

AUBURN CHAMBER OF COMMERCE



2026 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:

Lauren Vinson, President
Atlantic Wireless T-Mobile

Jody Adams, Vice-President
Bernard Real Estate

Joni Falk, Secretary
American Family Insurance

Troy Barker, Treasurer
Cooper Nuclear Station

Wendy Rowell, Past President
Union Bank and Trust

DIRECTORS:

Blayne Behrends
State Farm

Kelli Hanley
Village Designs Boutique

Scott Siegel
Auburn Public Schools

Billie Bentley
Nemaha County Hospital

Jacquelyn Kennedy
Lifetime Vision Center

Ricki Sinner
Auburn Agency Crop

Jacob Bowman
SBS Insurance

Brent Meyer
Meyer Earp Chevrolet

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 2026 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 2026 a year to remember!



2026 Board of Directors
Some board members not pictured

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



Executive Director
Auburn Chamber of Commerce

2026 CALENDAR OF EVENTS

QUARTERLY MIX & MUGS	January, April, July, October
JANUARY 30	Music & Movie Jeopardy
FEBRUARY	Enjoy the Taste of Love Valentine's Day Promotion
FEBRUARY 21	Love Local Chocolate Tour
APRIL 10	Tacos, Tap & Jigsaw Jam
MAY 3	Auburn's 144 th Birthday Celebration
MAY 15	Auburn Chamber of Commerce Golf Classic
JUNE 5-6	Auburn City Wide Garage Sales
JUNE 5 & 19	Summer Sounds Concert Series
JULY 3, 17, & 31	Summer Sounds Concert Series
JULY 3 & 4	Auburn's America 250 th Celebration
JULY	Lemonade Stand Camp
JULY 16-18	Slice of Summer Days
AUGUST 7 & 21	Summer Sounds Concert Series 8/7 - Opportunity & Friendship Night
OCTOBER	Power of Pink Challenge
OCTOBER 17	Ghouls Just Want To Have Fun
OCTOBER 31	Trick or Treat Rocking the Street
NOVEMBER 6	Auburn Chamber's 80th Annual Awards Banquet
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

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 quarterly for Mix & Mugs the 3rd Thursday of January, April, July, October. 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!

2026 Annul Golf Classic - May 15
Auburn Country Club



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 19, 2026

Interested?

Call us for information: 402-274-3521

Email Leslie - lclark@auburnnechamber.com

or scan the QR Code

ENJOY



THE TASTE OF LOVE IN AUBURN!



This Valentine's Day...



Love Local

Chocolate Tour

Saturday, February 21, 2026

A ticketed, walkable chocolate tasting experience featuring Auburn's local businesses. For \$20 per participant, attendees enjoy chocolate samples, explore downtown shops, and vote for their favorite chocolate creation—all while supporting local.

Participating businesses offer a chocolate-inspired sample and welcome shoppers into their space. The event drives foot traffic, encourages engagement, and gives businesses a fun opportunity to be voted a fan favorite.

Register by January 19, 2026



A Sweet Way to Love Local in Auburn

LOOK AHEAD!

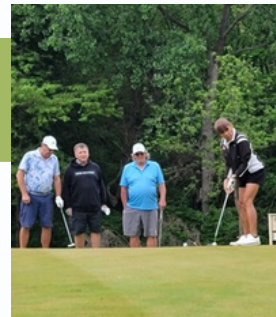
The **Summer Sounds Concert Series** starts in June!
Let us know if you want to sponsor a concert!

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 ANY
SUMMER SOUNDS
CONCERT





Auburn City Wide Garage Sales



June 5-6

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 16 - 18



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: June 29, 2026

Summer Community Events

LOOK AHEAD!

Hometown Christmas & Keep the Cheer are coming up!
As you love local, let us know how you want to support!

Ghouls Just Want to Have Fun! Saturday, October 17, 2026

Dress up, grab a clue card, and explore downtown Auburn as businesses host surprises, treats, and themed experiences throughout the night.

Ghouls Just Want to Have Fun is a playful, after-dark downtown experience that invites residents and visitors to shop late, enjoy live music, and explore at their own pace—creating a fun, social atmosphere that supports local businesses and community connection.



Participating businesses agree to stay open during the event and offer one simple, themed experience for guests—such as a treat, activity, or in-store feature. The focus is on creating a welcoming, festive atmosphere that encourages guests to explore, interact, and shop while keeping participation easy for staff.

Sponsorship Opportunities:

Mischief Maker - \$100

- Name listed on event page and sponsor recognition materials
- Social media thank-you
- Inclusion in post-event recap

Ghoul Squad - \$250

- Name or logo listed on event materials
- Recognition on social media before and after the event
- Inclusion in event recap promotion
- On-site sponsor recognition



Concept imagery representing the experience we're building in Auburn.



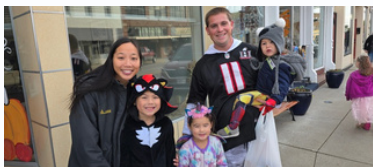
Scan the QR code to register!

Fall and Halloween

Trick or Treat Rocking the Street (Friday, October 30, 2026)

🎃 A safe, family-friendly Halloween tradition in downtown Auburn

- 🍬 Candy & giveaways
- 👨👩👧👦 Family-friendly
- 🏪 Downtown businesses



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***
- Emerging Leader of the Year***
- Volunteer of the Year***
- Golden Hive Award***

Celebrate Auburn Banquet

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.

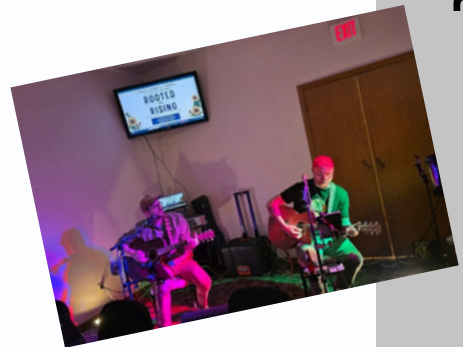


Entertainment Sponsor \$550

- 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 19-21, 2026 ~ It's 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 19 - Thursday, December 24 - 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

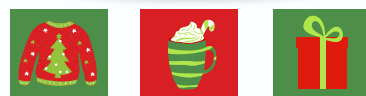
- Print Advertising/ Social Media
- Web presence/hyperlink
- Medium logo on event prints

Jolly Sponsor \$100

- Print Advertising & Social Media
- Web presence/hyperlink



**KEEP THE
CHEER HERE**



The deadline to sign up for the 2026 Holiday Shopping Promotions is Monday, October 26.

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 2026. 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

Love Local Chocolate Tour

____ Participating Business (donation for gift basket)

Auburn Chamber of Commerce Golf Classic (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 - Non-profit
promotion/engagement

____ Gold Sponsor \$200

Lemonade Stand Camp (Due July)

____ CEO's in the Making Sponsor \$100

Ghouls Just Want to Have Fun (Due September)

____ Ghoul Squad \$250 ____ Mischief Maker \$100 ____ Ghoul Stop Participant \$35

Awards Banquet (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