



Lancaster Chamber

2021

# SPONSORSHIP GUIDE



# WE'VE GOT YOUR BACK.

This year has been anything but ordinary. And now, more than ever, it's critical to ensure customers and consumers are aware of your brand moving into 2021. The key to success will be making your brand known—use these sponsorships as an invaluable marketing tool for the upcoming year.

The 2021 Lancaster Chamber Sponsorship Guide offers a variety of unique options for you to showcase your brand in front of a curated business-to-business audience that will generate leads, build brand awareness, and strengthen your presence in the Lancaster County region.

Your sponsorship not only provides opportunities for your brand to be in front of targeted, key audiences, they also support the mission of the Lancaster Chamber to make our County a model of prosperity. Thanks to your sponsorship, we can maintain crucial impact and advocacy initiatives, business-focused resource hubs, and much more.

**It's truly a win-win: we'll help you elevate your brand to a robust audience while your support keeps our work sustainable and effective.**



# LEADERCAST LIVE

SPRING 2021

LEADERCAST LIVE IS THE LARGEST ONE-DAY LEADERSHIP EVENT IN THE WORLD, BROADCAST LIVE EACH YEAR FROM ATLANTA TO HUNDREDS OF HOST SITES AROUND THE GLOBE, LANCASTER CHAMBER INCLUDED! AUDIENCE IS BROAD IN LEVEL, INDUSTRY AND REGION.

		PRE-EVENT				DURING EVENT								POST EVENT		ONGOING	
LEVEL	PRICE	Event Calendar Page	Social Media	Co-Branded Event Promotion Email	Comp Access/Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Pre-Recorded Video or Commercial	Name Recognition During Opening Comments	Company Display Space	Opportunity to Provide Marketing Collateral to Attendees (IP or Virtual)	Program Ad	Program Recognition	Color Display Ad in WD	Attendee Excel List	Branding Related to Virtual Leadercast Community	Blog Posts related to Leadercast or Leadercast Topics
<b>PRESENTING</b>	\$6,000	Logo	2X	1	12	Logo	Live			Premium		Full	Logo/Desc	2 ed.			2
<b>UNIQUE</b>	\$3,500	Logo	1X		8	Logo				Premium		Half	Logo	1 ed.			1
<b>GOLD</b>	\$2,000	Logo			6	Logo						Quarter	Logo				
<b>SILVER</b>	\$1,000	Logo			3	Logo						Quarter	Logo			Mention	
<b>COMPANY DISPLAY</b>	\$500				2												

\*UNIQUE SPONSORS WILL VARY DEPENDANT ON STRUCTURE OF EVENT, BUT ARE CUSTOMIZABLE AND NEGOTIABLE -- IDEAS INCLUDE CHARGING STATION, VIP LUNCH, HYDRATION STATION FOR IN PERSON; VIRTUAL COULD BE LUNCH SPONSOR, SPEAKER SPONSOR, NETWORKING SPONSOR, ETC.

CREATING CONNECTIONS AND SHARING KNOWLEDGE, THE PROFESSIONAL WOMEN'S FORUM EXPERIENCE IS MEANT TO INFLUENCE AND INSPIRE PROFESSIONAL WOMEN LEADERS FROM ACROSS THE REGION.

# PROFESSIONAL WOMEN'S FORUM

EARLY FALL 2021

		PRE-EVENT			DURING EVENT								POST EVENT		ONGOING		
LEVEL	PRICE	Event Calendar Page	Social Media	Co-Branded Event Promotion Email	Comp Access/Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Pre-Recorded Video or Commercial	Name Recognition During Opening Comments	Company Display Space	Opportunity to Provide Marketing Collateral to Attendees (IP or Virtual)	Program Ad	Program Recognition	Color Display Ad in WD	Attendee Excel List	Branding Related to Virtual Leadercast Community	Blog Posts related to Leadercast or Leadercast Topics
<b>PRESENTING</b>	\$5,000	Logo	2X	1	12	Logo	Live			Premium		Full	Logo/Desc	2 ed.			2
<b>UNIQUE</b>	\$3,500	Logo	1X		8	Logo				Premium		Half	Logo	1 ed.			1
<b>GOLD</b>	\$2,000	Logo			6	Logo						Quarter	Logo				
<b>SILVER</b>	\$1,000	Logo			3	Logo						Quarter	Logo			Mention	
<b>COMPANY DISPLAY</b>	\$500				2												

\*UNIQUE SPONSORS WILL VARY DEPENDANT ON STRUCTURE OF EVENT, BUT ARE CUSTOMIZABLE AND NEGOTIABLE -- IDEAS INCLUDE CHARGING STATION, VIP LUNCH, HYDRATION STATION FOR IN PERSON; VIRTUAL COULD BE LUNCH SPONSOR, SPEAKER SPONSOR, NETWORKING SPONSOR, ETC.



