

2024 SPONSORSHIP GUIDE

GRCA
GREATER
READING
Chamber Alliance



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 850+ community business leaders and professionals.

Date: May 2024

Sponsor Benefits	Title: \$15,000 Limited, exclusive	Platinum: \$10,000 Limited, exclusive	Gold: \$7,500 Limited	VIP: \$5,500 Limited
Event tickets	20 VIP seating	16 VIP seating	14 VIP seating	10
VIP tickets	20	16	14	10
Photo with speaker	*	*	*	*
Sponsor logo in thank you presentation	*	*	*	*
Logo on individual signage	*	*	*	*
Recognition in advertising, media & press releases	*	*	*	*
Pre-event publicity	*	*	*	*
Program book ad	Full-page, color	Full-page, B&W	Half-page, B&W	
Opening video presentation	*			

Additional options

Silver Sponsor: \$2,500 – unlimited

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

Table Sponsor: \$1,650 – unlimited

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

Berks Benefactor Sponsor: \$1,000 – unlimited

- 2 tickets to event donated in your name to deserving start-ups, students and nonprofits.
- Company name displayed in “Thank you to Sponsors” presentation
- Post-event eblast to highlight your company as Berks Benefactor
- Recognition in program book as a Berks Benefactor



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 500 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 and cornhole tournament.

Date: August 2024

Sponsor Benefits	Major: \$10,000 1 or 2, exclusive	HR Derby: \$5,000 1 exclusive	Cornament: \$3,500 1 exclusive	Supporting: \$2,000 6 available
Event tickets	25	15	10	8
Display table	*	*	*	*
Logo on display board	*	*	*	*
HR Derby participant	2	1	1	1
HR Derby t-shirts	25	15	10	8
Cornament team	1 team of 2		1 team of 2	
Recognition in advertising, media & press releases	*	*	*	*
Pre-event publicity	*	*	*	*
15-second company commercial on display board	*			

Additional options

Giveaway Sponsor: \$1,500 – 2 available

- 4 tickets to the Picnic
- Company name prominently displayed on videoboard
- Pre-event publicity through Chamber publications, website and social media

Live Music Sponsor: \$750 – 4 available

- 4 tickets to the Picnic
- Company logo on event signage at stage
- Company name prominently displayed on videoboard

Stadium Sponsor: \$350 – unlimited

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



GOTASTE BERKS

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

Date: November 2024

Sponsor Benefits	Major: \$5,000 1 or 2, exclusive	Passport: \$2,000 2 exclusive	Market: \$1,500 2 available	Experience: \$1,250 4 available
Go Taste Berks Passports	10	8	6	5
Pre-event publicity	★	★	★	★
Recognition during day-of Facebook Live stream	★	★	★	★
Logo on signage	★	★	★	★
Logo on web landing page	★	★	★	★
Display table	★	★	★	
Recognition in advertising, media & press releases	★	★		
Logo on Passport cover	★	★		

Additional options

Santa Sponsor: \$1,000 - 2 available

- 4 Go Taste Berks Passports
- Pre-event publicity
- Recognition during day-of Facebook Live stream at Santa site
- Company name/logo on sign next to Santa



Photobooth Sponsor: \$1,000 - 2 available

- 4 Go Taste Berks Passports
- Pre-event publicity
- Recognition during day-of Facebook Live stream at Photobooth site
- Company name/logo on sign next to Photobooth

Caricaturist Sponsor: \$750 - 4 available

- 2 Go Taste Berks Passports
- Pre-event publicity
- Recognition during day-of Facebook Live stream at Caricaturist site
- Company name/logo on sign next to Caricaturist



BREAKFAST 4SUCCESS

Breakfast4Success is held three times per year offering presentations on business and leadership strategies to grow your company and people. Successful, area business leaders and professional speakers will teach you how to develop your skills to achieve your goals both professionally and personally.

Dates: February, June, October 2024



Sponsor Benefits	Series \$2,500 3 exclusive
Event tickets	3 (per breakfast)
Recognition as Series Sponsor	★
Keynote Speaker Welcome or Closing (1 per event)	★
Display table	★
Recognition in advertising, media & press releases	★
Pre-event publicity	★



NETWORKING AT 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. You can expect 65+ GRCA members to walk through your doors ready to mingle and hear from the host.

Dates: Fourth Thursday of each month

Sponsor Benefits	Host: \$500 1 per event
Recognition in advertising, media & press releases	★
Pre-event publicity	★
Showcase your location to GRCA members	★
Greetings run by GRCA staff	★



SMALL BUSINESS & NON-PROFIT SERIES

Small Business Series Title Sponsor: \$1,500

3 available (non-compete)

- 1 ticket to all Lunch & Learn workshops (March, May, Sept.)
- Podium recognition at all Lunch & Learn workshops
- Company-supplied memento or flyer placed at each seat
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

LUNCH & LEARN



Small Business Conversation Sponsor: \$750 - limited

- Podium recognition at all Coffee & Convo workshops (Jan., April, Aug., Dec.)
- Company-supplied memento or flyer placed at each seat
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

COFFEE & CONVOS



Non-Profit Resource Sponsor: \$500

- Podium recognition at all Non-Profit Roundtable meetings (4 annually)
- Company supplied memento or flyer placed at each seat
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

For GRCA event sponsorships, contact Katie Johnsen.

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