



# Sponsorship & Advertising Opportunities

2026 GUIDE

# 2025: YEAR IN REVIEW

## FORT ATKINSON BY THE NUMBERS

**30+**

CHAMBER EVENTS  
HOSTED IN 2025

**5.2M**

YEARLY VISITORS  
TO FORT ATKINSON

**20.6K**

OVERNIGHT TRIPS  
TO FORT ATKINSON

**5.2M**

VISITOR NIGHTS  
IN FORT ATKINSON



**FORT ATKINSON AREA**  
CHAMBER OF COMMERCE

The Fort Atkinson Area Chamber of Commerce has had an exciting year of growth and momentum in 2025. We launched a rebrand that better establishes our Chamber's identity, and we updated our programming to strengthen local business connections while drawing more visitors to Fort Atkinson. These efforts are already paying off: we've experienced a 2% increase in total visitors and overnight hotel stays compared to last year.

We've also seen strong online engagement, with an 8% increase in Facebook followers helping us expand our reach and amplify our members' stories. As we look ahead, we'd love to partner with you in building on these wins, ensuring that both the Fort Atkinson Area and our business community continue to thrive. Your support helps us create meaningful impact for local businesses, residents, and visitors alike.

# Calendar of Events

<b>Jan 21</b>	<b>The Annual Dinner The Fireside Theatre</b>
<b>Jun 13</b>	<b>Cheese Louise Cheese Crawl</b>
<b>Jun 25</b>	<b>Chamber Golf Outing KMCC</b>
<b>Jul 2026</b>	<b>Youth Entrepreneur Contest at the Farmers Market</b>
<b>Sep 27</b>	<b>Community Picnic Barrie Park</b>
<b>Nov 15</b>	<b>Jefferson County Wedding Expo</b>
<b>Dec 6</b>	<b>31<sup>st</sup> Annual Lighted Holiday Parade</b>

# 2026 SOCIAL MEDIA THEMES *(Pick two)*

January	Self-Care OR Finance
February	Valentine's Day, Random Act of Kindness Day OR Tooth Fairy Day
March	St. Patty's Day OR Employee Appreciation Day
April	Easter, National Garden Month, National Volunteer Month OR Earth Day
May	Small Business Month, Mother's Day, Memorial Day OR Transportation
June	Father's Day, Graduations, Best Friends Day, OR Dairy Month
July	4 <sup>th</sup> of July, Summer Fun OR Trades/Construction
August	Book Lovers Day OR Service Professionals
September	Start of School, Fall OR Communications
October	Manufacturing, Boss's Day, OR Halloween
November	Sandwich Day, Take a Hike, Elections OR Thanksgiving
December	Shop Local or Holidays

# 2026 MEMBER *Benefits*

6 Business After Hours: 3 Networking/Meet n' Greet AND 3 Family-Friendly	\$60/ person
Professional Development Opportunities at our Quarterly Membership Engagement Meetings	\$100+/ person
Chamber Welcome: Plaque Presentation/Ribbon Cutting, Press Release, Annual Sticker Update, Virtual Plaque	\$200+
Business Directory Listing & CRM Access	\$100+
Use of Chamber Board Room & Equipment	\$75-600
Discounted Events	\$250
Annual Dinner Recognitions for Anniversaries & Awards	\$20
Social Media Theme Menu (see next page)	\$25
ChamberBucks Acceptance	Varies

# QUALITY OF LIFE ADVERTISING SPACE



The Fort Atkinson Area Chamber of Commerce will produce two publications for 2026, each running on a two-year cycle. The first is the Quality of Life book, designed for local residents and newcomers alike, showcasing the schools, churches, businesses, and community organizations that make Fort Atkinson a wonderful place to live. The second is a tourism-focused guide, created specifically for visitors and distributed in hotel kiosks and visitor centers. This publication highlights local attractions, dining, shopping, and entertainment options—helping travelers make the most of their time in Fort Atkinson.

