

GREATER SUSQUEHANNA VALLEY CHAMBER OF COMMERCE

2022 SPONSORSHIP GUIDE



Five years ago, the Association of Chamber of Commerce Executives wrote a playbook that suggested that by the year 2025, Chambers would need to adjust to a major shift in the way that businesses and individuals “belong and gather”. They predicted that businesses would want more access and engagement with local officials, would be driven by meaningful content, and would use increasingly more technology tools as part of a hybrid meeting and networking format. Your Chamber of Commerce agreed with the ACCE, but no one anticipated that COVID-19 would accelerate event-related goals the way it has.

The global crash-course in online meetings and the adaptability brought on by ever-changing expectations has left us better prepared than ever to serve you at the turn of a dime, with content and benefits appropriate and valuable for both an online and in-person audience. We’re confident that our events will meet attendees right where they are, while offering sponsors the benefits that help to drive their brand, their business, and their community engagement.

This guide is designed as the introduction to a conversation I look forward to having with you each year, about what your Chamber can do to drive regional prosperity and help you make key connections through our programming and events. We’re excited for the year ahead, and look forward to delivering on the promise that your Chamber of Commerce is working every day on bringing together the people and programming that makes your business successful.

A handwritten signature in black ink, reading "Chris Berleth". The signature is fluid and cursive, with the first name "Chris" and last name "Berleth" clearly distinguishable.

Chris Berleth
Executive Director of Membership

2022 Events Calendar

Event	Date	Format	Sponsorship Amount
2022 Chair's Circle	Year-long Program (50 opportunities)	Quarter 1 - Virtual February 11, 2022 Quarter 2 - Virtual April 19, 2022 Quarter 3 - Growth Breakfast October 18, 2022 Quarter 4 - CEO Roundtable December 8, 2022	\$1,250/year 2021 Chair's Circle who upgrade their membership are auto-enrolled in 2022.
Rise & Shine Legislative Events	Quarterly	Quarter 1 - Virtual March 25, 2022 Quarter 2 - In-person April 29, 2022 Quarter 3 - In-person September 9, 2022 Quarter 4 - In-person November 9, 2022	Premier Sponsor - \$750.00 Student Sponsor - \$100

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Event	Date	Format	Sponsorship Amount
Lunch & Learns	Quarterly	Quarter 1 - Virtual February 24, 2022 Quarter 2-4 - In-person June 9, 2022 August 17, 2022 November 1, 2022	Premier Sponsor - \$150 Student -Sponsor - \$100.00
Young Professionals Events	Quarterly	In-person February 17, 2022 June 11, 2022 August 2022 December 2022	Premier Sponsor - 200.00 Executive Sponsor - 100.00
Economic Forecast	March 11, 2022	Premier Event, Virtual	Founding Sponsor - \$5,000.00 Premier Sponsor - \$3000.00 Speaker/Media Sponsor - \$1,500.00 Executive Sponsor - \$1,000.00 Student Scholar Sponsor - \$500.00
Young Americans Seminar	April 6, 2022	Premier Event In-person	Premier Sponsor - \$1,500.00 Strategic/Speaker Sponsor - \$1,000.00 Executive Sponsor - \$500.00
Young Americans Banquet & Recognition	May 17, 2022	Premier Event In-person	Premier Sponsor - \$2,000.00 Meal/Strategic Sponsor - \$1,000.00 Executive Sponsor - \$500.00 Student Sponsor - \$75.00

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Event	Date	Format	Sponsorship Amount
Annual Meeting & Awards Ceremony	May 4, 2022	Premier Event In-person	Premier Sponsor - \$3,000.00 Strategic Sponsor - \$2,000.00 Media/Meal/Gift Sponsor - \$1,500.00 ATHENA Award Sponsor - \$2,000.00 Executive Sponsor - \$1,000.00 Heritage Award Sponsor - \$800.00 Awarding Sponsor - \$750.00 ATHENA Pin Sponsor - \$150.00 Student Sponsor - \$100.00 Prize Sponsor - Gift in-Kind
Innovation Summit	June 30, 2022	Summit In-person	Founding Sponsor - \$3,000.00 Premier Sponsor - \$1,500.00 Speaker/Meal Sponsor - \$1,000.00 Executive Sponsor - \$500.00
Young Americans Golf Outing Knoebels Three Ponds Golf Course Elysburg, PA	September 23, 2022 Rain Date: September 30, 2022	Premier Event In-person	Premier Sponsor - \$2,500.00 Cart/Print Sponsor - \$1,000.00 Breakfast/Lunch Sponsor - \$1,000.00 Beverage/Snack Sponsor - \$750.00 Tee & Team Sponsor - \$550.00 Tee/Hole Sponsor (18 Available Each) - \$100.00
Women's Leadership Symposium	October 12, 2022	Premier Event, In-Person	Founding Sponsor - \$5,000.00 Premier Sponsor - \$3,000.00 Strategic Sponsor - \$2,000.00 Community Partner - \$2,000.00 Gift/Speaker Sponsor - \$1,500.00 Meal/Beverage Sponsor - \$1,000.00 Executive Sponsor - \$500.00