# ANNUAL DINNER

EARLY FALL 2021

AS THE CHAMBER'S LARGEST FUNDRAISER, BUSINESS & COMMUNITY LEADERS GATHER FOR CELEBRATION AND INSPIRATION. THE NIGHT IS CAPPED BY AN INTERNATIONALLY RECOGNIZED KEYNOTE SPEAKER.

LEVEL	2021 VIRTUAL	2021 IN PERSON	PRE-EVENT		DURING EVENT						IN PERSON				POST EVENT		
			Event Branding/ Event Promotion	Event Calendar Page/ Virtual Program	Number of Tickets with Preferred Seating	Number of Tickets that can be Purchased Before Public	Ad in Program	Program Recognition	PowerPoint	Sponsor Video	Number of Tickets to VIP & Post Reception	Table Recognition	Logo Display on the Wall	Number of Preferred Parking Passes	Sponsor Name Badges	Color Display Ad in WD	Color Display Ad in Spotlight or Impact
<b>PRESENTING</b>	\$17,600	\$22,000	Logo	Logo	32	20	Full	Logo/Desc	Logo	Logo	32	Logo		16		6 ed.	2 ed.
<b>PLATINUM</b>	\$14,400	\$18,000	Logo	Logo	22	20	Full	Logo/Desc	Logo	Logo	22	Logo		11		6 ed.	2 ed.
<b>DIAMOND</b>	\$13,600	\$17,000	Logo	Logo	22	20	Full	Logo/Desc	Logo	Logo	22	Logo		11		2 ed.	
<b>GALA RECEPTION</b>	\$12,000	\$15,000	Logo	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10		2 ed.	
<b>VIP RECEPTION</b>	\$12,000	\$15,000	Logo	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10		2 ed.	
<b>OPENING CEREMONY</b>	\$12,000	\$15,000	Logo	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10		2 ed.	
<b>GOLD</b>	\$9,600	\$12,000	Logo	Logo	20	20	Quarter	Logo	Logo	Logo	20	Logo		10		2 ed.	

# ANNUAL DINNER

EARLY FALL 2021

AS THE CHAMBER'S LARGEST FUNDRAISER, BUSINESS & COMMUNITY LEADERS GATHER FOR CELEBRATION AND INSPIRATION. THE NIGHT IS CAPPED BY AN INTERNATIONALLY RECOGNIZED KEYNOTE SPEAKER.

			PRE - EVENT	DURING EVENT						IN PERSON			
LEVEL	2021 VIRTUAL	2021 IN PERSON	Event Branding/ Event Promotion	Event Calendar Page/ Virtual Program	Number of Tickets with Preferred Seating	Number of Tickets that can be Purchased Before Public	Program Recognition	PowerPoint	Sponsor Video	Number of Tickets to VIP & Post Reception	Table Recognition	Number of Preferred Parking Passes	Sponsor Name Badges
SILVER	\$6,400	\$8,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5	
WINE	\$6,400	\$8,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5	
ENTREPRENEUR	\$7,000	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5	
SBPY	\$7,000	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5	
ATHENA	\$7,000	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5	
EXEMPLAR	\$7,000	\$7,000	Logo	Logo	10		Logo	Logo	Logo		Logo	5	
BRONZE	\$4,000	\$5,000	Logo	Logo	10		Logo	Logo	Logo		Logo	5	
PATRON	\$1,500	\$3,500	Logo	Name	10		Name				Name	5	

# AGRICULTURE INDUSTRY BANQUET

THE AG BANQUET CELEBRATES THE ECONOMIC AND CULTURAL CONTRIBUTIONS OF THE AGRICULTURE INDUSTRY OF LANCASTER COUNTY, WHILE WELCOMING AN INSPIRATIONAL OR INFORMATIVE KEYNOTE SPEAKER. AUDIENCE IS AGRIBUSINESS AND PRODUCER FOCUSED. FALL 2021

