



2024 Lancaster Chamber
**Sponsorship
Guide**



We've got your back.



Uplifting & promoting business across Lancaster County, and our region, is a vital part of our commitment to our members and our greater business community. 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 2024 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 key target 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 our 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 19,000 contact via email distribution and between 25,000 – 30,000 impressions 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 in a year**, and the sponsorships cover the full program. Program sponsorships offer 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 an external speaker, breakout sessions, networking; and are driven by high level topics and provide 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. There are 6 sessions, bi-monthly and are catered to C-Suite, Executive, and Management levels.

SPONSOR LEVEL	2024 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	\$5,500	Logo	Logo	4x		4	Logo						
Silver	\$2,500	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 businesses 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.

SPONSOR LEVEL	2024 Price	Event Calendar Pages	Event Promotion	Social Media	Power Point	Opportunity to Address the Audience	Name Rec. During Opening Comments	Event Follow-up Email	Attendee Excel List (EOY)
PRESENTING	\$2,500	Logo	Logo	4x				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.

SOLD!

SPONSOR LEVEL	2024 Price	Event Calendar Pages	Event Promotion	Comp Tickets	Opportunity to Address the Audience	Opportunity to Distribute Collateral or Gift to Attendees	Company Display at Each Event	Company Banner at Each Session	Attendee Excel List (EOY)
PRESENTING	\$5,000	Logo	Logo	3					

If you are interested in hosting an industry tour, contact info@lancasterchamber.com

Human Resources Roundtable

Co-hosted by Lancaster Society for Human Resource Management (LSHRM), this is an opportunity to understand the issues and challenges affecting company growth & culture, apply techniques & tools to your workplace, and create a network of human resource professionals across Lancaster County. At least four programs per year, key audience of human resource and operations professionals from varying size companies.

SPONSOR LEVEL	2024 Price	Event Calendar Pages	Event Promotion	Comp Tickets	Social Media	Event Reminder Emails	Power Point	Opportunity to Address the Audience	Name Rec. During Opening Comments	Event Follow-up Email	Attendee Excel List (EOY)
PRESENTING	\$3,500	Logo	Logo	2	4x	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. Audience is C-Suite with varied industry & size. The advocacy sponsorships include: Wake Up to the Issues (Bi-Monthly), Legislative Issues Forum (Annual), Issues Briefings (Ad Hoc), and other advocacy related programming.

SPONSOR LEVEL	2024 Price	Event Calendar Pages	Event Promotion	Comp Tickets	Opportunity to Address the Audience	Name Recognition at State, WUI, LIF, Briefings, etc.	Power Point	Company Display at Each Event	Company Banner at Each Session	Attendee Excel List	Participation in Legislative Activities
Champion	\$5,000	Logo	Logo	3	select programs		Logo				
Leader	\$3,000	Logo	Logo	2	select programs		Logo				
Supporter	\$1,000	Name	Name	1			Logo				

Ag Issues Briefings

In 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 Ag industry. Sponsorships cover three programs; audience is comprised of agri-business and related industries.

SPONSOR LEVEL	2024 Price	Event Calendar Pages	Event Promotion	Social Media Mentions	Event Reminder Email	Comp Tickets	Power Point	Opportunity to Welcome & Address Audience	Name Rec. During Opening Comments	Distribute Marketing Collateral	Company Display at Each Event	Company Banner at Each Session	Event Follow-up Email	Attendee Excel List (EOY)
Presenting	\$2,000	Logo	Logo	2x		4	Logo						Name	
Supporter	\$300	Logo				2	Name							



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, career exploration, and professional development. Audience includes mentors, the parents/guardians of students, school professionals and the students. Program runs on school calendar timeline, sponsorships begin August 2024 – May 2025.

SPONSOR LEVEL	2024 Price	Company Logo with Link on Program Website	Company Recognition on Branding & Promotion	Social Media Mentions	Mentoring Fee (s) Waved	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	\$3,000	Top Logo Placement		3	6				Top Logo Placement
Gold	\$2,500	Logo	Logo	2	4				Logo
Silver	\$2,000	Logo	Logo	1	2				Logo
Session Sponsor	\$1,500	Logo				Designated Session			Designated Session
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. Programming includes networking, learning, and story sharing content. Most of the audience is comprised of women(+) and allies at varying roles, company sizes, and industries.

