

2023 Sponsorship Guide

The Chamber of Business & Industry of Centre County is committed to elevating your brand in 2023. This guide offers a variety of opportunities to showcase your brand, build brand awareness, and strengthen your presence in Centre County.

When you support the Chamber, you not only support economic-development efforts that help our shared communities to thrive, but you're also seizing the opportunity to get your business in front of a large, diverse audience or the targeted crowd you're hoping to reach.

Thanks to your sponsorship, the Chamber can maintain sustainable and smart economic-development initiatives, advocate for a healthy business climate, provide business-focused resources, and much more.

This guide offers options for businesses large and small to gain more exposure and to further support the critical work being done on behalf of the business community of Centre County.

Need help finding the sponsorship opportunity that's a good fit for your organization? Contact Jeannine Lozier, VP of Membership Engagement, to discuss your options or to request a custom proposal. A custom proposal for any event can be crafted to best support business goals, such as building brand awareness and perception.

Sponsorship levels marked with an asterisk (*) have Right of First Acceptance. The 2022 exclusive event sponsor has the Right of First Acceptance to renew the sponsorship agreement provided the Chamber conducts the event during 2023.

The Chamber of Business & Industry of Centre County (the Chamber) is a nonprofit organization. Your sponsorships fund our mission to promote the well-being and growth of commerce, and business and industry, while also working to improve the already high quality of life we enjoy in Centre County.

Business After Hours

Third Thursday of the month | Your Location | 5:00 – 7:00 p.m.

Registration ranges from 80 to 125 business professionals (average)

Hosting Fee: \$595 per event

Business After Hours is the premier networking event. This informal mixer allows Chamber members and their guests to network and make valuable business connections while promoting the host facilities, products or services.

The hosting member is responsible for ordering light hors d'oeuvres and beverages (a limited bar is encouraged).

Host Benefits:

- Opportunity to promote your business facilities, products or services to a targeted audience
- Opportunity to make remarks
- Company name and logo placed on all promotional materials:
 - Email blast
 - E-newsletter
 - Social media
 - Website

Coffee Conversations (New)

Occurs 4-6 times annually | Locations determined closer to each event | A.M.

Hosting Fee: \$250 per event

Networking and education events designed to build relationships between businesses, community stakeholders and regional organizations.

Host Benefits:

- Opportunity to make remarks
- Company name and logo placed on all promotional materials:
 - Email blast
 - E-newsletter
 - Social media
 - Website
- Registration, event logistics and light breakfast provided by Chamber

Voice of Business Luncheons

Occur 6 times annually | Locations determined closer to each event | Noon – 1:15 p.m.

Registration ranges from 150 to 200 business professionals (average)

Informative series to highlight topics of local and regional importance while supporting the Chamber's advocacy efforts.

SPONSORSHIP BENEFITS (per event)	Exclusive \$5000	Presenting \$2000	Silver \$1000	Bronze* \$500
Opportunity to play a 30-second company-supplied commercial		•		
Opportunity to introduce the keynote speaker/s		•		
Company-supplied mementos placed at each event		•		
Company supplied free-standing banner displayed at the event		•		
Company name and logo on event invitation		•		
Company name and logo on E-blast		•		
Company name and logo promoted in E-newsletter and social media.		•	•	
Priority reserved seating for eight	Reserved	•	•	•
Company name and logo on website		•	•	•
Event day recognition (program and verbal recognition)		•	•	•

**Not available for February's Economic & Investment Outlook Luncheon featuring Amanda Agati, CFA, chief investment officer, managing executive, investments at PNC*

Women at Work (New)

Occurs 4 to 6 times annually | Locations and times determined closer to each event

Forum for women of all generations, sectors and management levels to connect, build leadership skills and develop professionally.

SPONSORSHIP BENEFITS (series)	Presenting	Gold	Silver	Bronze
	\$2000	\$1000	\$500	\$200
Opportunity to make welcome remarks	•			
Company supplied free-standing banner displayed at the event	•			
Opportunity to be a featured content provided	•	•		
Company name and logo on event invitation	•			
Company name and logo on e-blast	•	•		
Company name and logo promoted in e-newsletter and social media	•	•	•	
Company name and logo on website	•	•	•	•
Event recognition (program and verbal recognition)	•	•	•	•
Swag bag promotional opportunities	•	•	•	•
Complementary registrations	8	6	4	2

First-Friend Concierge (New)

Combination event and communications program

Event occurs 4 times annually | Locations and times determined closer to each event

Dedicated communications campaign running from January to December

Placemaking program designed to acquaint newcomers and your new talent with Centre County.

