



Berkley

AREA CHAMBER

BERKLEY • OAK PARK • HUNTINGTON WOODS

2026 SPONSORSHIP PROGRAM

Invest in Community. Elevate Your Brand.

WHY PARTNER WITH THE BERKLEY AREA CHAMBER?

Berkley sits at the crossroads of Metro Detroit's most vibrant communities. For over 60 years, the Berkley Area Chamber of Commerce has been connecting local businesses, fostering economic growth, and building the relationships that make our region thrive.



OUR CORE COMMUNITIES

BERKLEY • OAK PARK • HUNTINGTON WOODS

Three distinct cities united by shared values: supporting local business, celebrating the arts, and building community connections.



EXPANDED REACH ALONG THE WOODWARD CORRIDOR

ROYAL OAK • FERNDALE • BEVERLY HILLS • BIRMINGHAM • SOUTHFIELD

Our events and marketing reach thousands of residents, business owners, and decision-makers throughout Oakland County's most dynamic corridor.

Our events bring together 25,000+ community members annually — neighbors, families, and decision-makers who support local businesses. From the 10,000+ attendees at Art Bash to the packed rooms at our Legislative Breakfasts, your sponsorship puts your brand in front of the people who matter most: your customers, your community, and your future partners.

But we can't do it alone. These events — and the Chamber's year-round advocacy, networking, and marketing programs — are made possible by businesses like yours who believe in investing where they live and work.

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**WHEN YOU SPONSOR THE CHAMBER, YOU'RE NOT JUST BUYING
ADVERTISING — YOU'RE INVESTING IN THE COMMUNITIES THAT
SUPPORT YOUR BUSINESS.**
.....

WHAT'S IN IT FOR YOU?

- Visibility to 25,000+ event attendees and 250,000+ digital impressions annually
- Direct access to community leaders, elected officials, and decision-makers
- Premium brand placement across print, digital, and on-site materials
- Networking opportunities with 180+ Chamber member businesses
- Reach beyond Berkley to Royal Oak, Ferndale, Beverly Hills & the greater Woodward Corridor
- Tangible ROI through booth space, event tickets & promotional opportunities

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SPONSORSHIP PACKAGES



Exclusive year-round exposure!

PLATINUM TITLE SPONSOR

\$10,000 / year • 1 AVAILABLE — EXCLUSIVE

Year-Round Title Sponsor Recognition

- TOP billing on ALL Chamber marketing materials, website, and communications
- "Title Sponsored by" credit on ALL major events (Art Bash, Street Fest, State of Cities + Legislative Breakfasts)
- Logo FIRST/LARGEST on all event posters, banners, t-shirts, and promotional materials
- Verbal recognition FIRST at ALL Chamber events

Premium Event Access

- Premium 10x10 booth at Art Bash AND Street Art Fest
- 8 State of Cities tickets + VIP Reserved Table + Speaking slot (5 min)
- 8 Legislative Breakfast tickets (4 per event, 2 events)
- 12 Pub Crawl tickets
- Holiday Party Speaking opportunity (5 min)
- VIP status at all 3 Level Up events

Print Advertising

- Full page Community Connection Magazine ad + Cover feature
- Postcard front — TOP position (10,000+ homes, 2x/year)
- Logo on ALL 3 t-shirts (Title Sponsor/largest) + 6 free shirts
- 15 Berk Perk discount cards + Promo items in ALL event bags

Digital Marketing

- Homepage banner + Featured listing + Dedicated partner page on website
- Dedicated email blast (1/year) + Header logo on ALL Member & Bullhorn Newsletters
- Newsletter body feature (2/year) — *Business must provide content*
- 4 Podcast features (quarterly) + Custom graphics

Social Media

- Dedicated Spotlight Posts featuring your business
- Sponsored Content Posts (Chamber content with your logo/tag)
- Group Recognition Posts (Thank You Sponsors)
- Event Live Tags on ALL event social media
- Social Media Analysis — Review of accounts from business & student perspective
- Custom Content Package: Shout It Out, Berk Perks, Business Spotlight, Special Events, Anniversaries, Charity Fundraisers, #StudentSquad Content — *Business provides content, Chamber designs*



