

2022
**sponsorship
opportunities
guide**



Lancaster Chamber



WE'VE GOT YOUR BACK.

As we continue to navigate doing business together, the Chamber is committed to elevating your brand in 2022. The key to success will be making your brand known and reinforcing who you are —use these sponsorships as an invaluable marketing tool for the upcoming year.

The 2022 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 sponsorships not only provide opportunity 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.



WHY CHOOSE TO SPONSOR A LANCASTER CHAMBER EVENT?



BRAND RECOGNITION

Your brand could reach:
20,000 via email
distribution and
between 60,000-
90,000 via social media.



AFFORDABLE

Find opportunities that
match your budget and
your marketing goals, all
while supporting the
work of the Chamber!



EXCLUSIVE

Our sponsorships are
offered to Lancaster
Chamber members only -
but your brand will
stretch across the county!

You didn't just hear it from us:



”

Our company has sponsored both events and programs with the Lancaster Chamber for several years. The Chamber has offered our firm a tremendous platform to build brand awareness throughout the Lancaster community and create lasting, genuine relationships.

“

CONRAD SIEGEL



excellence exchange

This 6 session series (inclusive of a signature event) is an exchange 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. Audience varies in size (from 50-100 attendees) C-Level or executive leadership.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Opportunity to Distribute Marketing Collateral	Company Display at Each Event	Company Banner at Each Session	Event Follow-up Email	Attendee Excel List (EOY)
GOLD	\$5,000	Logo	Logo	4x		4	Logo						Logo	
SILVER	\$2,000	Logo	Logo	2x		3	Logo							
BRONZE	\$1,000	Logo	Logo			1	Logo							

The Small Business Series is a virtual series focused on equipping businesses and their employees with resources and information to promote business growth and sustainability. A partnership with SCORE Lancaster-Lebanon, the program runs monthly, with varying attendance based on topic.

small business series

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Pages	Event Promotion	Social Media	Event Reminder Emails	PowerPoint	Opportunity to Welcome & Address the Audience	Name Recognition During Opening Comments	Event Follow Up Email	Attendee Excel List
PRESENTING	\$3,000	Logo	Logo	6x	Name				Name	

networking

A new ***bundle*** for 2022 - get top level brand awareness at Chamber networking events including our facilitated networking series, Get Connected, that enables attendees to build business connections while exchanging leads and business tips and at our regionally acclaimed Monthly Mixers! This package covers 12+ programs throughout the year.

SPONSORSHIP LEVEL	2022 PRICE	Both Mixers & Get Connected				Get Connected Only						Event Follow-up Email
		Event Calendar Pages	Event Promotion	Social Media Mentions	Event Reminder Email	Comp Tickets	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Company Display at Each Event	Company Banner at Each Session	Attendee Excel List	
NETWORKING SPONSOR	\$7,000	Logo	Logo	2	Logo	2						Logo

The Consortia program explores opportunities and challenges facing our County by sorted regions:

Cocalico/Ephrata, CV/Elanco/Pequea Valley, Columbia/Donnegal/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.

consortium

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Pages	Event Promotion	Opportunity to Welcome & Address Audience	PowerPoint (If applicable)	Company Banner at Each Event	Logo on any paper materials	Attendee Excel List (EOY)
TERRITORY SPONSOR*	\$1,000	Logo	Logo		Logo			

*One sponsor per territory; Four quarterly programs throughout the year for each territory

industry tours

Industry Tours offer attendees the opportunity to go inside a fellow Lancaster County business - tour the facility or location, get in-depth knowledge about what they do and how they operate, and be inspired to evaluate processes and standards in their own business! Four sessions are planned for 2022 and audience varies by industry or sector.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Complimentary Tickets	Opportunity to Welcome & Address Audience	Opportunity to Distribute Collateral or Gift to Attendees	Company Display at Each Event	Company Banner at Each Session	Attendee Excel List
PRESENTING	\$3,000	Logo	Logo	3					

