

AUBURN CHAMBER OF COMMERCE



2025 PLANNING GUIDE & SPONSORSHIP OPPORTUNITIES



Leslie Clark
Executive Director
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We strive to be the driving force in fostering a dynamic and flourishing economic environment in Auburn. By championing local businesses, facilitating innovative collaborations, and inspiring proactive leadership, we envision Auburn as a vibrant hub where residents flourish and Auburn area businesses thrive.

AUBURN CHAMBER OF COMMERCE BOARD OF DIRECTORS OFFICERS:

Wendy Rowell, President
Union Bank and Trust

Lauren Vinson, Vice-President
A1 Cellular

Angela Seidl, Secretary
Peru State College

Troy Barker, Treasurer
Cooper Nuclear Station

Jan DeBuhr, Past President
APACE

DIRECTORS:

Blayne Behrends
State Farm

Brent Meyer
Meyer Earp Chevrolet

Kelli Hanley
Village Designs Boutique

Scott Siegel
Auburn Public Schools

Jody Adams
Bernard Real Estate

Crystal Dunekacke
City of Auburn Representative

ACoC COMMITTEES

Tourism & Promotions

Purpose: Promote Auburn as a thriving hub for commerce and culture, organizing festivals, events, and retail promotions that attracts visitors and supports local business.

Design

Purpose: Focus on enhancing the aesthetics of the downtown and avenue areas, ensuring they are welcoming, clean, and appealing for shoppers, businesses, residents, and visitors, while preserving Auburn's historic charm.

Ambassadors

Purpose: The Ambassadors are an active and visible voluntary position, playing an essential role in member communication and retention.

Finance Committee:

Oversees financial health of the organization

Open to Directors Only

Welcome

to our 2025 Planning & Sponsorship Guide

We're excited to present this comprehensive guide designed to keep you informed about the incredible events and initiatives happening in Auburn throughout the year. This guide is your go-to resource for planning your organization's involvement in community events and publications.

Inside, you'll find detailed information about each community-wide event and activity, showcasing the opportunities that can benefit your business and inspire your support. Partnering with the Chamber connects you with the community and creates pathways to build meaningful relationships for future success.

We've enhanced our Menu to make it even easier to allocate your advertising and sponsorship dollars strategically. We want to help you maximize your investment while making a positive impact in Auburn and Nemaha County.

Thank you for your unwavering support and dedication to our shared mission. Together, we are building a vibrant community, driving business development, and shaping a thriving future for our hometown.

We're proud of our hometown, and we know you are, too. Here's to making 2025 a year to remember!



2025 Board of Directors

We are working to create the best environment for your business to thrive. Thank you for that honor and privilege.

A handwritten signature in dark ink, reading 'Leslie Clark'.

Executive Director
Auburn Chamber of Commerce

2025 CALENDAR OF EVENTS

3rd THURSDAY BIMONTHLY

Mix & Mugs
February, April, June, August, October, December

FEBRUARY

Enjoy the Taste of Love Valentine's Day Promotion

MAY 16

Auburn Chamber of Commerce Golf Classic

MAY 26

Avenue of Flags

MAY 30 - MAY 31

Auburn City Wide Garage Sales

JUNE 6 & 20

Summer Sounds Concert Series

JULY 4 & 18

Summer Sounds Concert Series

JULY 4

Avenue of Flags

JULY

Lemonade Stand Camp

JULY 17 - 19

Slice of Summer Days

AUGUST 1 & 15

Summer Sounds Concert Series
8/1 - Opportunity & Friendship Night

OCTOBER

Scarecrow Decorating Contest

OCTOBER 31

Trick or Treat Rocking the Street

NOVEMBER 6

79th Auburn Chamber's Annual Awards
Banquet

NOVEMBER 11

Avenue of Flags

NOVEMBER/DECEMBER

Auburn's Hometown Christmas
Tree Lighting sponsored by UBT Bank
Christmas Trivia/Game Nights - 21+ Event
Holiday Lighted Christmas Parade

NOVEMBER - DECEMBER

Keep the Cheer Here - Shop Auburn First

*Events may be added and dates are subject to change.
Visit <https://www.auburnchamber.com/calendar> regularly
for updates.

Networking and exposure opportunities are a great way to put your Chamber membership to use right away. Host an event or choose to advertise to showcase your business. Choose as many as you like, and even multiple times throughout the year!

