

# Sponsorship & Advertising Opportunities GUIDE

Build your brand with us.



# SIGNATURE EVENTS — BUILDING BERKS

## Premier Sponsorship \$10,000 | 1 AVAILABLE

- ♦ Keynote Welcome Address
- ♦ 10 tickets to event
- ♦ Company pull-up banner on display at event
- ♦ Display table at expo
- ♦ Company logo prominently displayed in the “Thank You to Sponsor” presentation
- ♦ Full-page color ad in program journal
- ♦ Recognition as Premier Sponsor in program journal
- ♦ Recognition in all pre- and post-event Chamber publications, website, and social media

## Title Sponsorship \$5,000 | UNLIMITED

- ♦ 10 tickets to event
- ♦ Company pull-up banner on display at event
- ♦ Display table at expo
- ♦ Company logo prominently displayed in the “Thank You to Sponsor” presentation
- ♦ Full-page color ad in program journal
- ♦ Recognition as Title Sponsor in program journal
- ♦ Recognition in all pre- and post-event Chamber publications, website, and social media

## Platinum Sponsorship \$2,500 | UNLIMITED

- ♦ 6 tickets to event
- ♦ Display table at expo
- ♦ Company logo prominently displayed in the “Thank You to Sponsor” presentation
- ♦ Full-page color ad in program journal
- ♦ Recognition as Platinum Sponsor in program journal
- ♦ Recognition in all pre- and post-event Chamber publications, website, and social media

## Gold Sponsorship \$1,000 | UNLIMITED

- ♦ 4 tickets to event
- ♦ Company logo displayed in the “Thank You to Sponsor” presentation
- ♦ Half-page color ad in program journal
- ♦ Recognition as Gold Sponsor in program journal
- ♦ Recognition in all pre- and post-event Chamber publications, website, and social media



## BUILDING BERKS AWARDS & TRADE EXPO

**About Building Berks:** GRCA's Annual Building Berks Awards & Expo celebrates the economic growth, which is a result of the construction and development activity in Berks County. Attendees are a cross-section of real estate, construction, design, engineering and finance professionals.

## Bronze Sponsorship \$500 | UNLIMITED

- ♦ 2 tickets to event
- ♦ Company logo displayed in the “Thank You to Sponsor” presentation
- ♦ 3.5" x 2" color ad in the program journal

# SIGNATURE EVENTS — THE DINNER



## THE DINNER

### Title Sponsorship

**\$15,000 | LIMITED AVAILABILITY (Non-Compete)**

- ♦ 20 tickets to event with VIP seating
- ♦ 20 tickets to VIP reception
- ♦ Group photo taken with speaker at VIP reception
- ♦ Company representation in opening video
- ♦ Company logo prominently displayed in “Thank you to sponsor” presentation
- ♦ Company logo on invitation and prominently displayed on signage at the venue
- ♦ Full-page ad in program book as well as Recognition in program book as Title sponsor
- ♦ Recognition in all Chamber initiated advertising, media and press releases
- ♦ Pre-event publicity through Chamber publications, website and social media

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### Platinum Sponsorship

**\$10,000 | LIMITED AVAILABILITY (Non-Compete)**

- ♦ 20 tickets to event with VIP seating
- ♦ 20 tickets to VIP reception
- ♦ Group photo taken with speaker at VIP reception
- ♦ Company logo prominently displayed in “Thank you to sponsor” presentation
- ♦ Company logo on invitation and prominently displayed on signage at the venue
- ♦ Full-page ad in program book and recognition in program book as Platinum sponsor
- ♦ Recognition in all Chamber initiated advertising, media and press releases
- ♦ Pre-event publicity through Chamber publications, website and social media

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### Gold Sponsorship

**\$7,500 | LIMITED AVAILABILITY**

- ♦ 16 tickets to event with preferred seating
- ♦ 16 tickets to VIP reception
- ♦ Group photo taken with speaker at VIP reception
- ♦ Company name prominently displayed in “Thank you to sponsor” presentation
- ♦ Company name on invitation and Company logo displayed on signage at the venue
- ♦ Full-page ad in program book and Recognition in program book as Gold sponsor
- ♦ Recognition in all Chamber initiated advertising, media and press releases
- ♦ Pre-event publicity through Chamber publications, website and social media



# SIGNATURE EVENTS — THE DINNER

## Silver Sponsorship \$5,500 | LIMITED AVAILABILITY

- ♦ 10 tickets to event with preferred seating
- ♦ 10 tickets to VIP reception
- ♦ Group photo taken with speaker at VIP reception
- ♦ Company logo prominently displayed in “Thank you to sponsor” presentation
- ♦ Company logo prominently displayed at the venue
- ♦ Half-page ad in program book and Recognition in program book as Silver sponsor
- ♦ Recognition in all Chamber initiated advertising, media and press releases
- ♦ Pre-event publicity through Chamber publications, website and social media



## Bronze Sponsorship \$2,600 | UNLIMITED

- ♦ 10 tickets to event with reserved seating
- ♦ Company name prominently displayed in “Thank you to sponsor” presentation
- ♦ Recognition in program book as Bronze sponsor

## Table Patron Sponsorship \$1,650 | UNLIMITED

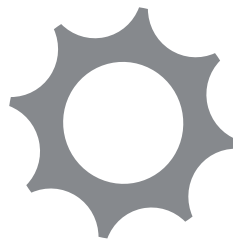
- ♦ 10 tickets to event with reserved seating and Recognition in program book

## Berks Benefactor Sponsorship \$1,000 | UNLIMITED

- ♦ 2 tickets to event donated in your name to deserving start-up entrepreneurs
- ♦ Recognition in program book as a Berks Benefactor
- ♦ Company name displayed in “Thank you to sponsor” presentation
- ♦ Post-event eblast to highlight your company as Berks Benefactor

**About The Dinner:** The Dinner is GRCA'S marquee event of the year. The celebratory evening features a nationally recognized speaker, GRCA awards, and an opportunity to network with a sell-out crowd of 1,000 community business leaders and professionals.

Each year we honor the Greater Reading Top Businesses, the Entrepreneurial Excellence awards, and Albert Boscov Memorial Economic Development Award winners. Attendees are professionals from sole proprietors to CEOs of Fortune 500 companies and leaders in the non-profit sector. Major employers are title investors with business winners and those looking to connect rounding out as patron sponsors.





