Choose LANSING®



MEMBERSHIP INFORMATION

DID YOU KNOW?





LANSING SPORTS COMMISSION®
Plan On Something Greater

The **Lansing Sports Commission** is a division of Choose Lansing® and works to develop local sports tournaments and events as well as draw athletic events into the community. Youth and adult sports tournaments of every kind use regional athletic venues and buy local goods and services.

Lansingsports.org
#LansingSports

Choose LANSING®
Plan On Something Greater

MISSION:
To positively impact our community's quality of life by developing the region as a visitor destination.

VISION:
To inspire everyone to celebrate and love Greater Lansing as much as we do!

Lansing.org
#LoveLansing

2.1 Million
LANSING.ORG PAGE VIEWS

442
GROUP MEETINGS & EVENT LEADS SENT TO PARTNER VENUES REPRESENTING 112,000+ HOTEL ROOM NIGHTS



6.7 Million
VISITORS EVERY YEAR

$732 Million
IN DIRECT VISITOR SPENDING

Sources: 2024 Google Analytics and 2023 Visitor Related Economic Benefits Study by Anderson Economic Group, LLC.

Team LANSING FOUNDATION™

The **Team Lansing Foundation** is the charitable arm of Choose Lansing®. With its 501(c)(3) tax status, the Foundation works to raise funds for regional destination development. This development can mean any and all things that help make Greater Lansing a better place to visit.

6 PERKS OF BEING A MEMBER



1 Boost Your Visibility

- Control your listing on **Lansing.org** and **LansingSports.org** (over 2 million page views!).
- Upload photos, offers, & events for maximum exposure.

2 Stay Informed

- Get monthly newsletters and quarterly virtual updates.

3 Reach More Visitors

- Hospitality members may be featured in the **Greater Lansing Visitor Inspiration Guide** and social media channels—Lansing's top visitor resources.
- Display brochures at the **Visitor Center** and **Lansing Center Info Booth**.





4 Referrals & Leads

- Hotels and venues get direct leads via our **Member Portal**.
- Choose Lansing® refers and buys exclusively from Members.

5 Exclusive Exposure

- Access to the **Confidential Convention Calendar** for direct event planner connections.
- Network with key partners at the **Annual Meeting** and **Holiday Showcase**.
- Select hospitality partners featured in the **Choose Lansing® Welcome Signs**.

6 Networking & Learning

- Quarterly mixers
- Educational seminars on key hospitality topics.



MEMBERSHIP RATES & PRORATED DUES

MEMBERSHIP INVESTMENT

(Membership investment is classified as a tax-deductible business expense.)

General *(up to 49 employees)* **$250**

Corporate *(50–199 employees)* **$400**

Corporate *(200+ employees)* **$650**

Additional Location(s) *(additional business owned by same firm)* **$125**

Non-Profit **$125**

Member of Merchant Association *(under 25 employees only)* **$125***

***Valid Association memberships for 50% off dues:** Charlotte Chamber of Commerce, Delta Side Business Association, Downtown Lansing Inc, East Lansing Downtown Management Board, Eaton Rapids Chamber of Commerce, Grand Ledge Chamber of Commerce, Lansing Regional Chamber of Commerce, Mason Area Chamber of Commerce, Old Town Commercial Association, REO Town Commercial Association and Williamston Chamber of Commerce.*

READY TO INVEST?

It's time to make your membership payment!

Visit **Lansing.org/memberpay** or use the QR code above to quickly and securely submit your payment.

****Don't forget to have your invoice number — you'll need it to complete the process.*

THANK YOU FOR BEING PART OF OUR COMMUNITY!

PRORATED DUES

Dues are prorated based on the month joined. Membership renews in July each year.)

JOIN DATE	$125	$200	$250	$400	$650	DEFER #
July	125.00	200.00	250.00	400.00	650.00	12
August	114.60	183.35	229.15	366.65	595.85	11
September	104.15	166.65	208.35	333.35	541.65	10
October	93.75	150.00	187.50	300.00	487.50	9
November	83.35	133.35	166.65	266.65	433.35	8
December	72.90	116.65	145.85	233.35	379.15	7
January	187.50	300.00	375.00	600.00	975.00	18
February	177.10	283.35	354.15	566.65	920.85	17
March	166.65	266.65	333.35	533.35	866.65	16
April	156.25	250.00	312.50	500.00	812.50	15
May	145.85	233.35	291.65	466.65	758.35	14
June	135.40	216.65	270.85	433.35	704.15	13

MEET YOUR MEMBERSHIP TEAM



Melissa Nay

CTA
Director of Membership and Community Engagement

(D) 517-377-1410
mnay@lansing.org

Julie VanAcker

CTA
Membership & Community Engagement Coordinator



(D) 517-377-1408
jvanacker@lansing.org

Choose LANSING

500 E. Michigan Ave., Ste. 180, Lansing, MI 48912
517-487-0077
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