

2025 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 2025

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

Additional options

Concierge Sponsor: \$6,500, exclusive

- Opportunity to welcome the keynote speaker upon arrival at the venue.
- 10 VIP tickets
- Company name prominently displayed in "Thank you to Sponsors" presentation
- Pre-event publicity
- Recognition as Concierge Sponsor in program

Silver Sponsor: \$2,500 – unlimited

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

Swag Sponsor: \$1,650+cost of swag item, exclusive

- 10 event tickets
- Company name displayed in "Thank you to Sponsors" presentation
- Recognition as Swag Sponsor in program

Table Sponsor: \$1,650 – unlimited

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



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 2025

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	*	*	*	*
Sponsor logo in thank you presentation	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

Batting Practice Happy Hour Sponsor: \$2,500, exclusive

- Host Batting Practice Happy Hour, a unique pre-picnic experience that offers attendees a chance to showcase their skills at the batting cages
- Opportunity to welcome guests and share a brief message
- 8 tickets to the Picnic
- Company name prominently displayed on videoboard
- 10 HR Derby t-shirts
- Pre-event publicity through Chamber publications, website and social media
- 1 HR Derby participant

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

BUILDING BERKS

AWARDS & TRADE EXPO

GRCA's **Building Berks Awards & Expo** celebrates innovation, economic growth, and development through standout construction, design, and placemaking projects across the Greater Reading community. Attendees include a cross-section of community leaders and professionals from real estate, construction, design, development, engineering, and finance.

Date: September 2025

Sponsor Benefits	Title: \$10,000 1 exclusive	Platinum: \$5,000 unlimited	Gold: \$2,500 unlimited	Silver: \$1,000 unlimited
Event tickets	10 VIP seating	8 VIP seating	6	4
Display table	*	*	*	*
Logo placement in event materials	*	*	*	
Verbal recognition during event	*	*	*	
Digital logo placement in pre-event emails	*	*	*	
Dedicated email or social media spotlight	*	*		
Enhanced logo placement across all event materials	*	*		
Company pull-up banner displayed	*			
Speaking opportunity integrated into the ceremony	*			
Dedicated spotlight sent to attendees	*			
Exclusive "title sponsor" status	*			

Additional options

Bronze Sponsor: \$750 – unlimited

- 2 tickets to the event.
- Display table
- Name recognition in event materials and on presentation slides.



For Building Berks sponsorships, contact Aaron Gantz.

agantz@greaterreading.org | 610-898-7788

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 2025

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

Photography Sponsor: \$1,000 - 2 available

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



For Go Taste Berks sponsorships, contact Jackie Stiles.

jstiles@greaterreading.org | 610-898-7785

MFG Summit

The region's premier, annual **MFG Summit**, is held during the nationally-recognized MFG Month. The Greater Reading region celebrates manufacturing as our highest-priority industry, and shares a dedication to the industry's success with all of our neighboring partners, training providers and employers in ten surrounding counties.

Date: October 2025

Sponsor Benefits	Platinum: \$2,500 2 exclusive	Gold: \$1,500	Silver: \$750	Bronze: \$500 unlimited
Event tickets	6 reserved	4 reserved	2	1
Logo in sponsor presentation	*	*	*	*
Recognition in event program	Logo	Logo	Name	Name
Support to local students to attend event free of charge	*	*	*	*
Pre-event publicity	*	*	*	
Logo on event signage	*	*	*	
Add materials to swag bags	*	*		
Recognition in advertising, media & press releases	*	*		
Event display table	*	*		
Welcome/Closing remarks	*			
1-min. company commercial played at start/end of event	*			

For Workforce Development sponsorships with the Greater Reading Chamber Alliance, contact Keith Stamm.

kstamm@greaterreading.org | 610-898-7776



The focus of the **MFG Industry Partnership** is to convene leaders in the manufacturing industry around shared challenges, opportunities and programming. With the support of educational partners and workforce development organizations, this public-private partnership brings all stakeholders to the table to create solutions for sustainable change to ensure economic growth and success.

Dates: Quarterly

MFG E-Newsletter Sponsor: \$1,000 – 4 available

The MFG Newsletter provides timely updates on the latest trends in manufacturing, incumbent worker training grants, educational programs and upcoming events. It is delivered monthly to more than 1,200 inboxes and has an average open rate of 28%.

- Company name displayed in monthly E-Newsletter (10-12 per year)
- Company logo prominently displayed on the [Industry Partnerships webpage](#)
- Spotlight in E-Newsletter linking to the [Industry Partnerships webpage](#)
- 1 ticket to annual MFG Summit

MFG IP Meeting Sponsor: \$500 – 1 per event

These meetings bring together 25 to 50 attendees to discuss shared challenges as well as best practices within the manufacturing industry. This also is an opportunity to discuss workforce trends and connect manufacturing professionals with resources to strengthen their businesses.

- 2-minute welcome and comments
- Company logo prominently displayed on the [Industry Partnerships webpage](#)
- Company logo on Meeting Agenda & Minutes shared before and after meeting
- Spotlight in Manufacturing E-Newsletter following meeting
- 2 tickets to annual MFG Summit

MFG Mixers – 1 per event

Are you interested in hosting a manufacturing mixer? Come socialize and network with manufacturing professionals in a relaxed environment. The MFG IP brings attendees to your location.

- 2-minute event welcome and comments
- Company logo prominently displayed on Workforce website and event registration page
- Spotlight in E-Newsletter linking to event registration page
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

MFG Tour & Networking – 1 per event

Are you interested in hosting a tour and networking lunch at your business? This brings attendees to your location.

- Welcome and tour of your business followed by light lunch and networking
- Company logo prominently displayed on Workforce website and event registration page
- Spotlight in E-Newsletter linking to event registration page
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

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BREAKFAST 4 SUCCESS

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 2025

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	★



For GRCA event sponsorships, contact Jackie Stiles.

jstiles@greaterreading.org | 610-898-7785

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 Jackie Stiles.

jstiles@greaterreading.org | 610-898-7785

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.

GRCA PRO-BUSINESS ADVOCACY PROGRAM

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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