# SIGNATURE EVENTS — TASTE OF BERKS



## TASTE OF BERKS

**About Taste of Berks:** *The GRCA's most delicious Signature Event, Taste of Berks is open to both the public and GRCA members. Your marketing investment reaches more than 700 community members and business leaders PLUS garners pre-event publicity.*

*A relaxed, fun atmosphere celebrating the best food and service from our GRCA member restaurants, vendors, caterers, agriculture, and food manufacturers – what's not to love?! Escape winter "cabin fever" and make your company visible through sponsorship.*

### Major Sponsor

**\$10,000 EXCLUSIVE or 2 Co-Sponsors  
at \$5,000 ea. (non-compete)**

- ♦ 20 tickets to the event \$10k / 10 tickets to the event \$5k
- ♦ Company logo on announcement(s)
- ♦ Pre-event publicity through chamber publications, website and social media
- ♦ Company logo displayed on signage through the event
- ♦ Opportunity for company representative to compete or judge in competitive element TBD
- ♦ Opportunity to have a display table with your promotional products

### Supporting Sponsor

**\$1,500 | 5 AVAILABLE**

- ♦ 6 tickets to the event
- ♦ Company logo on announcement(s)
- ♦ Pre-event publicity through chamber publications, website and social
- ♦ Company logo displayed on signage through the event
- ♦ Opportunity to have a display table with your promotional products

### Branded Bottled Water Sponsor

**\$1,350 | 1 AVAILABLE**

- ♦ 4 tickets to the event
- ♦ Bottled Water branded with your logo distributed to the vendor teams during set up, tear down, and during the event courtesy of your company
- ♦ Opportunity to have a display table with your promotional products

# SIGNATURE EVENTS — TASTE OF BERKS

## Photo Sponsor \$1,200 | 1 AVAILABLE

- ♦ 4 tickets to the event
- ♦ Your logo on free photos distributed to attendees
- ♦ Option to have your mascot (if applicable) or branded props in photo
- ♦ Pre-event publicity through website
- ♦ Opportunity to have a display table with your promotional products

## Live Music Sponsor \$750 2 AVAILABLE (non-compete) OR \$1500 EXCLUSIVE

- ♦ 6 tickets at \$1,500 / 3 tickets to the event at \$750
- ♦ Company name and logo on sign next to performance area
- ♦ Announcements by musical act recognizing sponsor company

## Caricaturist Spot Sponsor \$750 | 4 AVAILABLE

- ♦ 2 tickets to the event
- ♦ Company name/logo on sign next to artist's area providing free caricatures of attendees



# SIGNATURE EVENTS — ANNUAL PICNIC

**Major Sponsor**  
**\$10,000 EXCLUSIVE**  
**or 2 Co-Sponsors at \$5,000 ea. (non-compete)**



- ♦ Company logo on picnic tickets
- ♦ Company logo on concourse and stadium TVs and onfield videoboard
- ♦ 25 tickets to the picnic (\$10,000 level) or 15 tickets to the picnic (\$5,000 level)
- ♦ Pre-event publicity through Chamber publications, website and social media
- ♦ 15-second company commercial over PA system during homerun derby
- ♦ Opportunity to have display table at event for your promotional materials
- ♦ Two homerun derby participants
- ♦ 15 (at \$5,000) or 25 (at \$10,000) homerun derby t-shirts for your company attendees

## CHAMBER ANNUAL PICNIC

**About the Annual Picnic:** A Berks County tradition, the GRCA's Annual Picnic is the last blast of summer! You'll enjoy meeting new business contacts and seeing old friends in a fun atmosphere. This event receives significant media coverage. Typical attendance is 750 business members from a wide variety of industries, giving you access to a diverse mix of people that you won't find at any other GRCA event.

**Supporting Sponsor**  
**\$2,000 | 7 AVAILABLE**

- ♦ Company logo on picnic tickets
- ♦ Company logo on concourse, stadium TVs and outfield video board
- ♦ 10 tickets to the picnic
- ♦ Pre-event publicity through Chamber publications, website and social media
- ♦ Opportunity to have display table at event for your promotional materials at event
- ♦ Company recognition at event
- ♦ One homerun derby participant
- ♦ 10 homerun derby t-shirts for your company attendees



# SIGNATURE EVENTS — ANNUAL PICNIC

## **Ticket Sponsor** **\$1,000 | 1 AVAILABLE**

- ◆ Company name and logo on all picnic tickets
- ◆ Pre-event publicity through Chamber publications, website and social media
- ◆ Company recognition at event
- ◆ 4 tickets to the picnic
- ◆ 1 homerun derby participant

## **Live Music Sponsor** **\$750 | 1 AVAILABLE**

- ◆ Company name and logo on sign next to live music
- ◆ 4 announcements by live music act recognizing sponsor
- ◆ 4 tickets to the picnic
- ◆ 1 homerun derby participant

## **Homerun Derby T-Shirt Sponsor** **\$750 | 2 AVAILABLE (Non-Compete)**

- ◆ Company name and logo on homerun derby t-shirts
- ◆ Pre-event publicity through Chamber publications, website and social media
- ◆ Company recognition at event
- ◆ 4 tickets to the picnic
- ◆ 1 homerun derby participant

## **Stadium Sponsor** **\$350 | UNLIMITED AVAILABLE**

- ◆ Company logo looped on concourse, stadium TVs and outfield video board
- ◆ 2 tickets to the picnic

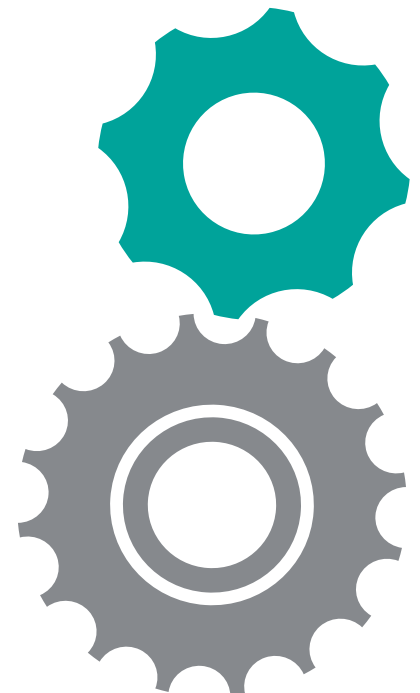
## **Company Ticket Bundles — Make the Chamber picnic YOUR company picnic!**

