



Sponsorship Opportunities

Grinnell Area Chamber of Commerce

The Grinnell Area Chamber of Commerce proudly presents sponsorship opportunities for 2026. The following brochure contains information about the upcoming year's Chamber events, the Chamber's strategic plan, reasons to sponsor, and different benefits that come with each sponsorship opportunity.

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Grinnell Chamber's Strategic Plan

Key Strategic Plan Pillars



Key Strategic Plan Pillars

Business Support:

Drive existing business growth and 'Local Loyalty' for businesses.

Action Items:

- Launch a marketing and action-oriented campaign to build community loyalty for existing businesses
- Continue to enhance events, such as Bite Sized Learning and Connecting for Women, to provide relevant and applicable content to businesses and non-profit organizations
- Continue to track and build following for email newsletters and social media pages, while supporting businesses specifically with social media and Google listings

Future Considerations:

- Explore a social media management and/or an internship to support businesses with social media

Educational Support:

Support our educational institutions in building and strengthening relationships with businesses

Action Items:

- Continue to support the Reverse Career Fair, engaging businesses to be more participatory
- Assist CTE programs to identify additional business partners
- Host a new high school recognition event in which all graduating seniors are recognized for their future plans
- Launch a Teacher Breakfast Expo, exposing teachers/administrators to businesses in the community

Future Considerations:

- Explore the possibility of creating a Middle School Club, in partnership with area businesses
- Launch an "Educate the Educators" series



Key Strategic Plan Pillars

Community Betterment:

Promote Grinnell as the best community to live, learn, work and play.

Action Items:

- Support an effort to relaunch local media, reaching new and different audiences with engaging and redefined platforms
- Restructure and redesign the Grinnell Chamber website to better promote Grinnell, and all the work we support towards community betterment
- Continue to enhance events that contribute to community betterment, such as New Resident Welcome, Grinnell Farmers Market, and Grinnell on the Fourth
- Explore establishing a 501c3 to build and support additional programming opportunities

Future Considerations:

- Explore a “Living in Grinnell Campaign” that would encourage incentives for people to choose Grinnell first
- Support large-scale community projects which make Grinnell a better place to live (e.g. maternal healthcare, water treatment plant, etc.)

Community Events:

Foster community vitality and continue to build community engagement.

Action Items:

- Take the opportunity to evaluate current programming
- Continue to provide support to other community events

Future Considerations:

- Develop a summer event series that provides opportunity for community engagement and community pride while simultaneously supporting the retail community



Sponsorships and Our Strategic Plan

Sponsorship Opportunities & Our Strategic Plan

Every year, the strategic plan and its pillars guide the Chamber's work for the greater Grinnell community. Each sponsorship opportunity supports at least one aspect of the strategic plan. The next two pages will provide a visual reminder of our sponsorship opportunities and their connection to these strategic pillars. Consider sponsoring an opportunity that best aligns with your interest in our strategic plan.



Sponsorship Opportunities & Our Strategic Plan

Each sponsorship opportunity is listed under a main strategic pillar: business support, educational support, community events, and community betterment. Often, however, sponsorship opportunities achieve more than one strategic pillar, as denoted below.

Sponsorship Opportunities, Listed Under Main Strategic Pillar	Strategic Pillars			
	Business Support	Educational Support	Community Betterment	Community Events
Business Support				
Annual Celebration	•			
Bite Sized Learning	•			
Connecting for Women	•			
Build a Bouquet Crawl	•			•
Ridiculous Day	•			•
Educational Support				
Tiger Future Focus		•	•	•
Back to School Breakfast		•	•	•
Homecoming Parade	•	•	•	•



Sponsorship Opportunities & Our Strategic Plan

Sponsorship Opportunities, Listed Under Main Strategic Pillar	Strategic Pillars			
	Business Support	Educational Support	Community Betterment	Community Events
Community Betterment				
New Resident Welcome	•		•	•
Community Events				
The Sweet Stroll	•			•
Grinnell Farmers Market	•	•	•	•
Grinnell on the Fourth Parade	•		•	•
Jingle Bell Holiday	•		•	•
Winter Farmers Market	•			•
Holidays in Grinnell Series	•		•	•



Why Sponsor?

Reasons to Sponsor

Sponsoring our events provides an opportunity for businesses, non-profit organizations, and individuals to enhance their brand image and help shape consumer attitudes. Additionally, engaging with the Chamber helps build brand awareness, generate leads, showcase services and products, promote customer engagement, and generate positive publicity in the greater Grinnell community.

Reasons to Sponsor



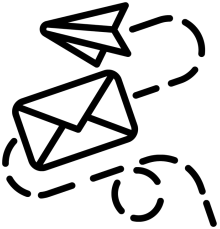
GUARANTEED RECOGNITION

- Named as a sponsor in communications
- Sponsor spotlight article with accompanying social media post (depending on sponsorship tier)



DIGITAL MARKETING

- Logo used across social media platforms and the Chamber website
- Business mentions in social media communications



BUILT-IN NEWSLETTER ADVERTISEMENT

- Complimentary newsletter content in Chamber newsletters (# depends on sponsorship tier)
- Business mentions in advertisements promoting Chamber events
- Distributed to 2,792 subscribers with a 49% open rate



COMMUNITY PRESENCE

- Establish your business as one who gives back to the community
- Opportunity for spokesperson to appear on stage (depending on sponsorship tier and event)
- Opportunity to provide materials or promotional items to attendees, (depending on sponsorship tier and event)



INCREASED VISIBILITY

- Your business name mentioned in media communications, including print and digital materials
- Logo used on event signage and posters (*note: subject to when sponsorship is confirmed*)



Business Support Opportunities

Quick Overview

Drive existing business growth and 'Local Loyalty' for businesses.

