWO RIVERS BANK & TRUST

AREA EDUCATOR EXPO

Fall 2026

Celebrate Educators. Inspire Classrooms. Build Futures.

The Area Educator Expo is a revitalized version of the long-standing Teachers Appreciation Reception. Hosted in partnership with the Des Moines County Educator

Conference, this event connects businesses with hundreds of local educators in a meaningful way. Sponsorship shows your commitment to education while highlighting your role in preparing the region's future workforce.

VOI: Trusted Recognition, Targeted Exposure, Standout Presence

Attendees: 575

Sponsorship	Cost	Invite to Teachers	Event Signage	Opening Remarks by Representative	Newsletter Recognition	Booth	Digital Signage Recognition
Premier(1)	\$800	x Logo	x Logo	x	x Logo	x Priority Location	x
Platinum (2)	\$450				x	x Priority Location	x
Booth (30)	\$175					x	x
Speaker (1)	\$5,000	x	x	x	x	x	x



WORKFORCE DEVELOPMENT

SMALL BUSINESS BREAKFAST - May

Celebrate Entrepreneurship and Local Success.

The Small Business Breakfast is all about recognizing the small businesses that make Greater Burlington thrive. Sponsoring this event aligns your business with local innovation, resilience, and the heartbeat of the community.

VOI: Meaningful Recognition, Lasting Impressions, Respected Brand Alignment

Avg. Attendees: 125

Sponsorship	Cost	Publicity	Newsletter Recognition	Program Recognition	Verbal Recognition	Other
Premier (1)	\$1,000	x Logo on e-Invite, Web Calendar & Friday Facts	x Logo	x Logo on Program & Verbal Recognition	x	x Company to Hand out Awards
Platinum (1)	\$750	x	x	x	x	
Speaker (1)	\$750			x	x	x Company to Introduce
Breakfast (1)	\$500			x	x	x Signage at event
Centerpiece (25)	\$150	Business card & brochures on table		Name in Program & Logo on Seating Chart		x Decorate a table with your business theme

MANUFACTURERS APPRECIATION LUNCHEON

October 2026

Honor Industry. Showcase Your Support.

This annual luncheon recognizes the strength and contributions of the local manufacturing sector, one of Greater Burlington's economic engines. Sponsorship shows your commitment to regional development and the industries that keep it moving. Get paired with a local student interested in your industry.

VOI: Industry Alignment, Valued Networking, Lasting Business Impressions

Avg. Attendees: 120

Sponsorship	Cost	Publicity	Newsletter Recognition	Signage	Program Recognition	Slide Show Recognition	Tickets	Booth	Other
Premier (1)	\$1,000	x Logo on Invite, Web Calendar & Friday Facts	x Logo	x Logo on Welcome Sign & Table	x Logo on Program & Verbal Recognition	x Logo	x Table of 6 in Prime Location	x Priority Location	x Hand Out Awards
Speaker (1)	\$500	x	x		x	x			
VIP reserved table of 6 (25)	\$300			x On Table	x	x	x Table of 6		
Booth (12)	\$250				x		x 2	x	



BUSINESS AFTER HOURS 2026

Host the Buzz. Highlight Your Space.

Business After Hours is the Chamber's most casual, high-energy networking opportunity and it happens right in your space. You'll bring the business community to your door, creating lasting impressions in a fun, relaxed environment.

VOI: Direct Exposure, Brand Personality, Buzz-Worthy Engagement

Avg. Attendees: 100+

Dates: Monthly March-June, September-October

Sponsorship	Cost	Friday Facts	Newsletter Recognition	E-vite & Day of Email Reminder	Verbal Recognition	Sponsor Welcome	Listing on Calendar Card
Sponsor (6)	\$550	x	x	x Video Invitation	x	x	x

* Locations are subject to approval and must meet minimum event requirements.

REASON FOR THE SEASON EXPO - November 2026

Celebrate Nonprofits. Support Community.

