

### ENGAGING ELECTEDS (Summer)

**Estimated Attendance: 50**

This outdoor, summertime event will bring you face-to-face with our elected officials in a more casual setting. This gives our business owners/representatives an opportunity to network one-on-one and develop stronger relationships with our representatives at the local, State and federal levels.

**Investment Range:** \$750-\$1,250

**Sponsorship Options:** Co-Title, Supporting

### LEGISLATIVE BREAKFAST (August)

**Estimated Attendance: 150**

Legislative Breakfast gives Chamber members an opportunity to engage one-on-one with an assigned elected official at each table. Business leaders take the lead on discussing the issues affecting their business.

**Investment Range:** \$1,500-\$5,000

**Sponsorship Options:** Title, Supporting

### BUSINESS SUCCESS

Business Success events connect individuals and organizations to the solutions they need to excel via networking and professional development. Sponsorships give great visibility for businesses wanting to increase awareness about their products, services and brand.

### CONNECT OVER LUNCH (Monthly)

**Estimated Attendance: 40+**

The Chamber's Network Luncheons are popular networking events that take place on the second Thursday of each month at various locations throughout the community. The luncheons give small to medium size business members an opportunity to network, display literature, and give a brief introduction about their business.

**Investment Range:** \$375/each

**Sponsorship Options:** Title

### JOB & CAREER FAIRS (August & December)

**Estimated Attendance: 40 companies and 100-200 attendees**

Semi-annual Job and Career Fairs give employers in the region a chance to meet face-to-face with hundreds of job seekers.

**Investment Range:** \$1,000-\$2,000

**Sponsorship Options:** Title, Supporting

### NEW MEMBER RECEPTIONS (Twice a Year)

**Estimated Attendance: 50 - 100**

Our New Member Reception is a bi-annual event and gives Chamber businesses that joined our organization within the past 6-12 months an opportunity to network with Chamber staff, board members and other new members.

**Investment Range:** \$1,000/each

**Sponsorship Options:** Title

### SPEED NETWORKING FOR A CAUSE (March)

**Estimated Attendance: 50+**

Speed Networking for a Cause is a fast-paced, one-on-one event for business professionals and non-profits looking to make a connection for volunteers and board service.

**Investment Range:** \$250-\$500

**Sponsorship Options:** Co-title

### WOMEN'S CONFERENCE (June)

**Estimated Attendance: 100+**

Now entering its' third year, this full day event will continue to provide inspiring speakers and content as well as feature extraordinary women making a positive impact in their families, communities and businesses.

**Investment Range:** \$850-\$5,000

**Sponsorship Options:** Title, Keynote, Expo, Network Reception, Ice Breaker, Supporting, Breakout Sessions, Creative, Scholarship, Breakfast

### ADVERTISING

The Chamber offers digital advertising opportunities that can bring greater visibility to your organization.

#### CHAMBER NEWS EMAIL (Weekly)

**Estimated Reach: 2,600**

Chamber News is a weekly e-newsletter with chamber articles, announcements and upcoming events. Your sponsor banner ad will appear at the top of the email each Monday of the month with a direct link to your website.

**Investment Range:** \$200/month

**Ad Options:** Sponsor Banner Ad

#### MEMBER NEWS EMAIL (Bi-Monthly)

**Estimated Reach: 2,600**

Member News is a bi-monthly e-mail where members can pay to list an announcement or promote an upcoming event. In addition to paid announcements/advertising, there is also an opportunity to sponsor the monthly email which includes sponsor logo and banner ad at the top of the email for both weeks during the month with a direct link to your website.

**Investment Range:** \$25 each time (Advertiser); \$125/month (Monthly Sponsor)

**Sponsorship Options:** Advertiser, Sponsor

#### CHAMBER REPORT (Monthly Digital Newsletter)

**Circulation: print: 1,500 print / digital: - thousands**

The Chamber's monthly printed newsletter is distributed electronically to all Chamber members. In addition, a digital version is featured on the Chamber's website (home page carousel and news tab), as well as in an e-mail to the membership and posted on the Chamber's Facebook page once per month.

**Investment Range:** \$100-\$300

**Ad Options:** ¼ Page, ½ Page, Full Page ads with a direct link to your website



**GREATER  
BINGHAMTON  
CHAMBER OF COMMERCE**

# 2023 SPONSORSHIP OPPORTUNITIES



Leverage your Greater Binghamton Chamber membership to connect with other businesses and customers through a wide variety of sponsorship options.

**PREVIOUS YEAR SPONSORS WILL HAVE THE RIGHT OF FIRST RENEWAL FOR THE FOLLOWING YEAR  
CONTACT US TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES:**

Amy Shaw | [ashaw@greaterbinghamtonchamber.com](mailto:ashaw@greaterbinghamtonchamber.com) | 607.296.2111 | [greaterbinghamtonchamber.com](http://greaterbinghamtonchamber.com)

## SIGNATURE EVENTS & PROGRAMS

Sponsors of our Signature Events have the unique opportunity to generate increased awareness among audiences representing all industries and professions at the Chamber's high-profile events.