Strategic Plan Action Items:

- Launch a marketing and action-oriented campaign to build community loyalty for existing businesses
- Continue to enhance events, such as Bite Sized Learning and Connecting for Women, to provide relevant and applicable content to businesses and non-profit organizations
- Continue to track and build following for email newsletters and social media pages, while supporting businesses specifically with social media and Google listings

Future Considerations:

- Explore a social media management and/or an internship to support businesses with social media

Annual Celebration



When: Wednesday, March 4, 2026

Who: 100+ business professionals, representing local and regional businesses and organizations

Sponsorship Overview: The Annual Celebration highlights the Chamber's accomplishments and honors outstanding businesses and entrepreneurs through annual business awards. More than just a celebration, this networking and community event offers sponsors visibility among local leaders, decision-makers, and fellow business professionals. Sponsorships provide business-to-business exposure, helping organizations expand their network and build brand recognition.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**

- Average views: 7066
- Average reach: 2871 accounts

- **Instagram Marketing (1,853 followers):**

- Average views: 689
- Average reach: 444 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 5
- Community Newsletter mentions: 6





Annual Celebration

Sponsorship Overview: *The Annual Celebration honors the Chamber’s work and celebrates outstanding businesses and entrepreneurs through business awards. Benefits to sponsoring include: visibility among local leaders and fellow businesses professionals; business-to-business exposure; networking; and building brand recognition.*

	Presenting	Awards	Reception	Entertainment	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Number of complimentary sponsored newsletter content	4	3	2	1	
Logo used on all digital marketing and website materials	•	•	•	•	•
Name mentioned in media communications	•	•	•	•	•
Logo used at the event, including programs, slideshows, videos, etc.	•	•	•	Name only	Name only

Sponsorship benefits continued on the next page.



Annual Celebration

Sponsorship Overview: The Annual Celebration honors the Chamber’s work and celebrates outstanding businesses and entrepreneurs through business awards. Benefits to sponsoring include: visibility among local leaders and fellow businesses professionals; business-to-business exposure; networking; and building brand recognition.

	Presenting	Awards	Reception	Entertainment	Small Business
Community Presence					
Opportunity for a representative to introduce the keynote speaker	.				
Opportunity to provide material or promotional item(s) to guests	.	.			
Opportunity for representative to greet attendees at check-in		.			
Other					
Number of complimentary Awards Program tickets	10	5	3	2	1
First right of renewal for 2027	.				
Investment	\$3,407	\$1,704	\$568	\$281	\$96
No. Sold/Total No. Available	0/1	0/2	0/3	0/2	N/A

Bite Sized Learning



When: Minimum 3 sessions in 2026

Who: 50+ business professionals representing over 40 area businesses.

Sponsorship Overview: This professional development series provides businesses and community members with relevant and applicable industry knowledge and resources. Bite Sized Learning appeals to a wide range of audiences, including local business owners, nonprofit leaders, college students, and those simply interested in the session topic. Beyond professional development, these programs also serve as networking opportunities for attendees. Sponsors gain recognition among engaged business professionals and community leaders who participate in this series.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**
 - Average views: 1861
 - Average reach: 1042 accounts
- **Instagram Marketing (1,853 followers):**
 - Average views: 801
 - Average reach: 270 accounts
- **General Communications:**
 - Grinnell Herald-Register mentions: 3
 - Community Newsletter mentions: 4



Bite Sized Learning

Sponsorship Overview: This professional development series provides businesses and community members with relevant and applicable industry knowledge and resources. Sponsors gain recognition among engaged business professionals and community leaders who participate in this series.

	Presenting	Round Table	Supporting	Small Business (per session)
Marketing and Communications				
Named as Presenting sponsor in all communications	.			
Number of complimentary sponsored newsletter content	2	1		
Logo used on all digital marketing and website materials
Name mentioned in media communications
Logo used at the event including programs, slideshows, videos, etc.

Sponsorship benefits continued on the next page.



Bite Sized Learning

Sponsorship Overview: This professional development series provides businesses and community members with relevant and applicable industry knowledge and resources. Sponsors gain recognition among engaged business professionals and community leaders who participate in this series.

	Presenting	Round Table	Supporting	Small Business (per session)
Community Presence				
Opportunity to provide promotional items to attendees	•	•	•	
Opportunity for a representative to address attendees at events	•			
First right of renewal for 2027	•			
Investment	\$1,697	\$849	\$568	\$98
No. Sold/Total No. Available	0/1	0/2	0/2	N/A

Connecting for Women



When: Six sessions in 2026, including three keynote and networking events

Who: 75+ professional women representing over 30 area businesses.

Sponsorship Overview: The Chamber's Connecting for Women series is designed for area women to network and build relationships in both business and social settings. Ticketed keynote sessions and free social networking events provide professional and personal development for attendees, as well as bring together like-minded professionals. Sponsors benefit from strategic exposure within a key demographic, who are often the main decision makers about health care and household purchases.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**
 - Average views: 3656
 - Average reach: 1913 accounts
- **Instagram Marketing (1,853 followers):**
 - Average views: 469
 - Average reach: 271 accounts
- **General Communications:**
 - Grinnell Herald-Register mentions: 1
 - Community Newsletter mentions: 3



Connecting for Women

Sponsorship Overview: *Connecting for Women is a series designed for women to network and build relationships in both business and social settings. Sponsors benefit from strategic exposure within a key demographic, who are often the main decision makers about health care and household purchases.*

	Title	Presenting	Leading	Mentor	Small Business
Marketing and Communications					
Named as the Title sponsor in all communications	.				
Named as Presenting sponsor in all communications		.			
Number of complimentary sponsored newsletter content	4	3	1		
Logo used on all digital marketing and website materials
Name mentioned in media communications
Logo used at the event, including programs, slideshows, videos, etc.

