

# Marketing Your Business

with the *ac*



## AS THE PREMIERE BUSINESS ORGANIZATION

in the region, the Fond du Lac Area Association of Commerce gives you easy and effective communication links to businesses and business and community leaders throughout Fond du Lac and northern Dodge counties

### Business and Coffee Connection email invitations

Business Connections and Coffee Connections are the AC's premiere networking events. Business Connections are held 11 times a year (no event in July); Coffee Connections are held 10 times a year (no event in January and July). Three weeks before each event, the AC emails invitations to more than 2,800 contacts.

Businesses can sponsor a Business or Coffee Connection by placing ads in the email invitations

- Large rectangle: \$100 for one month or \$250 for three months
- Small rectangle: \$50 for one month or \$125 for three months
- Ads do not have to run concurrently nor do they have to be identical
- Ads sold to AC members only

Members who want to host a Business or Coffee Connection should contact the AC at (920) 921-9500



### Local Stimulus Package

Email package of member-to-member discounts sent every Wednesday to more than 2,800 AC member email addresses. Available to AC members only. Details:

- \$210 for 12 ads; \$125 for 6 (minimum: 6)
- Ads are roughly 3 inches wide and can include links to websites, emails
- Ad copy limit: 50 words. Logos encouraged.
- Advertisers choose the weeks their ads appear
- Ad copy and visuals due 7 days prior to publication
- Ads do not have to be identical

### AC newsletter inserts

The AC's monthly B&W newsletter mailed (1,100 recipients) and emailed (2,800 recipients); 8.5 x 11 inserts are allowed with the following guidelines:

- Flyer or insert is directed at AC members and offers communications/offers exclusive to AC members only. No mass-market pieces.
- Fee: \$250
- AC requires prior approval of the insertion piece no later than the 10th of the month prior to publication
- Inserts available to AC members only

### AC mailing list

The postal mailing list or address labels of AC members - totaling about 750 - is available to AC members and the public.

- The mailing list is sold on the agreement it is to be used for one time only and will not be shared or duplicated
- AC requires prior approval of the direct-mail piece that will be used
- Mailing labels: \$35 for members, \$150 for non-members
- Mailing list in Excel spreadsheet: \$35 for members; \$150 for non-members
- Non-members must pay before receiving the labels/list

### AC wall calendar

5,000 AC wall calendars are distributed each December to key decision makers throughout the region.

Monthly display and business-card-size ads are available. Ad deadline:



### GETTING STARTED

Call the AC at (920) 921-9500 to get the ball rolling. We can send you additional information and walk you through the easy processes.

# Sponsorship opportunities

Every year, the Fond du Lac Area Association of Commerce hosts dozens of events, both business-to-business gatherings and events open to the public.

Many of these events invite sponsorship branding opportunities.

The AC event calendar includes:

## Programs that run throughout the year

- ACUniversity business-topic classes held monthly at the FDL Public Library
- Leadership Fond du Lac, a nine-month educational program for community leaders
- Youth Leadership Fond du Lac, an eight-month program for high school juniors patterned after the adult program
- Young Professionals of Fond du Lac holds monthly programming aimed at emerging leaders ages 40 and younger
- Safety Council conducts regular programming throughout the year aimed at safety professionals
- Human Resources Association targets its educational programming to HR specialists
- Agricultural Ambassador Program educates thousands of area students and adults about the importance of agriculture

## Annual events

### February

- Leaders as Readers, held the first week of the month, puts business and community leaders inside area classrooms to read aloud and answer questions about careers and the importance of literacy
- AC Annual Meeting typically held the second Thursday of the month. Approximately 350 members and guests attend.

### March

- 8th Grade Career Day, usually the second week of the month, exposes local middle school students to numerous career options
- Annual Safety Day, usually the third week of the month, presents broad spectrum of education opportunities
- Agriculture Showcase, first Saturday of the month, brings all aspects of agriculture - from producers to consumers - together for public enjoyment and education.

### April

- Career Fair, usually middle to the end of the month



### May

- Day on the Farm, usually the second week, brings hundreds of kindergarten and first-grade students to a working farm
- Downtown Farmers Market, May through October on Wednesdays and Saturdays

### June

- Breakfast on the Farm, typically the fourth Sunday of the month, open to the public and attracting thousands to a working farm for food and displays

### July

- AC Golf Outing, typically the second Monday of the month

### September

- Downtown Fondue Fest, typically the first Saturday after Labor Day, a free festival attracting thousands from throughout Southeast Wisconsin

### October

- Business, Industry & Education Day, typically the first Wednesday, with programming connecting business and education interests

### December

- Leadership Fond du Lac's Empty Bowls lunch, usually the first week of the month, raises money for local food pantries
- Home for the Holidays, typically the first Saturday of December. A day of holiday events and attractions for the entire family.

*The annual Career Fair in April allows employers to build portfolios and meet prospective employees one-on-one.*

## TO SPONSOR

Call the AC at (920) 921-9500, and we'll direct you to the appropriate director, who will discuss with you how to maximize your company's visibility.