

2025 OVERVIEW

# Sponsorship Opportunities





Welcome to the 2025 Sponsorship Opportunities.

Increase your business visibility through the many sponsorship and marketing opportunities available through the Hudson Area Chamber. We enable you to promote your business to more than 485 members and the greater community of Hudson. We can create a sponsorship package for the entire year for you.

Look inside for a detailed list of the promotional benefits for each level of event sponsorship. Some sponsorships levels are offered with limited availability, so be sure to submit your interest soon. The Chamber agrees to offer previous sponsors the first right of acceptance.

Please contact me if you have any questions. I would be happy to meet with you to review how best to promote your business to other Chamber members and the greater Hudson area.

Thank you for your continued support and involvement.

*MARY CLAIRE OLSON POTTER*

**Chamber President**

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# Spirit of the St. Croix Art Festival

September 27 & 28, 2025

**Annual free art festival open to the public. This weekend of festivities, creativity and fun offers you an opportunity to promote your business. We welcomed over 8,000 guests to the park last year! Imagine your business promoted on signage, in the program, and on posters throughout the community. We have sponsorship opportunities available to fit your marketing budget.**

## PLATINUM SPONSOR: \$2,500

- Company Logo included on:
  - Thank You Sponsor Banners at the three entrances of the event
- Event Posters
- The Phipps Center for the Arts Marquee
- Facebook Post
- Chamber Newsletter
- Website Event Page – Logo with Link (This is one of our most viewed pages)
- Chamber Newsletter Ad – full page valued at \$200, sponsor provided in a PDF or JPG format
- Eblast, sponsor provided
- Chamber Website Banner Ad valued at \$500 in the online Business Directory created for your industry for 3 months
- Complimentary Booth Space at the event with optional artistic activity

## GOLD SPONSOR: \$1,000

- Company Logo included on:
  - Thank You Sponsor Banners
  - Website Event Page – Logo with Link
- Company Name included on:
  - Event Posters
  - The Phipps Center for the Arts Marquee
  - Chamber Newsletter
- Choose one option below:
  - Complimentary Booth Space, artistic activity optional, at the event
  - Chamber Website Banner Ad valued at \$500 in the online Business Directory Category for your industry for 3 months, plus 500 marketing pieces distributed from the Chamber booth at the event

## MUSIC SPONSOR: \$1,000

- Company Logo included on:
  - Signage next to the bandshell
  - Thank You Sponsor Banners
  - Website Event Page – Logo with Link
- Company Name included on:
  - Event Posters
  - The Phipps Center for the Arts Marquee
  - Chamber Newsletter

## AERIALIST SPONSOR: \$800

- Company Logo included on:
  - Signage next to aerial performer
  - Thank You Sponsor Banners
  - Website Event Page – Logo with Link
- Company Name included on:
  - Event Posters
  - The Phipps Center for the Arts Marquee

## SILVER SPONSOR: \$400

- Company Logo included on:
  - Thank You Sponsor Banners
  - Website Event Page – Logo with Link
- Company Name included on:
  - Event Posters
  - The Phipps Center for the Arts Marquee
  - Chamber Newsletter



## BRONZE SPONSOR: \$200

- Company Logo included on:
  - Thank You Sponsor Banners
- Company Name included on:
  - Event Posters
  - The Phipps Center for the Arts Marquee
  - Chamber Newsletter
  - Website Event Page – Company name listed



**HUDSON  
CHRISTMAS**  
Tour of Homes

# Hudson Christmas Tour of Homes

November 21-23, 2025

**Now in its 39<sup>th</sup> year, the Tour of Homes continues to feature lavishly decorated homes. Rooms will showcase exquisitely decorated themed trees and dining tables overflowing with whimsical ideas for today's decorating inspiration. Celebrate the holidays with a fantastic tour of four spectacularly decorated homes and the Octagon House Museum.**