SPONSOR LEVEL	2024 Price	Event Calendar Page	Event Promotion	Social Media	Comp Tickets	Power Point	Opportunity to Address Audience	Name Rec. During Opening Comments	Opportunity to Distribute Marketing Collateral	Company Display with Marketing Collateral at Each Event	Company Banner At Each Session	Event Follow-up Email	Attendee Excel List
Presenting	\$6,000	Logo	Logo	4x	4	Logo	x4					Name	
Networking	\$3,500	Logo	Logo	2x	2	Logo	x2						
Learning	\$3,500	Logo	Logo	2x	2	Logo	x2						
Leadership	\$3,500	Logo	Logo	2x	2	Logo	x2						
Supporting	\$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. Program is comprised of at least ten sessions per year. Recommended for those who are early to mid career professionals, or "young at heart!"

SPONSOR LEVEL	2024 Price	Event Calendar Page	Event Promotion	Social Media	Event Reminder Email	Comp Registration	Power Point	Opportunity to Address Audience	Name Rec. 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	Select Programs				Name
Professional Development	\$3,000	Logo	Logo	2x		4	Logo	Select Programs				Name
Leadership	\$3,000	Logo	Logo	2x		4	Logo	Select Programs				Name
Supporting Sponsor	\$1,000	Logo	Name			2	Name					Name





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.

SPONSOR LEVEL	2024 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 26

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.

SPONSOR LEVEL	2024 Price	Event Calendar Page	Event Promo	Social Media	Co-Branded Event Promo Email	Comp Tickets	Power Point	Unique Related Branding	Opportunity to Welcome & Address Audience	Pre-Recorded Video or Commercial	Name Recognition During Opening Comments	Company Display Space	Program Ad	Program Recognition	Attendee Excel List
Presenting	\$6,000	Logo	Logo	2x	1	12						Premium	Full	Logo	
Unique	\$3,500	Logo	Logo	1x		8		Logo				Premium	Half	Logo	
Gold	\$2,500	Logo	Logo			6							Quarter	Logo	
Silver	\$1,000	Logo	Name			3							Quarter	Logo	





152nd ANNUAL DINNER
LANCASTER CHAMBER

152nd Annual Dinner: Late May

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 event 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.

SPONSOR LEVEL	2024 Price	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	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 equal one table



152nd ANNUAL DINNER

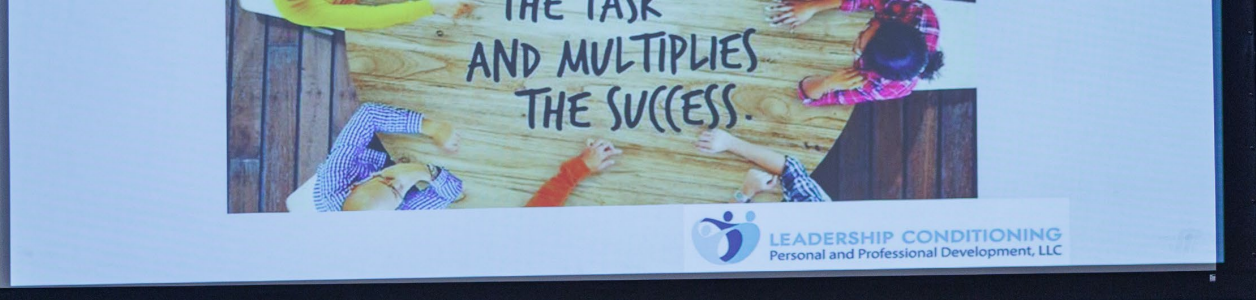
LANCASTER CHAMBER

152nd Annual Dinner Continued

SPONSOR LEVEL	2024 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 Award	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
SBPY Award	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
Athena Award	\$12,000	Logo	10	20	Logo	Logo	Logo	10	Logo	5		
Exemplar Award	\$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 equal one table





Leadercast: October

Partnered with nationally recognized professional development institution, Leadercast, this event will infuse high-level virtual speakers with in-person local business leaders to provide learning and development for teams and individuals. After attending this half day event, attendees will walk away inspired and ready to take action, to ignite change in their companies and organizations. Audience is nearly 300 managers, supervisors, and executive level leadership with a special opportunity to bring teams.

SPONSOR LEVEL	2024 Price	Event Calendar Page	Event Promo	Social Media	Co-Branded Event Promo 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	Name			3	Logo				Quarter	Logo	





Hispanic Business Lunch: October 11

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.

SPONSOR LEVEL	2024 Price	Event Calendar Page	Event Promo	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	1	6	Logo					
Unique*	\$2,500	Logo	Logo	2x		4	Logo					
Supporting	\$1,500	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

Agriculture Industry Banquet: November 21

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.

SPONSOR LEVEL	2024 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		

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





Commitment Form

Sponsorships: _____
(Event/Program Level)

Company: _____

Contact Name: _____ **Contact Email:** _____

Total \$ Commitment: _____

Signature: _____

Date: _____

Questions about sponsorship or process?
Contact Molly Crouser: mcrouser@lancasterchamber.com