

T O M P K I N S
CHAMBER



2023 Chamber of the Year

Sponsor, Partnership & Marketing Opportunities

2025

Invest in our work to support sustainable economic growth while achieving your goals to engage, thrive, and impact the community.

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Invest in Your Community

The Tompkins Chamber is proud to have been a part of our local community for more than 125 years! Each year we pursue events, programs and strategic initiatives that support the mission & goals outlined in our Strategic Plan. As you explore this prospectus, you'll find it is organized to align with those key areas of work.

We are a not-for-profit business association which relies on the investments and generosity of members and partners to successfully execute our annual program of work. Please explore this prospectus and consider how partnering with the Chamber can achieve your business goals, and help you invest in our growing community.

The Chamber Team is committed to presenting opportunities to align with the marketing, advertising, and community investment priorities of your business. We are excited to work with you to find the right promotional fit or community investment area, and look forward to a mutually supportive relationship!

Our Audience



Newsletter sent to 4,000+ contacts with 40% average open rate



Social media presence consisting of 7,617 followers across four platforms



1,400 unique users each month with a combined 9,000+ pageviews

750+ Active & Courtesy Members

55% We represent about 34,000 members of the Tompkins County workforce

Our Strategic Priorities

Strategically Support
Our Members



Sustainably Support
Tourism Partners



Leadership & Advocacy on
Key Issues



Workforce & Professional
Development



Small Business Needs



Community Development



Our Mission

To foster a healthy economy, a vibrant destination, and improve quality of life in Tompkins County.

Our Vision

To be an inclusive organization that supports thriving communities with successful businesses, inspiring nonprofits, and flourishing tourism economies.

We truly couldn't do this without you. Thank you for your support!

Investor & Member Engagement



Annual Celebration & AWARD CEREMONY

Our Annual Celebration & Award Ceremony showcases our shared accomplishments, offers an exclusive preview of upcoming initiatives, and pays tribute to the exceptional achievements of our standout members organizations. This swanky affair celebrates the spirit of success and unity as we come together to commemorate milestones and set the stage for a promising future.

Projected Attendance: 300-350 guests
Audience: Chamber members, Award recipients, and community leaders



Presenting Sponsor \$7,000 (2 Available)

- Industry exclusivity
- Company featured on all promotional materials and event signage with top billing
- Inclusion in award announcement press release
- Large banner signage displayed by stage at event
- Registration and one reserved table for your guests

Gold Sponsor \$4,000 (2 available)

- Choose between Entertainment or Cocktail Sponsor
- Company logo featured on all promotional materials
- Registration and one reserved table for your guests

Silver Sponsor \$3,000 (3 available)

- Choose between Centerpieces, Photobooth, or Awards Sponsor
- Company logo featured on all promotional materials
- Registration and one reserved table for your guests

Beverage Sponsor

Payment In Kind (\$1,500 value; 1 available)

- Company logo featured on all promotional materials
- Wine/Beer/Cider provided by the company served complementary to guests

Table Sponsor

\$1,250 (Limited Availability)

- Company logo featured prominently on table
- Registration and one reserved table for your guests

Investor & Member Engagement

Business AFTER HOURS

Our premier event, Business After Hours features a professional networking opportunity providing a unique platform for a diverse cross-section for our members to exchange ideas and cultivate relationships. Hosted at select member venues throughout the County, this event is not just an opportunity to network, it provides a chance to forge partnerships that extend beyond the event.

Projected Attendance: 75-150 guests each month

Frequency: Offered 10 times in 2025

Audience: Business leaders, community members, sponsors, and volunteers



Presenting Sponsor

\$6,000 (1 available)

- Company logo featured on all promotional materials and event signage with top billing
- Industry Exclusivity
- Custom lanyards with company logo for Annual Pass holders
- Company recognized and thanked
- 8 Flex Annual Passes

Gold Sponsor

\$4,000 (4 available)

- Company logo featured on all promotional materials
- Company thanked during remarks
- 4 Flex Annual Passes

Silver Sponsor

\$1,500 (3 available)

- Company logo featured on all promotional materials
- Company thanked during remarks
- 2 Flex Annual Pass

Event Host

\$500 (Booking 2025 Now)

- Host & cater event at your location or at the location of a non-profit or small business member (must be able to accommodate up to 150 people)
- Your company featured on all promotional materials
- Opportunity to speak during remarks
- First 20 Host attendees free!

