

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

SOLD OUT

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

THE PICNIC & Games

A Berks County tradition, GRCA's **Picnic & Games** 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

GO TASTE 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 1 exclusive	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 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 professionals speak and will teach you how to develop your skills to achieve your goals both professionally and personally.

Date: February, June, October 2026

SOLD OUT

Sponsor Benefits

Series \$2,500
3 exclusive

- Event tickets
- 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

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

SOLD OUT

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**.

aroche@greaterreading.org | 610-898-7773