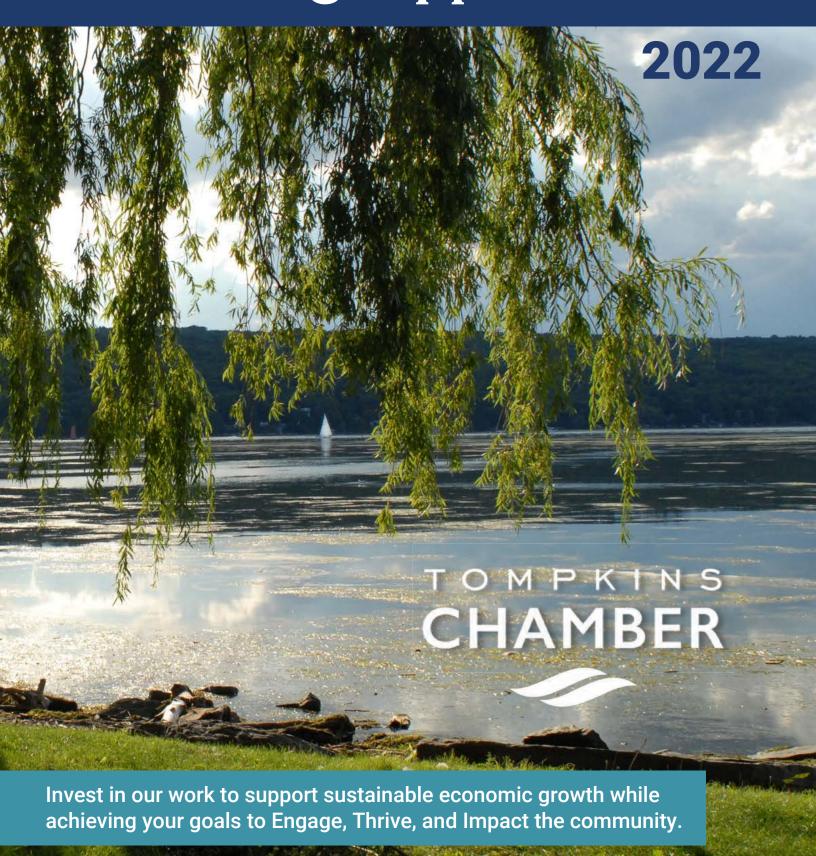
# Sponsor, Partnership & Marketing Opportunities



#### **Table of Contents**

Welome! 2
Annual Economic Summit
Annual Young Professional Awards4
Annual Celebration & Awards - 125th Anniversary 5
Movies in the Park 6
Annual Golf Tournament7
Great BIG Chamber Thank You 8
Networking Series (BAH and Net @ Noon)
L.E.A.R.N. Workshop Series
Diversity, Equity & Inclusion Training Series
Roundtable Series
Member of the Week Program
Marketing Opportunities
Your Investment





#### Welcome!

The Tompkins Chamber implements a number of events, programs and initiatives that support our mission. The Tompkins Chamber is a not-for-profit organization that relies on the generosity and investments of its members and business partners, and without you we could not execute our program of work. Thank you.

Please explore the next pages and consider how partnering with the Chamber can support your business goals, and help you invest in our growing community.



#### **Our Mission**

To foster sustainable economic growth through service to our members, strategic advocacy, work force development, destination marketing and quality of life investments.

#### **Our Vision**

We are an inclusive community, where people thrive, businesses start and grow, non-profits effectively serve, and visitors experience our "gorges" place.

#### **Annual Economic Summit**

March 24, 2022

The Tompkins Chamber presents key local issues impacting local businesses and developers, policy issues impacting the business community, and local insights from participants in a national economic outlook survey. Partnering with Ithaca Area Economic Development (IAED), the event includes important updates about our economy, workforce, upcoming projects, and strategies to move forward and achieve a sustainable economic recovery.

Projected Attendance: 150-200

Audience: Business leaders, dignitaries, area leadership

Tickets: TBD

#### Platinum Underwriter

- \$5,000 (1 available)
- Company name and logo featured on event page and in event marketing
- Recognition welcome message during event presentation
- Unlimited attendees

#### Silver Underwriter

- \$2,500 (2 available)
- Company name and logo featured on event page and in event marketing
- Recognition message during event presentation
- 10 attendees

## Economic Development Partner

- \$1,500 (SOLD)
- Organization name and logo featured on event logo, and in marketing
- Opportunity to present



# Annual Luncheon & Awards - 125 Years! May 2022

One of the premier business community events of the year, the Annual Meeting highlights the Chamber community and previews the goals and initiatives for the coming year. Come and celebrate the success of our business community and economic development with hundreds of local leaders and elected officials! Join us as we raise a glass to the companies, not-for-profits, and volunteers who partner with us to help our community thrive.

