

# 2026 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 2026

Sponsor Benefits	Title: \$20,000 Exclusive	Platinum: \$15,000 Limited	Gold: \$7,500 Limited	VIP: \$6,000 Limited
Exclusive event naming rights	*			
Opening video presentation (1 min.)	*			
Welcome speech	*			
Logo featured on event artwork	*			
Logo featured on web landing page	*	*		
Social media story highlight (30-sec.)	*	*		
Recognition in press release	*	*	*	
Event tickets & VIP entry	20 VIP	20 VIP	14 VIP	10 VIP
Sponsor logo in thank you video	*	*	*	*
Photo with speaker	*	*	*	*
Logo on individual signage	*	*	*	*
Video board ad	*	*	*	*
Recognition on arena's digital banner	*	*	*	*
Recognition on social media	*	*	*	*
Premium seating	*	*	*	*



# THE DINNER

## Additional options

### Concierge Sponsor: \$6,500 Exclusive

- Opportunity to welcome the keynote speaker upon arrival at the venue
- Photo with speaker
- Recognition on social media
- Recognition of the arena's digital banner
- Name on signage
- 10 VIP event tickets
- Premium seating
- Company name displayed in "Thank you to Sponsors" video
- Recognition as Concierge Sponsor on arena's digital banner

### Signature Drink Sponsor: \$6,000 Exclusive, limited

- Branded signature cocktail named in your company's honor
- Logo displayed prominently at all bar areas & cocktail tables
- Name on signage
- 5 VIP event tickets
- Premium seating
- Company name displayed in "Thank you to Sponsors" video
- Recognition as Signature Drink Sponsor on arena's digital banner



### Experience Sponsor: \$5,000 Exclusive, limited

- Create branded space for 850+ guests and may include photo opportunity backdrop
- Branded signature cocktail named in your company's honor
- Name on signage
- 10 event tickets
- Premium seating
- Company name displayed in "Thank you to Sponsors" video
- Recognition as Experience Sponsor on arena's digital banner



### Swag Sponsor: \$2,000+cost of swag item Exclusive

- 10 event tickets
- Name on signage
- Company name displayed in "Thank you to Sponsors" video
- Recognition as Swag Sponsor on arena's digital banner

### Table Sponsor: \$2,000 Unlimited

- 10 event tickets
- Name on signage
- Company name displayed in "Thank you to Sponsors" video
- Recognition as Table Sponsor on arena's digital banner

**UPDATED  
NAME  
& LOGO  
COMING  
SOON!**

A Berks County tradition, GRCA's **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. We are revamping the event from the traditional home run derby to feature a variety of team-building games and friendly competitions throughout the evening to enhance connection and participation.

**Date:** August 2026

Sponsor Benefits	Gold Medal: \$10,000 1 exclusive	Silver Medal: \$7,500 1 exclusive	Bronze Medal: \$5,000 1 exclusive	Cornament: \$3,500 1 exclusive	Water Pong: \$3,500 1 exclusive
Exclusive event naming rights	★				
Logo featured on event artwork	★				
15-second company commercial on display board	★				
Recognition in press release	★	★			
Logo on individual signage	★	★			
Recognition in social media & web event listings	★	★	★		
Display table	★	★	★	★	★
Logo on display board	★	★	★	★	★
Cornament team	1 team of 2	1 team of 2	1 team of 2	2 teams of 2	1 team of 2
Water Pong team	1 team of 2	1 team of 2	1 team of 2	1 team of 2	2 teams of 2
Sponsor sign recognition	Logo	Logo	Name	Name	Name
Event tickets	25	15	10	8	8

## Additional options

### **Raise the Bar Sponsor: \$3,000** 2 available

- Branded signature cocktail named in your company's honor
- Logo displayed prominently at all bar areas & cocktail tables
- 8 tickets to the Picnic
- Sponsor sign recognition

**NEW!**

### **MVP Games Sponsor: \$2,000** 3 available

Bring the competition to life and get your brand in the center of the action! Each MVP Game Sponsor receives recognition throughout the event, branding during their sponsored activity and opportunities to engage directly with attendees.

- 6 tickets to the Picnic
- Sponsor sign recognition

**NEW!**

### **Team Spirit Games Sponsor: \$1,500** 3 available

Bring out the competitive spirit and camaraderie! Each Team Spirit Game Sponsor helps make these lively challenges possible — showcasing teamwork, laughter, and leadership in action. Your brand will be front and center as attendees compete for glory in these friendly (and sometimes hilarious) contests.

