



# INVESTMENT & SPONSORSHIP GUIDE



**2024 - 2025**



[@GreaterCheyenneChamber](https://www.facebook.com/GreaterCheyenneChamber)



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307.638.3388 | 121 W. 15<sup>th</sup> Street, Suite 204, Cheyenne, WY 82001 | [CheyenneChamber.org](https://CheyenneChamber.org)

## **Exceptional Economic Development, Transformative Community Development, Innovative Talent Development, and Relentless Action & Advocacy**

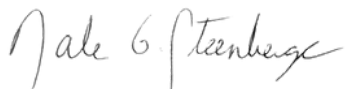
These four initiatives are the foundation at the Greater Cheyenne Chamber of Commerce program of work. As Wyoming's largest Chamber, with more 1,000 members, we strive to make the Greater Cheyenne area a more prosperous quality community. We are committed to helping your business grow and thrive!

The Chamber offers several networking and sponsorship opportunities through social events as well as governmental affairs and advocacy opportunities through committees. The Chamber is also up to date with information regarding our city, county, state and nation that affects our community. When investing into the Greater Cheyenne Chamber you are also investing into the future of your community to support our efforts in economic, community and talent development and advocacy at the local, state and national levels.

Every option you will find in this Investment & Sponsorship Guide is designed to maximize your marketing efforts by providing the best promotional impact through visibility before, during and after each event.

There is no better time than the present to become a member of the Greater Cheyenne Chamber of Commerce. We have an incredible team working to grow our community and we hope you'll let us work hard to help grow your business as well.

I look forward to working with you!  
Sincerely,



Dale Steenbergen  
President and CEO

# **Chamber Committees**

## **Action & Advocacy**

Action & Advocacy  
Wyoming Business Advocates

## **Economic Development**

Chamber Business Council

## **Community Development**

Leadership Cheyenne  
Military Affairs Committee (MAC)

## **Talent Development**

Tapestry Business Coalition  
National Civics Bee  
North Star  
Venture  
Red Carpet

*More information available on  
[CheyenneChamber.org](http://CheyenneChamber.org)*

# **ANNUAL INVESTMENTS**

# Base Investor

## All Chamber Investors have access to:

- Online Directory Listing
- Communications, Programs, and Resources
- Advocacy and Economic Development Support
- Ability to Sponsor Initiatives & Events
- Partner Account Benefits
- Ability to Enhance Online Directory Listing
- Receive Member Rate at Chamber Events
- Access to Chamber Events
- Invitation to Join Chamber Committees
- Red Carpet Ribbon Cuttings for Grand Openings and Remodels
- Access to Mailing Lists

	Community Investor
1 to 5 Employees	\$446
6 to 10 Employees	\$511
11 to 15 Employees	\$600
16 to 20 Employees	\$690
21 to 25 Employees	\$748
26 to 30 Employees	\$808
31 to 40 Employees	\$896
41 to 50 Employees	\$975
51 to 70 Employees	\$1159
71 to 100 Employees	\$1547
101+ Employees	\$1804

\*Every 2 Part-time employees is considered 1 full-time employee.

# Additional Investments

Gain visibility, credibility and exclusivity with your Chamber investment.

With a National or Wyoming partnership, your business will become a part of economic and community development in Cheyenne, Wyoming, and the Front Range.

With a Capitol or Cheyenne partnership, your business will become a part of leading the business community in the Greater Cheyenne area.

	National Partner	Wyoming Partner	Capitol Partner	Cheyenne Partner
Base Investor Benefits	◆	◆	◆	◆
Event Recognition* (All Chamber Events)	Large Logo	Medium Logo	Small Logo	Name
One Season Pass for Luncheons ♣	◆	◆	◆	◆
\$350 Credit at Luncheon of Choice ♣	◆	◆	◆	
Wyoming Business Advocates ⌘	\$5,000 Value	\$1,000 Value		
Complimentary ShortGo Posts	Quarterly	Biannually		
Annual Banquet Sponsorship	\$1,000 Value			
	\$7,000 + Base Rate	\$2,250 + Base Rate	\$1,500 + Base Rate	\$550 + Base Rate

⌘ Wyoming Business Advocates outlined on Page 3.