Projected Attendance: 150-200

Audience: Business leaders, dignitaries, volunteers, area leaders

Tickets: TBD





#### **Platinum Sponsor**

- \$6,000 (2 available-SOLD)
- Company name and logo featured on event page, invitation, Chamber website, and social media
- Logo recognition in event program, and during event presentation
- Recognition from the podium
- Complimentary virtual table for 20 guests

## Event/Production Sponsor

- \$4,000 (1 available-SOLD)
- Company name and logo featured on event page, invitation, Chamber website, and social media
- Logo recognition in event program, and during event presentation
- Recognition from the podium
- Complimentary virtual table for 10 quests

# 125th Anniversary Souvenir Sponsor

- \$2,000 (1 available)
- Company name and logo on souvenir given to all registered guests at the event
- Recognition during event presentation and in program

## Award Winner Recognition Sponsor

- \$1,750 (1 available-SOLD)
- Company name and logo on centerpieces at event, and given to guests at the end of the event
- Recognition during event presentation and in program
- Recognition in Chamber event media

### Table Sponsor (or booth?)

- \$750 (multiple available)
- Company name and logo in program
- One complimentary virtual table for 10 guests

#### Movies in the Park

Friday Nights in July 29 - August 26 | Stewart Park, Ithaca

Since its creation in 2014, Movies in the Park has proven to be one of the most successful, popular, and well attended Chamber events. Movies in the Park has built an incredible strong following in and around Tompkins County. The event continues to provide an opportunity for our sponsors to show support for the community. Sponsors will enjoy exposure in digital, radio, and print advertising. All Title and Gold Sponsors will have company name and logo shown in pre-movie advertisements.

#### Causal, family friendly event.

Projected Attendance: 150-200 people social distanced, weekly

Audience: Families, community members, high-school and college students, young professionals

#### Title Sponsor

#### • \$5,000 (1 available)

- Custom event logo branded with company name & logo
- Recognition in all event marketing, social media, and print & radio advertisements
- Opportunity to speak at event

#### **Gold Sponsor**

- \$2,000 (1 available)
- Recognition in all event marketing, social media, and print & radio advertisements

#### Silver Sponsor

- \$750 (4 available)
- Recognition in all event marketing
- Movie Trailer: \$500/5 weeks
- Show a company movie trailer prior to each movie

#### Movie Ad

- \$60/week or \$250/5 weeks
- Custom company ad shown prior to movies

#### **Not-for-Profit Partner**

- 1 available per movie
- Recognition in event marketing
- Opportunity for tabling at event
- Volunteers for set-up & teardown requested

#### **Vendor Partner**

- Multiple available
- Opportunity to serve attendees, member benefit, must be cleared with Chamber







#### **Annual Golf Tournament**

September 1, 2022 | RaNic Golf Course

This day on the green combines top-notch golf with valuable networking and advertising opportunities. Held at one of the County's finest and professionally-rated golf courses. Staggered start golf tournament with several prizes, including skins. Lunch and beverages provided. All public health precautions will be in place.

Projected Attendance: 32 teams, plus spectators and volunteers Audience: Business leaders, their clients, and Chamber members

Tickets: \$575 per team of 4 / \$150 individual ticket | \$675 with Skins & Mulligans (Reduced by \$120 per team)

#### **Presenting Sponsor**

- \$6,000 (1 available-SOLD)
- Name and logo featured on event page and banners
- 24x32 golf course signage
- 2 complimentary teams of 4
- Branded giveaway with company logo
- Branded photo-booth to be shared on social media

#### **Gold Sponsor**

- \$2,500 3 available-SOLD)
- Name and logo featured on event banners
- 24x32 golf course signage
- 1 complimentary team of 4
- Promotion in event media

#### **Lunch Sponsor**

- \$2,500 (1 available-SOLD)
- Name and logo featured with boxed lunches
- 24x32 golf course signage
- Promotion in event media

