

MAKE YOUR BUSINESS STAND OUT

2021 SIGNATURE EVENT SPONSORSHIPS

Go Taste Berks is a weeklong restaurant-week style event offering specials, complimentary items and discounts at local, GRCA-member businesses promoting takeout from restaurants, bars, agricultural locations and others. Join us in giving back to your community and supporting of the local economy!

**GOTASTE
BERKS**

Dates: Feb. 22-March 1

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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.

**CHAMBER
ANNUAL PICNIC**

Date: Aug. 3, 2021

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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

**THE
DINNER**

Date: Sept. 3, 2021

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NEW THIS YEAR:

Small Business Events

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GRCA's **Building Berks Awards & Expo**

**BUILDING
BERKS
AWARDS &
TRADE 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.

Dates: Oct. 13, 2021

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Breakfast4Success is held three times per year.

**Breakfast
4
Success** 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.

Dates: Feb., June, Oct. 2021

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GRCA's premier networking events, **Networking@**

**Networking
@NIGHT
Networking
@NOON**

Noon and **Networking@Night**, are exclusively open to GRCA members to attend. Limited to one evening per month, this event allows you to host an event at the site of your choosing — new branch, expansions, facility tours, etc.

Dates: Determined by sponsors.

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GOTASTE BERKS

Major Go Taste Berks Sponsor: \$10,000 – 1 exclusive or 2 co-exclusive (\$5,000 each)

- Company representation for Kickoff Live Stream & Prize Giveaway Live Stream
- 10 Go Taste Berks Passports
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on Passport & Go Taste Berks web landing page
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Coupon Book Sponsor: \$1,500 – 5 available

- 5 Go Taste Berks Passports
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on Passport & Go Taste Berks web landing page
- Recognition during Kickoff Live Stream & Prize Giveaway Live Stream
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – Social Media Takeover, Web Ad

Experience Sponsor: \$1,000 – 3 available

- 5 Go Taste Berks Passports
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on Go Taste Berks web landing page
- Recognition during Kickoff Live Stream & Prize Giveaway Live Stream
- Company logo on Go Experience Berks Prize descriptions
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Social Media Takeover

Live Stream Party Sponsor: \$750 – 2 available

- 3 Go Taste Berks Passports
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on Go Taste Berks web landing page
- Recognition in all Chamber initiated advertising, media and press releases

Restaurant Sponsor: \$500 – 10 available (# of restaurants involved)

- 2 Go Taste Berks Passports
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on Go Taste Berks web landing page

CHAMBER

ANNUAL PICNIC

Major Picnic Sponsor: \$10,000 – 1 exclusive or 2 co-exclusive (\$5,000 each)

- Company logo on Picnic tickets
- Company logo prominently displayed on videoboard
- 25 tickets to the Picnic (\$10,000 level) or 15 tickets to the Picnic (\$5,000 level)
- 15-second company commercial over PA system during Chamber Member Competition
- Display table at event
- 2 Chamber Member Competition participants
- 15 (at \$5,000) or 25 (at \$10,000) Chamber Member Competition t-shirts for your company attendees
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Supporting Picnic Sponsor: \$2000 – 5 available

- Company logo on Picnic tickets
- Company logo prominently displayed on videoboard
- 10 tickets to the Picnic
- Display table at event
- Company recognition at event
- 1 Chamber Member Competition participant
- 10 Chamber Member Competition t-shirts for your company attendees
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – Social Media Takeover, Web Ad

Entertainment Sponsor: \$750 – 3 available

- Opportunity to introduce Entertainment at Picnic
- Announcements by live music act recognizing sponsor
- 4 tickets to the Picnic
- 1 Chamber Member Competition participant
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Social Media Takeover

Food/Beverage Basket Sponsor: \$500 – 2 available (non-compete)

- Company logo prominently displayed on videoboard
- Company recognition at event
- 4 tickets to the Picnic
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Web Ad

Great Outdoors Sponsor: \$350 – unlimited

- Company name displayed on videoboard
- 2 tickets to the Picnic

THE DINNER

Title Dinner Sponsor: \$15,000 – limited (noncompete)

- 20 tickets to event with VIP seating
- 20 tickets to VIP reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company representation in opening video
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on invitation and prominently displayed on signage at the venue
- Company logo on virtual floor plan with option to include video or image
- Full-page ad in program book as well as recognition as Title Dinner Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Platinum Dinner Sponsor: \$10,000 – limited (noncompete)