The Reason for the Season Expo recognizes Chamber nonprofit members with an evening of connection, gratitude, and giving back. Businesses partner with nonprofit booths, and 50% of every sponsorship is donated. One nonprofit is drawn to receive the total donation amount, amplifying the community impact. Open to the public, this festive event blends celebration with purpose while creating meaningful sponsor visibility.

VOI: Community Impact, Nonprofit Partnership, Purpose-Driven Exposure

Avg. Attendees: 300+

Date: November 2026

Sponsorship	Cost	Newsletter Recognition	Publicity	Sponsor E-Invite & Email Reminder	Signage & Verbal Recognition	Booth
Premier (1)	\$1000	x Logo	Friday Facts Web Calendar	x Sponsor Spotlight Video Invitation	x Includes Logo	x
Booth Bingo (1)	\$500	x	Logo on Bingo Card		x	x
Entertainment (1)	\$500	x	Friday Facts			
Booth (20)	\$200					x

MEMBERSHIP



“Sponsoring the Mini Golf Challenge was a fun way to connect with the community and show our support for Downtown Burlington’s revitalization. We loved engaging with participants in such a playful, meaningful setting.”

MARTY MOGK

DOWNTOWN MINI GOLF CHALLENGE - March 6

Putt for Progress.

The Downtown Mini Golf Challenge at Burlington Black Water Miniature Golf draws a fun-loving, community-minded audience eager to support downtown revitalization. Attendees include local professionals, families, and groups enjoying a lighthearted experience that combines friendly competition with a meaningful cause. Sponsorship positions your business as a champion of local growth while giving you direct exposure to engaged participants. Your support enhances public spaces, promotes local businesses, and helps fuel Burlington’s transformation as a Cultural & Entertainment District.

VOI: Community Impact, Engaged Audience, Positive Brand Alignment

Avg. Attendees: 125+

Sponsorship	Cost	Newsletter Recognition	Table at Site	Team of 2	Signage	Golfer Info Sheet Recognition	Other
Premier (1)	\$1,200	x Logo	x	x 2	x Logo	x Logo	x Company Banner
Golf Ball(1)	\$1,000		x	x	x Logo	x	x Logo printed on golf ball
Score Card (1)	\$250			x	x	x	x Company Banner
Contest (1)	\$250				x	x	x Booth on the course
Hole-in-One Sundae (1)	\$300				x	x	x Logo on sundae ticket
Hole (16)	\$150				x	x	x Booth on the course
Team of 2 (100)	\$50			x			

COMMUNITY EVENTS



A VERY VINTAGE MARKET July 18

Vintage Vibes. Regional Reach.

A Very Vintage Market draws thousands of shoppers from across the region for a one-day treasure hunt filled with antiques, repurposed goods, artisan creations, and décor. Attendees range from young couples furnishing a first home to seasoned collectors and design enthusiasts, all spending the day

shopping, dining, and exploring Downtown Burlington. Sponsorship connects your brand with entrepreneurial energy and a stylish, savvy audience.

VOI: Multi-Channel Promotion, Massive Foot & Social Traffic, Brand Goodwill

Avg. Attendees: 10,000+

Sponsorship	Cost	Friday Facts	Newsletter Recognition	Publicity	Social Media	Location for Booth	Signage	Poster & Web Calendar
Premier (1)	\$2,000	x	x Logo	Radio & Print	x Logo & Facebook Live	x	x Company Banner	x Logo
Entertainment (1)	\$750		x	x Print	x Facebook Live at Event		x Company Banner	x
Map (1)	\$300				x		x Logo on Maps	

COMMUNITY EVENTS



JEFFERSON STREET FARMERS MARKET

May - September

Fresh Local Flavor. Weekly Recognition.

The Jefferson Street Farmers Market is Burlington’s signature Thursday-night tradition, running May through September. Thousands of families, foodies, and visitors gather weekly to shop fresh produce, enjoy dinner, and experience the heart of downtown. Sponsorship ensures your business is part of a high-traffic, high-energy environment that celebrates local food, culture, and community connection.