#### **Beverage Cart Sponsor**

- \$1,250 (1 available-SOLD)
- Name and logo featured on beverage carts
- 24x32 golf course signage
- Promotion in event media

## Hospitality Station Sponsor

- \$500 (3 available)
- Name and logo displayed at hospitality tents

#### **Hole Sponsor**

- \$250 (18 total available)
- Company logo featured on 18x24 tee sign

#### Great BIG Chamber Thank You

November 9, 2022

See and be seen by the region's top business executives and small business owners. The Great Big Chamber Thank You & Auction holds tremendous value to our sponsors, donors, and attendees as it is one of our most highly publicized and attended events. The Great Big Chamber Auction portion helps underwrite the events and programs that support our Chamber members. Traditional silent and live auction, networking, and nonprofit recognition awards. For more information visit: tompkinschamber.org/auction.



Night of Attendance: 200-300

Audience: Business leaders, community members, sponsors, volunteers

Tickets: TBD



#### **Presenting Sponsor**

- \$8,000 (1 available-SOLD)
- Custom event logo features business name. Logo on event page, invitation, Chamber website, & social media
- Logo recognition in event program, signage, all auction items, as well as recognition from podium
- 2 reserved live or virtual tables for 10, 20 complimentary tickets

#### **Platinum Sponsor**

- \$2,500 (2 available)
- Name and logo featured on signage and in all event marketing
- Recognition from the podium and during event
- Reserved live or virtual table for 10, complimentary tickets
- Branded gift for attendees

#### **Specialty Drink Sponsor**

- \$2,500 (1 available)
- Custom drink tickets with logo given to each guest
- Name and logo displayed on bar menu and in program
- Reserved live or virtual table for 10, complimentary tickets

#### **Gold Sponsor**

- \$1,250 (1 available-SOLD)
- Name and logo displayed at event and in program
- Recognition from the podium and during event
- Paddle sponsor
- Reserved live or virtual table for 8

#### **Table Sponsor**

- \$750 (4 available)
- Name and logo displayed at event and in program
- Reserved live or virtual table for 8

# Networking Series 9 Events in Total



#### **Business After Hours**

Offered 4 times in 2022

Business After Hours is our premier networking event where you can connect with dozens of Chamber members, community leaders, and potential clients. Network with professionals across the region to exchange contact details, discuss current industry trends, and generate sales leads in an informal setting. Evening networking with short presentation and raffle. Member businesses and area nonprofits highlighted each month.







Projected Attendance: 75-125 guests each month

Audience: Business leaders, community members, sponsors, volunteers

Tickets: \$10 Members | \$20 Non-Members

#### **Networking @ Noon**

Offered 5 times in 2022

Each month, members enjoy lunch with Chamber members while meeting new people, expanding their networking, and learning more about our diverse base of businesses and organizations in Tompkins County. Our goal is to enhance opportunities for our members to share what's new and exciting in their workplace, discover new customers, and create meaningful connections that lead to lasting business relationships.

Projected Attendance: 25-30 guests each month

Audience: Business leaders, community members, professionals

Tickets: Suggested donation for members (no charge) - \$10 non-members | \$25 when in person lunch resumes

(Continued on next page.)



# Networking Series 9 Events in Total

#### **Business After Hours + Networking at Noon**

#### **Networking Series Presenting Sponsor**

- \$4,000 Annually 9 events (4 BAH + 5 N@N)
- Industry exclusivity
- Company logo featured on website, event registration page &
- Facebook event page; signage at all events
- Inclusion on multiple email communications each month to over 3,400 contacts
- Company name mentioned and thanked during welcome and closing
- One free e-blast and banner ad
- Preference to host an event in 2022
- Opportunity to distribute branded merchandise or prizes at event
- · Opportunity to greet, welcome guests & speak at event

#### **Networking Series Sponsor**

- \$2,000 (7 available)
- Company logo featured on website, event registration page & Facebook event page
- Inclusion on multiple email communications each month to over 3,400 contacts
- Company name mentioned and thanked during welcome and closing
- Opportunity to distribute branded merchandise or prizes at event
- · Signage at all events

#### Host

- No Charge (9 available)
- BAH hosts must provide food/beverage
- All hosts will be listed on website, event page & Facebook event as co-host
- Opportunity to distribute branded merchandise or prizes at event
- Signage at event



#### L.E.A.R.N. Workshop Series

Approximately 14 workshops throughout 2022

The L.E.A.R.N. professional development series is designed to give Chamber members access to tools and resources that will help them grow and strengthen their businesses. The series is made up of workshops relevant to the themes of Leadership, Equity, Action, Resilience, and Navigation.