*** For all events, your Chamber follows CDC and PA Dept of Health Guidelines, as well as the advice of local healthcare members. Event formats subject to change upon their advice.**

THE CHAIR'S CIRCLE PROGRAM

2022 Chair's Circle Program: 50 opportunities
Deadline: March 31, 2022

Chambers like ours depend on the support of members who are willing to invest above and beyond their membership investment. The support of these investors, who we call the "Chair's Circle", afford the Chamber the ability to invest in strategic imperatives, as determined by our members, throughout the year. For their investment, the Chair's Circle receives enhanced benefits for this investment.

Benefits:

Quarterly Chair's Circle Events

In 2022, the Chair's Circle will have access to quarterly events hosted by the Chamber Chair and the President/CEO. These events, whether offered virtually or in-person, will emphasize networking and a behind-the-scenes look at elements of the Chamber's strategic imperatives.

The Marquee

Chair's Circle sponsors' names are displayed for 2-3 weeks on the Chamber marquee during the year.

Enhanced Online Presence

Chair's Circle sponsors have their own page on the Chamber website, which receives over 1,500 views monthly. This page links directly to Chair's Circle sponsors' websites. Chair's Circle sponsors are featured extensively on the Chamber's social media platforms and have their own "group" on our database system, which may be used by sponsors to communicate with one another throughout the year.

Bi-Weekly Electronic Newsletter

The Chamber's e-*lert* features links to the Chair's Circle sponsors' page.

Logos

Chair's Circle Sponsors' logos are displayed at premier Chamber events (online and in-person) and scroll daily on the television in the Chamber lobby. A Chair's Circle logo is available for businesses to display.

Media Recognition

Chair's Circle sponsors are featured prominently in the publications of the Chamber. Each Chair's Circle sponsor appears in the Voice of the Valley, but they may additionally take advantage of an enhanced benefit in this publication, by submitting one "Chair's Circle Spotlight" article to be featured in publications once per year.

Chair's Circle sponsors are promoted in a series of radio ads run by the Chamber.

Chamber Events & Networking Opportunities

Sponsors receive registrations to a selection of Chamber events during the calendar year. They may also offer for display any one promotional piece at the Chamber's Member Luncheons when held in-person.

Use of Facilities

Chair's Circle sponsors are invited to use one of a selection of shadow boxes in the Chamber lobby for one year for display of their marketing materials.

THANK YOU 2021 CHAIR'S CIRCLE SPONSORS!



Founding Sponsor

As the Founding Fathers set the standard for our nation, Founding Sponsors set the standard for the quality and significance of Chamber events. Partner with the GSVCC as a Founding Sponsor to help create a strategic branding opportunity that will benefit our community and your organization as we serve as catalysts for regional growth.

Benefits

- Event naming rights and “right of first refusal” for sponsorship in all future events of this type
- Partner with the Chamber to create a legacy event which impacts the community and promotes prosperity
- Add your leadership perspective to key decisions in event planning
- Name recognition on the Chamber marquee
- Publicity through the Chamber newsletter, *Voice of the Valley*, which reaches 33,500 print and 445,000 online readers
- Publicity through the Chamber's electronic newsletter, *E-lert*, which reaches over 2,200 Valley contacts
- Complimentary registrations and reserved seating at the event. (Varies by event)

In-Person Format

- Address attendees live
- Opportunity to provide company-branded gifts to attendees
- Corporate logo on event flyers, posters, social media and the Chamber's online event registration page
- Opportunity to display a banner at the event
- Opportunity to have an expo table and present promotional material to event attendees

OR

Virtual Format

- Address attendees live via Zoom
- Submit a 30-second advertisement to be played during the event
- Your logo will be displayed prominently on social media, in publications and in the virtual event
- Opportunity to host a virtual breakout room during any networking session of the event with selected guests or keynote speakers

Premier Sponsor

Invest in a GSVCC event Premier Sponsorship to elevate your brand and benefit the community. As the Premier Sponsor, you leave an indelible mark as we convene leaders, serve as catalysts for growth, and serve as champions of the business community.