VOI: Consistent Visibility, Direct Access, Community Investment

Avg. Attendees: 2,500+ weekly

Each month’s sponsor will receive the following promotional benefits.

Sponsorship	Cost	Social Media	Digital / Print Marketing	On-Site Marketing	Special Event Week
May	\$1,500	x Sponsor Social Media Video Clip invitation & Sponsor Tags on the Farmers Market & Downtown Burlington Facebook pages x Facebook live at weekly event x Display case at the Port of Burlington Welcome Center	x Friday Facts monthly banner ad with logo x Posters for Downtown windows with sponsor name & logo x Press Release x Sponsors name & logo recognized in two newsletters	x Booth at Farmers Market each week of sponsorship month x Business supplied banners for weekly Farmers Market display x Radio ads x Video	x Sponsor involvement in special events
June	\$2,000				
July (premier month)	\$3,000				
August	\$2,000				
September	\$1,500				
Entertainment for the season, May - September (1)	\$2,000	x	x	x	
Kid’s Market (1)	\$500				

“Sponsoring Sip, Taste & Stroll was a fantastic way to connect with a fun, enthusiastic crowd and put our brand in front of people who love discovering new flavors and local businesses.”

ADDINGTON PLACE

CASINO DAYS
March 21

Play Big. Stand Out.

Casino Days brings energy and excitement to Downtown Burlington with casino-themed games, specialty drinks, themed dining, and live entertainment. Attendees include shoppers, foodies, and local residents eager for a fun, interactive experience

that highlights downtown businesses. The event culminates in a lively poker run to the casino, creating multiple touchpoints for sponsor engagement. Sponsorship gives your business direct access to an enthusiastic audience while associating your brand with an unforgettable community experience.

VOI: High Visibility, Direct Engagement, Memorable Connections

Sponsorship	Cost	Friday Facts	Newsletter	Publicity	Social Media	Web Calendar	Booth
Premier (1)	\$1,000	x	x Logo	x Print x Downtown Update E-Newsletter	x Logo Facebook Live	x Logo	x

SIP, TASTE & STROLL
September 11

Sip Local.

Sip, Taste & Stroll brings more than 1,000 attendees into Downtown Burlington for an evening of tastings, shopping, and entertainment. Wine, beer, and cocktail enthusiasts, along with food lovers and friends, make this a can't-miss event. Sponsorship places your business at the center of fun, flavor, and community buzz.

VOI: Widespread Visibility, Positive Brand Association, In-Person Engagement

Avg. Attendees: 500

Sponsorship	Cost	Friday Facts	Newsletter Recognition	Publicity	Social Media	Web Calendar	Logo on Glass	Brochure & Map Placement	Booth
Premier (1)	\$2,000	x	x Logo	x Radio, Print Downtown E-Newsletter	x Logo & Facebook Live	x Logo	x	x Logo	x
Platinum (1)	\$750	x	x	x Downtown E-Newsletter, Signage on Booths	x	x		x	
After Party Last Stop (1)	\$500			x Print Downtown E-Newsletter, Signage on Booths	x	x		x	x

COMMUNITY EVENTS



WITCHES NIGHT OUT October 16

Own the Magic. Support the Fun. Hundreds of costumed “witches and ghoulish friends” take over Downtown Burlington for a lively evening of themed shopping, dining, and fun. This growing Halloween tradition draws locals and visitors alike, creating a high-energy atmosphere that is both engaging and highly photogenic. Sponsorship gives your business standout visibility at one of downtown’s most talked-about events.

VOI: Female-Focused Audience, Creative Exposure, Seasonal Buzz

Avg. Attendees: 450

Sponsorship	Cost	Friday Facts	Newsletter Recognition	Publicity	Social Media	Web Calendar	Brochure & Map Placement	Booth
Premier (1)	\$1,200	x	x Logo	x Radio & Print x Downtown E-Newsletter	x Logo & Facebook Live	x Logo	x Logo	x
Entertainment (1)	\$750		x	x Print x Downtown E-Newsletter	x	x	x	x
After Party Last Stop (1)	\$500			x Print x Downtown E-Newsletter	x	x	x	x

HOLIDAY OPEN HOUSE November 7

Shop Local. Share the Spirit. The Downtown Holiday Open House draws a festive audience eager to explore shops, boutiques, and eateries in search of unique gifts and seasonal experiences. Attendees include families, gift-givers, and holiday shoppers who create a vibrant atmosphere of community celebration. Sponsorship puts your brand front and center during one of the most anticipated shopping

weekends of the year, giving your business valuable exposure while aligning with a beloved holiday tradition.