### **\$390 | UNLIMITED AVAILABLE**

- ◆ Includes 10 tickets to the picnic

### **\$775 | UNLIMITED AVAILABLE**

- ◆ Includes 20 tickets to the picnic
- ◆ 1 homerun derby participant



## OTHER EVENTS — Breakfast4Success

### About Breakfast4Success:

*Breakfast4Success is held two times per year. All of the traditions you know and love about Chamber Breakfast – announcements about opportunities through the Chamber, recognition of new and long-standing members, and time to network! But most importantly, breakfast presentations are topic-focused on growth. Successful, area business leaders and professional speakers will teach you how to develop your skills to achieve your goals both professionally and personally.*

*Attendees are small business owners, sales team members from large and small companies and middle management looking to learn and connect.*



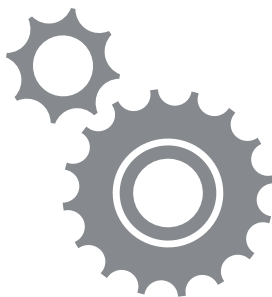
### Series Sponsorship \$2,000 | UNLIMITED AVAILABLE

- ♦ Recognition as Breakfast4Success series sponsor
- ♦ Pre-event publicity through Chamber publications, website and social media
- ♦ Opportunity to have a display table with promotional items
- ♦ Opportunity to introduce the keynote speaker at each breakfast
- ♦ 6 tickets to breakfast

## Networking @ Night

### Host Sponsorship \$500 | 1 PER MONTH

- ♦ Pre-event publicity through Chamber publications, website and social media
- ♦ Opportunity to showcase your location to GRCA members
- ♦ Guests greeted by GRCA staff so you can enjoy your event



**About Networking@Night:** GRCA's premier networking event exclusively open to GRCA members to attend. Limited to one evening per month to avoid oversaturation, this event allows you to host an event at the site of your choosing — new branch, expansions, facility tours, etc.

*The GRCA manages advance publicity and captures RSVPs lessening your load. Average attendance is 30 to 40 diehard networkers typically in sales or junior executive positions.*

# SMALL BUSINESS — Multiple events

## TITLE SPONSOR \$10,000 | EXCLUSIVE

- ♦ 1 Seat on our Small Business Committee
- ♦ Large logo on our small business page within the GRCA website
- ♦ Large company name/logo on all e-blasts, invitations, printed marketing material, & pull up banner
- ♦ Mention in all press releases
- ♦ Podium recognition at all Coffee & Convos (11) and Wednesday Diversity Mixers (12)
- ♦ 4 Spotlight articles in our *Commerce Quarterly Magazine's* Small Business report
- ♦ Ability to provide educational or promotional materials at both functions
- ♦ Opportunity to host one Wednesday Diversity Mixer in 2020 with a vendor space
- ♦ Opportunity to facilitate one of eleven Coffee & Convos workshops in 2020
- ♦ Social media live interview with our Small Business Outreach Coordinator
- ♦ Small Business Saturday table at the Shop Small Hub



## Platinum Sponsorship \$5,000 | UNLIMITED

- ♦ 1 Seat on our Small Business Committee
- ♦ Mid-sized Logo on our small business page within the GRCA website
- ♦ Mid-sized logo on e-blasts, printed material, & pull up banner
- ♦ 1 spotlight article in our *Commerce Quarterly Magazine's* Small Business Report
- ♦ Host one Wednesday Diversity Mixer in 2020

## Gold Sponsorship \$2,500 | UNLIMITED

- ♦ Small logo on our small business page within the GRCA website
- ♦ Small company name/logo on printed marketing material & pull up banner
- ♦ Opportunity to host one Wednesday Diversity Mixer in 2019

## Wednesday Diversity Mixer Host \$1,000 | 1 PER EVENT

- ♦ Host one Wednesday Diversity Mixer
- ♦ Catering included

*GRCA's small business department has become a vital resource to Berks County entrepreneurs. Whether it was a referral to a resource partner, technical assistance, or capital access, we have supported more than 100 Berks County businesses in the last two years. About 80% of the entrepreneurs are minority-owned businesses. While 73% of those businesses are located within the city of Reading.*

**About Coffee & Convos:** Coffee & Convos is a free monthly workshop for any (member or non-member) business that is interested in learning more about specific topics that will help their business grow. We hosted topics such as customer service, accounting, HR, website maintenance, social media marketing, and much more. This training is very important to our small business community because it is accessible and has no cost to participate.

**About Wednesday Diversity Mixers:** Wednesday Diversity Mixers have become our signature networking event. The mixer connects local small business owners to the community and potential customers at no cost. It also allows us to showcase a local business by holding the event at a different location every month. Our diversity mixers attract an average of 75 -100 guests per month.



# PENN STREET MARKET

## Title Presenting Sponsor \$10,000 | EXCLUSIVE

- ♦ Name and logo in full color added to event title as presenting sponsor on all marketing materials –print and digital
- ♦ Pre-event and in-season publicity through GRCA and Penn Street Market publications, website, and social media
- ♦ Name and logo recognition on Penn Street Market website and weekly, in-season email blasts
- ♦ Social media recognition throughout the season on Penn Street Market Facebook, Instagram, and Twitter
- ♦ Weekly recognition during the Main Stage market announcements made twice in English and Spanish
- ♦ Logo displayed in full color on signage throughout the Market season
- ♦ Opportunity to have a display table (10' x 10') weekly throughout the 13-week season



## Harvest Sponsor \$5,000 | 2 AVAILABLE (Non-Compete)

- ♦ Logo in full color on all marketing materials –print and digital
- ♦ Logo recognition on Penn Street Market website and weekly, in-season email blasts
- ♦ Social media recognition throughout the season on Penn Street Market Facebook, Instagram, and Twitter
- ♦ Weekly recognition during the Main Stage market announcements made twice in English and Spanish
- ♦ Logo displayed in full color on signage throughout the Market season

### About The Penn Street Market: The

*Penn Street Market is an open-air, seasonal farmers market in the heart of downtown Reading, PA. The Market features local farm produce, fresh meats, baked goods, locally owned restaurants and food trucks, and more!*

*The GRCA and the Market Team are committed to hosting a variety of family and nutritional programs in partnership with The Food Trust, featuring local musicians, kids crafts, and highlighting community resources every Thursday from June to September.*

*On average, more than 400 people attend the Market every time, and 86% of them live and/or work in the city.*



# PENN STREET MARKET



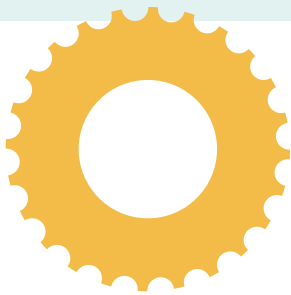
- ♦ Opportunity to have a display table (10' x 10') weekly throughout the 13-week season