Investor & Member Engagement

Coffee TALK

AT THE TOMPKINS CHAMBER

An intimate daytime conversation featuring different industry focus areas each month to foster meaningful connections between peers.

Projected Attendance: 20-40 guests each month

Frequency: Offered 6 times in 2025

Industries:

- Arts, Science, History & Culture
- Construction, Architecture, Design & Real Estate
- Education & Childcare
- Finance, Legal & Insurance
- Health & Wellness
- Hospitality, Tourism & Agriculture
- Manufacturing, Software & Technology
- Marketing & Media
- Not-For-Profit
- Retail & Services

Industry Focus!



Silver Sponsor

\$1,500 (2 available)

- Industry Exclusivity
- Custom napkins with company logo
- Company logo featured on all promotional materials with top billing
- Company thanked during remarks

Coffee & Pastries Sponsor

\$1,500 (In Kind Donation)

- Company logo featured on all promotional materials
- Coffee & coffee mugs provided by the company will be used and displayed at every program
- Company thanked during remarks

Industry Sponsor

\$300 (6 available; choose one industry)

- Company logo featured on all promotional materials for the specific industry event you choose
- Company thanked during remarks



Investor & Member Engagement



This highly-anticipated day on the green combines top-notch golf with leisurely networking opportunities. Participants enjoy 18 holes played in a Captain & Crew format, three meals, four contests, valuable prizes, and a 50/50 raffle - all to support the Chamber's annual workplan.

Projected Attendance: 32 teams + spectators & volunteers

Audience: Golfers of all skill levels; general Chamber membership & social media following



Presenting Sponsor

\$6,000 (1 available)

- Company logo featured on all promo materials, program and event signage with top billing
- Industry exclusivity
- Opportunity to speak at event
- Branded giveaway in each gift bag
- 2 teams of 4 players

Gold Sponsor

\$3,000 (3 available)

- Choose between Lunch Sponsor, Prize Sponsor, or Dinner Sponsor
- Company logo featured on all promotional materials
- Company thanked during welcome remarks
- 1 team of 4 players

Silver Sponsor

\$2,000 (4 available)

- Choose between Golf Cart, Beverage Cart, Hospitality Tent, and Golf Ball Sponsor
- Company logo featured on all promotional materials
- Opportunity to attend event & meet golfers

Contest Sponsor

\$1,000 (4 available)

- Choose between Hole in One, Longest Drive, Closest to the Pin, or Putting Contest
- Company logo featured on large sign at course & in program
- Opportunity to officiate contest & meet golfers

Hole Sponsor

\$300 (18 available)

- Company logo featured on signage near the tee

Investor & Member Engagement

Our Roundtable Series offers a confidential space to share insights, seek feedback & guidance, cultivate mentorship between peers. All roundtables are member-exclusive events and free to attend.

Projected Attendance: 15 -30 guests each event

Frequency: Each individual series offered 4-6 times in 2025; 24-36 total events

Audience: Members, community partners, elected officials, nonprofit leaders. Impressions delivered through email marketing, social media, and website traffic.



For owners of businesses with 50 or fewer employees. A space for building skills and sharing best practices.



For professionals of color to find mentorship and connection.



For all those who identify as LGBTQ+. A space for queer professionals to build meaningful relationships.



CEO-level discussion including the area's largest employers & institutions and non-profit executive directors. Invite-only.



A discussion focused on key state, local, and federal issues. Open to any Chamber member who would like to share ideas & take action.



For all those who identify as women. An uplifting, social space.



Presenting Sponsor

\$6,000 (1 available)

- Industry Exclusivity
- Company logo featured on all promotional materials with top billing
- Company thanked during remarks

Gold Sponsor

\$3,000 (2 available)

- Company logo featured on all promotional materials
- Company thanked during remarks

Individual Series Sponsor

\$1,250 (6 available)

- Company logo featured on all promotional materials for the specific roundtable of your choice
- Company thanked during remarks

Advocacy & Impact

New offering!

STAKEHOLDER POLICY BREAKFAST

An invitation-only breakfast during where we convene elected officials, report on legislative events, and discuss business-related ballot measures.