Sponsorship benefits continued on the next page.



Connecting for Women

Sponsorship Overview: *Connecting for Women is a series designed for women to network and build relationships in both business and social settings. Sponsors benefit from strategic exposure within a key demographic, who are often the main decision makers about health care and household purchases.*

	Title	Presenting	Leading	Mentor	Small Business
Community Presence					
Opportunity for representative to greet attendees at check-in	.				
Opportunity for a representative to introduce the keynote speaker		.			
Opportunity to provide material or promotional item(s) to guests	
Other					
Number of complimentary tickets to a keynote session	4	2	1		
First right of renewal for 2027	.				
Investment					
	\$3,366	\$1,697	\$849	\$568	\$281
No. Sold/Total No. Available	0/1	0/1	0/2	0/3	N/A

Build-A-Bouquet Crawl



When: Saturday, May 9, 2026

Who: Mothers and mother figures who live in the Grinnell area.

Sponsorship Overview: The Chamber's annual Mother's Day Build-A-Bouquet Crawl celebrates mothers and mother figures. Each participant receives a free flower from participating Grinnell businesses – with more store visits, participants build a bigger bouquet. This event encourages participants to become familiar with downtown businesses, driving business growth and local loyalty. Additionally, the event fosters community vitality and builds community engagement. Sponsors benefit from strategic exposure among the local community, as well as build brand awareness with business-to-business exposure.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**

- Average views: 5480
- Average reach: 2880 accounts

- **Instagram Marketing (1,853 followers):**

- Average views: 1042
- Average reach: 310 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 2
- Community Newsletter mentions: 3





Build-A-Bouquet Crawl

Sponsorship Overview: The annual Mother’s Day Build-A-Bouquet Crawl celebrates mothers and mother figures. Sponsors benefit from strategic exposure among the local community, as well as build brand awareness with business-to-business exposure.

	Presenting	Bouquet	Gold	Silver	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	.				
Number of complimentary sponsored newsletter content	2	1			
Name mentioned in media communications
Logo used on all digital marketing and website materials	Name Only
Logo used on event signage and posters	Name Only
Community Presence					
Opportunity to provide promotional items with each stem	.	.	.		
First right of renewal for 2027	.				
Investment	\$1,357	\$556	\$283	\$189	\$98
No. Sold/Total No. Available	0/1	0/2	0/2	0/3	0/4

Ridiculous Day



When: Saturday, July 18, 2026

Who: Grinnell residents and out-of-town visitors.

Sponsorship Overview: The Chamber's annual Ridiculous Day encourages Grinnell residents to shop local with downtown businesses. Retailer businesses offer special discounts and deals for consumers to take advantage of, while non-retail businesses and non-profit organizations host activities. The event promotes local loyalty to downtown businesses and builds community engagement. Sponsors benefit with opportunities to build brand recognition in Grinnell and surrounding communities. Additionally, sponsors gain a strong community presence amongst participating businesses.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**

- Average views: 10790
- Average reach: 5774 accounts

- **Instagram Marketing (1,853 followers):**

- Average views: 1144
- Average reach: 462 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 1
- Community Newsletter mentions: 2





Ridiculous Day

Sponsorship Overview: Ridiculous Day encourages surrounding communities to shop Grinnell for ‘ridiculous’ deals and discounts. Sponsors gain brand recognition among local communities while building a strong community presence amongst participating businesses.

	Presenting	Shopper	Deal	Discount	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Special “sponsor spotlight” article and social media post highlighting business and event	•				
Number of complimentary sponsored newsletter content	2	1			
Name mentioned in media communications	•	•	•	•	•
Logo used on all digital marketing and website materials	•	•	•	•	Name Only
Logo used on event signage and posters	•	•	•	•	Name Only
Community Presence					
Opportunity to provide materials or promotional items	•	•	•		
First right of renewal for 2027	•				
Investment	\$1,357	\$556	\$283	\$189	\$98
No. Sold/Total No. Available	0/1	0/2	0/2	0/3	0/4



Educational Support Opportunities

Quick Overview

Support local educational institutions in building and strengthening their relationships with businesses.

Strategic Plan Action Items:

- Continue to support the Reverse Career Fair, engaging businesses to be more participatory
- Assist CTE programs to identify additional business partners
- Host a new high school recognition event in which all graduating seniors are recognized for their future plans
- Launch a Teacher Breakfast Expo, exposing teachers/administrators to businesses in the community

Future Considerations:

- Explore the possibility of creating a Middle School Club, in partnership with area businesses
- Launch an "Educate the Educators" series

Tiger Future Focus



When: Wednesday, May 20, 2026

Who: 100+ graduating Grinnell High School seniors and their families.

Sponsorship Overview: Tiger Future Focus will celebrate all outgoing high school seniors and their post-graduation plans. Each student will be recognized by name and presented with a cord symbolizing their next step, whether attending a four-year college or university, trade school, certificate program, the military, or entering the workforce. This event offers an opportunity for local businesses to demonstrate support for the next generation as they embark on new journeys. Sponsors gain visibility among students, families, and community leaders while affirming that all paths after high school are important to the growth and development of the community.



** Plans subject to change based on district leadership team changes.*



Tiger Future Focus

Sponsorship Overview: Tiger Future Focus celebrates all outgoing high school seniors and their post-graduation plans. Sponsors create brand awareness, build loyal community, and increase visibility among students, families, and community leaders.

