

# MAKE YOUR BUSINESS STAND OUT

## 2022 SIGNATURE EVENT SPONSORSHIPS

### THE DINNER

*The Dinner is GRCA's marquee event of the year. The celebratory evening features a nationally*

*recognized speaker, the Greater Reading Business Excellence Awards, and an opportunity to network with a sell-out crowd of 1,000 community business leaders and professionals*

**Date:** May 11, 2022

### CHAMBER 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. The evening is punctuated by a home run derby.*

**Date:** Aug. 9, 2022

### TASTE OF BERKS

*Taste of Berks showcases what GRCA members in hospitality, agriculture, event venues, food/ beverage vendors,*

*restaurants, and more have to offer! Join us this fall at a new venue with more community partnership. Join us in learning more about what Berks produces!*

**Date:** November 2022

### Breakfast 4 Success

*Breakfast4Success is held three times per year and celebrates new GRCA members as well as long-standing members.*

*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. 15, June 15, October 2022

### Networking @ NIGHT

*GRCA's premier networking event, **Networking@Night**, is 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.

### NEW IN 2022!

*For those who loved Power Networking, **Networking Experiences** is for you! And for those who love connecting with new people over fun, this event is also for you! Join GRCA for these exclusive, member only events that will take you everywhere from mini-golfing to an escape room. Have an idea for one of these events? Contact Rachael Romig at [RRomig@greaterreading.org](mailto:RRomig@greaterreading.org).*



# THE DINNER

## **Title Dinner Sponsor: \$15,000 – limited (non-compete)**

- 20 tickets to event with VIP Lounge 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
- 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 (if applicable)

## **Platinum Dinner Sponsor: \$10,000 – limited (non-compete)**

- 20 tickets to event with VIP Lounge 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
- 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 (if applicable)

## **Gold 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 in Swag Bag (if applicable)

# 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

## **Silver Sponsor: \$2,500 – unlimited**

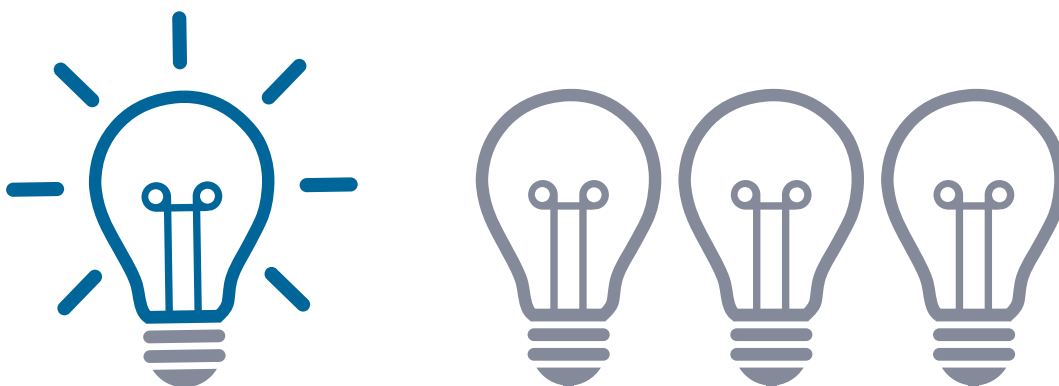
- 10 tickets to event with reserved seating
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Recognition as Silver Sponsor in program book

## **Table Sponsor: \$1,650 – unlimited**

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

## **Berks Benefactor Sponsor: \$1,000 – unlimited**

- 2 tickets to event donated in your name to deserving start-ups, students and nonprofits.
- 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



# 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 homerun derby participants
- 15 (at \$5,000) or 25 (at \$10,000) homerun derby 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

## **Supporting Picnic Sponsor: \$2,000 – 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 homerun derby participant
- 10 homerun derby 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

## **Ticket Sponsor: \$1,000 – 1 available**

- Company name 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 – 3 available**

- Company logo on event signage
- Announcements by live music act recognizing sponsor
- 4 tickets to the Picnic
- 1 homerun derby participant

## **Stadium Sponsor: \$350 – unlimited**

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



# TASTE OF BERKS

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

- 20 tickets to the event \$10k / 10 tickets to the event \$5k
- Company logo on announcement(s)
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Company logo displayed on signage through the event
- Opportunity to have a display table with your promotional products

## **Experience Sponsor: \$1,500 – 5 available**

- 6 tickets to the event
- Company logo on announcement(s)
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- 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

## **Photo Sponsor: \$1,250 - 1 available**

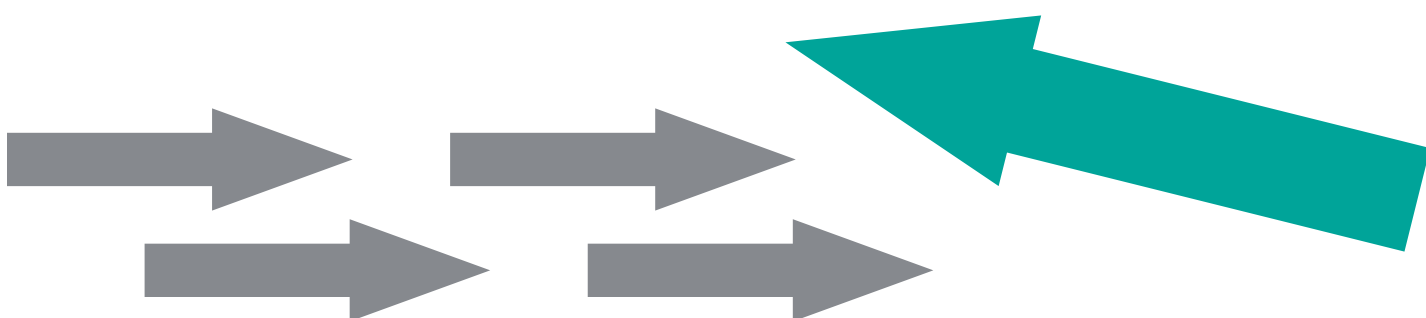
- 4 tickets to the event
- Your logo on free photos distributed to attendees
- Option to have your mascot (if applicable) or branded props in photo
- Opportunity to have a display table with your promotional products

## **Live Music Sponsor: \$750 - 2 available (non-compete) or \$1,500 (exclusive)**

- 6 tickets at \$1,500 / 3 tickets 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



# 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

## 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