## PLATINUM SPONSOR: \$3,000

- Company Logo included on:
  - Event Mailer
  - Event Posters
  - Event Ticket
  - Event Brochure
  - Website Event Page (This is another one of our most viewed web pages!)
- Chamber Newsletter Ad - ½ page, sponsor created
- 10 tickets for the tour

## BUS BANNERS: \$100

- Company Logo on a banner displayed on the buses that run the tour route throughout the weekend



**1,600 TICKETS  
SOLD IN 2024**



# Have a Hudson Holiday

November - December, 2025

**The Hudson Area Chamber of Commerce & Tourism Bureau, the Hudson Chamber Foundation, the City of Hudson, the Hudson Home and Garden Club, area businesses, and many generous sponsors collaborate to create a magical holiday season for Hudson residents and visitors to enjoy! Delightful decorations adorn our businesses, downtown light poles, and Lakefront Park to support a unique, festive atmosphere. The events are Find Santa, Light Up Hudson, Candlelight Stroll, Santa & His Critters, and Visit with Santa.**

## PLATINUM SPONSOR: \$2,000

- Company Logo included on:
  - Event Posters
  - Event Fliers
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Your 200 x 110px banner ad on seasonal landing page promoted locally and regionally!
- Complimentary booth space at Santa & His Critters event
- First right of refusal the following year

## GOLD SPONSOR: \$500

- Website Event Page - Logo with Link
- Company Name included on:
  - Event Fliers
  - Chamber Newsletter
  - Seasonal Landing Page
- Complimentary booth space at Santa & His Critters event

## SILVER SPONSOR: \$250

- Company Name included on:
  - Event Fliers
  - Chamber Newsletter
  - Website Event Page
  - Seasonal Landing Page
- Complimentary booth space at Santa & His Critters event

## BRONZE SPONSOR: \$150

- Company Name included on:
  - Event Fliers
  - Chamber Newsletter
  - Website Event Page
  - Seasonal Landing Page



**HAVE A HUDSON HOLIDAY**  
WI 24

This year we look forward to filling Hudson with lights and festive decorations for our shops and award-winning restaurants. We invite you to enjoy Hudson this holiday season!

**WINDOW DECORATING CONTEST Nov. 20**  
Stop by your favorite storefronts for the holidays and see their decorative awards presented to the businesses for the following categories:  
• Best of the Best - recognize the best overall  
• Most Whimsical Display - colorful, detailed, most eye-catching  
• Classic Christmas - recognize the best use of traditional decor  
• Light to the Town - recognizes the best and most creative use of lights  
• New This Year - Best Resource Display

**FIND SANTA Nov. 4 - Dec. 3**  
Leading November 4, pick up your FREE passbook at participating businesses. Search for the photo of Santa Infant throughout our many welcoming homes and shops. Drop off your completed passbook at Angas and Wood by December 3 at 4:00 p.m. for a chance to win prizes.

**LIGHT UP HUDSON Nov. 29, 7PM**  
Santa is escorted to Lakefront Park with a train of his reindeer. He illuminates over 20,000 twinkling lights in the Larch holiday display along the St. Croix River at Lakefront Park. Invaluable up the family, grab some hot cocoa and head down to Lakefront Park!

**BUENA VISTA A STROLL IN THE PARK Nov. 29, 24 - Feb. 9, '25**  
Enjoy over 50,000 twinkling lights, strolling the park, the of the Hudson St. Croix River at Lakefront Park. Invaluable up the family, grab some hot cocoa and head down to Lakefront Park!

**SMALL BUSINESS SATURDAY Nov. 30**  
Shop local and support the community.

**CANDLELIGHT STROLL Dec. 6, 6PM - 8PM**  
Carriage rides through Lakefront Park with luminary candles set the mood for this holiday event. Festively decorated shops and bistros greet you with the sights and sounds of the season. Taste treats through your senses with restaurants showcasing the best of holiday dining. Come see Heister Dance Studio's talented Hoop Doo dancers pose as fun mannequins in downtown Hudson's storefront windows.