Projected Attendance: 60-80 guests

Audience: Large Chamber investors, tourism partners, elected officials, government officials, Board of Directors

Underwriting Partner

\$3,000 (1 available)

- Company logo featured on all promotional materials and event signage
- Registration and reserved seating for 4 guests

Breakfast Sponsor

\$1,500 (2 available)

- Company logo featured on all promotional materials and event signage
- Registration and reserved seating for 2 guests



2025 TOMPKINS CHAMBER ECONOMIC SUMMIT

Highlighting our local economic conditions, developments, and successes, this summit provides members an opportunity to engage more deeply with advocacy discussions.

Projected Attendance: 150-200 guests

Audience: Business leaders, non-profit executives, elected officials, government officials, media

Presenting Sponsor

\$6,000 (1 available)

- Company logo featured on all promotional materials and event signage with top billing
- Industry exclusivity
- Opportunity to speak during welcome remarks
- Registration and reserved table for 8 guests

Gold Sponsor

\$3,000 (2 available)

- Choose between sponsoring the **Keynote Speaker** or the **Reception** (breakfast or lunch, TBD)
- Company logo featured on all promotional materials and event signage
- Tickets and reserved seating for 8 guests

Economic Development Partner

\$2,500 (1 available)

- Company logo featured on all promotional materials and event signage
- Tickets and reserved seating for 8 guests
- Opportunity to present key data & initiatives

Silver Sponsor

\$1,500 (4 available)

- Choose between one of four Breakout Sessions
- Company logo featured on event signage
- Tickets and reserved seating for 4 guests

Member Services

CHAMBER 101

Maximize Your Membership

This informational session provides an overview of Chamber resources, programs, and events and guidance on how to make the most of the membership.

Frequency: Offered 12 times in 2025

Audience: Business owners & primary contacts of prospective members, new members, & current members looking to re-engage.

Gold Sponsor

\$3,000 (1 available)

- Company logo featured on all promotional materials
- Custom notepads for attendees with company logo
- Opportunity to provide branded materials to attendees

Member MILESTONES

This new promotional series will celebrate the accomplishments of our Chamber members! Eligible milestones include business openings, expansions, transitions of ownership, relocations, and anniversaries. Milestones will be featured in the Chambergram newsletter, website news feed, social platforms, and on our Media Sponsor's platform(s).

Frequency: Approximately 30 milestones celebrated per year

Audience: Members; the broader Tompkins County community

Professional HEADSHOTS

AT THE TOMPKINS CHAMBER, 124 BRINDLEY STREET



Quick and affordable headshot sessions offered by member photographers in our Conference Room.

Frequency: Offered 6 times in 2025

Audience: Anyone seeking an updated headshot

Professional Headshots Underwriter

\$1,500 (2 available)

- Company logo featured on all promotional materials
- Company logo displayed on signage in the room when headshots are in session
- Opportunity to provide branded materials to clients
- Headshots for two employees annually



Presenting Sponsor

\$4,000 (1 available)

- Industry Exclusivity
- Company logo featured on all promotional materials
- Invitation to attend congratulatory business visits with Chamber staff

Media Sponsor (2 available)

Payment In Kind (\$3,000 value)

- Company logo featured on all promotional materials
- Member Milestones shared on the company's platform

Education & Business Development

New offerings!



Understanding the experiences and challenges of others is a crucial component of designing equitable and inclusive policies and practices. This series of seminars will create space for an open dialogue about diversity, equity, and inclusion allowing participants to learn history, share experiences, and develop pathways of understanding to support DEI.

Projected Attendance: 30-60 per workshop
Frequency: Offered 6 times in 2025
Audience: Offered to the full Tompkins Chamber membership & broader business community.



Supporting businesses of all sizes is a key part of a thriving economy. This slate of seminars presented by qualified, knowledgeable, and experienced presenters offers our smallest members access to the tools and resources that will help them strengthen their businesses.

Projected Attendance: 20-30 guests per workshop
Frequency: Offered 6 times in 2025
Audience: Small Businesses & Non-Profits with 50 or fewer employees

Pick Either: Brave Space OR Small Business Essentials

Presenting Sponsor

\$6,000 (1 available)

- Industry Exclusivity
- Company logo featured on all promotional materials with top billing
- Company thanked during remarks
- Invitation to welcome participants to each seminar and share why this program is important to your organization
- 5 passes to each workshop

Gold Sponsor

\$3,000 (2 available)

- Company logo featured on all promotional materials
- Company thanked during remarks
- 2 passes to each workshop

Individual Seminar Sponsor

\$300 (6 available)

- Company logo featured on all promotional materials
- Company thanked during remarks



Education & Business Development

124 Brindley Street has been humming with activity since we moved into our new office space. Help us continue to grow into our new home!