\*Exclusive Levels

Sponsorship Level	PRE - EVENT			DURING EVENT							POST EVENT	
	2021 PRICE	Event Calendar Page	Logo at Unique Sponsor Specific Level Branding	Complimentary Access/Tickets	Welcome Audience to Event	Program Ads	Program Recognition	Table Recognition (IP only)	PowerPoint	Sponsor Name Badges (IP only)	Banner Display Ad - WD	Attendee Excel List
<b>PRESENTING SPONSOR*</b>	\$6,000	Logo	Logo	22		Full	Logo/Desc	Logo	Logo		2 ed.	
<b>SPEAKER SPONSOR*</b>	\$3,500	Logo	Logo	20		Half	Logo/Desc	Logo	Logo		1 ed.	
<b>UNIQUE SPONSOR*</b>	\$3,500	Logo	Logo	20		Half	Logo/Desc	Logo	Logo		1 ed.	
<b>CENTURY FARM SPONSOR*</b>	\$3,500	Logo	Logo	20		Half	Logo/Desc	Logo	Logo		1 ed.	
<b>DELP AWARD SPONSOR*</b>	\$3,500	Logo	Logo	20		Half	Logo/Desc	Logo	Logo		1 ed.	
<b>FFA STUDENT SPONSOR*</b>	\$3,500	Logo	Logo	20		Half	Logo/Desc	Logo	Logo		1 ed.	
<b>SUPPORTING SPONSOR</b>	\$2,500	Logo		10		Quarter	Logo	Name	Logo			
<b>PATRON SPONSOR</b>	\$1,250	Name		10					Name			

## ON DECK FOR 2021: BUSINESS EXPO

SUMMER/FALL 2021

WE KNOW IT'S IMPORTANT FOR YOUR TO BUSINESS TO BE SHOWCASED -- ESPECIALLY AS WE LOOK TO THE FUTURE OF OUR LOCAL ECONOMY. THE CHAMBER IS COMMITTED TO CREATING AN EXPERIENCE FOR 2021 THAT WILL DO JUST THAT: BOLSTER OUR LOCAL BUSINESSES AND INFLUENCE OUR COMMUNITY TO THINK LOCAL WHEN MAKING PURCHASES OR FINDING VENDORS. IF YOU HAVE INTEREST IN BEING CONNECTED TO THE EXPO, CONTACT MOLLY CROUSER AT [MCROUSER@LANCASTERCHAMBER.COM](mailto:MCROUSER@LANCASTERCHAMBER.COM). AUDIENCE VARIES BY INDUSTRY, FOCUSED TO B2B.

# PROGRAM SPONSORS

## EXCELLENCE EXCHANGE

SHARING OF BEST BUSINESS PRACTICES FROM LOCAL AND REGIONAL NOTEWORTHY BUSINESS LEADERS. SMALL GROUP DISCUSSIONS FOLLOW THE REMARKS, ENABLING HIGH LEVEL ATTENDEES TO DISCUSS HOW TO IMPLEMENT LESSONS LEARNED WITHIN THEIR WORKPLACES.

		PRE-EVENT				DURING EVENT						POST EVENT		
Level	Price	Event Calendar Page	Social Media	Event Reminder Email	Complimentary Access/Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Opportunity to Distribute Marketing Collateral (If IP Resumes)	Company Display at Each Event (If IP Resumes)	Company Banner at Each Session (If IP Resumes)	Event Follow-up Email	Color Banner Ad in WD	Attendee Excel List
<b>GOLD SPONSOR*</b>	\$5,000	Logo	4x		V-8 // IP-4	Logo						Logo	2 ed.	
<b>SILVER SPONSOR</b>	\$2,000	Logo	2x		V-6 // IP-3	Logo						Name	1 ed.	
<b>BRONZE SPONSOR</b>	1,000	Logo			V-2 // IP-1	Logo								

\*Exclusive Levels

## GET CONNECTED

FACILITATED NETWORKING SERIES ENABLING ATTENDEES TO BUILD BUSINESS CONNECTIONS WHILE EXCHANGING LEADS, BUSINESS TIPS AND CREATING A NETWORK OF ADVOCATES FOR THEIR BUSINESSES. AUDIENCE TARGET: SALES, BUSINESS DEVELOPMENT, ENTREPRENEURS, SMALL BUSINESS OWNERS

		PRE-EVENT				DURING EVENT						POST EVENT		
Level	PRICE	Event/Calendar Pages	Event Branding/Event Promotion	Social Media	Event Reminder Emails	Complimentary Access/Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Company Display at Each Event (If IP Resumes)	Company Banner at Each Session (If IP Resumes)	Event Follow-up Email	Color Banner Ad in WD	Attendee Excel List
<b>SERIES SPONSOR</b>	\$3,000	Logo	Logo	2	Logo	2	Logo					Logo	2 ed.	