**SANTA & HIS CRITTERS Dec. 7, Noon - 3PM**  
Santa and his critters will be in Lakefront Park. Children, bring your lists, banners, bring your camera, snow globes, hot cocoa, and gifts. A parking zone plus many other activities await you. Visit the downtown shops and restaurants for details.

**VISIT WITH SANTA Dec. 15, Noon - 3PM**  
Bring your list to visit with Santa at Thurnhart Custom Kitchens located at 512 2nd Street in the 2nd Street Crossing building. Bring your camera for photos with Santa.

Our Hudson Holiday events are made possible by the generous donations from area businesses and organizations with special recognition to the City of Hudson and the Hudson Area Home and Garden Club.

Thank You To Our 2024 Platinum Sponsor:

**SEASON'S GREETINGS!**  
SCAFFOLDING | INSULATION | REFRACTORY | FIREPROOFING  
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800.999.0621 | GAGNON-INC.COM

**GAGNON**  
CORPORATE OFFICE: ST. PAUL, MN 651.444.4301  
REGIONAL OFFICES: CEDAR RAPIDS, IA | BETHLEHEM, PA | FORT MONROE, VA | FREDERICK, MD | GREENSBORO, NC | HARTFORD, CT | MILWAUKEE, WI



# Buena Vista: A Stroll in the Park

November 2025 - February 2026

**Celebrate the magic of thousands of lights in Lakefront Park along the St. Croix River. We are grateful for the generous donations from the area families, individuals, and businesses which make this annual event possible.**

## FOUNDING CORPORATION SPONSOR: \$12,000

- Company Logo included on:
  - Lakefront Park Signage
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Exclusive Lifetime Recognition
- Logo on HudsonWI.org
- Link to your corporate website

## FOUNDING FAMILY SPONSOR: \$5,000

- Company Name included on:
  - Lakefront Park Signage
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page
- Exclusive Lifetime Recognition

## SANTA'S TREE SPONSOR: \$2,000

- Company Name included on:
  - Lakefront Park Signage
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page

## EVERGREEN TREE SPONSOR: \$1,000

- Company Name included on:
  - Lakefront Park Signage
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page

## FOOD/BEVERAGE SPONSORS: IN-KIND

- Company Logo included on:
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page
- Provide 500+ treats



Photo Credit: Digital Vow Videography



# Small Business Crawl

April 17, 2025 & October 16, 2025

**Take a day to explore local activities, offers, and specials while supporting Hudson businesses! Pick up a passport for the Small Business Crawl to take advantage of all the offers and fun happening in Hudson. Eat, shop, and play local!**

**EVENT SPONSOR: \$300**

- Company Logo included on:
  - Event Promotion
  - Passport
  - Event Poster
  - Website Event Page - Logo with Link





## HUDSON COMMUNITY EXPO

### Coco's Heart Craft Sale

The Hudson Area Chamber is proud to partner with Coco's Heart Dog Rescue for their Annual Spring Craft Fair. Proceeds from the craft fair benefit the rescue. **Stop by and say hello to the adoptable dogs!**

**LEARN MORE ABOUT THE MISSION**  
[CocosHeartDogRescue.org](http://CocosHeartDogRescue.org)

# Hudson Community Expo

May 4, 2025

Please join us as we "Discover the Best of the Hudson Area!" The Hudson Community Expo is a free event open to the public. Children's activities, family entertainment, and a day full of activities geared to showcase products and services available in the Hudson Area.

#### PLATINUM SPONSOR: \$2,000

- Company Logo included on:
  - Event Poster
  - Event Program
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition at the event
- First right of refusal for the next year's event sponsorship

#### GOLD SPONSOR: \$1,000

- Company Logo included on:
  - Event Poster
  - Event Program
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition at the event

#### SILVER SPONSOR: \$500

- Company Name included on:
  - Event Poster
  - Event Program
  - Chamber Newsletter
  - Website Event Page - Company name listed
- Recognition at the event

#### BOOTH SPONSOR: \$275

#### NON PROFIT: \$150

All sponsorship levels include a booth space and will receive verbal acknowledgment during the event.

