

# 2024 SPONSORSHIP GUIDE



The Berks Family Business Alliance (FBA), a program of the Greater Reading Chamber Alliance (GRCA), is a leading resource in Berks County serving family and closely held businesses of all sizes, by providing diverse programming and numerous interactive opportunities to local businesses.

In addition to a full slate of professionally facilitated programs on traditional business topics, we explore the unique challenges that are faced by family business owners and their employees.



Sponsor Benefits	Primary: \$10,000 1 exclusive	Major: \$5,000 Industry exclusive	Signature: \$5,000 1 exclusive	Program: \$2,500 Unlimited	Family Champion: \$1,000 Unlimited
Tickets to Signature Events	10	6	6	4	2
Tickets to workshops	8	6	6	4	2
Subject Matter Experts	6	6	3	1	
Recognition in <i>Commerce Quarterly</i>	*	*	*	*	*
Podium recognition	*	*	*	*	*
Logo on all marketing & agendas	*	*	*	*	
Seats on Advisory Council	2	2	1		
Table at Signature Events	*	*	*		
Speaking opportunity	*	*			

**For Family Business Alliance sponsorships, contact Katie Johnsen.**

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