ANNUAL EVENTS & TOUCHPOINTS

44 TOTAL

EVENTS (27)

- 10 Chamber Chats
(monthly except July/December)
- 4 Joint Chamber Luncheons (quarterly with Royal Oak, Clawson, Madison Heights/Hazel Park)
- 3 Level Up Networking Events (Feb, May, Oct)
- 2 Legislative Breakfasts
(1 Spring + 1 Pre-Election Forum in Sept)
- 8 Major Public Events: Art Bash, Berkley Pride, Street Art Fest, CruiseFest, Pub Crawl, BOO!key Month, State of Cities & Business Awards, Holiday Party

ONGOING/CONTINUOUS

- 52 Weekly Chamber Member Emails
- 20 Berkley Bullhorn Newsletters
- Monthly Podcast Episodes
- Website (250,000+ annual impressions)
- Social Media (Chamber + Bullhorn channels)
- Berk Perk Card Program (year-round discounts)
- Business Directory



RESERVE YOUR SPONSORSHIP ONLINE!
BERKLEYCHAMBER.COM

REV. 9-14-2026



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SPONSORSHIP PACKAGES



Make a big impact in Berkley & surrounding areas!

DIAMOND PRESENTING SPONSOR

\$7,500 / year • 3 AVAILABLE

Choose from 3 Signature Events

Event Ownership

- "Presented by" credit on YOUR signature event (Art Bash, Street Fest, or State of Cities & Legislative Breakfasts)
- Logo prominent on all materials for your owned event + Pub Crawl/Level Up
- Speaking opportunity at State of Cities + Legislative Breakfasts (if State of the Cities sponsor)

Event Access

- Premium 10x10 booth at YOUR owned event + Standard booth at 1 other event
- 6 State of Cities tickets + Speaking (if State of Cities sponsor)
- 6 Legislative Breakfast tickets (3 per event) + Speaking (if State of Cities sponsor)
- 10 Pub Crawl tickets

- Premium Partner status at all 3 Level Up events

Print Advertising

- Full page Community Connection Magazine ad
- Postcard back — PREMIUM position (10,000+ homes, 2x/year)
- Logo on ALL 3 t-shirts (Presenting Sponsor/2nd largest) + 4 free shirts
- 10 Berk Perk discount cards + Promo items in 2 event bags

Digital Marketing

- Homepage logo (large) + Featured listing on website
- Newsletter header logo (rotating) on Member & Bullhorn Newsletters
- Newsletter body feature (2/year) — *Business must provide content*
- 2 Podcast features (semi-annual) + Custom graphics

Social Media

- Dedicated Spotlight Posts featuring your business
- Group Recognition Posts (Thank You Sponsors)
- Event Live Tags on owned event + select other events
- Social Media Analysis — Review of accounts from business & student perspective
- Custom Content Package: Shout It Out, Berk Perks, Business Spotlight, Special Events, Anniversaries, Charity Fundraisers, #StudentSquad Content — *Business provides content, Chamber designs*

GOLD

PREMIER PARTNER

\$5,500 / year • 8 AVAILABLE

Recognition

- "Premier Partner" recognition at all Chamber events
- Logo (medium/3rd position) on all event materials and t-shirts
- Verbal recognition at all events

Event Access

- Standard 10x10 booth at 1 event of your choice (Art Bash or Street Fest)
- 4 State of Cities tickets
- 4 Legislative Breakfast tickets (2 per event)
- 6 Pub Crawl tickets
- Invited guest at Level Up events

Print & Digital Advertising

- Half page Community Connection Magazine ad
- Logo recognition on postcards
- Logo on ALL 3 t-shirts (Gold level) + 2 free shirts
- 1 Podcast feature (annual) + 1 custom graphic
- Homepage logo (medium) + Sponsor directory listing
- Newsletter body feature (2/year) — *Business must provide content*
- 6 Berk Perk discount cards + Promo items in 1 event bag
- Tagged in select event social media posts

Social Media

- Dedicated Spotlight Posts featuring your business
- Group Recognition Posts (Thank You Sponsors)
- Event Live Tags on owned event + select other events
- Social Media Analysis — Review of accounts from business & student perspective



READY TO GET STARTED? CONTACT US!