The Human Capital Management (HCM) Series fosters meaningful peer-to-peer connection and discussion in an invigorating and confidential environment. The Series is designed to encourage participants to exchange insight, offer feedback, and express challenges they're facing in their position or organization while cultivating a valuable network. The bi-monthly program is a networking building opportunity for a human resource audience, at any level.

human capital management series

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Pages	Event Promotion	Social Media	Event Reminder Emails	PowerPoint	Opportunity to Welcome & Address the Audience	Name Recognition During Opening Comments	Event Follow Up Email	Attendee Excel List
PRESENTING	\$3,000	Logo	Logo	6x	Name				Name	

The Lancaster Chamber's Young Professionals Network (YPN) engages, educates, and empowers young professionals (YPs) to be collaborative leaders and effective business professionals shaping the future of our community. YPN program offers career and professional development YP's, like expanding their network, increasing leadership capacity, and enhancing community knowledge for success in the workplace. Audience is young professional to mid management level, various industry, and the Chamber is planning upwards of 12-15 events for 2022!

young professionals network

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Registration (YPN Summit)	Complimentary Registration per event (Peer Leader & Community Leader Forums, Skills Accelerators)	PowerPoint	Name Recognition During Opening Comments	Opportunity to Welcome & Address Audience	Company Display at YPN Summit	Company Banner at Each Session	Attendee Excel List (EOY)	Logo on monthly newsletter
PRESENTING	\$6,000	Logo	Logo	6x		6	2	Logo		Summit Only				Logo
NETWORKING	\$3,000	Logo	Logo	2x		4	2	Logo						Name
PROFESSIONAL DEVELOPMENT	\$3,000	Logo	Logo	2x		4	2	Logo						Name
LEADERSHIP	\$3,000	Logo	Logo	2x		4	2	Logo						Name
SUPPORTING	\$1,000	Logo	Name			2	2	Name						Name

SPONSORSHIP LEVEL	2022 PRICE	Logo included on Podcast Branding	Name in Description on Platform	Company Name included in Promotion	Social Media Mentions	Company Name mentioned during each episode	Commercial Spot (30 seconds)
PODCAST SPONSOR	\$6,000				3x	12x	12x
PODCAST ADVERTISER	\$300		On Episode				Per Episode

women in business

The Lancaster Chamber's Women in Business program equips professional women with the knowledge, strategies, and resources needed to navigate challenges and achieve success in the workplace as well as to provide opportunities to connect with business women across Lancaster County. Audience is primarily businesswomen, at varying career levels and a diverse set of industries and sectors. The Chamber is planning 12-15 events throughout the year specifically geared towards the Women in Business Program.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Opportunity to Distribute Marketing Collateral	Company Display at Each Event	Company Banner at Each Session	Event Follow-up Email	Attendee Excel List
PRESENTING	\$5,000	Logo	Logo	4x	Name	4	Logo	x 4					Name	
NETWORKING SPONSOR	\$3,000	Logo	Logo	2x		2	Logo	x2						
LEARNING SPONSOR	\$3,000	Logo	Logo	2x		2	Logo	x2						
FEMALE FOUNDERS CIRCLE	\$3,000	Logo	Logo	2x		2	Logo	FFC Only						FFC Only
SUPPORTING SPONSOR	\$1,000	Logo	Name			1	Logo							

advocacy

The Chamber is committed to fostering a positive business climate for all of Lancaster County's businesses. Through our advocacy efforts, we advocate on behalf of our members at the local, state, and federal levels on the issues that have the greatest impact on the business community. Bi-monthly Advocacy programming aims to keep businesses up-to-date and in touch with legislators, policy makers, and community leaders