## Growth Sponsor \$2,500 | 4 AVAILABLE (Non-Compete)

- ♦ Logo recognition on Penn Street Market website and weekly, in-season email blasts
- ♦ Social media recognition throughout the season on Penn Street Market Facebook, Instagram, and Twitter
- ♦ Weekly recognition during the Main Stage market announcements made twice in English and Spanish
- ♦ Logo displayed in black and white on signage

### The Penn Street Market goals

- ♦ *Promote access to healthy and locally sourced food in the City of Reading.*
- ♦ *Cultivate a thriving seasonal event through free entertainment, education, and community programming to engage all community members.*
- ♦ *Contribute to downtown Reading revitalization by transforming Penn Square at 5th and Penn Streets into a vibrant destination on a weekly basis.*



throughout the Market season

- ♦ Opportunity to have a display table (10' x 10') up to 8 times throughout the 13-week season

## Root Sponsor \$1,000 | 6 AVAILABLE (Non-Compete)

- ♦ Logo recognition on Penn Street Market website
- ♦ Social media recognition on Penn Street Market Facebook, Instagram, and Twitter
- ♦ Logo displayed in black and white on signage throughout the Market season
- ♦ Opportunity to have a display table (10' x 10') up to 6 times throughout the 13-week season

## Seedling Sponsor \$500 | UNLIMITED

- ♦ Logo recognition on Penn Street Market website
- ♦ Social media recognition on Penn Street Market Facebook, Instagram, and Twitter

# WOMEN2WOMEN

## Partnerships that shape success

**About Women2Women:** Women2Women, a special program of GRCA is Greater Reading's premier resource for professional women in business, healthcare, education, non-profit, government and the arts. The organization was launched by GRCA in the Fall 2011.

women2women

GROW • CONNECT • LEAD

Women2Women encourages women to create connections, gain knowledge, open doors, build strategic alliances and much more. Our mission is to develop more women leaders in Berks County by providing a forum where women from diverse backgrounds can learn, share ideas and mentor each other. Membership is free to all who support women.

Women2Women has attracted much recognition and support in our community becoming the women's organization to educate, empower and grow more women leaders in Berks County.

**In 2020, Women2Women will be celebrating its 10th anniversary. To date, Women2Women has:**

- ♦ 6,500+ members receiving monthly e-newsletters
- ♦ 4000+ active social media followers across Facebook, Instagram & Twitter
- ♦ Six years of De Mujer a Mujer programming, the W2W Latina Initiative, bringing monthly inspirational & developmental events to Latina women in Berks (40-80 attending monthly)
- ♦ A record number of attendees at our events (130-200 attending monthly)
- ♦ 350+ women attending our all-day women's Conference + Expo

## Title Sponsor

**\$10,000(Non-Compete) | 1 AVAILABLE**

- ♦ Seat on W2W Council
- ♦ Logo on website (berkswomen2women.com)
- ♦ Company name and/or logo on all electronic & print messaging, press releases & W2W magazine
- ♦ Podium recognition at all W2W events and programs
- ♦ Logo on all program agendas
- ♦ Spotlight in W2W E-Newsletter + Website
- ♦ Ad in W2W E-Newsletter + Website
- ♦ Opportunity to introduce select presenters & ability to provide educational or promotional materials at all functions
- ♦ 10 Tickets to monthly W2W & De Mujer a Mujer programs
- ♦ 10 Tickets to fall signature event Evening of Empowerment + 4 VIP Tickets (Meet the Speaker)
- ♦ 5 Tickets to W2W Conference + Expo
- ♦ Discounted event tickets
- ♦ Preferred consideration will be given to all Investors relative to either contributing to Women2Women magazine or an invitation to present as a subject matter expert in the capacity of workshops or seminars. This does not guarantee either, but consideration will be extended where appropriate.





# WOMEN2WOMEN

**Platinum Sponsor**  
**\$5,000 | UNLIMITED**



- ♦ Logo on website (berkswomen2women.com)
- ♦ Company name and/or logo on all electronic & print messaging, press releases & W2W magazine
- ♦ Podium recognition at all W2W events and programs
- ♦ Logo on all program agendas
- ♦ Spotlight in W2W E-Newsletter + Website
- ♦ Ad in W2W E-Newsletter + Website
- ♦ Opportunity to introduce select presenters & ability to provide educational or promotional materials at all functions



- ♦ 6 Tickets to monthly W2W & De Mujer a Mujer programs
- ♦ 6 Tickets to fall signature event Evening of Empowerment + 2 VIP Tickets (Meet the Speaker)
- ♦ 3 Tickets to W2W Conference + Expo
- ♦ Preferred consideration will be given to all Investors relative to either contributing to Women2Women magazine or an invitation to present as a subject matter expert in the capacity of workshops or seminars. This does not guarantee either, but consideration will be extended where appropriate.

# WOMEN2WOMEN

## Gold Sponsor \$2,500 | UNLIMITED

- ♦ Logo on website (berkswomen2women.com)
- ♦ Company name and/or logo on all electronic & print messaging, press releases & W2W magazine
- ♦ Podium recognition at all W2W events and programs
- ♦ Logo on all program agendas
- ♦ 3 Tickets to each W2W program including Fall Signature Event (10% off additional tickets)
- ♦ 2 Tickets to W2W Conference + Expo (Berks County's premier professional development conference for women including nationally recognized speakers & sessions)
- ♦ Listed in W2W Magazine
- ♦ Preferred consideration will be given to all Investors relative to either contributing to Women2Women magazine or an invitation to present as a subject matter expert in the capacity of workshops or seminars. This does not guarantee either, but consideration will be extended where appropriate.

## Develop Our Emerging Talent Pools

Purchase a bundle of tickets (10 for \$250 or 20 for \$500) to be strategically distributed to our De Mujer a Mujer attendees or college students to aid in the GRCA's initiative to attract, retain and engage our current and emerging talent pools.

### Why?

- ♦ Within the City of Reading 63% of the population is Hispanic and all are joining or have joined the workforce.
- ♦ Developing these women leaders within our community is vital.
- ♦ De Mujer a Mujer meets monthly. Your investment will ensure women from our Latina community are able to attend W2W events at no charge (tickets normally \$25 each). Surveys show the price of admission is one of the deterrents for these women's attendance.
- ♦ "American women are outpacing men in higher education 4:1, so there's a huge talent pool emerging that will make a massive change in the performance of our economy." –Laura Youngkin, The Brave Millennial
- ♦ Your investment will ensure college-aged women across Berks colleges are able to attend W2W events at no charge, offering them real life skills and preparation for the working world (tickets normally \$25 each).