# 1,600

Community members  
attended the Hudson  
Community Expo in 2024



# Hudson Area Chamber Golf Tournament

June 23, 2025

**The Annual Chamber Golf Tournament is a four-person, best ball scramble tournament at a member golf club for Chamber members and guests. Lunch and social hour with appetizers following the tournament. Prizes awarded for team and individual competitions.**

## PLATINUM SPONSOR/ PRESENTING SPONSOR: \$3,000

- Company Logo included on:
  - Eblast Event Invitation
  - Signage at the event
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition at the event during happy hour
- Hole Sponsorship - Includes signage at the tee box, plus the opportunity to promote your business
  - Opportunity to have an activity that represents your company and distribute giveaway items during the event
- 4 Golf Packages - Includes golf fees, cart, lunch, and happy hour with four drink tickets
- First right of refusal the following year

## GOLD SPONSORS: \$2,000

- Company Logo included on:
  - Signage at the event
  - Chamber Newsletter
  - Website Event Page - Logo with Link

- Recognition at the event during happy hour
- Hole Sponsorship - Includes signage at the tee box, plus the opportunity to promote your business
  - Opportunity to have an activity that represents your company and distribute giveaway items during the event
- 4 Golf Packages - Includes golf fees, cart, lunch, and happy hour with four drink tickets
- First right of refusal the following year

## LUNCH SPONSOR: \$1,500

- Company Logo included on:
  - Signage at the event where lunches are served
  - Stickers on the lunch boxes
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Opportunity to distribute giveaway items during lunch
- Recognition at the event during happy hour
- 2 Golf Packages - Includes golf fees, cart, lunch, and happy hour with two drink tickets
- First right of refusal the following year

## HOLE SPONSOR: \$1,000 - LIMITED TO 18

- Company Logo included on:
  - Signage at the event
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Hole Sponsorship - Includes signage at the tee box, plus the opportunity to promote your business
  - Opportunity to have an activity that represents your company and distribute giveaway items during the event
- 2 Golf Packages - Includes golf fees, cart, lunch, and happy hour with two drink tickets

## BEVERAGE CART SPONSOR: \$500

- Company Logo included on:
  - Signage at the event
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- 1 Golf Package - Includes golf fee, cart, lunch, and happy hour with one drink ticket



## GREEN SPONSOR: \$325

- Company Name included on:
  - Signage on the green by the hole
  - Chamber Newsletter
  - Website Event Page
- 1 Golf Package - Includes golf fee, cart, lunch, and happy hour with one drink ticket

# Hilltop Pumpkin Party & Rotary Halloween Parade

October 18, 2025

**This free fall family event is in its 14<sup>th</sup> year at the YMCA Camp St. Croix-Day Camp location with activities such as wagon rides, pumpkin patch, games, EMS & Fire Department vehicles, food trucks, petting zoo, Rotary Halloween Parade and costume contest, and more. Each year this event continues to grow in sponsorship, business participation, and attendance. Activities are all held outside. (Event may be moved indoors if weather is not favorable.)**



**HILLTOP  
PUMPKIN PARTY &  
ROTARY HALLOWEEN PARADE**

## GOLD SPONSOR: \$500

- A designated area at the event to include one eight-foot table and two chairs
- Company Logo included on:
  - Thank You Sponsor Sign
  - Event Fliers
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition during announcements made at the event
- 1/4 page ad in E-Newsletter: 3.875 x 4.75 (vertical), sponsor provided

## SILVER SPONSOR: \$250

- A designated area at the event to include one eight-foot table and two chairs
- Company Name included on:
  - Thank You Sponsor Sign
  - Event Fliers
  - Chamber Newsletter
  - Website Event Page
- Member Directory Page banner ad: 600px x 110px. 1 month duration on primary directory category, sponsor provided