1/4: .....	\$350
1/2: .....	\$500
Inside Back:.....	\$1,000
Inside Front: .....	\$1,000
Back Cover: .....	\$1,500

20% OFF YOUR 2<sup>ND</sup> AD WHEN YOU PLACE AN AD IN BOTH

# OTHER ADVERTISING OPPORTUNITIES

E-BLASTS:	\$100
MEDIA SPOTLIGHT:	\$100
CONCIERGE:	\$150
DIRECT RADIO PLACEMENTS:	Cost + 15%
WEBSITE BANNER SPOTLIGHT:	
Event Calendar:	\$100p/3m
Jobs Page:	\$100p/3m
ELECTRONIC SIGN:	\$2000p/year or \$175p/m
BOOSTED SOCIAL POST:	\$100



# 2026 MARKETING Packages

	Gold: \$5,000	Silver: \$2,500	Bronze: \$1000
5 Event Mentions* & on Website (\$1250-\$2500)	✓	✓	✓
Annual Dinner Tickets (\$70 each)	6	4	2
Holiday Parade Entry (\$40)	✓	✓	✓
1 Year on Electronic Sign in front of Chamber (\$2000 value)	✓	HALF OF A SLIDE	HALF OF A SLIDE
1 Project LEAD Participant (Fall 2026) (\$175 value)	✓		
1/4 Ad in Quality of Life OR Tourism 2026- 2027 Publication (\$350)	✓		



# 2026 MARKETING Packages

	Gold: \$5,000	Silver: \$2,500	Bronze: \$1000
Radio Pool Remnant Ads (\$300-\$1200 value)	12 months	6 months	3 months
Radio Direct Placement Ads (\$200 each)	4	2	
Social Media Credit	\$100	\$75	\$50
Visitor Center TV Ad (\$500 value)	✓	✓	✓
Total Value	\$8,085 (Save \$3,085)	\$3,560 (Save \$1,060)	\$2,155 (Save \$1,130)

# EVENT SPONSORSHIP

## *Add-Ons*

<p><u>Annual Dinner*</u></p> <p>\$500 Event Sponsors (6)</p> <p>\$70/ ticket</p>	<p><u>Q1 Business Over Breakfast</u></p> <p>\$500 Presenting Sponsor</p> <p>\$25/ ticket</p>	<p><u>Cheese Crawl*</u></p> <p>\$25/ ticket</p> <p>\$10 / ticket 8 and under</p>
<p><u>New Teacher Breakfast</u></p> <p>Food &amp; Beverage Sponsor -</p> <p>Cost of Food</p>	<p><u>Golf Outing*</u></p> <p>\$1,000: Lunch Sponsor</p> <p>\$750: Flag Sponsor</p> <p>\$500 Marquee Sponsor</p> <p>\$200: Hole Sponsor</p> <p>\$500 Team Registration</p> <p>\$50 Tour Card</p>	<p><u>Youth Entrepreneur Contest</u></p> <p>\$250 Contest Sponsor</p>
<p><u>Community Picnic</u></p> <p>\$250 Event Sponsor</p>	<p><u>Manufacturing Month Tours</u></p> <p>\$250 Bus and Lunch</p> <p>Sponsor</p>	<p><u>Multi-Chamber Wedding</u></p> <p><u>Expo</u></p> <p><u>\$100/ 6ft table</u></p> <p><u>\$50/ small table</u></p>
	<p><u>Holiday Parade*</u></p> <p>\$40/ Entry</p> <p>\$50/ Entry for Non-Members</p>	

# EVENT DESCRIPTIONS

## Annual Dinner

We foster networking while celebrating the achievements of our business community.

## Cheese Louise

Fort Farmers Market, Hoard Historical Museum, Fort Atkinson Club & the Chamber are amplifying our dairy history in a whole new way. Stay tuned for more details!

## Reality Check

In partnership with the school district & FCCU, teens improve their financial literacy with hands-on learning. Volunteers needed!

## Senior Exit Interviews

In partnership with the school district, HS Seniors reflect on their journey while articulating their vision for their future. Volunteers needed!

## Youth Entrepreneur Contest

In partnership with Fort Farmers Market. Youth K-12 open and operate a business. Sponsorships help cover materials, prizes and lunch.

## Golf Outing

Our MAJOR fundraiser, all members are encouraged to register, volunteer or donate. Capped at 36 teams with a plethora of sponsorship options, this is one event you don't want to miss!

## Multi-Chamber Wedding Expo

Local vendors showcase their products & services, allowing couples to explore trends & tips with trusted professionals. This year the event will be a partnership with other County Chambers!

## Manufacturing Month Tours

In partnership with the school district, we bring students on-site to member manufacturers to learn about some of the coolest things made in Fort Atkinson.

## Community Picnic

The Community Picnic is a FREE family friendly opportunity for our members to have a 10'x10' space to represent their business to the community.



## Holiday Parade

Is smiling your favorite? If so, get your jolly self to downtown Fort Atkinson for our annual lighted parade! Capped at 50 entries, be sure to register early. Volunteers needed!