	Presenting	Gold	Silver	Bronze	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Number of complimentary sponsored newsletter content	4	3	2	1	
Logo used on all digital marketing and website materials	•	•	•	•	•
Name mentioned in media communications	•	•	•	•	•
Logo used at the event, including programs, slideshows, videos, etc.	•	•	•	•	Name Only

Sponsorship benefits continued on the next page.



Tiger Future Focus

Sponsorship Overview: Tiger Future Focus celebrates all outgoing high school seniors and their post-graduation plans. Sponsors create brand awareness, build loyal community, and increase visibility among students, families, and community leaders.

	Presenting	Gold	Silver	Bronze	Small Business
Community Presence					
Opportunity for a representative to introduce speaker or help place cords on students at the event	•				
Opportunity to provide an inspirational video message to the class of 2026	•	•			
Opportunity to provide material or promotional item(s) to attendees	•	•	•	•	•
Other					
Number of representatives to attend the event	2	1			
First right of renewal for 2027	•				
Investment	\$3,309	\$2,840	\$1,135	\$394	\$98
No. Sold/Total No. Available	0/1	0/2	0/4	0/6	0/10

Back to School Breakfast

Grinnell Area Chamber of Commerce

Back to
School
Breakfast

When: Wednesday, August 19, 2026

Who: 250+ faculty and staff from the Grinnell-Newburg School District and the Central Iowa Christian School.

Sponsorship Overview: Back to School Breakfast* is a unique business exposition that connects local businesses to the community's educational team as they prepare for the 2026-27 school year. This sponsorship opportunity provides businesses an avenue to showcase products and services to a targeted audience (community educators) while demonstrating support for local educational institutions. The event also offers an opportunity for local businesses to network with educators – often, these events are the start of collaborations in the classroom that last all year-round.

**Plans subject to change based on district leadership team changes.*



Back to School Breakfast

Sponsorship Overview: Back to School Breakfast is a unique business exposition that connects local businesses to the community's educational team. Sponsors gain an avenue to showcase products/services and begin collaborations in the classroom and beyond.

	Presenting	Gold	Silver	Bronze	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	.				
Number of complimentary sponsored newsletter content	4	3	2	1	
Logo used on all digital marketing and website materials
Name mentioned in media communications
Logo used at the event, including programs, slideshows, videos, etc.	Name Only

Sponsorship benefits continued on the next page.



Back to School Breakfast

Sponsorship Overview: Back to School Breakfast is a unique business exposition that connects local businesses to the community's educational team. Sponsors gain an avenue to showcase products/services and begin collaborations in the classroom and beyond.

	Presenting	Gold	Silver	Bronze	Small Business
Community Presence					
Opportunity to provide inspirational video message to attendees	•	•			
Opportunity to provide materials or inspirational item(s) to educators	•	•	•	•	•
Other					
Number of invited representatives	2	1			
First right of renewal for 2027	•				
Investment	\$3,309	\$1,704	\$568	\$281	\$98
No. Sold/Total No. Available	0/1	0/2	0/2	0/2	0/3

Homecoming Parade



When: Thursday, October 1, 2026

Who: The greater Grinnell community, including local residents, families of students, and college students.

Sponsorship Overview: In partnership with the Grinnell Tigers Activities Department, the Grinnell Chamber hosts the Homecoming Parade, an annual celebration of our local schools. In addition, the event encourages businesses and non-profit organizations to participate, fosters community vitality, and promotes Grinnell as a great community to live, learn, work, and play. Sponsors are seen by a broad audience and are recognized as champions of our educational institutions. In 2025 alone, the parade welcomed 62 floats and boasted crowds of local residents. Sponsorship dollars are shared with the Grinnell Tigers Activities Department.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**
 - Average views: 6022
 - Average reach: 3842 accounts
- **Instagram Marketing (1,853 followers):**
 - Average views: 1273
 - Average reach: 632 accounts
- **General Communications:**
 - Grinnell Herald-Register mentions: 1
 - Community Newsletter mentions: 4





Homecoming Parade

Sponsorship Overview: *The Homecoming Parade celebrates our local schools, encourages business participation, fosters community vitality, and promotes Grinnell as a great community to live, learn, work, and play. Sponsors are seen by a broad audience and are recognized as champions of our educational institutions.*

	Small Business
Marketing and Communications	
Logo used on all digital marketing and website materials	•
Name mentioned in media communications	•
Logo used on webpage and sign-up form for Homecoming	•
Investment	\$255
No. Sold/Total No. Available	0/20



Community Betterment Opportunities

Quick Overview

Promote Grinnell as the best community to live, learn, work, & play.

Strategic Plan Action Items:

- Support an effort to relaunch local media, reaching new and different audiences with engaging and redefined platforms
- Restructure and redesign the Grinnell Chamber website to better promote Grinnell, and all the work we support towards community betterment
- Continue to enhance events that contribute to community betterment, such as New Resident Welcome, Grinnell Farmers Market, and Grinnell on the Fourth
- Explore establishing a 501c3 to build and support additional programming opportunities

Future Considerations:

- Explore a "Living in Grinnell Campaign" that would encourage incentives for people to choose Grinnell first
- Support large-scale community projects which make Grinnell a better place to live (e.g. maternal healthcare, water treatment plant, etc.)

New Resident Welcome



When: May and September 2026

Who: 50+ residents who have relocated to Grinnell in the last 12-18 months. Vendor booths at the event represent over 40 businesses and organizations.