VOI: Seasonal Visibility, Motivated Buyers, Community Tradition

Avg. Attendees: 750+

Sponsorship	Cost	Friday Facts	Newsletter Recognition	Publicity	Social Media	Web Calendar	Booth
Premier (1)	\$600	x	x Logo	x Radio & Print x Downtown E-Newsletter	x Logo Facebook Live	x Logo	x

LIGHTED HOLIDAY PARADE VIP SECTION

November 28

Lead the Holiday Spirit.

The Lighted Holiday Parade is a cherished Downtown tradition, drawing thousands of families, friends, and visitors to celebrate the season. Sponsoring the VIP Section places your business at the heart of the parade experience, with premium viewing, holiday activities, and Santa's grand arrival. It is a festive and memorable way to connect with the community while supporting one of Burlington's signature events.

VOI: Holiday Alignment, Public Recognition

Attendees: 100

Sponsorship	Cost	Newsletter	Publicity	Web Calendar	Social Media	Judge	Float in Parade
VIP Section (1)	\$500	x	x Friday Facts x Downtown E-Newsletter x Press Releases	x	x	x	x

SANTA'S COTTAGE

December

Deliver Holiday Cheer, One Visit at a Time.

Santa's Cottage is the centerpiece of Burlington's holiday magic, attracting families and children eager to meet Santa and make memories. Sponsorship provides your business with a joyful, high-traffic presence during the busiest

shopping season of the year, aligning your brand with community tradition and the holiday spirit.

VOI: Ongoing Presence, Emotional Branding, Social Shareability

Avg. Attendees: 850+

Sponsorship	Cost	Santa's Cottage Signage	Friday Facts	Newsletter	Downtown Update E-Newsletter	Web Calendar	Social Media
Premier (1)	\$500	x Logo	x	x Logo	x	x	x Facebook Live



COMMUNITY EVENTS



**LIVING
WINDOWS**
December

Sponsor the Magic. Light Up the Season.

Living Windows transforms Downtown Burlington into a holiday wonderland, featuring live storefront displays, carolers, ice carving, and horse-drawn trolley rides. This beloved tradition draws families, shoppers, and visitors for an enchanting evening of festive fun.

Sponsorship gives your business direct exposure to a large, engaged audience while supporting one of the community's most celebrated seasonal events.

VOI: Emotional Connection, Diverse Audience Reach, Prime Visibility

Avg. Attendees: 5,000+

Sponsorship	Cost	Publicity	Newsletter	Signage	Web Calendar	Social Media	Window
Premier (1)	\$1,500	x Friday Facts x Downtown E-Newsletter x Press Releases x Radio	x Logo	x Company Banner	x Logo	x Logo x Facebook Live	x
Trolleys (1)	\$1,000	x Downtown E-Newsletter	x	x Company Banner	x	x Facebook Live	x
Ice Carving (1)	\$ 750	x Downtown E-Newsletter		x Company Banner	x	x	x

“Sponsoring Living Windows allowed us to showcase our business in a magical, festive setting. It was a perfect way to connect with shoppers and be part of a cherished community tradition.”

F&M BANK & TRUST



GBP SIGNATURE EVENTS

CHAMBER GOLF CLASSIC - August

Drive Brand Exposure. Tee Up New Connections.

The Chamber Golf Classic combines friendly competition, top-tier networking, and memorable sponsor visibility. Whether you're hosting a team, sponsoring a contest, or greeting players at a hole, it's a perfect way to connect outside the office.