### ANNUAL DINNER (May)

**Estimated Attendance: 500+**

The Chamber's Annual Meeting and Dinner is a long-standing tradition that celebrates outstanding leaders in our business community and provides an evening of camaraderie and commemoration. We also present four awards during the event including: Civic Leader of the Year, Small Business Person of the Year, Entrepreneur of the Year and Chamber Volunteer of the Year. **Investment Range:** \$1,500-\$8,500  
**Sponsorship Options:** Presenting, Entertainment, Wine, Award Presentations

### BRIDGE RUN (May)

**Estimated Attendance: 1,500 Runners**

The Greater Binghamton Bridge Run is the largest premier running event in the Greater Binghamton area which includes a USATF certified half marathon and 5k races. **Investment Range:** \$200-\$10,000  
**Sponsorship Options:** Title, Gold Major, Bridge Sponsor, Silver Supporting, Half Marathon Relay, Kids Run & Family Fun Zone, Bronze Supporting, Volunteer/Road Marshal T-shirt, Runners Bag, Victory Village, Cowbell or Giveaway Item, Runner's Bib, Race Expo, Mile Marker, Water Station, Port a Potty, Pre Race Warm Up, Event, Beer, Water, Directional Arrows

### BUSINESS OF THE WEEK (Annual)

**Estimated Reach: Thousands**

The Chamber's Business of the Week is a year-round recognition program of Chamber member businesses and organizations. The randomly selected business receives a personal visit from Chamber representatives, photo opportunities, an announcement on the home page of the Chamber's website and Facebook page and is featured on News Channel 34. **Investment Range:** \$5,000  
**Sponsorship Options:** Title

### CHAMBER CLASSIC GOLF TOURNAMENT (June)

**Estimated Attendance: 180+ golfers**

Take to the greens to relax, connect, and enjoy the beautiful golf courses of the Greater Binghamton area! Come meet with other business professionals and friends to connect and network in our area.

**Investment Range:** \$1,500-\$6,000

**Sponsorship Options:** Tournament, Major, Beverage, Golf Cart, Snack Station, Putting Contest

### CLAMBAKE (July)

**Estimated Attendance: 200+**

A fun filled evening with your employees, co-workers, clients, friends, and spouses. The clambake festival features lively music, a traditional clambake (beer and wine included) and a chance to win exciting local products.

**Investment Range:** \$500-\$2,500

**Sponsorship Options:** Title, Supporting

### EXPERIENCE BING (Year Round)

**Estimated Reach: 100**

Experience Bing is a year-round talent attraction program that provides community tours for candidates looking to relocate to Broome County.

**Investment Range:** \$2,500-\$10,000

**Sponsorship Options:** Program

### PLACEMAKER'S "POP UP" PACKAGE (Throughout the Year)

**Estimated Attendance: 250-500**

The Greater Binghamton Chamber's office of Placemaking Initiatives, which was created in late 2022, will serve as a catalyst for improving public spaces to create opportunities to gather, connect and beautify the Greater Binghamton area. 2023 will focus on "activating" public spaces in our downtown areas using the Power of 10. The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet.

Your business can be the Title Sponsor of a positive community gathering to help improve the vibrancy of the region's public spaces and we will do all the planning and manage it! Placemaking is not only to improve the community and increase the use of public spaces but to also help retain and attract talent in the area through positive activities. Your business will be recognized as a Greater Binghamton Placemaker! Customizable activities, choice of a public space, and a target of ten positive elements to each "Pop Up".

**Investment Range:** \$3,000 - \$4,000

### THANKSGIVING LUNCHEON (November)

**Estimated Attendance: 600+**

The Chamber's Annual Thanksgiving Luncheon is a long standing tradition where we give thanks for the positive events that have occurred throughout the year. This sold-out event recognizes area service clubs, visiting international students and new senior management executives.

**Investment Range:** \$2,000-\$7,000

**Sponsorship Options:** Title, Event, Supporting

### WINE TASTING (October)

**Estimated Attendance: 250**

The October Wine Tasting is a popular annual event showcasing the area's wine distributors, craft breweries and distilleries. Attendees have the opportunity to sample delicious offerings from area restaurants and caterers. This is a great evening of beverages, food, music and networking!

**Investment Range:** \$1,500-\$4,000

**Sponsorship Options:** Champagne, Vintage, Merlot, Brew, Event, Entertainment



## YOUNG PROFESSIONAL AND DIVERSITY, EQUITY & INCLUSION (DEI) PROGRAMS AND EVENTS

Sponsors of our Chamber's young professional and diversity, equity and inclusion programs are committed to strengthening their talent pipelines and ensuring a skilled, diverse, local workforce.