Ken Pringle, Executive Director
ken@berkleychamber.com



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SPONSORSHIP PACKAGES



A variety of exposure to keep you top-of-mind!

SILVER SUPPORTING SPONSOR

\$3,000 / year • 12 AVAILABLE

Recognition

- "Supporting Sponsor" recognition at Chamber events
- Logo (small/4th position) on event materials and t-shirts
- Verbal recognition with tier at events

Event Access

- 2 State of Cities tickets
- 2 Legislative Breakfast tickets (1 per event)
- 4 Pub Crawl tickets
- Invited guest at Level Up events

Print & Digital Advertising

- 1/4 page Community Connection Magazine ad
- Logo on ALL 3 t-shirts (Silver level)
- Sponsor directory listing on website
- Logo in Member & Bullhorn Newsletter sponsor section
- Newsletter body feature (1/year) — *Business must provide content*
- 4 Berk Perk discount cards
- Tagged in 1 event social media post



BRONZE COMMUNITY PARTNER

\$1,500 / year • 20 AVAILABLE

Recognition & Benefits

- "Community Partner" recognition at Chamber events
- Logo (smallest/5th position) on event materials and t-shirts
- 2 Pub Crawl tickets
- Logo in Community Connection Magazine sponsor section
- Sponsor directory listing on website
- Logo in Member & Bullhorn Newsletter sponsor section
- Newsletter body feature (1/year) — *Business must provide content*
- 2 Berk Perk discount cards
- Included in group sponsor recognition posts

STUDENT SQUAD

Want to reach the
next generation?
The Student Squad
is here for you!
Ask for more info.



BERKLEYBULLHORN@GMAIL.COM



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BERKLEYCHAMBER.COM

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2026 BUNDLE PACKAGE



Big exposure. Big value. Build a bundle that suits you!

Why Bundle? Glad you asked!

- ✓ Save up to 25% versus A la Carte pricing
- ✓ Receive year-round exposure
- ✓ Build your brand in front of 10k+ residents and businesses
- ✓ Participate in the events that make the community thrive

SOCIAL MEDIA PACKAGE

Great exposure for small businesses! Let us help enhance your online marketing with social media and graphic design!



- Your business with exclusive features on Chamber socials throughout the year
- Includes 3 unique graphics designed by the Chamber. Use them for your own promotions too!
- Social media analysis & visit by the Student Squad (subject to availability & requirements)
- Includes Shout it Out, I'm All Ears, Berk Perk promos & more

BAG IT UP PACKAGE

Get your promo items, flyers, and coupons in front of 1k+ event attendees. Please provide the Chamber with these materials in any combination you'd like.

1,000 attendee bags distributed at Berkley Street Fest Yappy Hour Dog Zone, Pub Crawl Recovery Bag, State of Cities & New Member Packets



✓ CHOOSE 3

MUST BE A CHAMBER MEMBER TO BUNDLE SPONSORSHIP PACKAGE!

1-15 employees: \$750 (inc. non-profit & home-based)

15-25 employees: \$1,000

25+ employees: \$1,500

PRINT AD PACKAGE

Magazine is distributed to over 15k homes. BHH book is a guaranteed 1k touches, very popular & collectible.

Option 1: 1/4 page ad in The Community Connection Magazine (Berkley, Oak Park, Huntington Woods), distributed to 24k homes & businesses!

Option 2: 1/2 postcard ad 2" W x 3" H for one click. Full postcard ad 4" W x 3" H for two clicks.