SPONSORSHIP LEVEL	2022 PRICE	Event/Calendar Pages	Event Promotion	Complimentary Access/Tickets	Opportunity to Welcome & Address Audience	Name Recognition at State, WUI, LIF, Issue & Policy Events, Legislative Trips	Powerpoint	Company Display at Each Event	Company Banner at Each Session	Attendee Excel List
LEADERSHIP PARTNER (WUI)	\$3,000	Logo	Logo	2	Rotating		Logo			
LEADERSHIP PARTNER (WUI)	\$3,000	Logo	Logo	2	Rotating		Logo			
ADVOCACY PARTNER (LIF)	\$3,000	Logo	Logo	2	AT LIF		Logo			
ADVOCACY SUPPORTER	\$1,000	Name	Name	1			Logo			



The Chamber turns 150 in 2022!
 Sponsorships are available to support the initiative. Contact Molly Crouser (mcrouser@lancasterchamber.com) if you have interest in sponsorships related to the year-long celebration!

reimagining the workplace

april 7

With a top-level speaker and local business leader panel, attendees will learn transformative ways our businesses and community think about work, and workforce. This morning conference gives opportunity for leadership level employees to network & learn about how we can rethink the workforce of the future. The Target audience is 200+ leadership minded attendees from varying industries.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Tickets	Powerpoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	Opportunity to Distribute Marketing Collateral	Company Display at Event	Attendee Excel List
PRESENTING	\$4,000	Logo	Logo	4x		6	Logo					
SPEAKER SPONSOR	\$2,000	Logo	Logo	2x		4	Logo					
BREAKFAST SPONSOR	\$2,000	Logo	Logo	2x		4	Logo					
NETWORKING SPONSOR	\$2,000	Logo	Logo	2x		4	Logo					
SUPPORTING	\$1,000	Logo	Logo			2	Logo					

leadercast

may 4

Leadercast is the largest one-day leadership event in the world, broadcast live each year, around the globe. As one of the largest host sites, our audience of 500+ attendees is diverse in industry, company size and employee level. This year's theme is: "What is the one thing that makes a leader worth following?"

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Co-Branded Event Promotion Email	Comp Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Pre-Recorded Video or Commerical	Name Recognition During Opening Comments	Company Display Space	Program Ad	Program Recognition	Attendee Excel List
PRESENTING	\$6,000	Logo	Logo	2X	1	12	Logo	Live			Premium	Full	Logo/Desc	
UNIQUE*	\$3,500	Logo	Logo	1X		8	Logo				Premium	Half	Logo	
GOLD	\$2,000	Logo	Logo			6	Logo					Quarter	Logo	
SILVER	\$1,000	Logo	Logo			3	Logo					Quarter	Logo	

**Unique Level Sponsorships could include Lunch, Networking, Reception, etc.*

annual dinner

late may

As the Chamber's largest fundraiser, business & community leaders gather for celebration and inspiration. The accomplishments of four incredible local leaders as well as our greater business community culminate in a keynote speech by an internationally recognized and relevant figure. The target audience, while broad in industry, reaches 2,000+ attendees primarily of leadership level.

LEVEL	2022 PRICE	Event Promotion	Event Calendar Page	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
PRESENTING	\$22,000	Logo	Logo	32	20	Full	Logo/Desc	Logo	Logo	32	Logo		16	
PLATINUM	\$18,000	Logo	Logo	22	20	Full	Logo/Desc	Logo	Logo	22	Logo		11	
DIAMOND	\$17,000	Logo	Logo	22	20	Full	Logo/Desc	Logo	Logo	22	Logo		11	
GALA RECEPTION	\$15,000	Logo	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10	
VIP RECEPTION	\$15,000	Logo	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10	
OPENING CEREMONY	\$15,000	Logo	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10	
GOLD	\$12,000	Logo	Logo	20	20	Quarter	Logo	Logo	Logo	20	Logo		10	