# FAMILY BUSINESS ALLIANCE (FBA)

## Primary Sponsor \$10,000 | 1 AVAILABLE



**About FBA:** Approximately 80-90% of businesses in the United States are family-owned and operated and Berks County is no exception! In addition to working in an ever-changing business climate, family-owned companies face a host of unique challenges that often complicate the day-to-day running of the business. Berks Family Business Alliance was created to address these pressing issues, help businesses find solutions to the complex, unique issues that families working together often struggle to overcome.

FBA events garner anywhere from 50 to 125 professionals, most of whom own or work for a family business.

- ♦ Two seats on Berks FBA Council
- ♦ 10 Tickets to Fall Forum & Spring Symposium
- ♦ 8 Tickets to each FBA Workshop
- ♦ 8 Subject Matter Experts listed on the FBA website and our annual promotional materials for FBA - the ideal mechanism to have businesses become more familiar with your team members and their expertise.
- ♦ Opportunity to have a booth or exhibit table at Fall Forum & Summer Symposium
- ♦ Ability to present at major events or workshops throughout the year
- ♦ Logo on all marketing and promotional materials for Berks FBA – including banner (displayed at all functions), FBA website, invitations, and all external advertising
- ♦ Recognition in Chamber Magazine, *Commerce Quarterly*, when Berks FBA is featured

## Major Sponsors \$5,000 | Unlimited with Exclusivity

- ♦ Two seats on Berks FBA Council
- ♦ 6 Tickets to Fall Forum & Spring Symposium
- ♦ 6 Tickets to each FBA Workshop
- ♦ 6 Subject Matter Experts listed on the FBA website and our annual promotional materials for FBA — the ideal mechanism to have businesses become more familiar with your team members and their expertise.
- ♦ Opportunity to have a booth or exhibit table at Fall Forum & Summer Symposium
- ♦ Ability to present at major events or workshops throughout the year
- ♦ Logo on all marketing and promotional materials for Berks FBA – including banner (displayed at all functions), FBA website, invitations, and all external advertising
- ♦ Recognition in Chamber Magazine, *Commerce Quarterly*, when Berks FBA is featured



# FAMILY BUSINESS ALLIANCE (FBA)

## Signature Event Sponsor \$5,000 | 1 AVAILABLE

- ♦ One seat on Berks FBA Council
- ♦ 6 Tickets to Fall Forum & Spring Symposium
- ♦ 6 Tickets to each FBA Workshop
- ♦ 5 Subject Matter Experts listed on the FBA website and our annual promotional materials for FBA - the ideal mechanism to have businesses become more familiar with your team members and their expertise.
- ♦ Ability to introduce Fall Forum & Spring Symposium speakers
- ♦ Opportunity to have a booth or exhibit table at Fall Forum & Summer Symposium
- ♦ Logo on all marketing and promotional materials for Berks FBA – including banner (displayed at all functions), FBA website, invitations, and all external advertising
- ♦ Recognition in Chamber Magazine, *Commerce Quarterly*, when Berks FBA is featured

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## Program Sponsors \$2,500 | UNLIMITED

- ♦ 4 Tickets to Fall Forum & Spring Symposium
- ♦ 4 Tickets to each FBA Workshop
- ♦ 4 Subject Matter Experts listed on the FBA website and our annual promotional materials for FBA - the ideal mechanism to have businesses become more familiar with your team members and their expertise.
- ♦ Opportunity to have a booth or exhibit table at Fall Forum & Summer Symposium
- ♦ Logo on all marketing and promotional materials for Berks FBA – including banner (displayed at all functions), FBA website, invitations, and all external advertising
- ♦ Recognition in Chamber Magazine, *Commerce Quarterly*, when Berks FBA is featured

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## Family Champion Sponsors \$1,000 | UNLIMITED

- ♦ 4 Tickets to Fall Forum
- ♦ Opportunity to attend all workshops, lectures, and networking receptions
- ♦ Logo on all marketing and promotional materials for Berks FBA – including banner (displayed at all functions), FBA website, invitations, and all external advertising
- ♦ Recognition in Chamber Magazine, *Commerce Quarterly*, when Berks FBA is featured



# WORKFORCE DEVELOPMENT — Career Prep



GRCA partners annually with Reading High School to offer their sophomores, juniors + seniors an opportunity to learn more about local work and career opportunities, the requirements to enter the workforce, and the skillsets, credentials and degrees that will lead them to success.

Mr. Eric Turman, Reading High Principal, wants every one of his seniors to leave school in June with a specific plan. Many will be entering the work world – either full time or while also pursuing post-secondary education. He wants them to be prepared to interview and to understand employer expectations. He also wants them to aspire to a career, not just a job, and to appreciate the difference. For sophomores + juniors, our efforts are all about preparing students sooner, and giving them choices along the way.

**About Workforce Development:** GRCA recognizes that our future business leaders and entrepreneurs are learning in the classroom right now. The guidance and tools they receive in school can have a huge impact on their futures. We believe it is important for the business community to connect with educators and students to make a difference through real-world experiences. We have established workforce pipeline programming that engages volunteers from the business community who are enthusiastic about making a difference, and enjoy guiding our youth into meaningful career pathways.

As a sponsor, your commitment will support our efforts to develop a skilled pipeline of talent, partnering with our local schools, colleges and other community organizations seeking to improve our region's education attainment level, and talent retention efforts. GRCA recognizes the benefit of investing in the future leaders of our community as a way to build economic and community vitality.



A Career Prep Student Workshop is held in the fall/ winter, utilizing volunteers from the business community to provide seniors with insights on job hunting, resume content, successful interview behavior, traits of a good employee, understanding salary and benefits and what it takes to be successful and to advance. The Career Prep Fair is then held in the spring with both businesses and post-secondary educational institutions participating, as well as social services organizations. Companies explain what types of skills set they are seeking in their hiring process, the different career opportunities available, as well as the education requirements and job application process. Post-secondary education institutions and social services organizations will also be present to address students' career paths and help to guide them along their journey and plan for next steps.

## Career Prep Sponsor \$1,500 | Multiple Available

- ♦ Recognition on our website including targeted Workforce Development page
- ♦ Logo and/or company name included on all Career Prep electronic + print messaging for programs, correspondence, social media, and media releases;
- ♦ Feature in Commerce Quarterly publication with a reach of 20,000+
- ♦ Opportunity to welcome Career Prep Workshop and Career Prep Fair volunteers, educators and students.