Participants in this series enjoy the following benefits:

- Access to qualified, knowledgeable, and experienced presenters
- Clearly defined course objectives
- Relevant and timely topics

Last year the Chamber offered over 30 webinars in response to business needs as result of the COVID-19 pandemic.

Projected Attendance: 25-50 guests each month

Audience: Business leaders, community members, professionals

Tickets: LEARN webinars are offered free/low-cost to Members





#### **Presenting Sponsor**

- \$7,500 (1 available SOLD)
- Company featured as headline/presenting sponsor with custom series brand
- Inclusion on all email marketing for every Chamber professional development event
- Inclusion as a sponsor on event web pages
- Company featured at all LEARN webinars
- Sponsor mention during welcome & thank yous
- Sponsor mentions in event social media
- Sponsor mentions / brand in at least two Chambergrams per month

#### **Series Sponsor**

- \$2,500 (2 available)
- Inclusion as a sponsor on event web pages
- Sponsor mention during welcome & thank yous
- Sponsor mentions in event social media
- Sponsor mentions / brand in at least two Chambergrams per month

#### Diversity, Equity & Inclusion Training Series

Two workshops in February, two in March, and two in April

To aid Chamber Members' desire to cultivate diverse, equitable, and Inclusive (DEI) workplaces, a group of experienced facilitators are partnering with the Tompkins Chamber host a webinar series. The series will feature six workshops lasting 2 hours on the topics outlined below. The series has the added benefit of introducing Chamber members to local consultants and facilitators who can assist their respective businesses and organizations to develop strategic DEI plans, conduct follow up workplace trainings, and assist in recruitment/retention strategies for a diverse workforce.

Projected Attendance: 50-75 per workshop Audience: Offered to the full Tompkins Chamber Membership & broader business community Tickets: \$25 for members | \$40 for non-members

Scholarship assistance available. If we receive enough sponsor investment, we will make these available free to members, and charge for nonmembers.

Note, if we have continued sponsor & member interest we will offer this series again in the fall, or offer additional webinars for a deeper focus on DEI topics.



#### **Presenting Sponsor**

- \$5,000 (1 available-SOLD)
- Company name and logo featured on event page, invitation, and social media
- Chamber website, and social media
- Additional social media posts including sponsor
- Inclusion on multiple email communications each month to over 3,400 contacts
- Company named mentioned and thanked during welcome remarks
- Key company representative may have up to 30 seconds to welcome guests and share why this series is important to your firm
- 10 attendees included at each workshop

#### **Co-Sponsor**

- \$2,500 (1 available 3 SOLD)
- Company listed on website, event page, and social media
- Inclusion on multiple email communications each month to over 3,400 contacts
- Company named mentioned and thanked during welcome remarks
- 6 attendees included at each workshop

#### Roundtable Series

#### Women in Business (Quarterly)

Open to all women and those who identify as female from within the Chamber's membership base, this group includes small business owners, nonprofit leaders, managers, and women in all types of roles discussing work-life balance, gender in the workplace, and more through facilitated discussion and activities, or open sharing.



#### Small Business (Quarterly)

All Small Businesses with less than 50 employees from within the Chamber's membership are welcome to join our Small Business Roundtable discussions. A mix of topic based and speaker facilitated discussions are blended with general roundtable sharing, mentorship, and brainstorming to result in connections and deliver information to keep moving area small businesses forward.



#### **CEO Roundtable (Quarterly)**

CEO level discussion including leaders from the area's largest employers and institutions, as well as area nonprofit executive directors, meet quarterly to provide important updates and discuss key community and economic concerns.



Tickets: Roundtables are free & for Chamber Members only



#### Series Underwriter

- \$2,500 (3 SOLD, 1 available)
- Company logo featured in marketing for each program
- Inclusion on all email marketing for every Chamber hosted program
- Inclusion as a underwriter on event web pages
- Underwriter mentioned during welcome speech

#### Member of the Week Program

A weekly highlight of a member business or organization that is co-branded, aired on local television, shared on social media, and with options to be presented in local print and radio outlets.