VOI: Targeted Networking, Brand Visibility, Direct Engagement

Attendees: 160+

Sponsorship	Cost	Newsletter Recognition	Table on Tee Box	Team of 4	Signage	Golfer Info Sheet Recognition	Other
Premier (1)	\$2,000	x Logo	x	x 2	x Logo	x Logo	x Company Banner x Logo printed on gift
Golf Towel (1)	\$1,500		x	x	x Logo	x	x Logo printed on golf towel
Eagle (2)	\$1,000			x	x Logo	x	x Company Banner
Lunch (1)	\$850			x	x	x	x Company Banner x Logo on lunch ticket
Social Hour (1)	\$850			x	x	x	x Company Banner x Booth during social hour
Cart (1)	\$850			x	x	x	x Signage on each cart
Birdie (14)	\$600			x	x	x	
\$100 Every 100 Minutes (1)	\$500				x	x	x Company representative at event
Putting Contest (1)	\$350				x	x	x Booth on the course
Hecklers Tent (1)	\$500				x	x	x Tent on course to heckle golfers
Drink Ticket (1)	\$300				x	x	x Logo on drink ticket
Hole (16)	\$250				x	x	x Booth on the course
Hole-in-One	\$400				x	x	
Driving Range (1)	\$250				x	x	
Team of 4 (14)	\$450			x			

Additional options for those who purchase a team:

Mulligans - \$5 each, maximum of 8 per team | Gimmes - \$20 each, maximum of 2 per team

ANNUAL DINNER **Celebrate Success. Spotlight Your Brand.**

JANUARY 23

The Annual Dinner is the Chamber's premier event. It is a night to honor achievements, celebrate impact, and gather the area's most influential business and civic leaders. Sponsorship places your brand front and center at one of the community's most anticipated evenings of the year.

VOI: High Visibility, Prestige Positioning, Multi-Channel Exposure

Attendees: 500+

Sponsorship	Cost	Newsletter	Signage	Verbal Recognition	Slide Show Recognition	Tables Included	Other
Premier (1)	\$3,500	x Logo	x	x	x	2	x Entertainment Sponsor Logo included on: <ul style="list-style-type: none"> • Invitations • Website • Friday Facts • Event Program
Reception (1)	\$2,500	x Logo	x	x	x	1	x Logo on Program
Entertainment (1)	\$2,000	x	x	x	x	1	x Logo on coasters during After Party
Cocktail Bar (1)	\$1,000		x		x		<ul style="list-style-type: none"> • Logo on cocktail napkins • Name a custom drink
Silent Auction (1)	\$500		x	x	x		x Logo on App
Live Auction	\$700		x	x	x		x Logo on Live Auction receipt card
Coat Check* (1)	\$200		x		x		x Tips are donated to non-profit of choice
Photo Booth (1)	\$500		x		x		x Logo on photos
Table of 8	\$850		Logo on Table			1	x Priority Seating
Table of 4	\$425		Logo on Table				
Individual Ticket	\$100						

*Sponsor chooses Chamber of Commerce member organization to host coat check from given list, sponsor amount is donated to that group in addition to tips earned during the night.

GBP SIGNATURE EVENTS



"We always love to attend the Annual Meeting and Golf Classic because we get to interact with our clients and potential clients on neutral ground in a non-working context. We always come away with a better relationship and new business."

BRYAN BROSS, KLINGNER AND ASSOCIATES, P.C.



THANK YOU FOR YOUR PARTNERSHIP

When you sponsor through the Greater Burlington Partnership, you're doing more than marketing — you're investing in growth, connection, and community. Every sponsorship helps create experiences, drive engagement, and move Greater Burlington forward. Your support fuels the events people love, the programs that develop future leaders, and the initiatives that make our region thrive.

Whether you've been a long-time supporter or are joining us for the first time, we're here to help you find opportunities that align with your values and give your business real visibility and impact.

Together, we make great things happen.

We're ready when you are. Let's build something incredible in 2026.



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YOUR 5 STAR CHAMBER OF COMMERCE
WORKING FOR YOU