*\* This program is eligible as an Educational Improvement Tax Credit (EITC) Program. See more information at the end of this document.*

# WORKFORCE DEVELOPMENT —

## Young Leadership Conference



### Title Sponsor \$10,000 | 1 AVAILABLE

- ♦ Opportunity to welcome participants to Young Leadership Conference
- ♦ Your company logo on all marketing materials distributed to school administrators, students, parents, volunteers and supporters
- ♦ Table set-up day of the event in high-trafficked area;
- ♦ Opportunity to present a session during the day's scheduled program
- ♦ Your company logo prominently displayed at the conference venue day-of event, in program booklet, handouts, etc.
- ♦ Recognition of your support of the event in Chamber marketing materials related to the Conferences, including:
  - Chamber e-newsletter, social media, electronic marketing
  - Your logo on our websites including special Workforce Development page
  - Featured in *Commerce Quarterly*, with a readership of 20,000+
  - Invitation to your employees to participate as day-of mentors to network with students and sit on career exploration panels when appropriate
  - Option to provide marketing materials for the students' take-home drawstring book bags.

### About Young Leadership

**Conference:** 300 Berks County students are empowered and inspired for their future annually at the Greater Reading Chamber Alliance Young Leadership Conference Series: "Building Tomorrow's Leaders Today" held at Penn State Berks. Tenth and eleventh grade students from the County's 18 public school districts, I-LEAD Charter School, our two tech centers, and Berks Catholic will be provided with the tools necessary to become confident leaders among their peers, while also having the opportunity to hear from a remarkable keynote speaker, rotate through panel sessions, and participate in a networking luncheon with mentors from the business community.

*This exciting one-day event gives sponsors the unique opportunity to be showcased as an advocate of leadership development among our high school students, not only in the Berks business community but also within the County's 18 school district footprint & beyond – reaching 300+ students, administrators and families. This broad-based awareness gives your company or organization the distinct ability to get in front of a number of stakeholders in our community.*



# WORKFORCE DEVELOPMENT —

## Young Leadership Conference

### Sustaining Sponsor \$5,000 | 2 AVAILABLE



- ♦ Your company logo on all marketing materials distributed to school administrators, students, parents, volunteers and supporters
- ♦ Your company logo prominently displayed at the conference venue day-of event, in program booklet, handouts, etc.
- ♦ Recognition of your support of the event in Chamber marketing materials related to the Conferences, including:
  - Chamber e-newsletter, social media, electronic marketing
  - Your logo on our websites including special Workforce Development page
  - Featured in *Commerce Quarterly*, with a readership of 20,000+
  - Invitation to your employees to participate as day-of mentors to network with students and sit on career exploration panels
- ♦Option to provide marketing materials for the students' take-home drawstring book bags.



### Conference Champion \$1,500 | MULTIPLE AVAILABLE

- ♦ Your company name prominently displayed in the program booklet;
- ♦ Recognition of your support of the event in Chamber marketing materials related to the Conferences, including:
  - Chamber e-newsletter, social media, electronic marketing
  - Your name on our websites including special Workforce Pipeline Initiative page
  - Featured in *Commerce Quarterly*, with a readership of 20,000+
  - Invitation to your employees to participate as day-of mentors to network with students and sit on career exploration panels when appropriate
  - Option to provide marketing materials for the students' take-home drawstring book bags.

*\* This program is eligible as an Educational Improvement Tax Credit (EITC) Program. See More Info at the end of this document.*

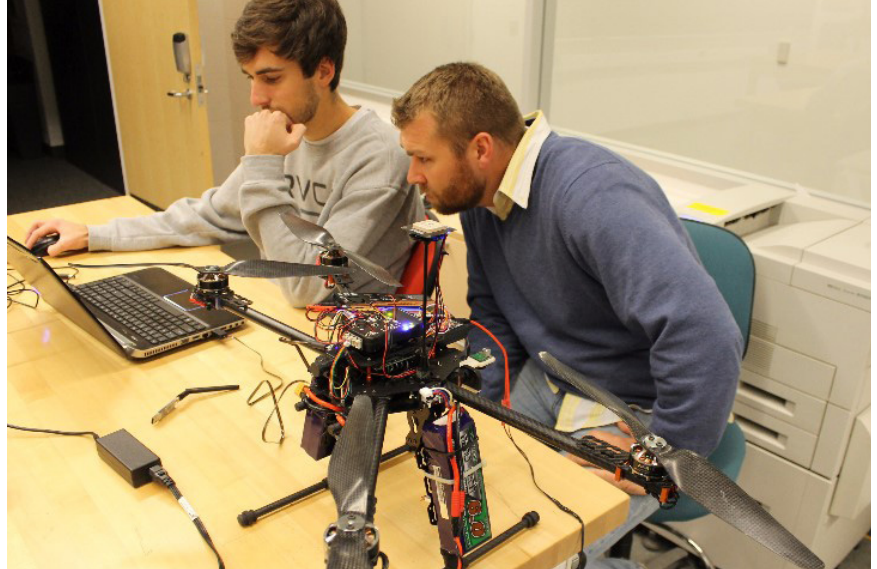
# BERKS BUSINESS PLAN COMPETITION

## Major Sponsor \$5,000 | 1 available

- ♦ Recognition on all promotional materials as the major underwriter of the event
- ♦ Prime seating at the event
- ♦ Featured in the *Commerce Quarterly* with a readership of 20,000+
- ♦ Opportunity to participate as a Judge in the public event and present awards to the winners
- ♦ Opportunity to address the participants and audience at the public competition

