



2023 Lancaster Chamber Sponsorship Guide



Lancaster
Chamber

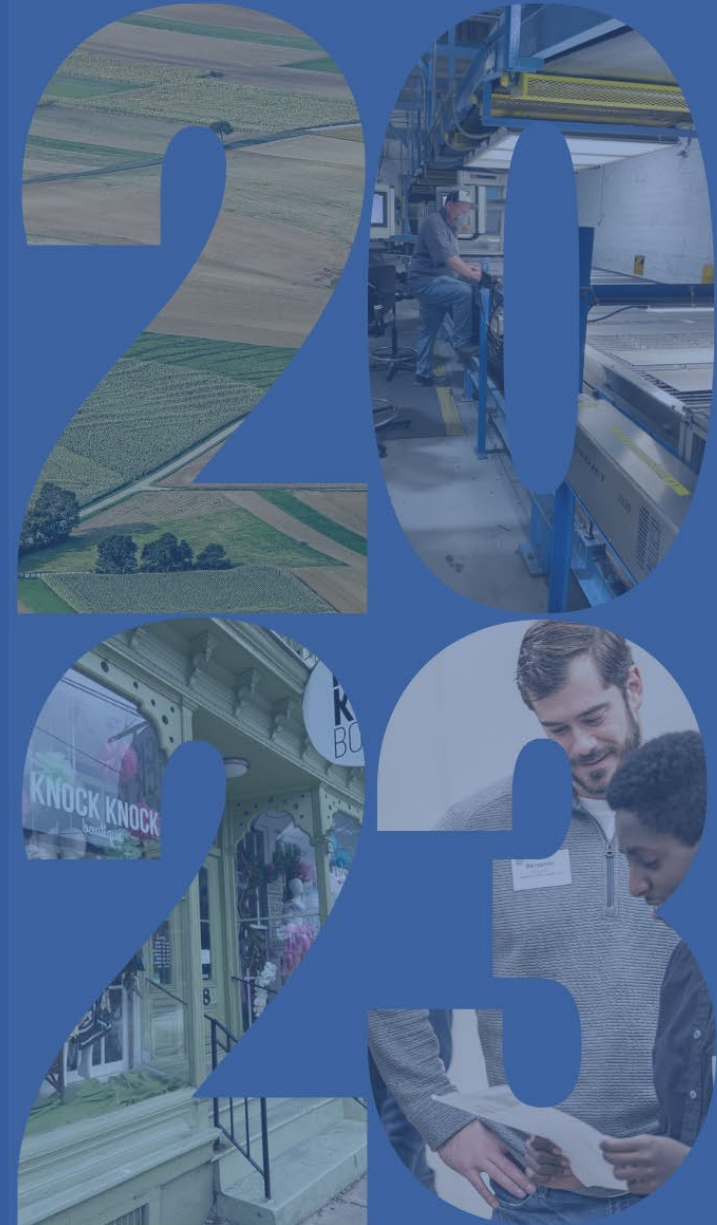
WE'VE GOT YOUR BACK.

As we continue to navigate doing business together, the Lancaster Chamber is committed to elevating your brand in 2023. That's why we've created these sponsorships, as an invaluable marketing tool, to elevate and reinforce your company's brand for the coming year.

The 2023 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.

Our 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 thriving community for all. Thanks to your sponsorship, we can maintain crucial impact and advocacy initiatives, business-focused resources and so much more.

It's truly a win-win: we'll help you elevate your brand to a robust audience while supporting & sustaining the Lancaster Chamber's impact on our community.



WHY CHOOSE TO SPONSOR A LANCASTER CHAMBER EVENT, PROGRAM OR INITIATIVE?



BRAND RECOGNITION

Your brand could reach:
20,000 via email distribution
and between 25,000 - 30,000
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 - yet your brand
recognition will stretch across
the region!

WHAT'S AN EVENT VS. A PROGRAM?

Any of the pages in blue are our "Programs" - which occur multiple times a year, and the sponsorships cover the full program. Program sponsorships who are looking for long term, consistent branding. Most often, they are audience specific and there is a broad range of audience types!

Any of the pages in green are our "Annual Events". These events, that occur once a year, vary in audience, size and scope based on topic. Typically, events have a high level speaker, breakout sessions, networking - and bring topics that are high level and bring innovative solutions to business challenges.