Mix & Mugs *Coffee & Treat or \$25*

Join us for Mix & Mugs the 3rd Thursday of each Month except for the months of July and December. Workshop type classes or topics range from marketing, to city happenings to schools and more.



Business After Hours *Host*

Are you interested in hosting a get-together at your place of business? This could be to introduce new staff, invite people into your place of work, or simply network with your fellow Auburnites! Contact us, and we'll help you set it up and promote it.

Welcome Bags *Donate*



There are many reasons to host a ribbon cutting or celebration. Are you opening a new business or expanding an existing one? Did your business reach a big milestone or come under new ownership? We'd be honored to help you celebrate and spread the news with a ribbon cutting ceremony and/or open house!

Let's Communicate

Are you following the Auburn Chamber of Commerce page on Facebook? How about Instagram?
Stay informed by staying connected!

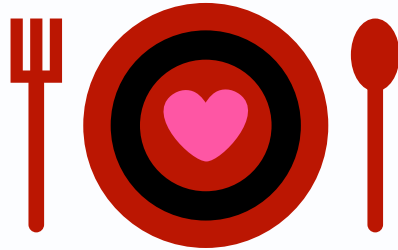
You can also receive weekly emails from our office about upcoming events and news. Call us to get on the list!

LOOK AHEAD!

2025 Annaul Golf Classic - May 16
Auburn Country Club

 **Auburn**
CHAMBER OF COMMERCE

ENJOY



THE TASTE OF
LOVE IN AUBURN!

RESTAURANTS: This one is for YOU!

Let's make Auburn a destination this February with co-op advertising of dining specials and a big social media push.

The Auburn Chamber will cover the cost of color on print ads in local newspapers, plus arrange social media coverage.

Register by January 31, 2025

Interested?

Call us for information: 402-274-3521

Email Leslie - lclark@auburnnechamber.com

or scan the QR Code



This Valentine's Day...

For Fine and Casual Dining

LOOK AHEAD!

The **Summer Sounds Concert Series** starts in June!
Let us know if you want to sponsor a concert!

The **Annual Golf Classic** is a fun-filled afternoon on the course networking with others. With fun activities and giveaways at each hole - players love it. This is a fun way to give your business exposure while golfers enjoy a day of friendly competition.

Golf Team \$240 + \$50 (*if cart needed*)

Beverage Sponsor \$150 (*2 available*)

- Sign with business name where drinks are served
- Recognition in the program
- Recognition on social media
- Recognition in event information
- Opportunity to set up booth at clubhouse to handout your business promotional products



Hole Sponsor \$125

- Sign with business name at the hole and flag prize recognition
- Name in the program
- Recognition on social media
- Recognition in event information
- Opportunity to set up tent/booth at hole to handout your business promotional products

Food Sponsor \$75 or food donation

- Name in the program
- Recognition on social media
- Recognition in event information



Raffle Prize Donation

(donate promotional items, product, and/or gift cards to be used for raffle item)

- Recognition on social media
- Recognition in event information

Volunteer Free

- Donate your time to help in a time slot to set up, sit at challenge holes during event, or after for tear down. Even if you don't play golf, this too is a great opportunity to network with other business leaders

**SCAN HERE TO SPONSOR
OR SIGN UP YOUR TEAM**



Annual Golf Classic



Summer Sounds Concert Series! Where live music fills the summer nights! From classic rock to 70's throwbacks, each concert brings incredible bands, delicious food, refreshing drinks, and fun activities for the whole family.

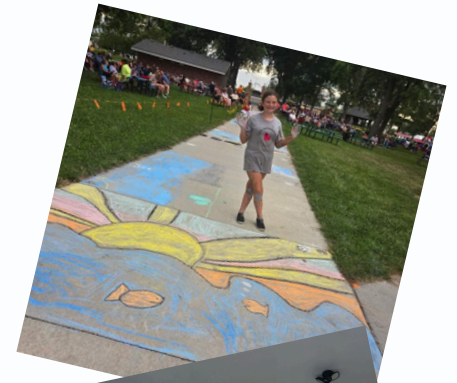
This community favorite also features exciting events like Opportunity & Friendship Night and the Show & Shine Car Show, making it the perfect way to celebrate summer in style. Don't miss out on unforgettable nights of dancing, singing along, and making memories under the stars!

