

GRCA PRO-BUSINESS ADVOCACY PROGRAM

Legislation/Regulations | Economy | Workforce | Local Business Issues | Community Priorities

Investment Opportunities

In 2025, the Greater Reading Chamber Alliance (GRCA) will offer investment opportunities to support our pro-business advocacy efforts on behalf of Greater Reading businesses. By bridging the gap between businesses, the community, and government, GRCA advocates for business-friendly solutions to regulatory, legislative, and workforce issues. We aim to create a thriving business environment that promotes economic vitality and attracts new investments to the Greater Reading region.



Advocacy Program Sponsors

As an Advocacy Program Sponsor, your investment supports transformational initiatives that benefit the Greater Reading business community. The Advocacy program enables us to speak as one voice and provide our members, community and our collaborating affiliations opportunities to be informed and engaged in the process that is important to our Greater Reading region businesses and community vibrancy. Through dynamic programming, exclusive networking opportunities, and impactful advocacy, sponsors are recognized as leaders driving the region's economic and business development.



2025 Advocacy Program Overview

The Advocacy Program includes:

- **GRCA's Pro-Business Policy Agenda:** Direct participation in shaping the region's two-year advocacy priorities, influencing program topics and advocacy strategies.
- **Berks County Commissioners Breakfast (January Signature Event):** A platform for sponsors to engage with County Commissioners on key initiatives, challenges, and opportunities.
- **State Legislative Breakfast (Spring Signature Event):** A forum to discuss emerging policy issues with state and federal officials, promoting dialogue on pro-business solutions.
- **New Legislator Happy Hour (Spring):** An informal networking event connecting businesses with newly elected local and state officials.
- **General Election Candidate Meet and Greet (Fall):** An opportunity to engage with candidates and discuss critical issues affecting businesses before the election.

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Sponsor Benefits	Title: \$7,500 2 exclusive	Leadership: \$5,000 unlimited	Advocate: \$3,750 unlimited	Event: \$500+ 1 per event
Logo & recognition on website	*	*	*	For the event
Pre-event publicity	*	*	*	For the event
Podium recognition at events	*	*	*	For the event
Recognition in Commerce Quarterly	*	*	*	
Recognition on program agendas	Logo	Logo	Logo	Name
Tickets to Signature Events (in total)	10	5	3	3 (for the event)
Host/present at BCAC meeting	*	*	*	
Non-signature series event welcome or closing	*	*	*	
Signature advocacy event welcome or closing	*	*		
Recognition in all advocacy literature	*			

For GRCA event sponsorships, contact Alex Roché.

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