#### **Presenting Sponsor**

- Custom (1 available-SOLD)
- Company featured on all media advertising the member of the week, including television ads and segments
- Featured in all Chamber social media and email messages including member of the week
- Company logo featured on wall-mounted plaque award for local business
- Custom E-Blast announcing Member of the Week
- Weekly print or web ad buys featuring program



#### **Community Conversations**

Held every other month

Beginning in 2022 the Tompkins Chamber will host community-specific conversations throughout the county, offering a space for businesses and leaders in our smaller municipalities to convene for hyper-local networking, conversation, mentorship, and advocacy. These events will serve as a forum for the Chamber to engage businesses who rarely attend Ithaca-based events and allow us to better understand and support the unique needs of each community.



Projected Attendance: 15-25 guests per event Audience: Business owners, non-profits leaders, and

government officials in our surrounding communities

Tickets: Free for all attendees

#### **Underwriting Partner**

- \$2,500 (2 available SOLD) industry exclusive
- Company logo featured on event registration page & Facebook event page
- Inclusion on email communications to 3,400+ contacts
- Company mentioned & thanked during welcome and closing
- Opportunity to distribute branded merchandise or prizes at event



6 events (1 each in Newfield/Enfield, Caroline/Danby, Trumansburg, Lansing, Dryden/Freeville, Groton/McLean)







#### Live in Ithaca: Welcome Home Wednesdays First Wednesday of every other month

A monthly recurring Chamber event welcoming newcomers to town and helping them create a local network. Local businesses and organizations will encourage new hires to attend each month, and the Tompkins Chamber and other partners will invite members, volunteers, and local leaders to meet and greet newcomers.

**Projected Attendance: 20-40** 

Audience: Newcomers, Chamber Members, and Local Officials

Tickets: Free

#### **Series Sponsor**

- SOLD
- Company name and logo featured for all 12 months on website, monthly event registration page, and Facebook
- Inclusion on multiple email communications each month to over 3,400 contacts
- Company named mentioned and thanked during welcome remarks
- · Virtual signage at all event

#### **Event Host**

- · Opportunities for second half of year
- Host newcomers each month in your space, network with them and welcome them to the community
- Included in all event marketing
- Opportunity to speak at events

#### Live in Ithaca

Live in Ithaca is a groundbreaking collaboration designed to thoughtfully and comprehensively shine a light on Ithaca & Tompkins County for residents, recruits, and newcomers. Our mission is to recruit and retain world-class workforce for our Tompkins County employers through engaging media, intentional marketing, and comprehensive resources. Being listed as an employer or community resource is a Tompkins Chamber member benefit, below are opportunities to be featured as an employer or community resource.

Your investment will help to fund a campaign that is actively recruiting and retaining talent on behalf of all project partners across industries and interest areas. The campaign focuses on reaching people in the Northeast familiar with Ithaca, Tompkins County, and/or our local education institutions, as well as recruits and newcomers planning their move. We will drive traffic to liveinithaca.org through leveraging our blog stories and information on top employers, community resources, and quality of life assets.

#### The campaign includes:

- Search Engine Marketing & Re-targeting
- · Social Media, including Facebook, LinkedIn,
- Twitter, & Instagram
- · Regional Print Publications

- Alumni Publications
- Local & Regional Press Coverage
- Radio & Podcasts
- Email Marketing

#### Website & Marketing Feature Opportunities One Year Commitment

#### \$500

 Locked position (3) in your industry or section (others randomly load)

#### \$1,000

- Locked position (2) in your industry or section \$2,500
  - Featured employer (2) in your industry or section
- 1 blog story including photoshoots
- Blog story marketing campaign

### A la carte Story Opportunities \$500

- Submit a story (high quality imagery required)
   \$1,000
- 1 blog story including photoshoots
  \$2,500
- 1 blog story including photoshoots
- Story featured in marketing campaign

#### \$5,000

- Featured Employer (1) in your industry or section, spot on Project Advisory Board
- 1 blog story including photoshoots
- Featured throughout marketing campaign
- 1/2 page ad in 1 magazine issue

#### \$10,000

- Featured Employer (1) in your industry or section, spot on Project Advisory Board
- 2 blog stories including photoshoots
- Featured throughout marketing campaign
- Full Page ad in 1 magazine

#### For more information contact:

Nana Potenza, Marketing & Communications Manager 607-273-7080

npotenza@tompkinschamber.org

#### Marketing Opportunities

With over 650 members and over 4,000 contacts, the Chamber is offers great tools to help reach your customers, clients, and the wider community. The Chamber works to build a robust email, social media, and traditional advertising program and offers members the opportunity to leverage our network and audience.