♣ Only Monthly Luncheons are included. See Page 4.

\* Event Recognition includes all chamber events which feature a presentation.

# Wyoming Business Advocates (WBA)

[The Wyoming Business Advocates \(WBA\)](#) remains the strongest business voice in Wyoming and the Cheyenne area on issues at the federal level.

Local businesses and community members invest in this program to ensure a strong economic base for the community.

The Wyoming Business Advocates meet monthly on the last Thursday of each month.

	Trustee	National	Regional	Wyoming	Supporter
Access to Federal Lobbyist	◆	◆	◆	◆	◆
Invitation to Dignitary Receptions	6 Guests	4 Guests	2 Guests	2 Guests	2 Guests
Presentation Recognition at Debates and Receptions	Large Logo	Medium Logo	Small Logo	Name	
Complimentary D.C. Fly-In Trip	1 Guest	1 Guest			
Invitation to Host Dignitary Receptions	◆	◆			
Additional Costs	\$10,000	\$5,000	\$2,500	\$1,000	\$500



Wyoming Business  
Advocates  
*Your Voice In Washington*

# **EVENT SPONSORSHIPS**

# Monthly Luncheon

The Greater Cheyenne Chamber of Commerce Luncheons are on an education platform to inform our business partners. Programs address current business priorities.

Luncheons are held 8 months out of the year:  
*Jan, Feb, Mar, Apr, Jun, Aug, Sept, Nov*

- \* *Military May is not a monthly luncheon.*
- \* *Partners in Prosperity is not a monthly luncheon.*
- \* *Circle of Champions is not a monthly luncheon.*
- \* *Women's Leadership is not a monthly Luncheon.*

	Presenting	Silver	Bronze
	1 Available	7 Available	Unlimited
Podium Recognition	◆	◆	◆
Reserved Seating for up to 8 guests	◆	◆	◆
Presentation Recognition	Large Logo	Small Logo	Name
Event Branding Recognition	◆	◆	
Advanced Publicity Recognition	◆		
Centerpiece Opportunity	◆		
5 minute Presentation Opportunity	◆		
	\$900	\$600	\$450



# MAC Luncheon

## [The Military Affairs Committee](#)

Luncheons include updates from military leaderships and programs on Military Support.

MAC Luncheons are held 9 months out of the year:  
*Jan, Feb, Mar, Apr, Jun, Sept, Oct, Nov, Dec*



	Presenting	Justice
	1 Available	Unlimited
Podium Recognition	◆	◆
Reserved Seating	4	2
Presentation Recognition	Individual Logo	Group Logos
Event Branding Recognition	◆	◆
Advanced Publicity Recognition	◆	
	\$500	\$350

# Wyoming State Civics Bee

We believe that informed and active citizens make for a strong country, a strong economy, and a strong workforce, and that our continued prosperity depends on the strength of all three.

Through the Civics Bee, we are promoting greater civic knowledge throughout Wyoming and celebrating our civic pride.

*Civics Bee is held in April.*

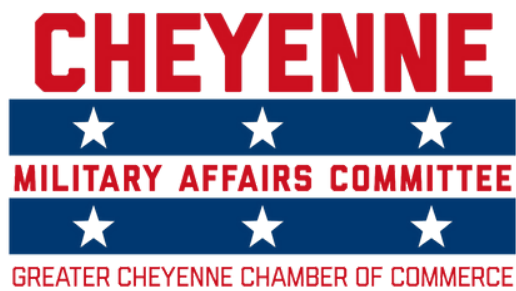


	Presenting	Silver	Bronze
	1 Available	7 Available	Unlimited
Podium Recognition	◆	◆	◆
Reserved Seating for up to 8 guests	◆	◆	◆
Presentation Recognition	Large Logo	Small Logo	Name
Event Branding Recognition	◆	◆	
Advanced Publicity Recognition	◆		
Centerpiece Opportunity	◆		
5 minute Presentation Opportunity	◆		
	\$1000	\$750	\$500

# Military May

Military May is a time to celebrate our Armed Forces.