SPONSORSHIP BENEFITS (series)	Exclusive \$4000	Gold \$2000	Silver \$1000	Bronze \$500
Opportunity to provide company video promo on the First Friend page				
Opportunity to have a speaking role at one or two in-person events		•		
Opportunity to be a First Friend featured content provider		•		
Company logo on First Friend webpage		•	•	
Company name and logo promoted in e-newsletter and social media		•	•	•
Company name and logo on First Friend event pages		•	•	•
Swag bag promotional opportunities		•	•	•
Complementary program admittance for recently relocated, newly hired, or recent graduate	8	6	4	2

Legislative Reception (New)

Exclusive event occurring once a year

An exclusive opportunity for Chamber investors and Centre County Economic Development Partnership members to connect directly with elected officials within state and local government.

SPONSORSHIP BENEFITS	Presenting \$1000	Silver \$500	Bronze \$250
Opportunity to make welcoming remarks	•		
Opportunity to include a letter addressing the attendees of the Legislative Reception in the event program	•		
Promotional item or brochure about the sponsor company placed at each seat (company provided)	•		
Company supplied free-standing banner displayed at the event	•		
Company name and logo on event invitation	•		
Company name and logo promoted in e-newsletter and social media	•	•	
Company name and logo on the event landing page	•	•	•
Event day recognition (program and verbal recognition)	•	•	•
Complimentary registrations	8	4	2

Note: No individual registrations will be available for this event.

Leadership Symposium (New)

April 18 | The Penn Stater Hotel & Conference Center

This half-day professional workshop, conducted in partnership with Bartell & Bartell, features a personalized leadership assessment for an enlightening self-development opportunity, along with strong takeaways and specific action items that will fast-track attendees' growth and optimize their influence.

SPONSORSHIP BENEFITS	Presenting \$10,000	Gold \$5000	Silver \$3000	Bronze \$2000	Supporter \$1000
"Chamber of Business & Industry of Centre County Leadership Symposium presented by (your company)"	•				
The company-provided ad featured on the event page	•	•			
Opportunity to make welcome remarks (3 min max)	•				
Logo on lanyards and name badges	•				
Logo on attendee gift	•				
Logo on invitation	•	•			
Opportunity to make remarks from the podium	•	•			
Logo featured on event signage	•	•	•	•	•
Company-provided free-standing banner displayed at the event	•	•	•		
Company name and logo on promotional materials, including social media, website, and newsletters	•	•	•	•	•
Exhibit Space	•	•	•	•	•
Program listing	•	•	•	•	•
Complimentary event registrations	10	8	6	4	2

Leadership Symposium *(continued)*

April 18 | The Penn Stater Hotel & Conference

SPONSORSHIP BENEFITS	Registration \$750	Breakout Session (2) \$500	Snack Sponsor \$250	Program \$100
Company-supplied free-standing banner displayed at registration	•	•		
Company name and web link in all correspondence with attendees	•			
Company and logo featured in breakout location (50 – 70 attendees)		•		
Opportunity to introduce breakout session speaker (2 min max)		•		
Logo on event website	•	•		
Logo on snacks provided to all attendees			•	
Logo on program	•	•		•

Annual Golf Outing & 19th-Hole Mixer

May 18 & 19 | Mountain View Country Club

A day of networking for serious and not-so-serious golfers that offers a much-appreciated day out of the office full of fun and competition on the links.

SPONSORSHIP BENEFITS	PLAYING SPONSORSHIPS			
	Presenting *	19 th Hole Mixer *	Gold	Silver
	\$10,000	\$4000	\$3000	\$2000
Opportunity to make welcoming remarks on both flights	•			
Company-supplied ad featured on the event page	•	•		
Social-media spotlight	•	•		
Special and prominently displayed recognition at 19th-Mixer		•		
Signage with the company logo prominently displayed at the event	•			
Custom promotional opportunities (ex. golf ball, volunteer shirts, watering hole)	•		•	
Company representative and table at designated hole	•	•		•
Opportunity to provide company-branded memento	•	•		•
Recognition in event materials and promotions	•	•	•	•
Priority choice on flights (am/pm)	•	•	•	•
Fast Pass (on-course games)	•	•	•	•
1 Tee recognition	•	•	•	•
Complimentary golfer registrations	8	4	4	4
Complimentary 19 th -Hole Mixer tickets (Thursday, May 18)	20	10	8	6