#### E-Blast Messages: \$150

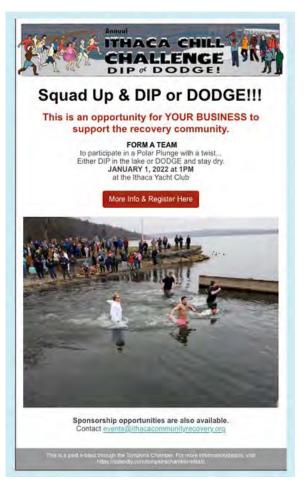
- 1 available each week
- Custom email message sent to our list of 4,000+ contacts
- Consult with the Chamber to ensure your messaging is targeted to our audience

#### Chambergram Banner Ad: \$50

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

#### Website Advertising: \$100/month

- Multiple available
- Custom banner ad for your business on top of your industry in the Chamber on-line directory
- Business appears as top choice in relevant searches
- 10,000+ directory hits per month



#### Website Underwriter: \$10,000 annually

The Tompkins Chamber website has never before been available for sponsorship or home page advertising. We are investing significantly in a new website this year to better support our members and tell your story. Be the first member to underwrite the annual costs of the Chamber's website, and be featured prominently on the home page with a link to your business site.

#### Chambergram Annual Underwriter: \$5,000 (SOLD)

The Chambergram newsletter is delivered to more than 3,400 contacts each week – and beats industry standards for open rate (about 30-40%) and click rate (usually 12-20%). For the first time, the Chamber is making sponsorship of this weekly newsletter available to one member.

#### For more information contact:

Nana Potenza, Marketing & Communications Manager npotenza@tompkinschamber.org 607-273-7080

#### **Your Investment**

Member name:	FOST
Contact:	TOMPKINS
Email:	
Phone:	CHAMBER
INVESTMENT - Event or Program	2022 (Proposed)
	,