Sponsorship Overview: The New Resident Welcome embraces newly relocated residents in Grinnell while providing businesses and organizations the opportunity to introduce themselves to an engaged audience. Sponsors can showcase their products and services, build local business loyalty, and help new residents feel more connected to Grinnell. Open to the general community, the event seeks to promote Grinnell as the best community to live, learn, work, and play.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**
 - Average views: 7358 (sponsor articles: 10482)
 - Average reach: 3421 accounts
- **Instagram Marketing (1,853 followers):**
 - Average views: 1314
 - Average reach: 440 accounts
- **General Communications:**
 - Grinnell Herald-Register mentions: 3
 - Community Newsletter mentions: 9





New Resident Welcome

Sponsorship Overview: The New Resident Welcome embraces new residents in Grinnell. Businesses and organizations join the event and introduce themselves via vendor booths. Sponsors can showcase their products and services and build local business loyalty.

	Presenting	Welcome	Goodie Bag	Supporting	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Receive email addresses of attendees	•				
Special "sponsor spotlight" article and social media post highlighting business and event	•	•	•		
Number of complimentary sponsored newsletter content	4	2	1		
Name mentioned in media communications	•	•	•	•	•
Logo used on all digital marketing and website materials	•	•	•	•	Name Only
Logo on event signage and posters	•	•	•	•	Name Only

Sponsorship benefits continued on the next page.



New Resident Welcome

Sponsorship Overview: The New Resident Welcome embraces new residents in Grinnell. Businesses and organizations join the event and introduce themselves via vendor booths. Sponsors can showcase their products and services and build local business loyalty.

	Presenting	Welcome	Goodie Bag	Supporting	Small Business
Community Presence					
Opportunity to have staff member greet residents as they check in	.				
Vendor booth with prime location near the park shelter	.	.			
Opportunity to include extra materials in attendee bags	.	.	.		
Other					
Number of vendor booths/meals included	2/2	1/2	1/2	1/2	1/1
First right of renewal for 2027	.				
Investment	\$3,991	\$1,541	\$838	\$238 spring or fall	\$98 spring or fall
No. Sold/Total No. Available	1/1	0/2	0/2	0/3	0/3



Community Event Opportunities

Quick Overview

Foster community vitality and continue to build community engagement.

Strategic Plan Action Items:

- Take the opportunity to evaluate current programming
- Continue to provide support to other community events

Future Considerations:

- Develop a summer event series that provides opportunity for community engagement and community pride while simultaneously supporting the retail community

The Sweet Stroll



When: Friday, February 6, 2026

Who: Local residents, visitors, and young adults shopping for gifts or celebrating Valentine's Day.

Sponsorship Overview: The Sweet Stroll highlights opportunities to shop local for Valentine's Day, building local loyalty support for our businesses. During the event, Grinnell downtown retailers host activities and offer refreshments for customers to participate in and enjoy, while local restaurants offer dinner specials. Sponsoring this event provides businesses with the opportunity to connect with local residents and visitors. In addition, sponsors are recognized as supporters committed to local small businesses.



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**

- Average views: 3886
- Average reach: 2075 accounts

- **Instagram Marketing (1,853 followers):**

- Average views: 709
- Average reach: 437 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 1
- Community Newsletter mentions: 5





The Sweet Stroll

Sponsorship Overview: The Sweet Stroll highlights opportunities to shop local for Valentine’s Day. Sponsors benefit with opportunities to connect with local residents and visitors. In addition, sponsors are recognized for their support of local small businesses.

	Presenting	Rose	Chocolate	Heart	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Special “sponsor spotlight” article and social media post highlighting business and event	•	•			
Number of complimentary sponsored newsletter content	2	1			
Name mentioned in media communications	•	•	•	•	•
Logo used on all digital marketing and website materials	•	•	•	•	Name Only
Logo used on event signage and posters	•	•	•	•	Name Only
Community Presence					
Opportunity to provide materials or promotional items for the raffle prize	•	•	•		
First right of renewal for 2027	•				
Investment	\$1,357	\$556	\$283	\$189	\$98
No. Sold/Total No. Available	0/1	0/2	0/2	0/3	0/4

Grinnell Farmers Market



When: The Farmers Market season will run from Thursday, May 14 – Saturday, October 17, 2026.

Who: The broader Grinnell community, including residents, college students, retirees, and young families.

Sponsorship Overview: As the longest-running community event of the year, Grinnell Farmers Market allows for 24 weeks of consistent promotion through dedicated social media and email channels. The Farmers Market primarily attracts a loyal audience dedicated to supporting its farmers and its small business owners. Through built-in activities and live music, the Farmers Market creates community vitality and engagement. Sponsors benefit from high visibility and secure a unique opportunity to connect directly with the community while supporting local vendors and budding entrepreneurs.



2025 Marketing and Communications Statistics:

- **Facebook Marketing (2,972 followers):**
 - 248 new followers; average monthly views: 51,451
 - Total interactions/engagement: 5,669
- **Instagram Marketing (1,015 followers):**
 - 138 new followers; average monthly reach: 825 accounts
- **General Communications**
 - Average monthly website views: 11,906
 - Community Newsletter mentions: 10
 - Grinnell Herald-Register mentions: 4
 - Farmers Market Newsletter (13 issues): 1309 subscribers, with 45% open rate





Grinnell Farmers Market

Sponsorship Overview: The Grinnell Farmers Market, which runs for 24 weeks, offers built-in activities and live music. Sponsors benefit from high visibility across various communication channels and secures a unique opportunity to connect directly with the community.