## BRONZE SPONSOR: \$125

- A designated area at the event to include one eight-foot table and two chairs
- Company Name included on:
  - Thank You Sponsor Sign
  - Event Fliers
  - Chamber Newsletter
  - Website Event Page



# Hudson Area Chamber Member Celebration

January 23, 2025

**The Member Celebration will be an outstanding opportunity for teams to reconnect with each other, meet other local businesses, build connections, look back at business and community accomplishments in 2024, and look forward to 2025. Sponsor the Chamber's largest membership event of the year!**

## PLATINUM SPONSOR: \$2,500

- Company Logo included on:
  - Event Invitation
  - Event Program
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition at the event
- Complimentary table for 8 at the event (tables seat 8 total)
- First right of refusal the following year

## DIAMOND SPONSOR: \$1,000

- Company Logo included on:
  - Event Program
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition at the event
- 6 complimentary seats to the event (tables seat 8 total)

## GOLD SPONSOR: \$750

- Company Logo included on:
  - Event Program
  - Facebook Post
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Recognition at the event
- 4 complimentary seats to the event (tables seat 8 total)

## SILVER SPONSOR: \$500

- Company Name included on:
  - Event Program
  - Chamber Newsletter
  - Website Event Page
- Recognition at the event
- 2 complimentary seats to the event (tables seat 8 total)

## BRONZE SPONSOR: \$150

- Company Name included on:
  - Event Program
  - Chamber Newsletter
  - Website Event Page
- Recognition at the event
- 1 complimentary seat to the event (tables seat 8 total)

## TABLE SPONSOR: \$490

- Eight tickets for the price of seven, along with recognition at the event





## Chamber MAX

September 2025

**Chamber MAX is a free, invite-only event for local businesses to learn more about the Chamber Membership, Awareness, and eXperience. This is the best event for current and prospective members to learn more about the Chamber.**

### EVENT SPONSOR: \$500

- Company Logo included on:
  - Event Invitation
  - Website Event Page - Logo with Link
- Introduction of company read at event
- Display table at the event for your marketing materials

## Welcome New Teachers' Luncheon

August 2025

**Each new school year we invite new teachers and administrators from the Hudson School District, St. Patrick School, and Trinity Academy to a Chamber luncheon. The New Teachers' Luncheon is an excellent opportunity for you to introduce your business to these new members of our community.**

### EVENT SPONSOR: \$175

- Company Name included on:
  - Chamber Newsletter
  - Website Event Page - Logo with Link
  - Event Slideshow
- Company written introduction included in each new teacher's bag
- Company provided item included in new teacher's bag
- 1 attendee included





# Hudson Chamber Foundation Annual Fundraising Event

Fall 2025

Advance education and workforce development in the Hudson area by sponsoring the fifth annual event. Attend the event and hear the impact your donation will create in this community. This year the goal of the Hudson Chamber Foundation is to raise \$15,000 for the Hudson High School career and technical education departments.

The Hudson Area Chamber Foundation is a 501 (C) (3) charitable organization and your entire donation will be tax deductible.

## PROGRAM SPONSOR: \$500

- Company Logo included on:
  - Event Invitation
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Introduction of company read at event





## LEADERSHIP HUDSON

### SAMPLE TOPICS:

- Community Life
- Education
- Government
- Business & Industry/  
Economic Development
- Health and Human Services
- Arts & Culture
- Environment/Natural Resources

# Leadership Hudson

September 2026

**Leadership Hudson is the Chamber's premier community leadership program. This program will provide a unique opportunity for participants to connect with other leaders, cultivate skills and knowledge, and contribute to the vitality of the Hudson area. Participants are offered the opportunity to develop a personal leadership plan while gaining insight into community assets with a specific monthly leadership focus.**

**A professional leadership facilitator will guide participants in identifying their personal strengths and help individuals to develop team building and leadership skills. This is a biennial program with students that meet a full day each month, September to May. Sponsorship recognition runs for the program year.**

