

# WAYZATA AREA CHAMBER

**BIG ENOUGH TO MAKE A DIFFERENCE,  
SMALL ENOUGH TO CARE**

For more than 75 years, it's been our honor to serve the Wayzata, Lake Minnetonka community. We believe in the startups, the dreamers, the hardworkers, the need to do what it take-ers. We believe that local businesses are the heart and soul of a community. But, that's not what makes us unique. We believe it's about the people, and this place. And together, we're better. There's something inspiring and magical here.

Come. Be a part of it.

## YOUR WAYZATA AREA CHAMBER OF COMMERCE TEAM



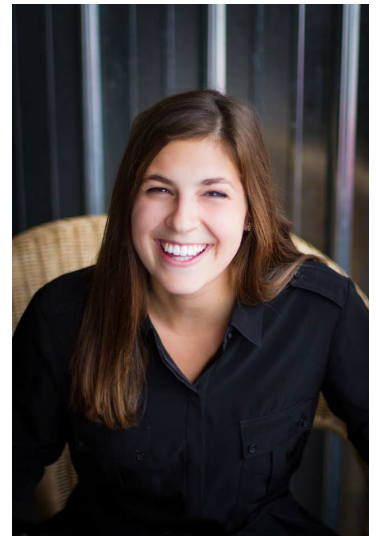
*Becky Pierson*  
President



*Brooke Beyer*  
Director of Community  
Events & Marketing



*Judy Johnson*  
Membership Services  
Director



*Anna Skemp*  
Communications & Member  
Events Coordinator

*Let's Connect!*



info@wayzatachamber.com

@WayzataChamber

WayzataChamber.com

952-473-9595

402 East Lake Street, Wayzata MN 55391

# Why join the Chamber?



## GROW WHO YOU KNOW

Choose from a variety of events every month to engage with over 400 members.

- Breakfast, lunch or after-hours networking opportunities
- Chamber Connect, a one-on-one business meeting on your own time
- Welcome visits and ribbon cuttings
- Build relationships by volunteering on a committee and/or at a festival



## STAND OUT

We have the platform, you have the opportunity to promote your business to the community and our members.

- Festival sponsorships and exhibitor space at Wayzata Chilly Open, Wayzata Art Experience, James J. Hill Days and Boo Bash Dash
- B2B Member Marketing Packages
- Web & Social Media Exposure
- Shop. Eat. Enjoy E-Blast
- The 511 Member Monthly E-Newsletter
- E-Gateway Member Weekly E-Blast
- Experience Wayzata Shopping & Dining Visitors Guide
- Downtown Wayzata Street Light Banner
- Wayzata Welcome Center brochure rack
- Exceptional Service, Chamber Star and Person of the Year Award eligibility



## WE'VE GOT YOUR BACK

A commitment to our community is important for customer relationships and success.

- Boost your reputation and credibility
- Utilize our expertise to help you navigate the city and community
- Receive support of the Chamber Staff, Board of Directors and our members
- We're a positive force...together. It takes a village, become part of ours

# Marketing Opportunities

Whether you're looking to build your brand, generate leads, gain exposure or highlight your initiatives, allow the Wayzata Area Chamber of Commerce to help share your message to thousands of residents and hundreds of businesses in the greater Lake Minnetonka area

## DIGITAL

### WAYZATACHAMBER.COM

You have FREE access to Wayzatachamber.com and included with your membership is a directory listing, logo, business info, and adding your events to the Community Calendar. To update all of these items, access your member profile account.

**BONUS!** If you'd like an enhanced listing (logo featured next to your company info) that option is available for only \$100 annually!

### THE E-GATEWAY

Our weekly e-newsletter emailed to over 900+ Chamber connections every Tuesday provides details of upcoming events, community updates, and more.



### SHOP. EAT. ENJOY.

Market your business in this attractive e-newsletter that promotes the value in shopping, dining, and enjoying the Wayzata, Lake Minnetonka area. Don't miss out including your advertisement, promotion, or sale in our weekly e-newsletter to over 5,000+ Lake Minnetonka area subscribers on Wednesdays. This is a great resource to share on your social media and with your customers/clients. Subscribe if you haven't! Did we mention it's FREE?