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

The Excellence Exchange cultivates a space for attendees to hear innovative business practices and participate in small group discussions with other leaders in the community. Gain insight into the success and challenges facing organizations across a range of industries, seize the opportunity to share your own experiences and discuss practical strategies for applying the lessons within your own workplace. This is a six-part, yearlong series catered to management or C-suite employee levels.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Tickets	Power Point	Opportunity to Welcome & Address Audience	Name Rec. During Opening Comments	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						

Small Business Series

The Lancaster Chamber's Small Business Series equips small business (or business of any size) with the resources and learning that fits the busy schedule of a small business owner and the content needed for their business to succeed. Topics have included: Social Media Marketing, Ask an Attorney; Cybersecurity for Small Business and more. Programs are virtual and recorded, so they can be accessed at any time.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Pages	Event Promotion	Social Media	Event Reminder Emails	Power Point	Opportunity to Address the Audience	Name Recognition During Opening Comments	Event Follow Up Email	Attendee Excel List
PRESENTING	\$3,000	Logo	Logo	6x	Name				Name	

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! Audience & industry types varied based on tour location or host, and size is usually 40-80 attendees.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Complimentary Tickets	Opportunity to 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					

HUMAN RESOURCES Roundtable

Co-hosted by Lancaster Society for Human Resource Management (SHRM), this is an opportunity to understand the issues and challenges affecting company growth and culture. The HR Roundtable provides the space to learn best practices from professionals and through integrated discussion, you'll cultivate a valuable network of colleagues.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Pages	Event Promotion	Comp Tickets	Social Media	Event Reminder Emails	Power Point	Opportunity to Welcome & Address the Audience	Name Recognition During Opening Comments	Event Follow Up Email	Attendee Excel List
PRESENTING	\$3,000	Logo	Logo	2	6x	Name				Name	

Advocacy

The Chamber is committed to fostering a positive business climate for all of Lancaster County's businesses. 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, titled Wake Up to the Issues, aims to keep businesses up-to-date and in touch with legislators, policy makers, and community leaders. Audience is C-Suite with varied industry & size.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Pages	Event Promotion	Comp Tickets	Opportunity to Address Audience	Name Recognition at State, WUI, LIF, Briefings, etc.	PowerPoint	Company Display at Each Event	Company Banner at Each Session	Attendee Excel List
LEADERSHIP PARTNER (WUI, shared)	\$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			

Ag Issues Briefings

In continued partnership with the Lancaster Ag Council, the Lancaster Chamber offers a multi-program series that provides an opportunity for producers and agribusiness to learn about challenges or opportunities that face our agriculture industry. Topics are relevant, audience is comprised of agri-business and related industries.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Pages	Event Promotion	Social Media Mentions	Event Reminder Email	Comp Tickets	PowerPoint	Opportunity to Welcome & Address Audience	Name Recognition During Opening Comments	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	2x		4	Logo						Name	
SILVER	\$2,000	Logo	Logo	1x		3	Logo							
BRONZE	\$1,000	Logo	Logo			1	Logo							

NxtGen: Discovering Paths Mentoring Program

The Discovering Paths mentoring program brings 150+ students across Lancaster County, a 1:1 mentoring experience with a Lancaster County professional. The goal is to inspire, guide and empower young students explore career options through positive relationships, business connections and experiential learning. Activities include job shadowing and special learning and professional development. Audience includes mentors, the parents/guardians of students, school professionals and the students.

SPONSORSHIP LEVEL	2023 PRICE	Company logo with link on program website	Company recognition on branding & promotion	Social Media Mentions	Mentoring Fee(s) Waived	Opportunity to Address Audience at Select Program & Events	Name Recognition During Opening Comments	Opportunity to distribute a piece of marketing collateral	Recognition on All Program Agendas
PRESENTING	\$5,000	Top Logo Placement		3	6				Top Logo Placement
GOLD	\$2,500	Logo	Logo	2	4				Logo
SILVER	\$1,500	Logo	Logo	1	2				Logo
BRONZE	\$500	Name	Name		1				Name

Women in Business

Women(+) in Business (WIB) connects, cultivates, and celebrates women across Lancaster County by providing the community, strategies, and resources needed to navigate challenges and achieve success in the workplace. We encourage professionals who consider themselves allies of women in the workplace to attend and learn from our programming about how to best support female colleagues. Programming includes networking, learning and story sharing content. Audience is majority comprised of women(+) at varying roles, company sizes and industries.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Social Media	Comp Tickets	Power Point	Opportunity to Address Audience	Name Rec. During Opening Comments	Opp. To Distribute Marketing Collateral	Company Display w/ marketing collateral at Each Event	Company Banner at Each Session	Event Follow-up Email	Attendee Excel List
PRESENTING	\$5,000	Logo	Logo	4x	4	Logo	x 4					Name	
NETWORKING	\$3,000	Logo	Logo	2x	2	Logo	x2						
LEARNING	\$3,000	Logo	Logo	2x	2	Logo	x2						
LEADERSHIP	\$3,000	Logo	Logo	2x	2	Logo	x2						
SUPPORTING SPONSOR	\$1,000	Logo	Name		1	Logo							