### DEI CHAMPION SPONSOR PACKAGE (Year Round)

**Estimated Attendance: 200+**

If diversity, equity and inclusion is a primary focus of your organization, we designed a customized sponsorship package which includes participation and recognition in all of our DEI programming with add-on sponsorship packages available for the DEI Conference.

**Investment Range:** \$5,000

**Sponsorship Options:** DEI Champion Sponsor

### DIVERSITY DIALOGUES (January to April)

**Estimated Attendance: 25-30**

Are you or your organization in the beginning stages of your DEI Journey? If so, our six 1-hour Diversity Dialogues are perfect for you. These facilitated discussions will encourage businesses to start their own DEI initiatives without fear of judgement and to enhance their workforce and business success. These sessions will be offered in-person and each focus on a new topic related to DEI.

**Investment Range:** \$500/each

**Sponsorship Options:** Session Sponsor

### DIVERSITY, EQUITY & INCLUSION HALF DAY CONFERENCE (September)

**Estimated Attendance: 100+**

A half-day conference focused on Diversity, Equity and Inclusion will take an in-depth look into what a more inclusive community can mean for economic development and beyond. This event will equip you with the tools to take action and make an impact in transforming your workplace and community.

**Investment Range:** \$750-\$3,500

**Sponsorship Options:** Presenting, Keynote, Lunch, Inclusion Partner, Supporting, Breakout Sessions, Scholarship, Print, Creative, Media

### HYPE AWARDS (July)

**Estimated Attendance: 200+**

The HYPE awards recognize young professionals in our community who are making their mark. We celebrate their achievements and recognize companies who are investing in the future leaders of Greater Binghamton.

**Investment Range:** \$500-\$5,000

**Sponsorship Options:** Presenting, Diamond, Gold, Silver, Supporting

### YP MENTORSHIP PROGRAM (March to October)

**Estimated Attendance: 20 (10 mentors; 10 mentees)**

Our newly launched YP Mentorship Program is designed to empower young professionals with the skills they need to actualize their personal and professional goals. The program will pair YP's with a mentor and include monthly workshops, community project, individual development plans and a public presentation.

**Investment Range:** \$500-\$1,000

**Sponsorship Options:** Presenting, Supporting

### YOUNG PROFESSIONAL (YP) SUMMIT (October)

**Estimated Attendance: 250+**

The Greater Binghamton Chamber collaborates with the area's three young professional organizations: Southern Tier Young Professionals, United Way Emerging Leaders Society, and the Broome County Urban League Young Professionals to present our annual Young Professional Summit. The all-day event is filled with break-out sessions focused on individual and professional development, networking and professional head shots.

**Investment Range:** \$750-\$10,000

**Sponsorship Options:** Presenting, Scholarship, Student Scholarship, Networking, Charging Station, Event Experience, Keynote, Engagement, Wellness, Coffee Break, Afternoon Energy, Professional Headshot and Sessions

## FUTURE TALENT INITIATIVES: K-12

### GBEOP

The Greater Binghamton Education Outreach Program (GBEOP) is focused on solving workforce shortages by strengthening the talent pipeline from our K-12 schools to businesses. GBEOP is the 501(c)3 subsidiary of the Greater Binghamton Chamber of Commerce. Some of GBEOP's signature programs include:

- **SPARK:** A career exploration event for 8th graders in the Broome County Region
- **Launch Pad, The Greater Binghamton Startup Challenge:** A free, semester long, program that gives high school students the opportunity to develop innovative business ideas and compete for scholarship prizes. Students create an idea, develop, and write a business plan and present that idea to a panel of industry and community professionals.
- **Career Fairs:** Opportunity to present job options at your company for students after they graduate and families of students during curriculum nights at various school districts.

**Investment Range:** \$1,000-\$7,500

**Investment Options:** Gold, Silver, Bronze, Program

**Sponsorship Options:** General Support, Website Sponsorship, SPARK Career Expo Sponsorship, Job and Career Fair Sponsorship, Newsletter Ads, Junior Achievement Sponsorship

## ADVOCACY/COMMUNITY IMPACT

Sponsors of our Chamber's advocacy and community impact work help support our efforts to advocate for business friendly policy at the local and state levels.

### COMMUNITY BUILDING SERIES (January, Spring and Fall)

**Estimated Attendance: 50+**

Our three-part Community Building Series will highlight key topic areas that can position our community for future growth. January will focus on infrastructure and how it shapes the economic health of our community. Hear more about these initiatives, where they are going in 2023 and how their development could present new opportunities for other local businesses.

**Investment Range:** \$2,500

**Sponsorship Options:** Title

### ECONOMIC FORECAST & BUILDING BC AWARDS (February)

**Estimated Attendance: 250+**

The Economic Forecast provides up-to-date and essential information of industry trends for the current year. Businesses gain a better understanding on what the economic climate will look like for the Southern Tier. Building BC awards recognize the innovation and growth of our community via four awards.

**Investment Range:** \$1,500-\$6,000

**Sponsorship Options:** Presenting, Supporting