- 20 tickets to event with VIP seating
- 20 tickets to VIP reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo on invitation and prominently displayed on signage at the venue
- Company logo on virtual floor plan with option to include video or image
- Full-page ad in program book and recognition as Platinum Dinner Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA (choose 2) – eSpotlight eblast, Social Media Takeover, Web Ad

Swag Sponsor: \$7,500 – limited

- 16 tickets to event with preferred seating
- 16 tickets to VIP reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Company name on invitation and Company logo displayed on signage at the venue
- Full-page ad in program book and recognition as Swag Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials among swag
- Advertising from GRCA (choose 1) – eSpotlight eblast, Social Media Takeover, Web Ad

THE DINNER



VIP Reception Sponsor: \$5,500 – limited

- 10 tickets to event with preferred seating
- 10 tickets to VIP Reception
- Group photo taken with speaker at VIP reception (or signed book, etc.)
- Company logo prominently displayed in “Thank you to Sponsors” presentation
- Company logo prominently displayed at the venue
- Half-page ad in program book and recognition as VIP Reception Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place logo'd materials in Swag Bag
- Advertising from GRCA (choose 1) – eSpotlight eblast, Social Media Takeover, Web Ad

Food & Beverage Sponsor: \$2,500 – unlimited

- 10 tickets to event with reserved seating
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Recognition as Food & Beverage Sponsor in program book
- Advertising from GRCA – Social Media Takeover

Table Sponsor: \$1,500 – unlimited

- 10 tickets to event with reserved seating
- Recognition as Table Sponsor in program book
- Advertising from GRCA – Web Ad (3 months)

BUILDING BERKS

AWARDS & TRADE EXPO

Premier Sponsor: \$10,000 – 1 available

- Keynote Welcome Address
- 10 tickets to event with preferred seating
- Company pull-up banner on display at event
- Display table at expo
- Company logo prominently displayed in the “Thank You to Sponsors” presentation
- Company logo on virtual floor plan with option to include video or image
- Full-page ad in program book and recognition as Premier Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast, Social Media Takeover, Web Ad

Title Sponsor: \$5,000 - unlimited

- 10 tickets to event with preferred seating
- Company pull-up banner on display at event
- Display table at expo
- Company logo prominently displayed in the “Thank You to Sponsors” presentation
- Company logo on virtual floor plan with option to include video or image
- Full-page ad in program book and recognition as Title Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – eSpotlight eblast

Platinum Sponsor: \$2,500 - unlimited

- 6 tickets to event
- Display table at expo
- Company logo displayed in the “Thank You to Sponsors” presentation
- Full-page ad in program book and recognition as Platinum Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Advertising from GRCA – Web Ad (3 months)

Gold Sponsor: \$1,000 - unlimited

- 4 tickets to event
- Company logo displayed in the “Thank You to Sponsors” presentation
- Half-page ad in program book and recognition as Gold Sponsor
- Recognition in all Chamber initiated advertising, media and press releases
- Advertising from GRCA – Web Ad (1 month)

Bronze Sponsor: \$500 - unlimited

- 2 tickets to event
- Company logo displayed in the “Thank You to Sponsors” presentation
- 3.5” x 2” ad in program book

Breakfast 4 Success



Series Sponsorship: \$2,000 - unlimited

- 4 tickets to each breakfast event (3 events – Feb, June, Oct)
- Recognition as Breakfast4Success Series Sponsor
- Keynote Speaker Welcome
- Opportunity to have a display table
- Company logo on virtual floor plan with option to include video or image
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

Networking @NIGHT Networking @NOON

Host Sponsorship: \$500 – 1 per event

- Opportunity to showcase your location to GRCA members
- Guests greeted by GRCA staff so you can enjoy your event
- Welcome Address
- Company logo on virtual floor plan with option to include video or image
- 2 minute video share with attendees
- Pre-event publicity through Chamber publications, website and social media

SMALL BUSINESS SERIES EVENTS



Small Business Series Title Sponsor: \$1,000 – 2 available (non-compete)

- Welcome Address at 3 virtual events (or more if only sponsor)
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Company logo on virtual floor plan with option to include video or image (or logo background for Zoom platform)
- Podium recognition at all Lunch & Learn workshops
- Event recording + Attendee contact information

Small Business Series Platinum Sponsor: \$500 – 4 available

- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Podium recognition at all Lunch & Learn workshops
- Advertising from GRCA – The Connection enewsletter Banner Ad (6 months)

Small Business Series Gold Sponsor: \$250 - unlimited

- Recognition in all Chamber initiated advertising, media and press releases
- Podium recognition at all Lunch & Learn workshops
- Advertising from GRCA – Member Minute enewsletter Banner Ad (3 months)