



## The #IMPACTLANCASTER Initiative

Cooperative living houses for older adults who are aging in poverty, rain garden projects to help manage stormwater and provide STEM education for young women in our community, financial literacy and banking education for high school students, art therapy programs for local veterans, and much more!

These are all examples of community-building projects launched or expanded as part of the Chamber's **#IMPACTLANCASTER** initiative - a framework and platform where business professionals collaboratively leverage their assets to solve community problems, fostering a local business community culture where professionals are actively investing their passions, time, resources and expertise in making Lancaster County even better.

Since 2016, 32 teams made up of hundreds of individuals made a difference in the lives of tens of thousands of people in our local community! **And now, we'd like to invite you to be a part of this transformational local movement!**

## The Challenge

The **#IMPACTLANCASTER Challenge** is designed to get business professionals from across Lancaster County involved in developing innovative solutions to business and community problems and leveraging new opportunities.

**step one** Using the 2016 Prosperity Indicators Report as a guide, businesses form teams and work together to solve problems or pursue opportunities to help improve the local business and broader communities. The projects must have a defined scope of work with measurable results. The teams will have roughly eight months to complete their projects.

**step two** Teams will have until November to complete their projects and earn points towards cash prizes throughout the year by posting regular updates to social media using **#impactlancaster**, having a successful check-in with the Challenge judges and increasing the scope and impact of their projects by creating further partnerships, applying for grants, securing media coverage, etc. along the way.

**step three** At the end of the Challenge, teams must submit detailed project stories for the judges to review. First, second and third cash prize winners will be selected.

## The Opportunity - Challenge Sponsorship

#IMPACTLANCASTER sponsors make a positive impact on the lives of thousands of businesses and individuals in Lancaster County, while also promoting their companies and aligning their brands, not only with the Chamber's brand, but also with a campaign that's all about **making a difference in Lancaster County through innovation, solutions and leadership**. Sponsorship levels for the Challenge have been set with every company's budget in mind. See the reverse for a full list of sponsorship opportunities and investment amounts. Thank you in advance for your generous support!

**Signature Sponsor - \$5,000.00** (Estimated Reach - 45,000+ individuals)

**To thank you for the impact you are making on our local community, your company will receive:**

- Logo with link and boilerplate on #IMPACTLANCASTER Challenge web page
- Logo on #IMPACTLANCASTER paid social media advertisements - Estimated reach of 45,000
- Monthly Chamber social media mentions
- Quarterly Chamber Investor News mentions with link
- Table and opportunity to address the audience at the November 2018 State of the County Event

**Gold Sponsors - \$1,000.00** (Estimated Reach - 10,000+ individuals)

**To thank you for the impact you are making on our local community, your company will receive:**

- Logo with link on #IMPACTLANCASTER Challenge web page
- Quarterly Chamber social media mentions
- Two Chamber Investor News mentions with link
- Table and name mention at the November 2018 State of the County Event

**Silver Sponsors - \$500.00** (Estimated Reach - 5,000+ individuals)

**To thank you for the impact you are making on our local community, your company will receive:**

- Name with link on #IMPACTLANCASTER Challenge web page
- Quarterly Chamber social media mentions
- Chamber Investor News mention with link
- Name mention at the November 2018 State of the County Event

**Bronze Sponsors - \$250.00** (Estimated Reach - 3000+ individuals)

**To thank you for the impact you are making on our local community, your company will receive:**

- Name with link on #IMPACTLANCASTER Challenge web page
- Two Chamber social media mentions
- Name mention at the November 2018 State of the County Event

To accept one of the above opportunities, please complete the following and return it to [impactlancaster@lancasterchamber.com](mailto:impactlancaster@lancasterchamber.com). A Chamber representative will reach out to you regarding payment.

Check Your Preference - Signature Sponsor: \_\_\_\_ Gold Sponsor: \_\_\_\_ Silver Sponsor: \_\_\_\_ Bronze Sponsor: \_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Investments are non-refundable. Sponsorship fulfillment will begin after payment is received - expected due date: December 30, 2016. Sponsorships are reserved exclusively for Chamber members/investors promoting their products and services and may not promote a non-member/investor business. Chamber membership/investment must be in good standing.*