- Ad content is due by Tuesday at 9 am each week – email the ad to [info@wayzatachamber.com](mailto:info@wayzatachamber.com)
- Ad dimensions are 640 pixels w x 290 pixels h, and the ad can run for two weeks in a row



### THE 511

Not the 411, but sort of! This e-newsletter which drops in member only inboxes the first week of every month contains the 5 things you need to know for that month!

- In order to advertise in this one, you will need to be a member package sponsor (exclusive benefit)





# Marketing Opportunities

## PRINT

### WAYZATA WELCOME CENTER BROCHURE RACK

Swing by and visit our Wayzata Welcome center located in the beautiful historic Wayzata Train Depot. This is where the Chamber offices are located and thousands of tourists, visitors, residents, and members stop by each year to get in the know! As a member, this is a FREE benefit. Please drop-off your business brochures, coupons, or promotions during office hours.



### DOWNTOWN WAYZATA STREET BANNERS

Promote your business, support the community, and add to the esthetic appeal of the downtown area. Summer/Winter banners offer different seasonal graphics and are posted for six months, for a two-year period. Details are as follows:

- Current price per banner is \$475
- Business name (no logo) printed at the bottom

### WAYZATA AREA SHOPPING & DINING GUIDE

The official visitors' map to the best of the Wayzata area. Member restaurants and retail members automatically get a FREE listing in the brochure. Members may enhance their visibility by buying a display ad (space is limited).

- 15,000 copies of this four-color fold out reference piece are printed
- Online version as well
- Guides are distributed at visitors' centers around the state, hotels, member retailers, City Hall, Chamber offices and other locations throughout the year
- Printed annually and distributed in January
- Price range is \$115-185 for a display advertisement (2020 rate). If interested, please contact Robbie Shoemaker at [Robbie.shoemaker@apgecm.com](mailto:Robbie.shoemaker@apgecm.com)



**"The Chamber continually supports us through events, social media, and personal connections. The staff are friendly and genuinely interested in supporting and promoting its members. Being a member has been an asset to me personally and to my business. "**

- Terri Huml

# Event Marketing

Support Community. Gain Exposure. Make an Impact. Elevate Your Business!  
Sponsorships are available for all four major festivals. If interested, contact Brooke Beyer,  
Director of Community Events & Marketing, at [bbeyer@wayzatachamber.com](mailto:bbeyer@wayzatachamber.com)



## The largest, most well-known and unusual golf tournament held on a frozen lake

February 11, 2023

Cinema & Skates

- Custom ice-skating infinity loop and outdoor movie
- Ticketed | Demographic: Family-friendly/Kids

Chilly Open Golf Tournament

- 9-hole courses, three tee times, Snowga (yoga on the ice) in the morning, Chili Cook-off (over 15 restaurants), live music
- 2022 attendance = 1,800 golfers | 500 spectators

wayzata  
**ART**  
EXPERIENCE

## Come for the Art...Stay for the Fun

June 24 & 25, 2023

2-day art festival, 100-120 fine art artists, 10-15 sponsors, islands of music, random acts of art, demonstrations, steamboat Minnehaha tours, garden endcaps, beer + wine garden, gourmet food trucks, sailboat rides, community art.

- FREE to attend
- 2021 attendance = 20,000



## Lake Minnetonka's largest 3-day festival

September 8-10, 2023

Activities include: Carnival, Street Market, Rails & Ales Beer Festival, Coaster Cart Derby, Log Rolling, Dachshund Races, Eat Street, Street Dance, Fireworks, and Parade.