# PROGRAM SPONSORS

## YOUNG PROFESSIONALS NETWORK

YOUNGER GENERATIONS ARE ENTERING THE WORKFORCE, MAKING CHANGE WITHIN OUR COMMUNITIES, AND IMPACTING SUSTAINABLE SUCCESS FOR THE FUTURE OF LANCASTER. OUR YOUNG PROFESSIONAL NETWORK (YPN) PROVIDES YOUNG PROFESSIONALS WITH OPPORTUNITIES TO BUILD RELATIONSHIPS AND DEVELOP PROFESSIONALLY. WE LOOK TO CULTIVATE THESE FUTURE LEADERS BY PROVIDING EXPERIENCES TO CONNECT WITH BUSINESS LEADERS AND GROW THEIR CAREERS.

		PRE-EVENT			DURING EVENT							POST EVENT			ONGOING		
LEVEL	PRICE	Event Branding/ Event Promotion	Social Media	Event Reminder Email	Complimentary Access/Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Opportunity to Distribute Marketing Collateral <i>(If IP Resumes)</i>	Company Display at Each Event <i>(If IP Resumes)</i>	Company Banner at Each Session <i>(If IP Resumes)</i>	Event Follow-up Email	Color Banner Ad in WD	Attendee Excel List	Feature 1 YP in Monthly Spotlight	Logo on monthly newsletter	Brand Recognition on Chamber virtual group platform
<b>GOLD*</b>	\$5,000	Logo	6x		V-8 // IP-4	Logo	Summit Only			Summit Only		Logo	2 ed.			Logo	Logo
<b>SILVER</b>	\$2,000	Logo	2x		V-6 // IP-3	Logo				Summit Only		Name	1 ed.			Logo	Logo
<b>SUPPORTING</b>	\$1,000	Name			V-4 // IP-2	Logo				Summit Only						Name	Name

## CONSORTIUM TERRITORY

THE CONSORTIA PROGRAM EXPLORES OPPORTUNITIES AND CHALLENGES FACING OUR COUNTY BY SORTED REGIONS: COCALICO/EPHRATA, CV/ELANCO/PEQUEA VALLEY, COLUMBIA/DONEGAL/ELIZABETHTOWN/HEMPFIELD, LANCASTER CITY/ LANCASTER TOWNSHIP, LITITZ/MANHEIM/MANHEIM TOWNSHIP, AND SOLANCO/PENN MANOR/LAMPETER STRASBURG. AUDIENCE VARIES IN LEVEL, BUT IS TARGETED TO A SPECIFIC GEOGRAPHIC REGION.

		PRE-EVENT		DURING EVENT			
LEVEL	PRICE	Logo on All Event/Calendar Pages <i>(Associated with your territory)</i>	Event Promotion	PowerPoint		Name Recognition During Opening Comments	Company Banner at Each Session <i>(If IP Resumes)</i>
<b>TERRITORY SPONSOR</b>	\$1,000			Logo			

# **GLOSSARY OF TERMS**

**BRANDING/PROMOTION:** MEANS COMPANY LOGO WILL BE INCLUDED AS OFTEN AS VISUALLY POSSIBLE TO THE BRANDING OF THE EVENT OR IN THE PROMOTION OF THE EVENT; THAT COULD BUT IS NOT LIMITED TO, POSTCARDS, FLYERS, DIGITAL ELEMENTS & PROMOTIONAL EMAILS. LOGO SIZE AND PLACEMENT ON EVENT PAGES IS DEPENDENT ON LEVEL OF SPONSORSHIP, AND IS ALSO LINKED TO YOUR WEBSITE.

**REMINDER EMAIL:** THE EMAIL THAT IS SENT ONE DAY PRIOR TO THE EVENT WITH INFORMATION IN REGARDS TO THE EVENT; COULD BE MENTION OR LOGO, DEPENDANT ON EVENT.

**FOLLOW UP EMAIL:** THE EMAIL THAT IS SENT AFTER THE EVENT WITH PERTINENT INFORMATION FROM THE EVENT LIKE PRESENTATIONS; COULD BE MENTION OR LOGO, DEPENDANT ON EVENT.

**MARKETING COLLATERAL:** DEPENDANT ON THE EVENT, MARKETING COLLATERAL COULD INCLUDE PHYSICAL FLYERS, PENS, OTHER ITEMS AND DIGITALLY CAN BE ANY TYPE OF FLYER OR WHITE PAPER

**VIRTUAL COMMUNITY PLATFORM:** NEW FOR THE CHAMBER -- THIS ONLINE PLATFORM IS AN OPPORTUNITY FOR SPONSORS AND ATTENDEES TO CONNECT AROUND SPECIFIC TOPICS - INCLUDED IN SPONSORSHIPS THAT MAKE SENSE TO HAVE A COMMUNITY.

**V= VIRTUAL; IP= IN PERSON**