Diamond Signature Sponsor **\$750** *7 available*

- Band Banner 18" logo all events.
- Block Radio mentions as Co-Title Sponsor for your week
- Print presence as sponsor in Print Advertising/Social Media
- Web presence/hyperlink
- Large logo on event prints
- Vendor table and Stage banner representation on your night
- Company representative stage announcements on your night
- Community involvement for employees as volunteers for the event.
- Opportunity to reserve Sponsorship for next year

Platinum Sponsor **\$400** *7 available*

- Band Banner 12" logo all events
- Print Advertising/ Social Media
- Web presence/hyperlink
- Medium logo on event prints
- Vendor table for your night
- Community involvement for employees as volunteers for the event.



Gold Sponsor **\$200**

- Band Banner 8" logo
- Print Advertising & Social Media
- Web presence/hyperlink

Silver Sponsor **\$100**

- Social Media tags and Web Site listing as contributor

**SCAN THIS QR
TO SPONSOR
SUMMER SOUNDS**





Auburn City Wide Garage Sales



May 30 - 31

Lemonade Stand Camp - July

CEO's in the Making Sponsor \$100

- Print Advertising & Social Media
- Web presence/hyperlink
- Opportunity to introduce winners

Lemonade Stand Camp ~ Kids have the opportunity to learn how to start, own, and operate their own business...a lemonade stand! They learn about business by:

- Developing their product (lemonade)
- Selecting a desirable location
- Creating an advertising & Marketing Plan
- Setting A Budget & profit Goals
- Growing Customer Service Skills & Counting Change

Judges will award best tasting lemonade, best decorated stand, and best customer service



Slice of Summer Days July 18 - 20



We bring the lemons, you bring the goods... to the Slice of Summer Days! This is Retail's opportunity to clear shelves in anticipation of new fall and holiday merchandise as well as hosting Lemonade Stand Camp participants. Shoppers score sweet deals as they shop local and support our young entrepreneurs.

We help by providing eye-catching header for local print and push the shopping event on our social media.



Scan the QR code for a registration form!
DUE: July 3, 2025

Summer Community Events

LOOK AHEAD!

Hometown Christmas & Keep the Cheer are coming up!
As you love local, let us know if you want to be a sponsor!

Auburn's Annual Scarecrow Contest

- It's Auburn's 5th Annual Scarecrow Decorating Contest! Build a scarecrow outside your business and sign up to be judged by residents and a panel of judges during the month of October. Winning entries receive bragging rights and a trophy.
- Registration is due by Thursday, October 6.



Scan the QR code for
registration form!

DUE: September 26



2024 Judges' Choice
Auburn BPW



2024 People's Choice
Peru State College
Residence Life

Trick or Treat Rocking the Street

- Candy/Giveaway



Fall and Halloween

This event celebrates all who make Auburn a wonderful place to work and live. We celebrate the accomplishments and highlight the valuable contributions Chamber Members and businesses make to our community. The event includes live auctions, awards, entertainment, food, drinks, networking, and more! Details soon coming for nominating someone deserving for:



Business of the Year
Community Engaged Business of the Year
Rising Star Award
Community Leader of the Year
Golden Hive Award

Event Sponsor \$750

- The Event Sponsor receives four admission tickets with premier seating. (\$120 value)
- Sponsor is recognized with full page logo in the program, logo will also be displayed on posters, and all other printed media as an Event Sponsor.
- Sponsor will be acknowledged on-screen prior to the presentation.
- Sponsor will be recognized on auburnnechamber.com.
- Sponsor will be acknowledged from the podium.



Entertainment Sponsor \$550

- The Entertainment Sponsor receives two admission tickets. (\$60 value)
- Sponsor is recognized with half page logo in the program, logo will be displayed on posters, and all other printed media as an Entertainment Sponsor
- Sponsor will be recognized in the program and on the website.
- Sponsor will have the opportunity to introduce entertainment of the evening

Award Sponsor \$400

- The Award Sponsor receives two admission tickets. (\$60 value)
- Sponsor will be recognized in the program and on the website.
- Sponsor will have the opportunity to introduce award winners of the evening.



Bar/Drink Sponsor \$250

- Bar/Drink Sponsor receives 2 tickets (\$60 value)
- Sponsor will be recognized in the program and on social media
- Sponsor will be recognized at every table and where drinks and hors d'oeuvre's are served

Game & Decor Sponsor \$100

- Game & Decor Sponsor receives 2 tickets (\$60 value)
- Sponsor will be recognized in the program and on social media
- Sponsor will be recognized at tables next to decor



**SCAN THIS QR CODE TO
REGISTER OR SPONSOR**

Auburn's Hometown Christmas

We kick off the jolly holiday season Thursday-Saturday, November 20-22 ~ it's Auburn's Hometown Christmas!