Young Professionals Network

The Lancaster Chamber's Young Professionals Network (YPN) engages, equips, and empowers young professionals (YPs) to be collaborative leaders and effective business professionals shaping the future of our community. The YPN program offers growth and development for a community of YPs across Lancaster County interested in expanding their network, enhancing leadership skills, and increasing community knowledge to thrive in the workplace. Recommended for those who are early to mid career professionals, or "young at heart!"

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Registration	Power Point	Name Recognition During Opening Comments	Company Banner at Each Session	Attendee Excel List (EOY)	Logo on monthly newsletter
PRESENTING	\$6,000	Logo	Logo	6x		6	Logo				Logo
NETWORKING	\$3,000	Logo	Logo	2x		4	Logo				Name
PROFESSIONAL DEVELOPMENT	\$3,000	Logo	Logo	2x		4	Logo				Name
LEADERSHIP	\$3,000	Logo	Logo	2x		4	Logo				Name
SUPPORTING	\$1,000	Logo	Name			2	Name				Name

SPONSORSHIP LEVEL/ ADVERTISING OPP	2023 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

State of the County

March

This event is a review of the state economy, government, education, non-profits, well-being, and health, across Lancaster County, and the plans to move the County forward. The Lancaster Chamber brings in partner experts to explore the current state of several, key topics of interest in the County. Audience is comprised of 200+ decision maker, c-suite, community benefit organizations or interested attendees from varied industries and company sizes.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Social Media	Co-Branded Event Promotion Email	Comp Tickets	Power Point	Opportunity to Welcome & Address Audience	Pre-Recorded Video or Commercial	Name Recognition During Opening Comments	Opportunity to Provide Marketing Collateral to Attendees	Color Display Ad Weekly Digest	Attendee Excel List
PRESENTING	\$6,000	Logo	2X	1	12	Logo	Live				2 ed.	

Professional Women's Forum March

An element of our Women in Business Program, the Professional Women's Forum is a full-day conference filled with inspiring and energizing sessions designed to foster connections with women across Lancaster County, cultivate professional and personal growth, allow for networking, and celebrate the impact of women in our community. Audience is geared towards women(+) and their allies, and ranges in industry, company size experience and role/level.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promo	Social Media	Co-Branded Event Promo Email	Comp Tickets	Power Point	Opportunity to Welcome & Address Audience	Pre-Record. Video or Commercial	Name Recognition During Opening Comments	Company Display Space	Program Ad	Program Recog.	Attendee Excel List
PRESENTING	\$5,000	Logo	Logo	2X	1	12					Premium	Full	Logo	
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	

Reimagining the Workplace April

With a top-level speaker and local business leader panel, attendees of this event will learn transformative ways our businesses and community think about workforce. This morning conference gives opportunity for leadership level employees, mostly in human resources or c-level suite, to network & learn about how we can rethink the workforce of the future. This a morning conference, with an expected attendance of 200+ that varies industry, company size but lends itself to C-Suite, managers, and human resource professionals.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Tickets	Power Point	Opportunity to 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	\$2,000	Logo	Logo	2x		4	Logo					
BREAKFAST	\$2,000	Logo	Logo	2x		4	Logo					
NETWORKING	\$2,000	Logo	Logo	2x		4	Logo					
SUPPORTING	\$1,000	Logo	Logo			2	Logo					

