

Discover Our Exciting Events, Programs, and Benefits!

Marketing/Advertising:

- **Marketing/Advertising Highlights**
 - **More than 3,000 weekly visits to Chamber website**
 - **Over 5,000 Facebook followers**
 - **Exposure at Chamber events & programs can range from 10-800 attendees**
 - **Email subscription with 408 businesses and 2,000+ email addresses**

- **Monthly E-Newsletter** – Our monthly e-newsletter includes current Chamber member highlights, provides valuable information to our members, upcoming Chamber member events and more! Look for this e-newsletter on the 1st Monday of the month.

- **New Member Radio Slot on WFHR/WIRI** – By signing up as a Chamber member you will receive 1 FREE live business-related interview on 1320 AM WFHR and 97.5 FM WIRI. This will be a 15-minute opportunity for you to speak to our guest listeners and your future customers about your business and promotions. Contact WFHR/WIRI to set up your interview at 715-741-0955. This opportunity expires one year from Chamber membership activation.

- **Business Press Releases** – Anytime your business has exciting news to share to other businesses or the local community, the Heart of Wisconsin Chamber of Commerce is here to help! Use your Chamber login to upload your press releases and they will be published on our website and Facebook page. We provide complimentary marketing and advertising via our website, Facebook, and more!

- **Member Events/Programs/Promotions** – Anytime your business has exciting events, promos or other items to advertise, you are able to market this via your member login portal, which then gets published on our website, events calendar and Facebook pages!

- **Job Postings** – Are you a Chamber member with hiring needs? Post your open positions on our website! Our website has over 6,000 views on our job board!

- **Ribbon Cuttings** – Ribbon Cuttings are a complimentary offering to all Heart of Wisconsin Chamber of Commerce members. They are performed for business openings, a business anniversary, a new product/service being launched, or essentially any reason your business would want one. This gains traction for your business with Facebook event posts, pictures, and promotions for the event.

- **Biz Blasts** – Do you have an event or special announcement you would like to send out? Your email will go out to over 2,000 email addresses on Friday as well as be shared to our Facebook page with over 4,000 followers. As a new member, you will receive 1 FREE Biz Blast. This opportunity expires one year from Chamber membership activation. For additional biz blast purchase options, please reach out to our Marketing & Communications Director at marketing@wisconsinrapidschamber.com.
- **Member of the Month** – Member of the Month is a benefit that is free to our members. Each month, we randomly select an investor to be featured in our monthly e-newsletter and to display the Member of the Month street sign outside of their business. The benefit provides a little more exposure and gives them the opportunity to share a little more about their business through the monthly e-newsletter and Chamber Facebook page.
- **Website Partner** – Showcase your business as a premier partner with the Heart of Wisconsin Chamber of Commerce with adding your business logo on the main page of our website.
- **Gift Certificates** – As a member with the Heart of Wisconsin Chamber of Commerce, you can accept Heart of Wisconsin Gift Certificates. Purchasing a Heart of Wisconsin Gift Certificate ensures that money is spent locally and helps build the area economy. Chamber Gift Certificates are redeemable at participating Chamber member merchants. Heart of Wisconsin Gift Certificates make a wonderful, flexible gift for birthday celebrations, holidays, welcome to the community and employee appreciation. Display your window cling proudly!
- **Eat, Drink & Buy Local** – Join the Heart of Wisconsin Chamber of Commerce for the Eat, Drink & Buy Local event. This fun passport campaign is available for the public and encourages everyone to support their local restaurants, bars, venues, etc..
- **Small Business Showcase** – Join the Heart of Wisconsin Chamber of Commerce for Shop Small, Small Business Showcase. This fun passport campaign is available for the public and encourages everyone to support local. The more places you shop, the more chances to win raffle prizes!
- **Community Folder** – Do you want your business name to be known by newcomers to the area? Community Folders are distributed to people who have recently moved or are thinking about relocating into the area that are looking for more information regarding our community and the businesses that reside within it. We also use these folders for Member renewals and for potential Members to share information with community members. Place your business card size ad on the relocation folder to gain exposure throughout the year!
- **Sponsorship Opportunities** – Partnering with the Heart of Wisconsin Chamber of Commerce is a two-way street. We value your company and its success within our community and appreciate the support from all of our sponsors who continue to drive our organization forward. The Chamber provides a variety of opportunities to highlight your business either through event sponsorship, educational programs or hosting a network event.