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

Member Representative: \_\_\_\_\_\_ Date: \_\_\_\_\_

Chamber Representative: \_\_\_\_\_\_ Date: \_\_\_\_\_





#### To discuss further, contact:



Jennifer Tavares

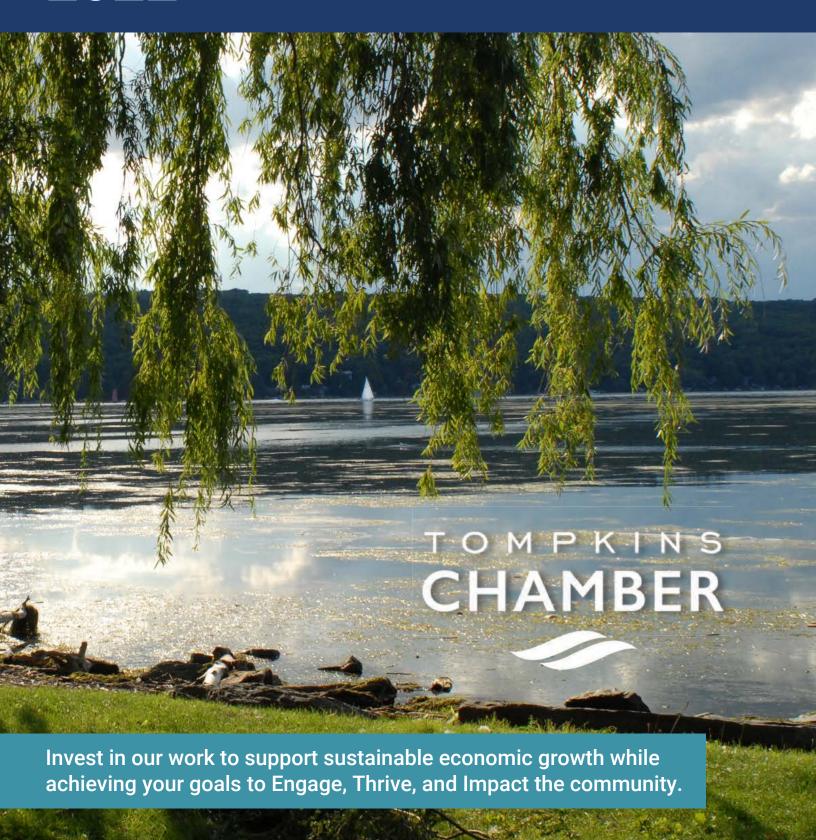
President & CEO

jtavares@tompkinschamber.org

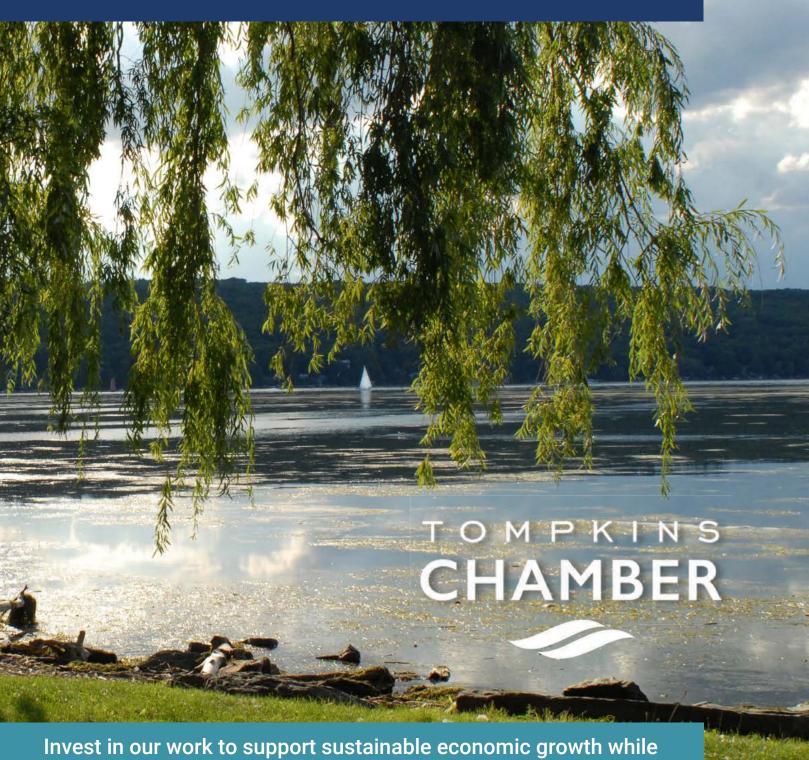
607-273-7800

Thank you!