151st Annual Dinner

May/June

As the Chamber's largest fundraiser, business & community leaders gather for celebration and inspiration at this gala style experience – one of the largest of its kind in the region. The accomplishments of four incredible local leaders as well as our greater business community are honored. The event culminates in a keynote speech by an internationally recognized and relevant figure. Support of this allows the Chamber to continue to serve the Lancaster County community every year. Audience is a who's who in Lancaster County – with an average of 2,200 in attendance.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Number of Tickets with Preferred Seating*	Number of Tickets that can be Purchased Before Public	Ad in Program	Program Recogn.	Power Point	Sponsor Video	Number of Tickets to VIP & Post Reception	Table Recogn.	Logo Display on the Wall	Preferred Parking Passes	Sponsor Name Badges
PRESENTING	\$25,000	Logo	32	20	Full	Logo/Desc	Logo	Logo	32	Logo		16	
PLATINUM	\$20,000	Logo	22	20	Full	Logo/Desc	Logo	Logo	22	Logo		11	
DIAMOND	\$19,000	Logo	22	20	Full	Logo/Desc	Logo	Logo	22	Logo		11	
GALA RECEPTION	\$18,000	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10	
VIP RECEPTION	\$18,000	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10	
OPENING CEREMONY	\$18,000	Logo	20	20	Half	Logo/Desc	Logo	Logo	20	Logo		10	
GOLD	\$15,000	Logo	20	20	Quarter	Logo	Logo	Logo	20	Logo		10	

**For reference: 10 seats equals one table*



Annual Dinner Continued

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Number of Tickets with Preferred Seating*	Number of Tickets that can be Purchased Before Public	Program Recognition	Power Point	Sponsor Video	Number of Tickets to VIP & Post Reception	Event Tables	Number of Preferred Parking Passes	Sponsor Name Badges	Special Recognition Related to Unique Sponsor Level
CATALYST	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
SBPY	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
ATHENA	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
EXEMPLAR	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
SILVER	\$10,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
WINE	\$10,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
BRONZE	\$6,000	Logo	10		Logo	Logo	Logo		Logo	5		
PATRON	\$4,000	Name	10		Name	Name	Name		Name	5		

**For reference: 10 seats equals one table*

New Democracy Event

September

The purpose of this event will be to inspire and promote positive, civic engagement within our business community. The business community plays a key role in educating, inspiring, and leading their business, our workforce and the greater community on the issues facing our County, Commonwealth, and Country. Audience varies in industry, company size – but will look for all business & civic leaders throughout our community.

SPONSORSHIP LEVEL	2022 PRICE	Event Calendar Page	Event Promotion	Social Media	Co-Branded Event Promotion Email	Comp Tickets	Power Point	Opportunity to Address Audience	Name Recognition During Opening Comments	Company Display Space	Program Recognition	Attendee Excel List
PRESENTING	\$6,000	Logo	Logo	2X	1	12	Logo	Live		Premium	Logo/Desc	
UNIQUE*	\$3,500	Logo	Logo	1X		8	Logo			Premium	Logo	
GOLD	\$2,000	Logo	Logo			6	Logo				Logo	
SILVER	\$1,000	Logo	Logo			3	Logo				Logo	

**Sponsorship name will be developed with sponsor around a core element of the event i.e. Speaker Sponsor, Breakfast Sponsor, Networking Sponsor, etc.*

New Leadership Event

October

This event will elevate the journeys of local leaders while inspiring current and future changemakers. Attendees will walk away inspired to ignite change in their organizations and propel future leaders onto their own paths. A half day conference focused on leadership skills, networking, learning opportunity for teams, and finishing with a well-known keynote speaker. Audience is manager or teams focused, welcoming groups of companies to bring teams.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Social Media	Co-Branded Event Promotion Email	Comp Tickets	Power Point	Opportunity to Address Audience	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	



Hispanic October Business Lunch

The Lancaster Chamber is proud to bring together Hispanic community leaders, business owners and workforce for this celebration lunch. Hear from several key community leaders while also networking, celebrating, and enjoying the best of Lancaster’s Hispanic food scene! Audience is diverse in nature, but open to all – and varies in company type, company size, role/position.

SPONSORSHIP LEVEL	2023 PRICE	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Tickets	Power Point	Opportunity to 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					
UNIQUE*	\$2,000	Logo	Logo	2x		4	Logo					
SUPPORTING	\$1,000	Logo	Logo			2	Logo					

**Sponsorship name will be developed with sponsor around a core element of the event i.e. Speaker Sponsor, Breakfast Sponsor, Networking Sponsor, etc.*

Agriculture Industry Banquet

November

The Ag Industry 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	2023 PRICE	Event Promotion	Event Calendar Page	Comp Tickets	Power Point	Program Ads	Program Recognition	Sponsor Name Badges	Attendee Excel List
PRESENTING	\$6,000	Logo	Logo	22	Logo	Full	Logo/Desc		
SPEAKER	\$3,500	Logo	Logo	20	Logo	Half	Logo/Desc		
CENTURY FARM	\$3,500	Logo	Logo	20	Logo	Half	Logo/Desc		
DELP AWARD	\$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 \$ Commitment:

Signature:

Date:

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