Networking Opportunities:

- **Coffee with the Chamber** – This is a FREE quarterly networking event held virtually/in person at the Chamber to offer different speaker topics to educate our community business leaders. There is also an opportunity at the end to promote your business.
- **Network Exchange for HR Professionals** – This is a FREE, quarterly professional development opportunity for human resources professionals to collaborate, listen to guest speakers covering current HR topics and meet in a variety of places to learn more about the businesses that our local HR partners work for.
- **Network Exchange for Safety Professionals** – This is a FREE, quarterly professional development opportunity for safety professionals to collaborate and listen to guest speakers covering current safety topics.
- **Women in Business Luncheon** – This luncheon is a wonderful opportunity to celebrate and inspire the network of women in our community to achieve optimal potential within themselves and their business goals. You will have the opportunity to listen to our inspiring keynote speaker, network with colleagues, meet new friends and possibly win some door prizes!
- **Diversity in Business Luncheon** – This luncheon is a wonderful opportunity to celebrate and inspire diversity in business within our community. You will have the opportunity to listen to our inspiring speaker(s), network with colleagues, meet new friends, and possibly win some door prizes!
- **Networking at Night** – This is a FREE monthly after-hours networking event, designed to give business professionals an opportunity to network and/or showcase their facility to other Chamber members and members of the community.
- **Leads Networking Group** – This group is a business networking group with the sole aim of passing leads to Member businesses. Only one business from each sector is represented so there is no competition within the group. This group offers exposure, opportunity, connections, advice, raising your profile, satisfaction from helping others, creating friendships, elevating your pitch and so much more!
- **Ambassador Committee** – An Ambassador is a very important part of the day-to-day operations of the Heart of Wisconsin Chamber of Commerce. Ambassadors serve as an avenue for investment growth and retention. Ambassadors are volunteers who advocate for the community, serve as a welcoming committee for new members, are a link to current members, and a conduit for potential new members. Ambassadors support the Chamber by attending ribbon cuttings, grand openings, groundbreaking ceremonies, and various other volunteer activities.

Workforce Programs/Events:

- **Community Leadership Program** – The Community Leadership Program is a dynamic and interactive leadership development experience. This program is designed to empower participants to be catalysts for positive change by providing a deeper understanding of our community through sharing practical tools for effective community leadership. This program runs from October to May each year.
- **C.O.O.L. Teen Leadership Program** – Where Community, Occupations, Organizations and learning Leadership skills come together to form our next generations of leaders! This program runs from September to May every year and involves five area school districts. Teens from our area see what our community has to offer while exploring possible occupations within many organizations as they build necessary leadership skills.
- **Community Leadership Celebration** – This event is to celebrate the Community Leadership Program class of the year with food, speakers, and recognition of the graduates and businesses who helped support the program.
- **C.O.O.L. Teen Leadership Celebration** – This event is to celebrate the C.O.O.L. Teen Leadership Program class of the year with food, speakers, and recognition of the graduates and businesses who helped support the program.
- **Job, Resource, & Transfer Fair** – Get your business noticed by participating and/or sponsoring this event. Employers are able to offer information about their business for individuals looking for jobs. Opportunities to build community connections are also available.
- **Business Expo** – This event is a perfect platform to showcase new products, promos and campaigns. This is a great place to widen your network, talk to your target market and increase your brand awareness.
- **Community Connection Program** – “You sell your company; we sell the community.” The Heart of Wisconsin Chamber of Commerce offers a community tour that connects job candidates or new hires to the Heart of Wisconsin community in ways that are valuable to them.