To begin the festivities, the Greater Cheyenne Chamber of Commerce presents the Cheyenne Trophy Awards to military squadrons for their excellence in achieving their mission.



	Victory	Valor	Freedom	Justice	Liberty
	1 Available	5 Available	7 Available	Unlimited	Unlimited
Presentation Recognition	Large Logo	Medium Logo	Small Logo	Name	Name
Podium Recognition	◆	◆	◆	◆	◆
Chamber Luncheon Guests	8	8	8	4	
Event Branding Recognition	◆	◆			
Centerpiece Opportunity	◆				
Advanced Publicity Recognition	◆				
	\$3,000	\$2,000	\$1,000	\$550	\$250

# Annual Banquet

Each year we identify businesses for their outstanding achievements and celebrate business professionals who contribute to exceptional leadership within our community.

*Annual Banquet is held in June.*

	Presenting	Gold	Silver	Bronze
	1 Available	5 Available	7 Available	Unlimited
Reserved Seating for up to 10 guests	◆	◆	◆	◆
Presentation Recognition	Large Logo	Medium Logo	Small Logo	Name
Podium Recognition	◆	◆	◆	
Premium Seat Placement	◆	◆		
Centerpiece Opportunity*	◆			
Sponsor Activation Opportunity	◆			
	\$5,000	\$3,000	\$2,000	\$1,000

*\* Dependent on availability*

# Partners in Prosperity

The Partners in Prosperity Luncheon is held on the first Friday of Cheyenne Frontier Days. The July luncheon is the kickoff to the "Daddy of 'em All" and celebrates the Chamber's historic role in founding CFD, our western heritage, and the volunteer spirit in Cheyenne.

*Partners in Prosperity is held in July.*

	Presenting	Silver	Bronze
	1 Available	7 Available	Unlimited
Reserved Tickets for up to 8 guests	◆	◆	◆
Presentation Recognition	Large Logo	Small Logo	Name
Podium Recognition	◆	◆	
Centerpiece Opportunity	◆		
	\$4,000	\$2,000	\$1000

# General's Reception

The Wyoming Business Advocates annually host General's Receptions to celebrate 4-Star Generals visiting the greater Cheyenne area during Cheyenne Frontier Days.

This invitation-only event hosts dignitaries and business leaders at the Governor's Residence. Limited space and parking due to the location of the event.

*General's Reception is held in July.*

	Presenting	Silver	Bronze
	1 Available	7 Available	Unlimited
Guests	6	4	2
Podium Recognition	◆	◆	◆
Special Invitation for Admission	◆	◆	◆
Event Branding Recognition	Large Logo	Small Logo	Name
Advanced Publicity Recognition	◆		
	\$3,500	\$2,000	\$800

# Trap Shoot

This annual event is an opportunity to raise funds to advocate for the Military. The attendees include statewide dignitaries, the business community, and Military Members.

*Trap Shoot is held in August.*

	Presenting	Gold	Silver	Bronze
	1 Available	5 Available	7 Available	Unlimited
Event Branding Recognition	Large Logo	Medium Logo	Small Logo	Name
✦ 5 person Shooting Squad with Meal Tickets	✦	✦	✦	✦
⌘ Outdoor Booth Space	✦	✦	✦	✦
Podium Recognition	✦	✦	✦	
Trap House Recognition	✦	✦		
Sponsor Activation Opportunity	✦			
Advanced Publicity Recognition	✦			
	\$3,500	\$2,000	\$1,000	\$550

⌘ Booth and ✦ Team pricing available on Page Z.

# Business Month

Celebrate Cheyenne's business community with multiple events throughout Business Month.

The Circle of Champions luncheon recognizes a prestigious Cheyenne business leader for their influence on the community. Then visit a value-packed Business to Business Expo the same day.

*Business Month is held in October.*

⌘ Booth, Passport, and Electricity pricing on Page Z.