Annual Golf Outing & 19th-Hole Mixer (continued)

May 18 & 19 | Mountain View Country Club

SPONSORSHIP BENEFITS	NON-PLAYING SPONSORSHIPS				
	Snack *	Meal	Course Games	Beverage	Tee/Green
	\$1500	\$1000 (2)	\$500 (3)	\$500	\$200
Company name listed in event materials and website	•				
Logo on snack bag	•				
Logo and special recognition at breakfast or lunch locations		•			
Staff on-course games, provide award					
Logo displayed on course	•		•		•
Logo displayed on beverage card on drink tickets				•	

*Additional sponsorship opportunities may be available once event details are finalized

CentreREADY 2.0 Summit (New)

Spring | Central Pennsylvania Institute of Science and Technology

Professional-development summit and career/hiring event for high-school students participating in the CentreREADY program.

SPONSORSHIP BENEFITS	Presenting \$5000	Gold \$2500	Silver \$1000	Bronze \$500
“Chamber of Business & Industry of Centre County CentreREADY Summit presented by (your company)”	•			
The company-provided ad featured on the event page	•	•		
Opportunity to make welcome remarks (5-min max)	•			
Logo on lanyards and name badges	•			
Logo on invitation	•	•		
Logo featured on event signage	•	•	•	
Company-supplied free-standing banner displayed at the event	•	•	•	
Company name and logo on promotional materials, including social media, Chamber website and newsletters	•	•	•	•
Exhibit space	•	•	•	•
Program listing	•	•	•	•

CentreREADY 2.0 Signing Day (New)

Spring | Chamber of Business & Industry of Centre County

CentreREADY signing day celebrates the high-school students who secure apprenticeships, internships or enter the workforce immediately after graduation and the employers who train and hire them.

SPONSORSHIP BENEFITS	Presenting	Gold	Silver	Bronze
	\$3000	\$2000	\$1000	\$500
“Chamber of Business & Industry of Centre County CentreREADY Singing Day presented by (your company)”	•			
The company-provided ad featured on the event page	•	•		
Opportunity to make welcome remarks (5-min max)	•			
Logo on invitation	•	•		
Logo featured on event signage	•	•	•	
Company-supplied free-standing banner displayed at the event	•	•	•	
Company name and logo on promotional materials, including social media, website and newsletters	•	•	•	•

Economic Development Summit (New)

November | The Penn Stater Hotel & Conference Center

A half-day summit focused on collaborative impact, to connect, share insights, gain fresh perspectives, and build problem-solving action plans.

SPONSORSHIP BENEFITS	Presenting \$10,000	Gold \$5000	Silver \$3000	Bronze \$2000	Supporter \$1000
“Chamber of Business & Industry of Centre County Economic Development Summit presented by (your company)”	•				
The company-provided ad featured on the event page	•	•			
Opportunity to make welcome remarks (5-min max)	•				
Logo on lanyards and name badges	•				
Logo on attendee gift	•				
Logo on invitation	•	•			
Opportunity to make remarks from the podium	•	•			
Logo featured on event signage	•	•	•	•	•
Company-supplied free-standing banner displayed at the event	•	•	•		
Company name and logo on promotional materials, including social media, website, and newsletters	•	•	•	•	•
Exhibit Space	•	•	•	•	•
Program listing	•	•	•	•	•
Complimentary event registrations	10	8	6	4	2

Economic Development Summit (New)

April 18 | The Penn Stater Hotel & Conference Center

SPONSORSHIP BENEFITS	Registration \$750	Breakout Session (2) \$500	Snack Sponsor \$250	Program \$100
Company-supplied free-standing banner displayed at registration	•	•		
Company name and web link in all correspondence with attendees	•			
Company and logo featured in breakout location		•		
Opportunity to introduce breakout session speaker (2 min max)		•		
Logo on event website	•	•		
Logo on snacks provided to all attendees			•	
Logo on program	•	•		•

Annual Celebration & Awards Dinner

Date and location to be determined closer to the event

A celebration of businesses and individuals and their achievements and contributions to Centre County. This member-favorite event is being reimagined. Stay tuned for details and sponsorship opportunities later this year.