#### PROGRAM SPONSOR: \$1,500

- Company banner ad on the Chamber website's Leadership Hudson page, linked to your website during the program year and to remain the following year.
- Company Logo included on:
  - Program Day Agenda
  - Chamber Newsletter
- Verbal recognition on each program day
- Invitation to attend any of the program days to present to the students your leadership experience.
- Graduation Program
  - 2 complimentary tickets
  - Recognition during event

#### DAY SPONSOR: \$500

- Company Logo included on:
  - Program Day Agenda
  - Chamber Newsletter
- Provide welcome to the class
- Graduation Program
  - 2 complimentary tickets
  - Recognition during event

**OVER 150 GRADUATES  
SINCE 2005**



## Good Morning Hudson

Join other Chamber members at this membership meeting to hear “What’s Hot” in the local business community. Program features include special introductions, a business card/networking exchange, updates, and a featured guest speaker.

### PROGRAM SPONSOR: \$400

- Company Logo included on:
  - Event Invitation
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Display table at the event for your marketing materials or place materials on guest tables
- Introduction of company read at event



## Simply Connect

Before-hours or After-hours networking event designed to connect you with other Chamber member businesses. Hosted at various member locations. There is no charge to attend for Chamber Members.

### PROGRAM SPONSOR: \$250

- Company Logo included on:
  - Event Invitation
  - Chamber Newsletter
  - Website Event Page - Logo with Link
- Make an announcement to introduce your company
- Display table at the event for your marketing materials

### HOST SPONSOR

- Host Sponsor is responsible for providing the location, as well as all beverage (alcoholic & non-alcoholic when an evening event) and food for attendees. This sponsor does not pay a regular Program Sponsor fee.
- Will receive the same benefits as listed for the Program Sponsor



## ADDITIONAL SPONSORSHIP OPPORTUNITIES



# Newsletter

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Monthly newsletter sent electronically to over 1,000 Chamber member representatives. It is also available to download from the Chamber website. Newsletter Sponsors receive additional advertising for \$275!

### SPONSORS RECEIVE:

- A full color banner ad sent electronically with the newsletter to the entire Chamber membership via email
- An additional full color, full page ad will be displayed on the second page of the newsletter delivered to members, posted on social media, and archived online for up to one year

### AD SPECS AND COSTS:

#### **Newsletter Sponsor:**

- Banner Ad - Website and E-blast:
  - 600px x 110px provided in a jpeg format with destination URL
- Exclusive Full Page Ad - E-Newsletter: \$275 | 8 x 9.5 in. (vertical)  
(Only 12 newsletter sponsorships are available for second page placement)

**Full Page Ad - E-Newsletter:** \$225 | 8 x 9.5 in. (vertical)

**1/2 Page Ad - E-Newsletter:** \$125 | 8 x 4.75 in. (horizontal)

**1/4 Page Ad - E-Newsletter:** \$75 | 3.875 x 4.75 in. (vertical)

**Ad Deadline:** 15<sup>th</sup> of the month prior to your sponsored month



# Website

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In 2024, our website had 132K new users and this year we want to help you connect with them even more! We're kicking off this initiative for those who offer lodging or travel experiences, by providing an ad space on the Discover page and other key, promoted pages that have consistent traffic.

**Only one advertiser will be accepted per page, making this an exclusive placement! Banner ads should be 600px x 110px.**

[HUDSONWI.ORG/DISCOVER](https://HUDSONWI.ORG/DISCOVER) Quarterly \$500

- Regional audiences with an average of 6K visitors

[FALL INTO HUDSON SEASONAL PAGE](#) August - October \$500

[STAY IN HUDSON PAGE](#) Monthly \$150

[ACTIVITIES PAGE](#) Monthly \$150

[MEMBER DIRECTORY PAGE BANNER AD](#) \$100

- 3 month duration, linked to website URL of your choice
- Displayed on your primary category directory page