	Title	Presenting	Gold	Silver	Bronze	Monthly Activity*
Marketing and Communications						
Named as Title sponsor in all communications	•					
Named as Presenting sponsor in all communications		•				
Mentions in social media communications about events, live music, and social media campaigns (Meet the Vendor, Seasonal Guide, and Calendar Releases)	•	•				
Recognition at the EBT/SNAP table	•	•				
Logo used on bi-weekly newsletter header	•	•				
Logo used on all digital marketing and website materials	•	•	•	•	•	•
Logo used on bi-weekly newsletter footer	•	•	•	•	•	•
Number of complimentary Market newsletter content	6	5	4	3	2	1

Sponsorship benefits continued on the next page.



Grinnell Farmers Market

Sponsorship Overview: The Grinnell Farmers Market, which runs for 24 weeks, offers built-in activities and live music. Sponsors benefit from high visibility across various communication channels and secures a unique opportunity to connect directly with the community.

	Title	Presenting	Gold	Silver	Bronze	Monthly Activity*
Marketing and Communications (Continued)						
Logo used on event signage and posters	•	•	•	•	•	•
Name mentioned in media communications	•	•	•	•	•	•
Occasional mentions through the Grinnell Chamber's communications channels	•	•	•	•	•	•
Community Presence						
Opportunity to provide promotional item(s) for giveaway baskets	•	•	•	•	•	•
Opportunity to have an info booth at market (subject to availability)	•	•	•	•		
Investment						
	\$8,640	\$5,680	\$2,840	\$1,135	\$560	\$394/month
No. Sold/Total No. Available	0/1	0/2	0/2	0/3	0/6	0/6

* This tier allows sponsors to choose and support specific months of the Market season.

Grinnell on the Fourth Parade



When: Saturday, July 4, 2026

Who: 1,600+ local residents and visitors.

Sponsorship Overview: The Grinnell on the Fourth Parade is a community favorite among local residents and visitors. In 2025, over 60 businesses and organizations participated, driving local business support and loyalty. Additionally, the event promotes Grinnell as a great place to live and engages the community, drawing crowds from surrounding Grinnell areas. Sponsoring this event provides businesses with broad visibility as the parade weaves through two miles in the heart of Grinnell.



Marketing and Communications Statistics for 2025:

- **Facebook Marketing (5,551 followers)**
 - Average views: 9408
 - Average reach: 4517 accounts
- **Instagram Marketing (1,853 followers):**
 - Average views: 1379
 - Average reach: 537 accounts
- **General Communications:**
 - Grinnell Herald-Register mentions: 4
 - Community Newsletter mentions: 3





Grinnell on the Fourth Parade

Sponsorship Overview: The Grinnell on the Fourth Parade engages both the community and local businesses. Sponsoring this event provides businesses with broad visibility as the parade weaves through two miles in the heart of Grinnell amongst a crowd of over 1,600 spectators.

	Presenting	Grand Marshal	Parade	Firecracker	Small Business
Marketing and Communications					
Named as Presenting sponsor in all communications	•				
Number of complimentary sponsored newsletter content	4	2	1		
Logo used on all digital marketing and website materials	•	•	•	•	Name only
Name mentioned in media communications	•	•	•	•	•
Logo used on event signage and posters	•	•	•	•	Name only
Logo used on signage for Grand Marshal	•	•			
First right of renewal for 2027	•				
Investment	\$3,989	\$1,135	\$568	\$226	\$98
No. Sold/Total No. Available	0/1	0/2	0/4	N/A	N/A

Jingle Bell Holiday



When: Friday, November 20, 2026

Who: Local residents and visitors interested in celebrating the holidays and exploring downtown Grinnell with this iconic event.

Sponsorship Overview: Grinnell's official kickoff to the holiday season attracts local residents and visitors to downtown. Participating businesses open their doors for holiday activities, build local loyalty, and drive business growth. As a beloved community tradition, sponsors have opportunities to connect with an audience of visitors, community members, families, and college students. Sponsorship dollars for this event help create our iconic holiday magic!



Marketing & Communication Statistics for 2025:

- **Facebook Marketing (5,551 followers):**
 - Average views: 9,287 views
 - Average reach: 5,771 accounts
- **Instagram Marketing (1,853 followers):**
 - Average views: 1,275
 - Average reach: 444 accounts
- **General Communications:**
 - Grinnell Herald-Register mentions: 3
 - Community Newsletter mentions: 5





Jingle Bell Holiday

Sponsorship Overview: Jingle Bell Holiday attracts local residents and visitors to downtown Grinnell. Sponsors have opportunities to connect with an audience of visitors, community members, families, and college students. Sponsorship dollars help create the holiday magic!

	Presenting	Platinum	Carriage Ride	Gold	Silver	Bronze	Small Business
Marketing and Communications							
Named as Presenting sponsor in all communications	•						
Special "sponsor spotlight" article and social media post highlighting business and event	•	•					
Logo used on the sign at Carriage Ride pickup/drop off location	•		•				
Number of complimentary sponsored newsletter content	4	3	2	2	1		
Name mentioned in media communications	•	•	•	•	•	•	•
Logo used on all digital marketing and website materials	•	•	•	•	•	•	Name Only
Logo used on event signage and posters	•	•	•	•	•	•	Name Only

Sponsorship benefits continued on the next page.



Jingle Bell Holiday

Sponsorship Overview: Jingle Bell Holiday attracts local residents and visitors to downtown Grinnell. Sponsors have opportunities to connect with an audience of visitors, community members, families, and college students. Sponsorship dollars help create the holiday magic!

