



Event Sponsorship

Support the chamber and grow your business through event sponsorship.

SIGNATURE EVENTS

Signature event sponsorship allows you to align your brand with the Chamber at our most highly attended events each year. This is an opportunity to grow your company's local profile by speaking directly to our region's most engaged business and community leaders.



Signature Events Include

Chamber Annual Meeting

Executive Leadership (CEO) Summits

Community Bocce Derby

Business Excellence Awards

award sponsorship also available - \$1,500

State of the Community Report & Conference

Hendrick Golf Classic

hole sponsorship also available - \$500

PRIMETIME Business Expo

exhibitor tables also available starting at \$350

PRIMETIME Guide advertising starts at \$250

Local Government Reception

Salute to Community Heroes



Each event offers three tiers of sponsorship:

Presenting: \$2,500

- Exclusive "presented by" tag line to the event (i.e. The State of the Community Report presented by Triangle Community Foundation)
- Speaking time at the podium to bring welcome at the event
- Top billing sponsorship recognition on all event materials, signage, and communications with link to your website

Program: \$1,200

- An exclusive portion of the event will be presented by your company. This is unique promotional opportunity tailored to your business messaging needs. (i.e. Coffee & Networking, Breakfast, Stretch Break, or Bow Tie sponsorship are just a few examples of this creative sponsorship category)
- Your name and company in the agenda with an active role within the signature event program
- Enhanced sponsor recognition on all event materials, signage, and communications with a link to your website

Contributing: \$500

- Sponsorship recognition on all event materials, signage, and communications with a link to your website
- Special recognition from the podium

MEMBER PROGRAMS

Align your brand with the Chamber's advocacy and leadership development work or host a group of members in one of our more intimate community gatherings.

Policy Series Forums (bi-monthly)

Expected 80-100 in attendance

Annual Underwriting Sponsorship: \$2,250

Presenting Session Sponsorship: \$1,200

Session Sponsor: \$500

Chapel Hill Young Professionals (monthly) OR Women in Business (Quarterly)

Annual Underwriting Sponsorship: \$1,500

Single Session Sponsor: \$500

Host Sponsor: venue, catering, and beverages (expected 40-60 guests/event)

Business After Hours (Monthly)

Presenting Sponsor: \$800 + venue, catering, and beverages

Host Sponsor: providing all or a portion of venue, catering, and beverages needs in partnership with the presenting sponsor

Table Sponsor: \$100 + an engaging table display for 40-60 guests

Leadership Chapel Hill-Carrboro (May - August)

Annual Underwriting Sponsorship: \$2,250

Presenting Session Sponsor: \$1,200 (i.e. Graduation Sponsor)

Single Session Sponsor: \$500

Host Sponsor: all or a portion of venue, catering and beverages for a single session (expected 35-40 participants/session)

CUSTOM COMMUNICATIONS

Membership Matters Print Newsletter

Directly mailed to 1,300 Chamber members:

½ page inserts: \$500

¼ page ad: \$250

Membership Matters E-Newsletter

E-mailed to over 2,500 Chamber members:

Banner ad: \$250

Promote section content: \$350

Member Exclusives Email Newsletter

2,250 people receive our Member Exclusive e-mail newsletter with a 25-30% open rate: \$250

Lobby Display Ad

6,000+ visitors travel through the Chamber's lobby and conference room space each year:

Print Signage & LCD Display: \$750/year

Boosted Facebook Live Tour

Average reach of over 5,000 local residents

Targeted Facebook boosted post: \$250

www.carolinachamber.org

Over 41,000 unique visitors each year:

Enhance Business Directory Listing: \$875/year

Banner Advertising: \$125/month

CHAMBER BRANDED PUBLICATIONS

Chapel Hill Magazine Relocation Guide

Reach over 10,000 visitors and potential residents with the annual Visitors & Relocation Guide. Chamber members receive a 5% discount and 10% of all sales are reinvested back into local economic and community development.

Community Map

10,000 copies of the Chamber's Community Map are distributed each year to Chamber members, local residents, visitors, relocators, and businesses inquiring about membership or relocation. The map is full color and includes a large map of Chapel Hill and Carrboro, and map of Orange and northern Chatham counties as well as inset maps of the University of North Carolina and downtown Hillsborough.