- 5 tickets to the Picnic
- Sponsor sign recognition

**NEW!**

### **Participation Award Sponsor: \$1,000** 4 available

- 4 tickets to the Picnic
- Sponsor sign recognition



# 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 2026

Sponsor Benefits	Major: \$5,000 1 or 2, exclusive	Passport: \$2,500 2 exclusive	Market: \$1,500 2 available	Experience: \$1,250 4 available
Exclusive event naming rights	★			
Logo featured on event artwork	★			
Recognition in press release	★	★		
Recognition in social media & web event listings	★	★	★	★
Logo featured on Passport map	★	★	★	Name
Go Taste Berks digital passports	18	12	6	4



**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 2026

Sponsor Benefits	Title: \$5,000 <small>1 exclusive</small>	Platinum: \$2,500	Gold: \$1,500	Silver: \$500
Exclusive event naming rights	*			
Welcome remarks	*			
Logo featured on event artwork	*			
1-min. company commercial played at the event	*	*		
Recognition in press release	*	*		
Recognition in social media & web event listings	*	*	*	
Event display table	*	*	*	
Logo in sponsor presentation	*	*	*	Name
Recognition in event program	Full page, color ad	Logo	Logo	Name
Support to local students to attend event free of charge	*	*	*	*
Logo on event signage	*	*	*	Name
Event tickets	10 reserved	8 reserved	6 reserved	2

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

kstamm@greaterreading.org | 610-898-7776

# 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 2026

Sponsor Benefits	Series \$2,500 3 exclusive
Event tickets	3 (per breakfast)
Recognition as Series Sponsor during event	★
Keynote Speaker Welcome or Closing (1 per event)	★
Display table	★
Logo featured on event artwork	★
Recognition in press release	★
Recognition in social media & web event listings	★



# 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: \$600 1 per event
Company name featured on event artwork	★
Recognition in social media & web event listings	★
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 social media & web event listings

## 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 social media & web event listings

## COFFEE & CONVOS



## Non-Profit Resource Sponsor: \$500

- Podium recognition at all Non-Profit Roundtable meetings (2 annually)
- Company supplied memento or flyer placed at each seat
- Recognition in social media & web event listings

## New Member Mixer Sponsor: \$1,000 (for all three) OR \$350 per Mixer (3 available)

- Welcome Speech
- 2 Event tickets
- Display table
- Recognition in social media & web event listings

For GRCA event sponsorships, contact Jackie Stiles.

jstiles@greaterreading.org | 610-898-7785

# State of the County

## (formerly the Commissioners Breakfast)

GRCA's **State of the County** is the new premier annual civic briefing on Berks County's economy and development. The program features a data-driven presentation by the Center for Regional Analysis from the Lancaster EDC, followed by a panel discussion with the Berks County Commissioners, examining county-level economic trends, priorities and opportunities. Attendees include business executives, elected officials, institutional leaders and key regional stakeholders invested in Berks County's economic growth, workforce development and community planning.

Sponsoring the State of the County positions your organization as a key partner in Berks County's economic development. Sponsors gain high-profile visibility with business, government, and community leaders, while demonstrating commitment to the region's growth, innovation and strategic priorities.

Sponsor Benefits	Title: \$5,000 2 exclusive	Platinum \$3,750 unlimited	Gold \$2,500 unlimited	Silver \$1,000 unlimited	Bronze \$500 1 per event
Event naming rights	★				
Welcome remarks/ speaker introductions	★				
Logo featured on event artwork	★				
Recognition in post-event recap	★	★			
Recognition in press release	★	★			
Recognition in social media & web event listings	★	★	★		
Priority seating	★	★	★		
Logo in sponsor presentation	★	★	★	★	Name
Event tickets	12	10	8	6	2

For GRCA event sponsorships, contact Alex Roché.

aroche@greaterreading.org | 610-898-7773

# Legislator Roundtable Series

## (formerly the State Legislator Breakfast)

The **Legislator Roundtable Series** is a recurring program that brings together local business leaders, elected officials, and key stakeholders to discuss pressing policy issues, economic trends, and legislative priorities affecting Berks County. Each session offers direct engagement with state or federal legislators and provides attendees with insights to guide their organizational and community strategies.

**Series Sponsor: \$1,500** 3 available

- 3 event tickets per roundtable session
- Recognition as Series Sponsor
- Opportunity to welcome or introduce legislators at one session
- Opportunity to host event if appropriate space is available
- Recognition in press release
- Logo featured on social media & web event listings
- Optional on-site signage at roundtable sessions

## Economic Development Webinar Series (NEW)

The **Economic Development Webinar Series** is a virtual program designed to bring together business leaders, local officials, and community stakeholders to discuss trends, opportunities, and strategies shaping economic growth in Berks County. Each session features expert presentations, data-driven insights, and interactive Q&A, providing attendees with actionable takeaways to support workforce, business, and community development initiatives.

**Series Sponsor: \$500** 3 available

- Recognition at all webinar sessions, including verbal acknowledgment and logo on virtual welcome slide
- Logo featured on social media & web event listings
- Recognition in all email campaigns

**For GRCA event sponsorships, contact Alex Roché.**

aroché@greaterreading.org | 610-898-7773