Twice a week we host an advisor through the Small Business Development Center who provides free & confidential business assistance related to start-up information, business planning, financing, training, marketing, market research, technology transfer, procurement, MWBE, and more. We also look forward to increasing resources and educational opportunities together!

Frequency: Offered weekly

Audience: Member & non-member small business owners seeking counseling regarding starting, growing, or selling their business

SBDC Office Hours Underwriter

\$5,000 (1 available)

- Company logo featured on all promotional materials
- Company logo displayed on signage in the room where office hours are held
- Sponsor included in Chamber information provided to SBDC clients



Welcome
to
124 Brindley Street

Our building features multiple meeting spaces adjacent to the lobby which are regularly used for programming, and also available for rent by members.

Conference Room:

- Capacity of 30
- Hosts 50+ meetings per year including Chamber Board meetings, Coffee Talk, and community workshop rentals.

Meeting Room:

- Capacity of 10-12
- Hosts 50+ meetings per year including Chamber 101s, meetings with Chamber members & Visit Ithaca tourism partners, and community meeting rentals.

Conference Room Sponsor

\$7,500 annually (1 available)

- Conference Room named after your company
- Company logo displayed on door
- Full day conference room use up to 6 times

Meeting Room Sponsor

\$5,000 annually (1 available)

- Meeting Room named after your company
- Company logo displayed on door
- Full day meeting room use up to 6 times

Meeting Coffee Sponsor

Payment In Kind (1 available)

- Coffee & coffee mugs provided by the company will be used for any meeting with coffee & tea service
- Full day meeting or conference room use 2 times

Community Development



In each community we convene for hyper-local networking, conversation, and advocacy. These events serve as a forum for the Chamber to engage businesses who rarely attend Ithaca-based events and allow us to understand and support the unique needs of each community.

Projected Attendance: 20-40 guests each month
Frequency: Offered 10 times in 2025
Audience: Business owners, non-profit leaders, and elected officials

Communities visited each 12 month period:

- Caroline
- Collegetown (Ithaca)
- Danby
- Dryden
- Enfield
- Groton
- Lansing
- Newfield
- Trumansburg
- West End (Ithaca)



Presenting Sponsor

\$6,000 (1 available)

- Industry Exclusivity
- Company logo featured on all promotional materials
- Company thanked during remarks
- Invitation to speak during events and share why this program is important to your organization

Gold Sponsor

\$3,000 (2 Available)

- Company logo featured on all promotional materials
- Company thanked during remarks

Community Co-Host

\$300 (10 available; choose one community)

- Company logo featured on all promotional materials for the specific community of your choice
- Company thanked during remarks

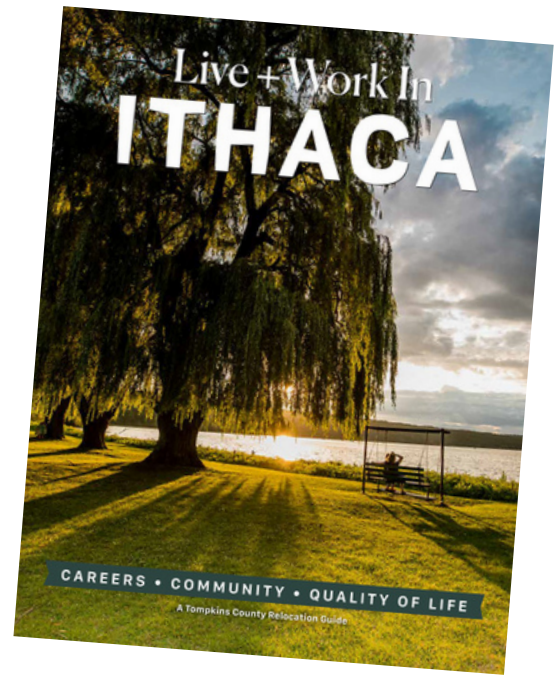
Welcome Home *Wednesdays*

A casual, after-hours networking event to welcome new and returning residents. A great opportunity for attendees to form relationships outside of work & school while exploring beloved community attractions.