Get ready for holiday cheer at Auburn's Hometown Christmas!

This three-day celebration is filled with holiday shopping and festive fun for the whole family.

Enjoy Santa lighting the Christmas tree, breakfast with Mrs. Claus, a free holiday movie, and our dazzling lighted Christmas parade. Stroll through town, sip hot cocoa, and explore local shops for the perfect gifts. It's a joyful celebration of community, tradition, and holiday magic!



Scan this QR code for details and sponsorship



North Pole \$500

- Newsletter recognition
- Listing on website
- Listing on event page
- Listing on banner at event
- Mentions on all radio ads
- Mention in print ads

Frosty \$250

- Newsletter recognition
- Listing on website
- Listing on event page
- Listing on banner at event

Candy Cane \$100

- Newsletter recognition
- Listing on website
- Listing on event page

Community Christmas Tree Lighting

- Sponsored by Union Bank & Trust





Keep the Cheer Here

RETAILERS: HELP US ENCOURAGE SHOPPING LOCAL!

Keep the Cheer Here ~ Shop Auburn First has been embraced by the community with its pop-up parties, business highlights and holiday shopping fun. This holiday shopping promotion runs from Thursday, November 20 - Sunday, December 21 - to entice and encourage local shoppers to stay in town to do their holiday shopping.

For every \$20 a shopper spends in a participating store, they receive a Proof of Purchase Slip creative by ACoC. Shoppers return those slips to participating businesses to be entered in a drawing to win Auburn Chamber Bucks. In addition, the Auburn Chamber will visit participating businesses to do a short Facebook Live to highlight popular items and to spotlight each the business.



Scan this QR code
for details and
sponsorship

Holiday Cheer Sponsor \$500

- Block Radio mentions as Co-Title Sponsor
- Print presence as sponsor in Print Advertising/Social Media
- Web presence/hyperlink
- Large logo on event prints
- Recognition on Facebook Live

Jingle Sponsor \$250

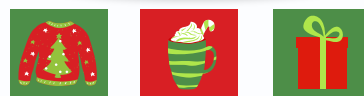
- Print Advertising/ Social Media
- Web presence/hyperlink
- Medium logo on event prints

Jolly Sponsor \$100

- Print Advertising & Social Media
- Web presence/hyperlink



**KEEP THE
CHEER HERE**



The deadline to sign up for the
2025 Holiday Shopping Promotions
is Saturday, November 1st!

AUBURN CITY HALL
CHAMBER OF COMMERCE
SENIOR CENTER

THANK YOU
FOR YOUR SUPPORT

1101 J Street
Auburn, NE 68305
(402) 274-3521

www.auburnnechamber.com
auburnchamberofcommerce@gmail.com

Event Menu

Use this Event Menu to map out your advertising dollars for 2025. Do you want to write one check for the year? Would you like us to automatically invoice you per event? LET US KNOW! We'd be happy to help you track your sponsorship selections from day one.

Business/Organization Name: _____

Networking Opportunities

____ Members' Mix & Mugs \$25 ____ New Resident Welcome Bags
____ Business After Hours ____ Ribbon Cutting

Advertise: Taste of Love in Auburn Promo

____ Restaurants - February

Auburn Chamber of Commerce Golf Classic - Friday, May 16 (Due May)

____ Golf Team \$240 ____ Food Sponsor \$75 or Food Donation
____ Golf Cart \$50 ____ Raffle Prize Donation
____ Beverage Sponsor \$150 ____ Volunteer
____ Hole Sponsor \$125

Summer Sounds Concert Series (Due June/July/August)

____ Diamond Signature \$750 ____ Silver Sponsor \$100
____ Platinum Sponsor \$400 ____ Opportunity & Friendship Night -
____ Gold Sponsor \$200 Non-profit promotion/engagement

Lemonade Stand Camp (Due July)

____ CEO's in the Making Sponsor \$100

Awards Banquet - November 6 (Due October)

____ Event Sponsor \$750 ____ Bar/Drink Sponsor \$250
____ Entertainment Sponsor \$550 ____ Game & Decor Sponsor \$100
____ Awards Sponsor \$400

Hometown Christmas (Due November)

____ North Pole \$500 ____ Frosty \$250 ____ Candy Cane \$100

Keep the Cheer Here (Due November)

____ Holiday Cheer \$500 ____ Jingle Sponsor \$250 ____ Jolly Sponsor \$100