Option 3: 1/2 page ad & story in reimagined Berkley has heART book.

BOOTH PACKAGE

Have a big presence at two key events.

Option 1: 10x10 booth at Art Bash

Option 2: 10x10 booth at Street Fest

Option 3: 1/2 table at 3 Level Up events

Option 4: 6 guests at State of the Cities table

T-SHIRT PACKAGE

Put your logo on our popular event t-shirts.

Option 1: CruiseFest t-shirt

Option 2: Pub Crawl t-shirt

I LOVE BERKLEY PACKAGE

Great for team building and staying involved.

- 4 Berk Perk Discount Cards
- 5 CruiseFest t-shirts
- 2 Pub Crawl tickets



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**NOT READY
TO BUNDLE?**
Pick individual
opportunities that
fit your goals
& budget!

2026 À LA CARTE MENU



Build your own visibility!

ITEM	PRICE	ADDITIONAL DETAILS
SOCIAL MEDIA PACKAGE	\$400	INCLUDES ANALYSIS, FEATURED POSTS & MORE
POSTCARD ADVERTISING <i>This 9"x12" postcard is mailed to residents in spring & fall</i>		
POSTCARD AD FRONT	\$1,000	5" x 3" VERTICAL OR HORIZONTAL (YOUR CHOICE)
POSTCARD AD BACK	\$650	4" W x 3" H
BAG IT UP SPONSOR <i>Berkley Street Fest Yappy Hour Dog Zone, Pub Crawl Recovery Bag & State of Cities</i>		
BAG IT UP (PER EVENT)	\$125	SPONSOR TO PROVIDE MATERIALS TO INCLUDE
BAG IT UP (ALL EVENTS)	\$350	SPONSOR TO PROVIDE MATERIALS TO INCLUDE
T-SHIRT SPONSOR		
CRUISEFEST T-SHIRT SPONSOR	\$350	LOGO ON BACK
PUB CRAWL T-SHIRT SPONSOR	\$350	LOGO ON BACK
BERKLEY ART BASH		
ART BASH BOOTH 10'x10'	\$500	\$750 FOR NON-MEMBERS
ART BASH KID ZONE TOP SPONSOR	\$1,500	10' x 10' BOOTH INCLUDED
BERKLEY STREET FEST		
STREET FEST BOOTH 10'x10'	\$400	\$600 FOR NON-MEMBERS
STREET FEST KID ZONE TOP SPONSOR	\$1,500	10' x 10' BOOTH INCLUDED
STREET FEST YAPPY HOUR TOP SPONSOR	\$1,500	10' x 10' BOOTH INCLUDED
STREET FEST MONET SPONSOR	\$500	LOGO AT EVENT, WEBSITE & SOCIAL (LARGER)
STREET FEST BANKSY SPONSOR	\$250	LOGO AT EVENT, WEBSITE & SOCIAL (SMALLER)
BOOTH BUNDLE: ART BASH & STREET FEST 10'x10'	\$850	\$1,300 FOR NON-MEMBERS
THE COMMUNITY CONNECTION MAGAZINE ADS <i>Reach 24k homes & businesses! See website for additional ad sizes, plus non-member & non-profit pricing</i>		
FULL	\$795	FULL COLOR
HALF	\$455	FULL COLOR
1/3 PG	\$365	FULL COLOR
1/4 PG	\$295	FULL COLOR
BERKLEY LOCAL PODCAST FEATURE	\$150	
LEVEL UP NETWORKING EVENTS <i>Three Level Up events per year. Pricing is per event.</i>		
LEVEL UP FOOD & BEVERAGE SPONSOR	\$1,000	LOGO AT FOOD AREA & BAR, FLYER, SOCIAL
MISC EVENTS		
STATE OF THE CITIES SPONSOR	\$250	LOGO AT EVENT, WEBSITE & SOCIAL
LEGISLATIVE BREAKFAST CONTINENTAL SPONSOR	\$500	PER BREAKFAST. LOGO & RECOGNITION, ONLINE



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