## Supporting Sponsor \$2,500 | 2 available

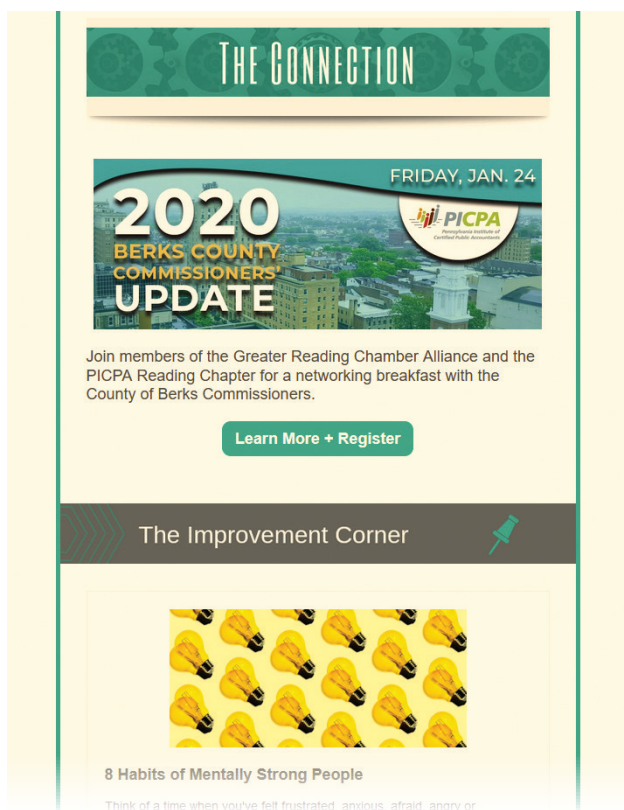
- ♦ Recognition on all promotional materials as a supporting underwriter of the event
- ♦ Prime seating at the event
- ♦ Mentioned in the *Commerce Quarterly* with a readership of 20,000
- ♦ Opportunity to participate as a Judge in the event



### About Berks Business Plan

**Competition:** As part of our goal to promote entrepreneurship, GRCA in partnership with the Berks Alliance, have launched the Berks Business Plan Competition. The competition is open to students and recent graduates of Albright College, Alvernia University, Kutztown University, Penn State Berks and the Reading Area Community College. Working with faculty on their campus, individual and team participants develop a business idea into a business plan. From this pool of candidates, six to eight participants are invited to attend the Entrepreneur Academy where they are coached to refine and enhance their plans. The program culminates with a public Business Pitch, where each participant presents their plan to a panel of judges and an audience. Up to three teams are awarded a cash prize of \$20,000 to help grow their business. In addition, all of the teams can use the Pitch event as an opportunity to “crowd fund” their business. Sponsorships provide support for the public Business Pitch event.

# ADVERTISING — Electronic



## About Electronic Advertising:

*The Greater Reading Chamber Alliance has an extensive email bank that represents Greater Reading's business elite. Use this highly interactive medium to deliver your message directly to decision makers who also buy consumer goods. E-mail marketing allows you to change your message instantly and keep it fresh...allowing for maximum return on your advertising dollars.*

## The Connection – Electronic Newsletter

*The Connection focuses on GRCA news and events and continues to be delivered to you every other Tuesday. It reaches more than 5,000 members with an open rate of 19%.*

**1. BANNER AD** – 1 premium space available - \$300/month (2 newsletter blasts)

**Placement:** Your premium banner ad will be located mid-newsletter.

**Specs:** 100 x 500 px at a resolution of 72 ppi. Text should be limited and large enough to read. One link per graphic.

**2. BLOCK AD** – 3 spaces available - \$200/month (2 newsletter blasts)

**Placement:** Your block ad will be located at the footer of the newsletter.

**Specs:** 125 x 200 px at a resolution of 72 ppi. Text should be limited and large enough to read. One link per graphic.

## Member Minute – Electronic Newsletter

*This is the place to announce important anniversaries, new members, gold star items, member events and more. This eNewsletter reaches over 5,000 members and is delivered the third Thursday of every month with an open rate of 20%.*

**1. BANNER AD** – 2 premium spaces available - \$250/2 months (2 newsletter blasts)

**Placement:** Your banner ad graphic will be located under our main topic headings.

**Specs:** 100 x 500 px at a resolution of 72 ppi. Text should be limited and large enough to read. One link per graphic.

**2. PROMOTIONAL TEXT** – \$75/newsletter

**Placement:** Your promotion will be located under "Member2Member."

**Specs:** Your promotional text can advertise an upcoming special at your business, new product promotion, etc. and includes your logo, text (50 words or less) and link.

**Logo specs:** 125 x 125 px at a resolution of 72 ppi.

## eSpotlight – Weekly eBlast

*Your exclusive ad or video email message is sent directly to our entire email audience. This advertising vehicle gives you flexibility to get your message out using your full-color graphic linked to your webpage, video or podcast. These are emailed to our members Mondays only with an open rate of 18%.*

**1. EBLAST IMAGE**– 1 advertiser per email blast - \$350/blast  
One month prior notice required.

**Specs:** JPG - 600 px wide with a resolution of 72 ppi; 600 px high preferred but not required. Subject line for eBlast & link



# ADVERTISING — Website

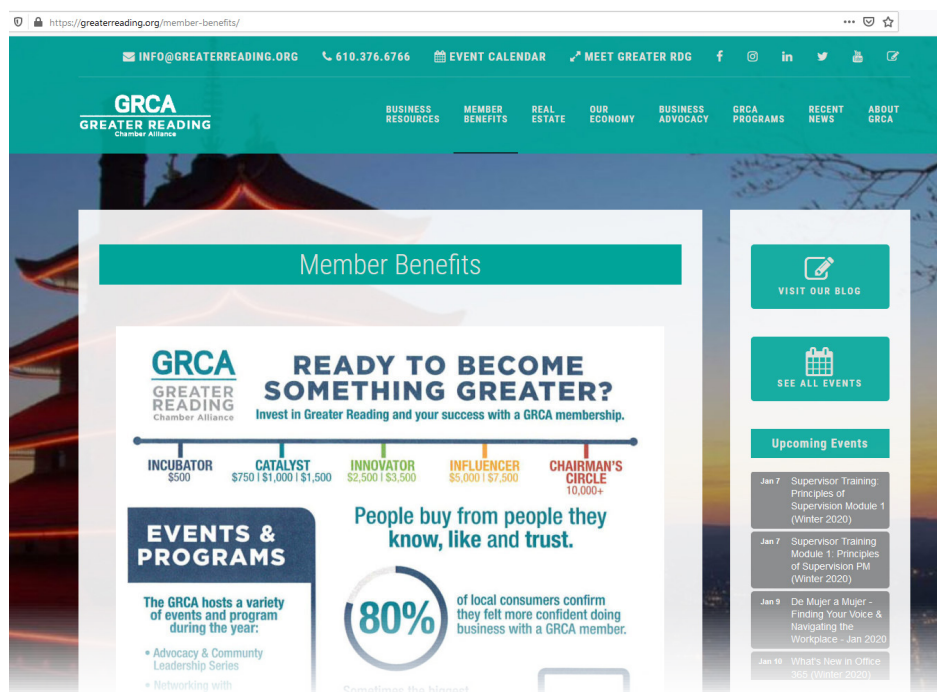
## Premium Webpages

Choose to place your ad on our website! Your ad will rotate on our Premium Pages so no matter where our guests click through, your ad will be seen on our most popular pages.