Business Development:

- **Business Consulting and Resources** – The Heart of Wisconsin Chamber of Commerce encourages and supports entrepreneurship. Our goal is to provide mentoring and guidance to those interested in purchasing an existing business or starting one from the ground up. We offer assistance in finding the perfect location, accessing grant and loan programs, connecting you to local, state, and federal resources, and navigating licensing, permits, etc.
- **Provide Referrals to Businesses** – At the Heart of Wisconsin Chamber of Commerce, we are constantly connected to our community and looking for ways to grow our local economy. We are oftentimes the first call for business information from community members.

Advocacy:

- **Legislative Breakfasts** – Let your voice be heard! Hear updates from legislators and local community representatives and have the opportunity to ask questions.
- **Decisions made at every level of government** – whether locally at city hall, school boards, the county courthouse, or in Madison and Washington – have a profound impact on our local businesses and the economy. That’s why the Chamber is committed to being your eyes and ears and, when needed, a non-partisan voice for the business community. The Chamber accomplishes this through:
 - Advocacy on business-related issues at the local, state, and federal levels
 - Building connections and relationships with policymakers
 - Sharing timely information and education to Chamber Members
 - Equipping Members for effective involvement and influence

Signature Events:

- **Annual Meeting & Awards** – This much-anticipated event celebrates our Chamber members, volunteers, and community members. The program will include a mission moment speaker, a look ahead at the upcoming year with the Chamber, and celebrating incredible businesses, area nonprofits, and outstanding individuals in our community!
- **Lucky’s Summer Golf Classic** – This annual event is the perfect out-of-office outing for employees looking to network with others and enjoy a day of fun in the sun. Attendees will enjoy food, 18-hole golf, opportunities to win great raffle prizes, and much more!

Community Events:

- **Cranberry Blossom Fest Arts & Crafts Vendor Fair** – This entertaining weekend event will be the first thing you mark on your calendar every year. Join us for a large arts and crafts fair with vendors from all over the great State of Wisconsin.
- **Cranberry Blossom Fest Parade** – Gain exposure for your business or organization and be featured at a treasured community event during the annual Cranberry Blossom Festival Parade.
- **Lunch by the River** – Gain exposure for your business and be part of a beloved community event. The Heart of Wisconsin Chamber of Commerce has partnered with community businesses to host this iconic community event. Every Thursday during June, July, and August, guests enjoy live entertainment and a variety of food. Businesses that sponsor have an opportunity to interact with attendees and promote their services.
- **Gather by the Gazebo** – Gain exposure for your business and enjoy local food and entertainment in the beautiful Rome Town Center. Held on the 2nd Tuesday in June, July, and August.

- **Rendezvous in the Park** – Gain exposure for your business and enjoy live entertainment and food at the beautiful Riverside Park in Nekoosa. Businesses that sponsor have an opportunity to interact with attendees and promote their services. Held on the 3rd Wednesday in June, July, and August.
- **Downtown Grand Affair** – The September Downtown Grand Affair is a great exposure opportunity for your business. This long-standing event attracts a large and diverse crowd including vendors from across the state, bringing unique products and hand-crafted items. Attendees enjoy a craft fair, music, food, a car show, and more!
- **Chamber Cash Raffle** – Promote your business as well as support buying local throughout the Cranberry Cash Calendar Raffle. All cash prizes will be awarded in Chamber Gift Certificates.
- **Rekindle the Spirit Holiday Parade** – This treasured Wisconsin Rapids parade is the day before Thanksgiving and a great way to get involved by showcasing your business to our local community.
- **Nekoosa Hometown Christmas Parade & Fireworks** – This beloved Nekoosa parade and fireworks in December is a great way to get involved by showcasing your business to our local community.

Other Benefits:

- **The Business News** – Chamber Members will receive The Business News publication for free!
- **Meeting Room Space** – By being a Chamber member, you can utilize the Heart of Wisconsin Chamber of Commerce Board Room for meeting space at no charge.
- **Proof of Origin Stamp** – A Certificate of Origin (CO) is an important international trade document that certifies that goods in a particular export shipment are wholly obtained, produced, manufactured, or processed in a particular country. They declare the ‘nationalist’ of the product and serve as a declaration by the exporter to satisfy customs or trade requirements. The Heart of Wisconsin Chamber of Commerce can stamp this document as proof. This is FREE for members.