Projected Attendance: 20-40 guests each month

Frequency: Offered 6 times in 2025

Audience: New community members; significant others & kids always welcome



Presenting Sponsor

\$3,000 (2 available)

- Industry Exclusivity
- Company logo featured on all promotional materials
- Company thanked during remarks
- Inclusion as Presenting Resource Call Sponsor

Silver Sponsor

\$1,500 (2 available)

- Company logo featured on all promotional materials
- Company thanked during remarks

Food & Beverage Sponsor

\$1,500 In Kind Donation

- Company logo featured on all promotional materials
- Company thanked during remarks
- Food & beverage provided by the company served at every event

Community Partner

\$500

- Company logo featured on all promotional materials
- Invitation to table at each event



Foundation Initiatives



2023 ALL-STAR YOUNG PROFESSIONALS



BUSINESS LEADER OF THE YEAR

Kayla Lane,
Dryden Realty & Apartment Co.



ROOKIE OF THE YEAR

Allison Hartman,
United Way



ENTREPRENEURS OF THE YEAR

Jack Clausen & TJ Schaper,
Deep Dive



NOT-FOR-PROFIT LEADER OF THE YEAR

Astrid Castillo,
Youth Farm Project



VOLUNTEER OF THE YEAR

Karli Buday,
Special Olympics of New York

Fab 5 Young Professional Awards

The Fab5 awards celebrate the achievements of young professionals ages 21-40 in Tompkins County who are growing and excelling in their respective fields and in the community.

Awards are given to Not-for-Profit Leader, Business Leader, Industry Leader, Emerging Leader, and Volunteer of the Year. Ticket proceeds support annual activities of Tompkins Connect.

Projected Attendance: 200

Audience: Business leaders, community leaders, young professionals



Presenting Sponsor

\$9,000 (1 Available)

- Industry exclusivity
- Company featured on all promotional materials and event signage with top billing
- Inclusion in award announcement press release
- Custom photo backdrop with company logo
- Registration for 6 guests
- Opportunity for welcome speech

Award Sponsor

\$1,500 (5 available)

- Company logo featured on all promotional materials
- Registration for 2 guests

Cocktail Hour or Dessert Sponsor

\$1,000 (1 available)

- Company logo featured on all promotional materials
- Inclusion in award announcement press release

Table Sponsor

\$1,250 (Limited Availability)

- Company logo featured prominently on table
- Registration and one reserved table for your guests



Corporate Sponsorship Metal Series

Bronze Tier Sponsor- \$2,000

- Logo or name will be featured as a bronze tier sponsor placement in most marketing including but not limited to; print ads, posters, handbills, social media, and PR billing for Ithaca Pride
- Logo will be featured on back of Metal Series t-shirt

Silver Tier Sponsor- \$3,500

- All benefits from lower tiers plus
- Logo will be shown on IPA website with a dedicated link to your website for up to 9 months (including before and after event date)
- Recognition in social media marketing and promotion of events
- Ithaca Pride Alliance will work with you to provide brand activation during Pride for meaningful brand engagement with the community.

Gold Tier Sponsor- \$5,000

- All benefits from lower tiers plus
- Logo will be shown on IPA website with a dedicated link to your website for up to 18 months
- Half page ad in printed pride guides
- Informational materials can be displayed at Ithaca Pride Alliance Information booth
- A dedicated post on social media at the time of your choosing

Platinum Tier Sponsor- \$10,000 **(Exclusive, only 1 available)**

- All benefits from lower tiers plus
- 3-year logo recognition on our website
- Logo featured on every social media post, front of Metal Series T-shirt, cover of printed Pride Guides, and displayed on banners.
- 1 page ad in printed Pride Guides
- A complementary vending booth at the Pride Festival
- Live Recognition at Opening Ceremony

The Ithaca Pride Alliance exists to create new and uplift existing safe, inclusive, accommodating, educational, and accessible spaces for the LGBTQ+ community in Ithaca and throughout Tompkins County.

Ithaca's Pride Festival takes place over one weekend in June.

It includes a family-friendly Opening Ceremony, All Ages Dance Party, and Pride in the Park festivities.

