


T O M P K I N S
CHAMBER



2023 Chamber of the Year

Sponsor, Partnership & Marketing Opportunities

2024

A photograph of a white lighthouse with a black top section and a glowing lantern room, set against a dramatic sunset sky with orange and pink clouds. The lighthouse is on the left side of the frame, and the ocean is visible in the background.

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 Strategic Priorities

**Strategically Support
Our Members**



**Sustainably Support
Tourism Partners**



**Leadership & Advocacy on
Key Issues**



**Workforce & Professional
Development**



Small Business Needs



Community Development



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 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



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

\$6,000 (SOLD)

- 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

\$3,000 (2 available)

- Choose between Centerpiece, Cocktail Hour, Production, or Award 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 on all promotional materials
- 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 2024

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

\$3,000 (2 available)

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

Silver Sponsor

\$1,500 (SOLD)

- 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



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 2024

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 2024; 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 all those who identify as women. An uplifting, social space.



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 professionals of color to find mentorship and connection.



Presenting Sponsor

\$6,000 (SOLD)

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

Gold Sponsor

\$3,000 (SOLD)

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

Individual Series Sponsor

\$1,000 prorated (2 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: 40-60 guests

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

Underwriting Partner

\$3,000 (2 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



2024 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 (SOLD)

- 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 (1 available; 1 SOLD)

- 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 (SOLD)

- 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 (SOLD)

- 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 11 times in 2024

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

Gold Sponsor

\$2,000 prorated (1 available)

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

New offering! 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



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

Frequency: Offered 8 times in 2024

Audience: Anyone seeking an updated headshot

Professional Headshots Underwriter

\$1,000 prorated (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 2024

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. The series will include a half day small business summit.

Projected Attendance: 20-30 guests per workshop

Frequency: Offered 4-5 times in 2024, plus half day

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

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



Education & Business Development



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 (SOLD)

- 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



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

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 (SOLD)

- 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 6 times in 2024

Audience: Business owners, non-profit leaders, and elected officials

Communities visited each 18 month period:

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



Presenting Sponsor

\$6,000 (SOLD)

- 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 (1 Available; 1 SOLD)

- 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

Community Development



This casual, family-friendly event draws attendees from throughout Tompkins County and surrounding areas down to beloved Stewart Park for five Friday nights every summer. Movies are selected by a community vote promoted early in the summer and always include a mix of new releases and old favorites.

Projected Attendance: 150-300 guests at each movie

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



Presenting Sponsor \$6,000 (SOLD)

- Industry exclusivity
- Opportunity to speak & table at events
- Company logo featured on all promotional materials and signage with top billing
- Company Ad shown on-screen prior to the movies

Gold Sponsor \$3,000 (SOLD)

- Opportunity to table at event
- Company logo featured on all promotional materials
- Company thanked during welcome remarks
- Company Ad shown on-screen prior to the movies

Silver Sponsor \$1,250 (3 available)

- Company logo featured on all promotional materials
- Company thanked during welcome remarks
- Company ad shown on-screen prior to the movies

Movie Ads \$400 for all 5 movies

- Submit your company's ad to be shown prior to the movies

Nonprofit Partner In-Kind (5 available)

- Nonprofit members may request one night of tabling/ community outreach
- Partner agree to promote Movies in the Park to their audiences/social media channels

Community & Workforce Development

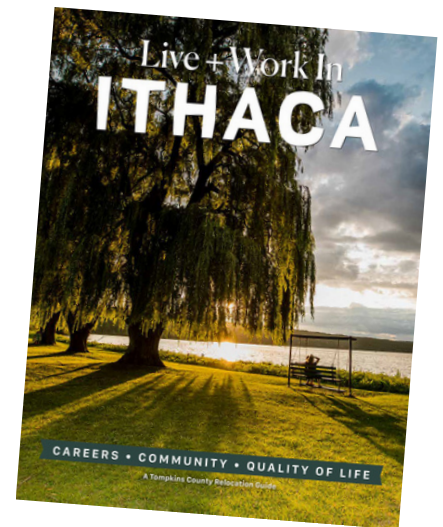
Welcome Home *Wednesdays*

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 2024

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



Presenting Sponsor

\$3,000 (1 available)

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

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

Silver Sponsor

\$1,500 (SOLD)

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

Community Partner

\$500

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



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, Entrepreneur, Rookie, 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 CUSTOM (1 available)

- Industry exclusivity
- Custom photo backdrop with company logo
- Opportunity to participate in selection process
- Opportunity to welcome guests and present awards at event
- Company logo featured on all promotional materials
- Registration and one table for 8 guests

Silver Sponsor \$2,500 (2 available)

- Choose from Award, Production, or Cocktail sponsorship
- Company logo featured on all promotional materials
- Registration and one table for 8 guests

Event Sponsor \$1,000 (4 available)

- Company logo featured in all promotions
- Registration for four guests



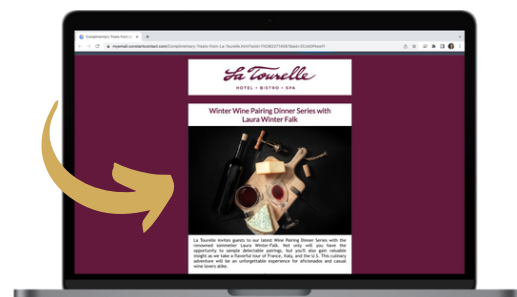
Marketing Opportunities



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.

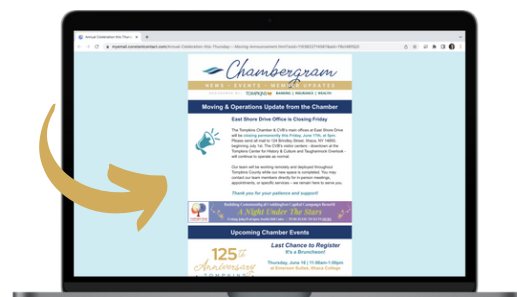
E-Blast Messages: \$200

- 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: \$4,000 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	2022	2023	2024 (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 | sbarden@tompkinschamber.org



Reach out to discuss or confirm your sponsorship!

Please contact Jennifer:



Jennifer Tavares, CEcD

President & CEO

jtavares@tompkinschamber.org

607-273-7080

Thank you!