\*Economic Forecast can only guarantee a table of 7 based on venue availability.

	Presenting	Gold	Silver	Bronze
	1 Available	4 Available	7 Available	Unlimited
Presentation and Event Branding Recognition	Large Logo	Medium Logo	Small Logo	Name
⌘ Complimentary Booth Registration	◆	◆	◆	◆
⌘ Electricity for Booth	◆	◆	◆	
⌘ Complimentary Passport (Limited to 25 Booths)	◆	◆	◆	
Reserved Seats for Circle of Champions	8	8	8	4
Reserved Seats for Economic Forecast	7*	7*		
Centerpiece Opportunity	◆			
Sponsor Activation Opportunity	◆			
Advanced Publicity Recognition	◆			
	\$3,500	\$2,000	\$1,000	\$600



# Boo-tification Ball

[BooBall](#) is a "Boo-tification" Fundraiser held by the Leadership Cheyenne class to support their beautification project on the Saturday before Halloween.

While benefits vary each year, the event is consistently spook-tacular!

*Boo-tification Ball is held in October.*

	Presenting	Gold	Silver	Bronze
	1 Available	5 Available	7 Available	Unlimited
Reserved Tickets for up to 8 guests	◆	◆	◆	◆
Event Branding Recognition	◆	◆	◆	◆
Presentation Recognition	Large Logo	Small Logo	Name	
Premium Table Placement	◆	◆		
Centerpiece Opportunity	◆			
Advanced Publicity Recognition	◆			
	\$5,000	\$3,000	\$2,000	\$1,000

# Christmas Parade

Founded in 1990, the Annual Cheyenne Christmas Parade is a tradition that brings our community together in celebration of the holidays and another year well-spent.

The parade is a family friendly way to kick-off the holidays with on average 15,000 – 20,000 viewers.

*Christmas Parade is held in November.*

⌘ Float pricing available on Page Z.

	Presenting	Golden Rings	Silver Bells	Bronze Ornaments	Evergreen Wreaths
	1 Available	10 Available	15 Available	Unlimited	Unlimited
Banner Recognition	Large Logo	Medium Logo	Small Logo	Large Name	Small Name
Complimentary Float Entry ⌘	◆	◆	◆	◆	
Announced Recognition	◆	◆	◆		
Event Branding Recognition	◆	◆			
Sponsor Activation Opportunity	◆				
Advanced Publicity Recognition	◆				
	\$10,000	\$5,000	\$3,000	\$1000	\$500

# Women's Leadership

The Women's Leadership Award luncheon recognizes influential female leaders and their accomplishments.

These individuals are nominated by the community and are honored during the Women's Leadership Luncheon.

*Women's Leadership is held in December.*

	Presenting	Silver	Bronze
	1 Available	7 Available	Unlimited
Reserved Tickets for up to 8 guests	◆	◆	◆
Presentation Recognition	Large Logo	Small Logo	Name
Podium Recognition	◆	◆	◆
Advanced Publicity Recognition	◆	◆	
Centerpiece Opportunity	◆		
Sponsor Activation Opportunity	◆		
	\$2,500	\$1,000	\$500

# Business After Hours

Showcase your business, network with chamber investors, and celebrate our community by hosting a Business After Hours.

Hosts open their business doors and welcome the business community in from 5 to 7 p.m. on the 1st or 3rd Thursday of the month.

## Special Event

A Special Event is similar to a Business After Hours, but can have a different time-frame. These must be approved by Chamber Staff.

	Business After Hours	Special Event
	1 Available per Month	Approval Required
Customized Advance Promotion	◆	◆
Logo Recognition	◆	◆
Opportunity to Address Attendees	◆	◆
Event Consultation with Chamber Staff	◆	
Celebrate Any Time on Any Day		◆
	\$900	\$950

# Business After Hours

## The Chamber will:

- Host one event per month, on the first or third Thursday. *(Special events may fall on another day of the week based on availability.)*
  - BAH happens from 5:00 – 7:00 p.m.
  - *(Special events may occur at another time based on availability.)*
- Develop an advertisement\* for the event.
- Execute advertising on various platforms including:
  - Social Media
  - Newsletters
  - Community Calendar
- Chamber staff will attend, take photos, and promote the event
- Chamber staff are available to provide support in the planning of BAH at the level requested by the Host.