annual dinner continued

SPONSORSHIP LEVEL	2022 PRICE	Event Promotion	Event Calendar Page	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	Special Recognition Related to Unique Sponsor Level
SILVER	\$8,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
WINE	\$8,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
ENTREPRENEUR	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
SBPY	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
ATHENA	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
EXEMPLAR	\$7,000	Logo	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
BRONZE	\$5,000	Logo	Logo	10		Logo	Logo	Logo		Logo	5		
PATRON	\$3,500	Logo	Name	10		Name				Name	5		

professional women's forum

september

The Lancaster Chamber's Professional Women's Forum is a half-day program for businesswomen and professionals dedicated to the advancement of women in the workplace. Our PWF is designed to equip attendees with the knowledge, strategies, and resources needed to navigate challenges and achieve success in the workplace as well as to provide opportunities to connect with businesswomen across Lancaster County. Audience varies in level, primarily 250+ professional women.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Co-Branded Event Promotion Email	Comp Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Pre-Recorded Video or Commerical	Name Recognition During Opening Comments	Company Display Space	Program Ad	Program Recognition	Attendee Excel List
PRESENTING	\$5,000	Logo	Logo	2X	1	12					Premium	Full	Logo/Desc	
UNIQUE	\$3,500	Logo	Logo	1X		8					Premium	Half	Logo	
GOLD	\$2,000	Logo	Logo			6						Quarter	Logo	
SILVER	\$1,000	Logo	Name			3						Quarter	Logo	
COMPANY DISPLAY	\$500					2							Name	

**Unique Level Sponsorships could include Lunch, Networking, Reception, etc.*

business expo

october

The 2022 Expo experience will be an elevated launch party of our new Expo Publication that combines the marketing elements of the publication with the in-person networking and business building of a traditional Expo - all while bolstering our local businesses and influencing our community to think local when making purchases or finding vendors. Audience is varied in business type, size and industry sector. Expecting to host upwards of 500 individuals for this experience.

SPONSORSHIP LEVEL	2022 PRICE	Event Promotion	Event Calendar Page	Co-Branded Email	Social Media	Expo eNewsletter	Premium Company Display Location & Set-up Time	Comp Tickets	PowerPoint	Welcome & Address the Audience	Program Ad	Program Recognition	Attendee Excel List
PRESENTING	6,000	Logo	Logo	1	4	Logo		15	Logo		Full	Logo/Desc	
LAUNCH PARTY SPONSOR	3,000	Logo	Logo		1	Logo		8	Logo		Half	Logo	
PRINTING SPONSOR	3,000	Logo	Logo		1	Logo		8	Logo		Half	Logo	
DRINK SPONSOR	3,000	Logo	Logo		1	Logo		8	Logo		Half	Logo	
SUPPORTING SPONSOR	1,500	Logo	Logo			Name		5	Name			Name	

agriculture

industry summit

late november

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, with a traditional audience of 400+ attendees.



SPONSORSHIP LEVEL	2022 PRICE	Event Promotion	Event Calendar Page	Logo with Event Branding	Original Tickets	Slide Show	Welcome Audience to Event	Program Ads	Program Recognition	Sponsor Name Badges	Attendee Excel List
PRESENTING	\$6,000	Logo	Logo		22	Logo		Full	Logo/Desc		
SPEAKER SPONSOR	\$3,500	Logo	Logo		20	Logo		Half	Logo/Desc		
LUNCH SPONSOR	\$3,500	Logo	Logo		20	Logo		Half	Logo/Desc		
CENTURY FARM SPONSOR	\$3,500	Logo	Logo		20	Logo		Half	Logo/Desc		
DELP AWARD SPONSOR	\$3,500	Logo	Logo		20	Logo		Half	Logo/Desc		
SUPPORTING	\$2,500	Logo	Logo		20	Logo		Quarter	Logo		
PATRON	\$1,000		Name		10	Name			Name		



commitment form

Sponsorships:
(Event/Program & Level)

Company:

Contact Name:

Contact Email:

Total \$ Committment:

Signature:

Date:

QUESTIONS about sponsorships or process? Contact Molly Crouser, mcrouser@lancasterchamber.com