- Primarily FREE to attend
- Voted "Best Festival" around Lake Minnetonka
- 2021 attendance = 75,000



## A Spooktacular Time

October 28, 2023

- Activities include: 5k, 10k and a 1-mile Competitive Run & Fun Run. Join us at the finish line celebration!
- Costumes Encouraged for the race of your choice
- 2022 attendance = 500 Runners

WAYZATA AREA CHAMBER

## BRONZE - \$1000

- Opportunity to host a Business Showcase on a choice of dates and times based on availability, for a small fee
- Enhanced business category listing on wayzatachamber.com
- (1) Street Banner (seasonal) custom with business name
- (4) Tickets to the Annual Holiday Party + goodie donation opportunity
- Business name and sponsorship level listed on wayzatachamber.com
- \$350 Flex dollars to be used 1 year from signed agreement date (dues/equipment exempt)

Total Value: \$1,275

## SILVER - \$2,500

- Opportunity to host a Business Showcase on a choice of dates and times based on availability
- Business name on sponsor recognition at every luncheon, when available
- Enhanced business category listing on wayzatachamber.com
- (1) custom Facebook post on Wayzata Chamber's FB page
- (2) Street banners (seasonal) custom with business name
- (8) Tickets to Annual Holiday Party or Table of eight + goodie donation opportunity
- (1) Ad in "The 511" digital monthly newsletter (sponsor provides ad to the Chamber)
- Business name listed on every footer in "The 511"
- \$750 Flex dollars to be used 1 year from signed agreement date (dues/equipment exempt)

Total Value: \$4,000

## GOLD - \$5,000

- Opportunity to host a Business Showcase on a choice of dates and times based on availability
- Business logo on sponsor recognition at every luncheon, when available
- Short business introduction and promotional items at one luncheon per year (when available)
- Enhanced business category listing on wayzatachamber.com
- (3) Street banners (seasonal) custom with business name
- (2) custom Facebook posts on Wayzata Chamber's FB page
- (12) Tickets to luncheon of choice or table at Holiday Party + goodie donation opportunity
- (2) Ads in "The 511" digital monthly newsletter (sponsor provides ad to the Chamber)
- Business logo listed on every footer in "The 511"
- \$2,000 Flex dollars to be used 1 year from signed agreement date (dues/equipment exempt)

Total Value: \$7,900

## PLATINUM - \$10,000

- 1 year's membership dues for your business
- Exclusive opportunity to host one event annually
- Business logo and link to website on every E-Gateway (900+ subscribers)
- Premium placement of business logo on sponsor recognition at member events
- Short business introduction and promotional items at tables at every luncheon (when available)
- Enhanced business category listing on wayzatachamber.com
- (2) Blog posts on wayzatachamber.com (text + photo or video) sticks to homepage/shared on FB
- (4) Street banners (seasonal) custom with business name
- (4) custom Facebook posts on Wayzata Chamber's FB page (quarterly posts)
- (20) Tickets to a luncheon or event of choice + goodie donation opportunity at holiday party
- (2) Ads in "The 511" digital monthly newsletter (sponsor provides ads to the Chamber)
- Business logo listed on every footer in "The 511"
- (1) Double ad in the Experience Wayzata visitors guide
- Business logo displayed at the Wayzata Depot (20,000 visitors every year)
- \$3,000 Flex dollars to be used 1 year from signed agreement date (dues/equipment exempt)

Total Value: \$14,650 plus membership

# Membership Investment

## READY TO JOIN?

1. Go to [WayzataChamber.com](http://WayzataChamber.com)
2. Click "EXPLORE" in the top right corner and hover over "Become a Member"
3. Click "Apply for Membership"

This information will be used to create your member profile in our directory listing, and can be updated easily by you at any time.

## EMPLOYEE-BASED INVESTMENT LEVELS

Pricing for businesses is based on the number of full-time employees and equivalents. Example: 2 Part-time employees equal one full time employee.

Please note there is a one-time \$25 processing fee for new members. Membership dues are automatically renewed annually from the day you join.

- Sole Proprietor | \$300
- 2-5 full time employees | \$375
- 6-15 full time employees | \$460
- 16-30 full time employees | \$585
- 31-50 full time employees | \$685
- 51+ full time employees | \$790
- Non-Profit with 1-15 full time employees | \$250
- Non-Profit with 16+ full time employees | \$470
- Associate Membership | \$150 For an individual employee of a business, that carries a corporate membership, who wants separate recognition and benefits
- Seasonal Business | \$215 A business that is seasonal and operates 6 months of the year or less
- Community Membership | \$150 This category can have no business affiliation with the membership
- Schools/Utility/Government | \$500

**"This week I renewed the Wayzata Chamber membership for my 42nd year. The Chamber changed my life, and it can change yours." – Greg Rye**