*\*The event will be advertised as a Chamber Business After Hours/Special Event sponsored by the partner business.*

## The Host will:

- Open their business up to guests at no charge
- Be responsible for ordering food and beverage.
  - A non-alcoholic option is required
  - A list of potential caterers is available upon request.
- A restaurant, caterer, or beverage vendor may co-sponsor the event.
  - Negotiations for co-sponsors are the responsibility of the Host
  - All co-sponsors may be recognized in advertising
  - The Host must notify the Chamber of all Co-sponsors before advertising is finalized.
- Ensure event caterer has correct liquor license
  - Chamber team can provide a list of licensed caterers upon request
- Organize giveaways, drawings, or prizes
  - The Host must notify the Chamber of giveaways before advertising is finalized
- Pay the Chamber a Business After Hours/Special Event fees within 30 days of the signed contract and/or confirmed email.

# Precincts 2 POTUS

## Advocacy Forums & Debates

The political environment plays a critical role in businesses ability to prosper. Directly connect with existing elected officials and candidates with our Precincts to POTUS (P2P) program. Bring relevant issues to the forefront to have them prioritized and addressed.

	Gold	Silver	Bronze
	Unlimited	Unlimited	Unlimited
Sponsorship Duration	Annual	Annual	Annual
Complimentary Admission for Season	16 Guests	8 Guests	4 Guests
Podium Recognition	◆	◆	◆
Presentation Recognition	Logo	Logo	Name
Event Branding Recognition	◆	◆	
	\$1,000	\$500	\$350

\*Dependent on legislative session and elections.

# **MEMBER OPPORTUNITIES**

# Voluntary Support Fees

All Chamber Investors are encouraged to select support fees that match their interests and the priorities of their business.

Voluntary Support Fees	
Advocacy	\$40+
Military Affairs	\$200+
GBSD Bound	\$1500

*\*These fees help in supporting these committees*



## Advocacy

Support Initiatives such as retaining military missions, improving transportation, enhancing education, developing infrastructure, and championing community development.



## Military Affairs

Maintains a harmonious and productive relationship between the community and all military units in the area through education and troop support. MAC Supporters receive a discount at all MAC luncheons and are invited to a variety of Military events throughout the year.



## Sentinel / GBSD Bound

F.E. Warren Air Force Base plays an integral role as the home to the 90th Missile Wing, one of three land-based nuclear deterrence bases in the nation. It is our community's duty to make sure we are prepared and ready to take action. GBSD Supporters will have their logo displayed on [GBSDbound.com](http://GBSDbound.com).



# Professional Development Opportunities

The following programs are available for Chamber Members to engage employees for professional development.

	Program Fees
Red Carpet Ambassador	\$75
Leadership Cheyenne Student	\$650



## [Red Carpet Committee](#)

Red Carpet Ambassadors promote and present business as well as hold ribbon cuttings and weekly receptions at local businesses to recognize growth in Cheyenne and support upcoming businesses.

Along with weekly Red Carpet openings, the committee ambassadors meet on the third Tuesday of the month and volunteer at Chamber Events throughout the year



## [Leadership Cheyenne Class](#)

Leadership Cheyenne brings professionals together for a challenging, interactive, and thought-provoking educational opportunity. The program explores the dynamics of what makes Cheyenne a unique community and builds a strong network of future community leaders. Applications for this course are open each May.

# EVENT ATTENDANCE

Members receive exclusive offers and pricing for our annual events to join our community in both celebrations and networking.

Trap Shoot	Business Month	Christmas Parade
Shooter \$85	Booth \$350	Parade Float \$40
Team \$425	Passport \$75	Poinsettia \$30
Booth \$200	Electricity \$50	