# SPONSOR, PARTNERSHIP & MARKETING OPPORTUNITIES 2022

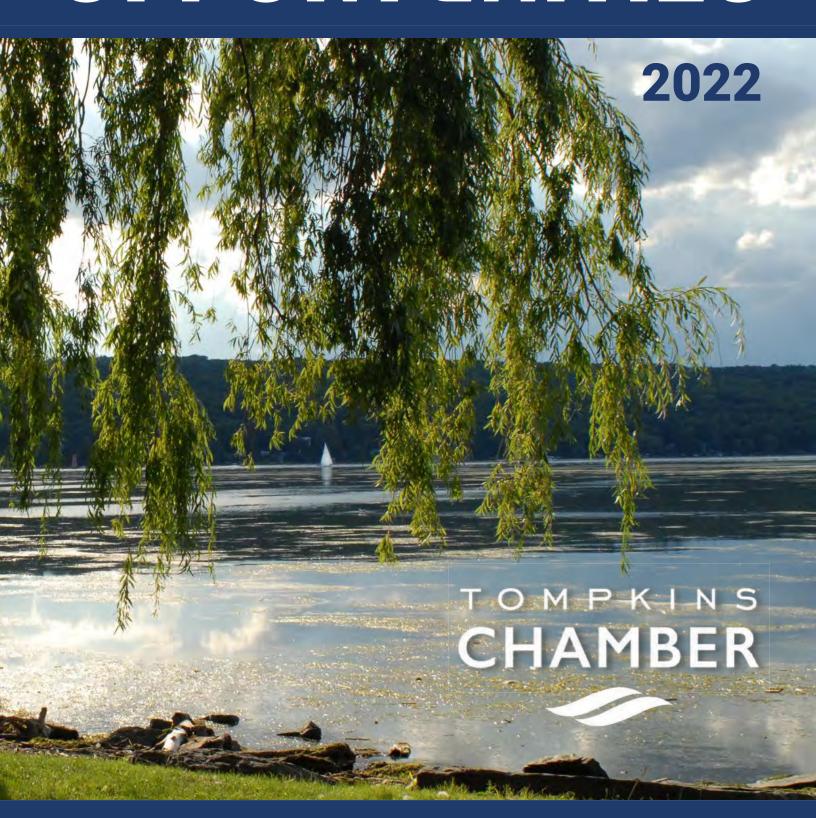


# Sponsor, Partnership & Marketing Opportunities 2022



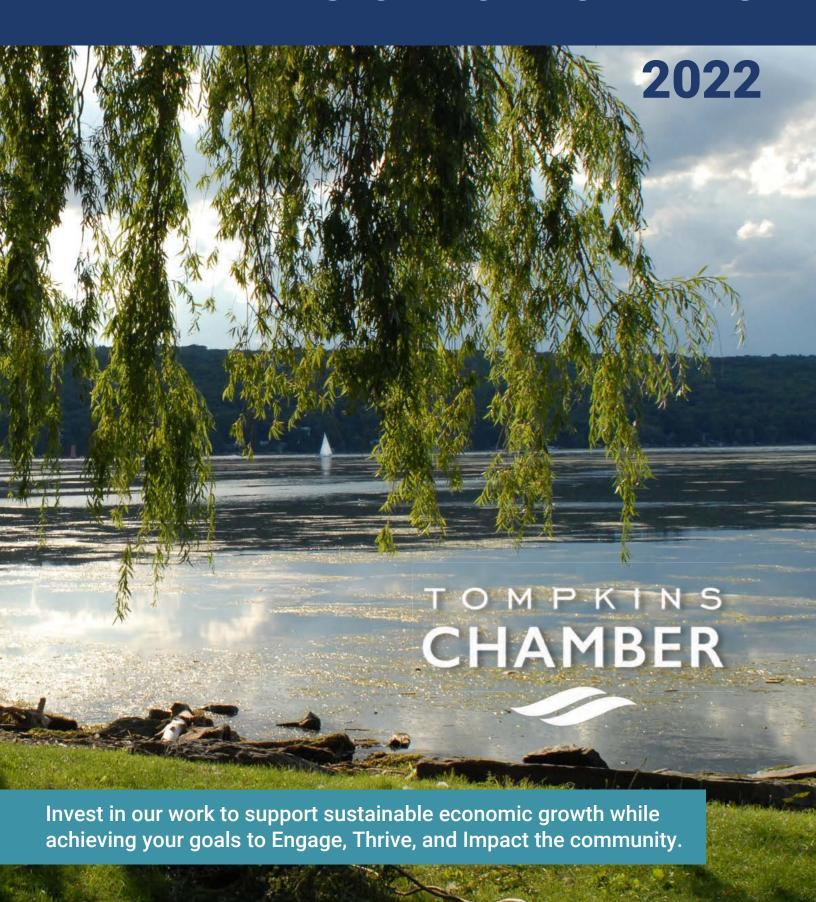
Invest in our work to support sustainable economic growth while achieving your goals to Engage, Thrive, and Impact the community.

# SPONSOR, PARTNERSHIP & MARKETING OPPORTUNITIES



Invest in our work to support sustainable economic growth while achieving your goals to Engage, Thrive, and Impact the community.

# SPONSOR, PARTNERSHIP & MARKETING OPPORTUNITIES



# OPPORTUNITIES 2022



Invest in our work to support sustainable economic growth while achieving your goals to Engage, Thrive, and Impact the community.

# Annual Young Professional Awards March 7, 2022

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, Entrepreneur, Rookie, and Volunteer of the Year. Connect and network virtually with award ceremony, refreshments provided. Ticket proceeds support Tompkins Connect.



**Projected Attendance: TBD** 

Audience: Business leaders, community leaders, young professionals

**Tickets: Free** 

#### **Title Sponsor - Custom**

- 1 available (SOLD)
- Custom event logo featured on event page, invitation, social media.
- Inclusion on e-mail communications to over 4,000
- Opportunity to present at event
- 2 Reserved table for 10
- Signage at event

#### Gold Sponsor - \$2,500

- 2 available (1 SOLD)
- Sponsor recognition in event media, emails, and in person
- 1 Reserved table

#### **Table Sponsor**

- 1 available (SOLD)
- · Custom event logo featured on event page,