Small Business Sponsorship Gemstone Series

Intended for small businesses of <100 employees

Ruby Tier Sponsor- \$200

- Logo featured as a local sponsor on website
- Logo displayed on back of Gemstone T-shirt
- Listed in Pride Guides on Local Sponsor Page

Emerald Tier Sponsor- \$500

- Logo featured as a local sponsor on website
- Logo displayed on back of Gemstone T-shirt
- Listed in Pride Guides on Local Sponsor Page
- Dedicated story post on social media (added to Local Sponsor reel)

Diamond Tier Sponsor - \$1,000

- Logo featured as a local sponsor on website page of your choosing
- Dedicated story post on social media (highlighted as Diamond Tier Sponsor on Local Sponsor reel)
- Logo displayed on back of Gemstone T-shirt
- Featured in Pride Guides as a Diamond Tier Sponsor with 1/4 page ad

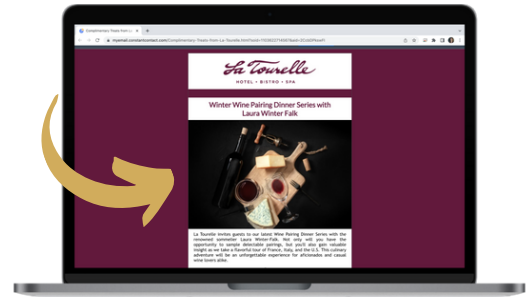
Marketing & Advertising



With over 750 members and 4,000+ contacts, our network is a great tool in reaching your customers and the broader community. We have built and continue to maintain a robust email and social media marketing program, offering members the opportunity to leverage our audiences.

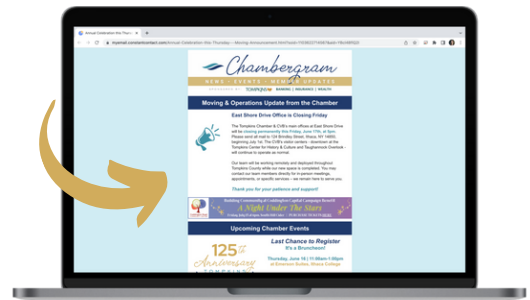
E-Blast Messages: \$200

- 1 available each week
- Custom email message with your content sent to our list of 4,000+ contacts
- Consult with the Chamber to ensure your messaging is targeted to our audience



Chambergram Banner Ad: \$60/week or \$200/month

- 1 available each week
- Custom banner ad in our weekly Chamber e-newsletter sent to 4,000+ contacts
- Consult with the Chamber to ensure your messaging is targeted to our audience



Featured Content Provider: \$150 per blog

- 1 available each week
- Published on the newsroom page indefinitely, the home page for a limited time, and highlighted in one weekly update newsletter
- Consult with the Chamber to ensure your messaging is targeted to our audience

Printed Mailing Labels: \$150

- Mailing labels with 700+ Chamber member addresses pre-printed; affix to your own mailer

Add on an e-blast or banner ad to your sponsorship package, or schedule at: calendly.com/tompkinschamber

Chambergram Annual Underwriter: \$3,000 prorated (available)

- The Chambergram e-newsletter is delivered to more than 4,000 contacts each week and beats industry standards with an average open rate of 41%.
- Sponsorship of this weekly newsletter is available to one member and includes a branded banner at top with hyperlink.



Your Investment

Member name: _____
 Contact: _____
 Email: _____
 Phone: _____

A few notes: Sponsors investing \$10,000 or greater annually are asked to choose at least one presenting sponsor level investment. All sponsors will have right of first refusal for same program/sponsor level in subsequent years. The Chamber requests all sponsorships in excess of \$1000 be paid by check or ACH, not by credit card.

INVESTMENT	2023	2024	2025 (Proposed)
Total			

Member Representative: _____ Date: _____

Chamber Representative: _____ Date: _____

****All members with total investments above \$10,000 will be featured as Lead Investors on our home page, get one free eblast, and receive additional social media shoutouts.****

Thank you for your partnership with the Tompkins Chamber!
tompkinschamber.org



Reach out to discuss or confirm your sponsorship!

Please contact Peggy or Aleshia:



Peggy Coleman

Interim President

president@tompkinschamber.org

607-273-7080



Aleshia Akers

Events Coordinator

aakers@tompkinschamber.org

607-273-7080

Thank you!