	Presenting	Platinum	Carriage Ride	Gold	Silver	Bronze	Small Business
Community Presence							
Opportunity for spokesperson to appear on stage	•						
Opportunity to provide materials or promotional items to attendees	•	•	•				
First right of renewal for 2027	•						
Investment	\$3,989	\$1,876	\$1,530	\$849	\$568	\$340	\$98
No. Sold/Total No. Available	0/1	0/2	0/1	0/2	0/3	0/4	0/4

Winter Farmers Market



When: November 20-21 and December 4-5, 2026

Who: Families, retirees, and college students looking to support local artisans and purchase handmade gifts.

Sponsorship Overview: Grinnell Winter Farmers is frequented by over 900 visitors. Held across two weekends, the Winter Farmers Market offers sponsors an opportunity to reach an audience that values local businesses. By leveraging the Grinnell Farmers Market's dedicated social media channels, sponsors can connect with engaged shoppers while demonstrating their support for the community.



Marketing & Communications Statistics for 2025:

- **Facebook Marketing (2,972 followers):**

- Average views: 2,691
- Average reach: 1,429 accounts

- **Instagram Marketing (1,015 followers):**

- Average views: 573
- Average reach: 198 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 2
- Grinnell Farmers Market Newsletter (1,304 subscribers) & Grinnell Chamber Newsletter total mentions (2,779 subscribers): 6





Winter Farmers Market

Sponsorship Overview: Grinnell Winter Farmers is frequented by over 900 visitors. Sponsors are able to reach a loyal audience that values supporting local. By leveraging the Grinnell Farmers Market’s dedicated social media channels, sponsors can connect with engaged shoppers while demonstrating their support for the community.

	Presenting	Star	Holly	Snow	Glitter
Marketing and Communications					
Named as Presenting sponsor in all communications	.				
Logo used on Winter Market newsletter header	.				
Number of complimentary Market newsletter content	4	2	1	1	
Logo used on all digital marketing and website materials	Name Only
Logo used on event signage and posters	Name Only
Name mentioned in media communications
Logo used on Winter Market newsletter footer

Sponsorship benefits continued on the next page.



Winter Farmers Market

Sponsorship Overview: Grinnell Winter Farmers is frequented by over 900 visitors. Sponsors are able to reach a loyal audience that values supporting local. By leveraging the Grinnell Farmers Market’s dedicated social media channels, sponsors can connect with engaged shoppers while demonstrating their support for the community.

	Presenting	Star	Holly	Snow	Glitter
Community Presence					
Opportunity to have an info booth at market (subject to availability)	.				
Opportunity to provide promotional item(s) for customers	.	.	.		
First right of renewal for 2027	.				
Investment	\$3,989	\$1,135	\$849	\$568	\$278
No. Sold/Total No. Available	0/1	0/2	0/2	0/2	0/3

Holidays in Grinnell



When: Friday, November 20 through Thursday, December 31, 2026

Who: Local residents, families, and visitors.

Sponsorship Overview: Holidays in Grinnell is a festive series that encompasses extended shopping holiday hours with downtown retailers and an array of fun, family-friendly activities (like visiting Santa). Grinnell's Central Park is also transformed with decorations and lighted displays. Sponsors connect with residents and visitors while showing support for local businesses. Marketing includes 18-20 social media posts and press releases announcing giveaway winners, punch cards, a Chamber gift guide, events in partnership with local businesses, and more.



Marketing & Communications Statistics for 2025:

- **Facebook Marketing (5,551 followers):**

- Average views: 3,599
- Average reach: 1,827 accounts

- **Instagram Marketing (1,853 followers):**

- Average views: 612
- Average reach: 362 accounts

- **General Communications:**

- Grinnell Herald-Register mentions: 2



Holidays in Grinnell

Sponsorship Overview: *Holidays in Grinnell is a series that encompasses festive activities and extended shopping holiday hours with Grinnell’s downtown retailers. Sponsors connect with residents and visitors while showing local holiday support of the business community.*

	Presenting	Tree Lighting	Carriage Ride	Candy Cane	Cookie	Jingle
Marketing and Communications						
Named as Presenting sponsor in all communications	.					
Logo used on the sign at Carriage Ride pickup/drop off location	.					
Special "sponsor spotlight" article and social media post highlighting business and event	.	.	.			
Logo used on sign near new feature in the park	.	.	.			
Number of complimentary sponsored newsletter articles	6	5	2	1		
Name mentioned in any media communications
Logo used on all digital marketing and website materials	Name Only
Logo used on planter tree tags and signage throughout the park (specific locations determined by sponsorship tier)	Stage	Center Tree	In Park	In Park	In Park	In Park, Name Only



Holidays in Grinnell

Sponsorship Overview: *Holidays in Grinnell is a series that encompasses festive activities and extended shopping holiday hours with Grinnell's downtown retailers. Sponsors connect with residents and visitors while showing local holiday support of the business community.*

	Presenting	Tree Lighting	Carriage Ride	Candy Cane	Cookie	Jingle
Community Presence						
Opportunity to provide an activity during Stop and Shop (also known as extended shopping holiday hours)
First right of renewal for 2027	.					
Investment	\$8,640	\$5,575	\$1,530	\$1,135	\$567	\$286
No. Sold/Total No. Available	0/1	0/2	0/1	0/3	0/4	0/4



Additional Opportunities

More Sponsorships to Consider

Build a year-long connection with the Grinnell community via the Grinnell Area Chamber of Commerce. Sponsorships include:

- Chamber Ambassador Visit Partner
- Exclusive Email Newsletter Sponsor
- Sponsored Newsletter Content
- Weekly Event Series Sponsor



Chamber Ambassadors

Become an Ambassador: The Chamber Ambassadors are an active group dedicated to carrying out the mission of the Grinnell Area Chamber of Commerce through weekly visits to local businesses and organizations. Each week, the group visits a new member, a new business to the community, a business recently celebrating an update or remodel, or a business welcoming a new director or manager. At its core, these visits serve to drive existing business growth and local loyalty across the Grinnell community. Through these visits, Ambassadors learn about developments in our business community and help share those stories with the community at large. Information about the visits are shared on Chamber social media channels and its website, with attending Chamber Ambassadors mentioned with their business or non-profit organization for more visibility.