**Skyscraper Ad** – 10 premium spaces available  
- \$250/month or \$600/quarter (\$100 value!)

**Placement:** Your skyscraper ad graphic will be located vertically in the left sidebar. Ads will rotate between all Premium pages with only one ad on each page at a time.

**Specs:** 400 x 200 px at a resolution of 72 ppi. Text should be limited and large enough to read. One link per graphic.



## Additional Web Listing

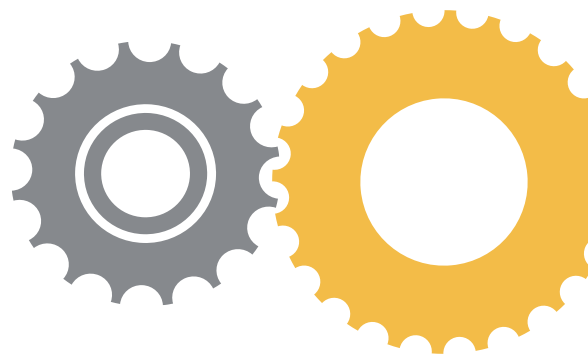
All members receive a free member directory listing however taking the opportunity to list your business in other industry categories will enable you to reach more potential clients. Don't forget you can make this extra listing, like your first listing, as enhanced as you'd like.

**\$100 per extra listing – per year**

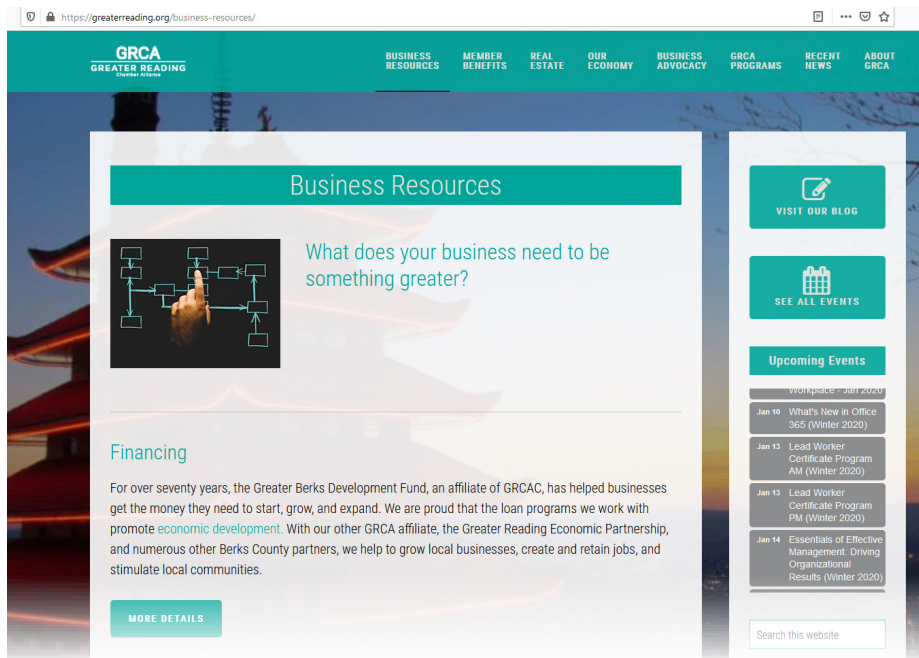
### GreaterReading.org 2019 stats

- ♦ 70,000 visitors, 85% of which were new visitors.
- ♦ Nearly 200,000 page views.
- ♦ 67% of our audience are between the ages of 25-54 years old
- ♦ 53% are male, 47% female

**About Website Advertising:** Be seen 24/7/365! The new GRCA website offers an interactive platform for our members and now showcases not only Chamber activities but how you can live, work and play in the Greater Reading area. Utilize this platform as an opportunity to reach Greater Reading businesses and businesses outside of Berks looking to invest in our community.



# ADVERTISING — Bundles



## About Advertising Bundles:

*Broadcasting your message to the GRCA membership across all mediums ensures your message is received! Our packages were created to maximize your exposure, at a value, for one month.*

## Live Bundle

- ♦ Skyscraper Ad across GRCA Premium Pages
- ♦ eSpotlight eblast

**Rate:** \$500 | **Value:** \$600

## Work Bundle

- ♦ Skyscraper Ad across GRCA Premium Pages
- ♦ Block Ad in The Connection (2 newsletters per month)
- ♦ Banner Ad in Member Minute (1 newsletters per month)

**Rate:** \$550 | **Value:** \$700

## Play Bundle

- ♦ Skyscraper Ad across GRCA Premium Pages
- ♦ Block Ad in The Connection (4 newsletters per month)
- ♦ Banner Ad in Member Minute (2 newsletters per month)
- ♦ eSpotlight eblast

**Rate:** \$850 | **Value:** \$1,050

# ADVERTISING — MEET Greater RDG

## FAST FACTS

- ♦ 10,000 copies circulated
- ♦ 500,000 community visitors, residents, and business leaders reached
- ♦ 1,200 businesses reached
- ♦ Digital edition to reach thousands of web visitors
- ♦ Digital platform and employer



## About Meet Greater RDG:

The Greater Reading region is a premier live, work, & play community. MEET Greater RDG gives residents and visitors a fresh look at our vibrant community, and provides the active exciting portrait of our community to attract and retain talent. For advertisers, MEET greater RDG is an exciting opportunity to advertise in a sleek, modern piece that will be placed in every hotel, local, regional and state government office and doctors' offices across the community. MEET Greater RDG reaches 1,200 business leaders via mailing to GRCA members and is utilized for business outreach and attraction efforts by our economic development staff as well as for local large business. You will reach over 500,000 community visitors, residents, and leaders. The only publication of its kind in our area, MEET Greater RDG is the 'go-to' resource that promotes our area's extraordinary opportunities. MEET Greater RDG is yours. Whether you're a business owner who needs to attract top talent, or you're an outsider looking for a glimpse at a potential new community, MEET Greater RDG puts our area's best foot forward.

## AD RATES

Premium Space	4-Color
Back Cover - Full-page	\$3,300
Inside Back Cover - Full-page	\$2,800
Inside Front Cover - Full-page	\$3,000
Inside Front Facing - Page 1	\$3,000
Opposite Contents - Page 2	\$2,800

Ad Space	4-Color
Full-page	\$2,600
1/2 Page Horizontal	\$2,100



# CONTACT LIST

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