Benefits

- Name recognition on the Chamber marquee
- Publicity through the Chamber newsletter, *Voice of the Valley*, which reaches 33,500 print and 445,000 online readers
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Strategic, Speaker or Meal Sponsor

Some of the best Chamber events engage high-level speakers or are done in conjunction with a great meal. Consider partnering with the Chamber as we engage these speakers, network and promote business growth.

Strategic Sponsor - Add your leadership perspective to key decisions in event planning and to speak at the event.

Speaker Sponsor - Opportunity to offer the introduction for the speaker or honored guests

Meal Sponsor - Opportunity to speak before food is served at the event and/or signage at meal stations (varies by event)

Benefits

- Publicity through the Chamber newsletter, *Voice of the Valley*, which reaches 33,500 print and 445,000 online readers
- Publicity through the Chamber's electronic newsletter, *e-lert*, which reaches over 2,200 Valley contacts
- Complimentary registrations and reserved seating at the event. (Varies by event)

In-Person Format

- Corporate logo on event flyers, posters, social media and the Chamber's online event registration page
- Opportunity to offer branded gifts to attendees
- Opportunity to display a banner at the event

OR

Virtual Format

- Submit a 15-second advertisement to be played during the event
- Your logo will be displayed prominently on social media, in publications and in the virtual event

Media/Print Sponsor

Want to be recognized in the media leading up to one of our events? How would you like to have your logo on one of our event programs? Become a Media/Print Sponsor and you will be sure to get plenty of publicity for your sponsorship contribution.

Media Sponsor - *Opportunity to speak with Bob Garrett on the radio in conjunction with the event*

Print Sponsor – *Corporate logo on event flyers, posters and the Chamber's online event registration*

Benefits

- Publicity through the Chamber monthly newsletter, *Voice of the Valley*, which reaches 33,500 print and 445,000 online readers
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Executive Sponsor

Partnering with the GSVCC as a sponsor offers your business publicity, advertising and brand recognition to nearly 700 local businesses and organizations throughout the Susquehanna River Valley. You know what is strategic for your business, and we're happy to facilitate your strategy through Chamber networking and programming.

Benefits

- Publicity through the Chamber monthly newsletter, *Voice of the Valley*, which reaches 33,500 print and 445,000 online readers
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- Complimentary registrations and reserved seating at the event. (Varies by event)

In-Person Format

- Corporate logo on event flyers, posters, social media and the Chamber's online event registration page
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Virtual Format

- Submit a 15-second advertisement to be played during the event
- Your logo will be displayed prominently on social media, in publications and in the virtual event

Awarding/Student Sponsor

The Greater Susquehanna Valley Chamber stands for excellence in both business and education. Partner with us to recognize the very best of our members and volunteers. Encourage future leaders to strive for excellence as we recognize their work and offer them an opportunity to attend meaningful events.

Awarding Sponsor – Opportunity to present awards at the event

Gift Sponsor - Opportunity to provide branded gifts to attendees

Student Sponsor – Opportunity to sit alongside students and educators whose tickets were paid for by this sponsorship

Benefits

- Publicity through the Chamber monthly newsletter, *Voice of the Valley*, which reaches 33,500 print and 445,000 online readers
- Publicity through the Chamber's electronic newsletter, *e-lert*, which reaches over 2,200 Valley contacts
- Complimentary registrations and reserved seating at the event. (Varies by event)

In-Person Format

- Corporate logo on event flyers, posters, social media and the Chamber's online event registration page
- Opportunity to display a banner at the event

OR

Virtual Format

- Your logo will be displayed prominently on social media, in publications and in the virtual event

For more information or to create a custom sponsorship, please reach out to:

Chris Berleth, Executive Director of Membership & Leadership Susquehanna Valley

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