Visit Partner: \$541

- Includes an opportunity to an host annual visit at business location
- Opportunity to gift promotional items to all ambassadors
- Recognition on the Grinnell Chamber social media pages
- Recognition on the Chamber website promoting Ambassador Visits





Exclusive Newsletter Sponsor

Exclusive Email Newsletter Sponsor: \$5,460

- Exclusive opportunity – first right of renewal for 2027
- Business and logo recognition on newsletter header
- Name and logo recognition on newsletter promotions (for example, new employee orientation, event registrations, website sign-ups).
- Opportunity to have a sponsored article in each email newsletter (50 available per year)
 - Sponsored articles include an image, a brief summary (less than 75 words) and a link to the site of your choice.
- Content can be changed occasionally; businesses must provide the Chamber with evergreen content that can be rotated on a regular basis.

Examples of Your Sponsorship at Use:

GET INTO GRINNELL 

Weekly Newsletter

SPECIAL THANKS TO OUR 2025 EMAIL NEWSLETTER PARTNER:



Employees Helping Employees through Care & Share

Since 2018, Grinnell Mutual's Care Share program has helped employees support each other in times of tragedy, emergency, and financial hardships. Funds raised from employees are matched by the company. Employees can request grants or can nominate others to receive them.



Last year, 30 Grinnell Mutual families received \$138,300 from Care & Share.



Sponsored Newsletter Content

Sponsored Newsletter Content: \$85 (weekly) or \$1,995 (unlimited annually)

Enjoy the flexibility of built-in newsletter advertisements. As stated in our “Why Sponsor” pages, our “Get Into Grinnell” community newsletter is distributed to 2,792 subscribers with a 49.1% open rate.

Here are the statistics:

- **144** new subscribers so far in 2025
- **1253** average unique opens across our 2025 newsletters
- **8%** average click rate – meaning subscribers are likely to click links to your website.

Examples of Sponsored Newsletter Content:

Local Roots, Global Vision

When Tristan Davis '25 first visited Grinnell College, it was the small classes and close faculty relationships that drew him in. But what he found in his four years as a student extended well beyond the classroom. Working with the Grinnell food initiative, Grinnell Farm to Table, inspired Davis to explore environmental change on a global scale. Read more about Tristan's story on the [Grinnell College website](#).



Welcome, Dr. Grover, to Grinnell!

[Dr. Grover](#) joined Grinnell's Family Practice Clinic specifically for its patient-centered mission and strong focus on compassionate, high-quality care. He is accepting patients of all ages with a focus on preventative health, injury recovery and lifelong wellness. The [Family Practice Clinic](#) is open Monday - Friday 7:30-4:30 p.m.





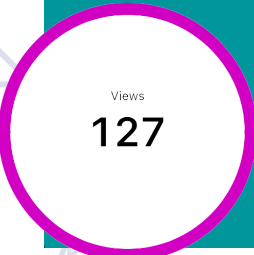
Weekly Event Series Sponsor

Weekly Event Series Sponsor: \$25 (weekly) or \$1,000 (annually)

Our weekly event series of the Grinnell Chamber Community Calendar is a community favorite. Our series is posted every Monday on our **social media stories**, our **visitor center kiosk**, and in **downtown Grinnell**. The series draws the eye of Grinnell residents and tourists. Sponsors benefit from visibility and are recognized as a champion of community engagement and vitality. *The numbers listed in the pink circles indicate views on Instagram only.*

Thursday, Sept. 18

- **FREE BLOOD PRESSURE CHECK** from 1-2 PM at 306 4th Ave. A free blood pressure check with no appointment needed.
- **TAMALES @ THE GRINNELL FARMERS MARKET**, from 3-6 PM at Central Park. Enjoy traditional pork and chicken tamales, or a tamale bowl and veggies picadillo.

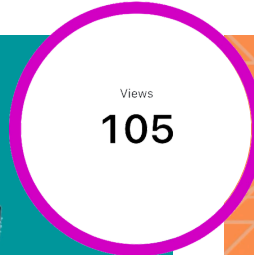


Instagram: 127+ views with **72%** scroll through rate for Sept. 15-21

Facebook: 98 unique opens

Grinnell Area Chamber of Commerce Community Calendar

October 20-25, 2025



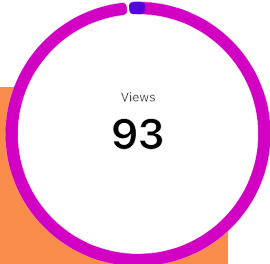
Instagram: 105+ views with **75%** scroll through rate Oct. 20-25

Facebook: 91 unique opens

Grinnell Area Chamber of Commerce Community Calendar

November 3-9, 2025

(Plus, Jingle Bell Holiday is on Nov. 21 🎵🌟)



Instagram: 93+ views with **71%** scroll through rate Nov. 3-9

Facebook: 119 unique opens



Ready to Sponsor?

Sponsorship Contact for 2026

Interested businesses and non-profit organizations can submit the following sponsorship contract for events in 2026. Contracts can be completed electronically on grinnellchamber.org, or emailed to chamber@getintogrinnell.com.

Contracts may also be mailed with payment to the Grinnell Area Chamber of Commerce, 833 4th Ave., P.O. Box 538, Grinnell, IA 50112.

Thank you for investing in our community!

