



2023 Lancaster Chamber
**Sponsorship
Guide**



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:

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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.

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CONRAD SIEGEL

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

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

