

2024 Sponsorship Guide

The Chamber of Business & Industry of Centre County is committed to elevating your brand in 2024. This guide offers a variety of opportunities to showcase your brand, build brand awareness, and strengthen your presence in Centre County.

When you support the Chamber, you not only support economic-development efforts that help our shared communities to thrive, but you're also seizing the opportunity to get your business in front of a large, diverse audience or the targeted crowd you're hoping to reach.

Thanks to your sponsorship, the Chamber can maintain sustainable and smart economic-development initiatives, advocate for a healthy business climate, provide business-focused resources, and much more.

This guide offers options for businesses large and small to gain more exposure and to further support the critical work being done on behalf of the business community of Centre County.

Need help finding the sponsorship opportunity that's a good fit for your organization? Contact Melissa Brown, Director of Public Relations at mbrown@cbicc.org, to discuss your options or to request a custom proposal. A custom proposal for any event can be crafted to best support business goals, such as building brand awareness and perception.

The Chamber of Business & Industry of Centre County (the Chamber) is a nonprofit organization. Your sponsorships fund our mission to promote the well-being and growth of commerce, and business and industry, while also working to improve the already high quality of life we enjoy in Centre County.

Host a Business After Hours

Your Location | 5:00 – 7:00 p.m.

Registration ranges from 80 to 125 business professionals (average)

Hosting Fee: \$595 per event

Business After Hours is the premier networking event. This informal mixer allows Chamber members and their guests to network and make valuable business connections while promoting the host facilities, products or services.

The hosting member is responsible for ordering light hors d'oeuvres and beverages (a limited bar is encouraged).

Host Benefits:

- Opportunity to promote your business facilities, products or services to a targeted audience
- Opportunity to make remarks
- Company name and logo placed on all promotional materials:
 - Email blast
 - E-newsletter
 - Social media
 - Website

Coffee Conversations

Occurs 4-6 times annually | Locations determined closer to each event | A.M.

Hosting Fee: \$250 per event

Networking and education events designed to build relationships between businesses, community stakeholders and regional organizations.

Host Benefits:

- Opportunity to make remarks
- Company name and logo placed on all promotional materials:
 - Email blast
 - E-newsletter
 - Social media
 - Website
- Registration, event logistics and light breakfast provided by Chamber

Voice of Business Luncheons

Occur 6 times annually | Noon – 1:15 p.m.

Registration ranges from 150 to 200 business professionals (average)

March 28 – AI in Business

April 25 – Penn State Athletics Update

May TBD – Center County Development Update

September 17 – State of the County

October TBD – Centre County Economic Development Strategic Plan

November TBD – Entrepreneurship

Informative series to highlight topics of local and regional importance while supporting the Chamber’s advocacy efforts.

SPONSORSHIP BENEFITS (per event)	Exclusive \$5000	Presenting \$2000	Silver \$1000	Bronze* \$500
Exclusive Sponsor for the event	●			
Opportunity to play a 30-second company-supplied commercial	●	●		
Opportunity to introduce the keynote speaker/s	●	●		
Company-supplied mementos placed at each event	●	●		
Company supplied free-standing banner displayed at the event	●	●		
Company name and logo on event invitation	●	●		
Company name and logo on E-blast	●	●		
Company name and logo promoted in E-newsletter and social media.	●	●	●	
Company name and logo on website	●	●	●	●
Event day recognition (program and verbal recognition)	●	●	●	●
Complimentary registrations	10	8	4	2

Legislative Breakfast

March 14, 2024 – Mountain View County Club

An exclusive opportunity for Chamber investors and Centre County Economic Development Partnership members to connect directly with elected officials within state and local government.

SPONSORSHIP BENEFITS	Presenting \$2000	Silver \$1000	Bronze \$500
Opportunity to make welcoming remarks	•		
Opportunity to include a letter addressing the attendees of the Legislative Reception in the event program	•		
Promotional item or brochure about the sponsor company placed at each seat (company provided)	•		
Company supplied free-standing banner displayed at the event	•		
Company name and logo on event invitation	•		
Company name and logo promoted in e-newsletter and social media	•	•	
Company name and logo on the event landing page	•	•	•
Event day recognition (program and verbal recognition)	•	•	•
Complimentary registrations	8	4	2

National Civics Bee

April 18, 9:00 a.m. – 12:00 p.m.

Supporting Civics Education for Middle School Students

SPONSORSHIP BENEFITS (per event)	Presenting \$2000	Technology \$1000	Awards \$500	Breakfast \$500
Company Logo on Photo Op Step and Repeat Backdrop	•			
Company Name on Logo on Breakfast Tables & Coffee Station				•
Logo on awards table			•	
Logo on giant awards checks			•	
Company name and logo on the tablet stands for each finalist		•		
Company name and logo on the wifi password handouts		•		
Company spotlight in newsletter	•	•		
Company name and logo promoted in E-newsletter and social media.	•	•	•	•
Company name and logo on website	•	•	•	•
Event day recognition (program and verbal recognition & signs)	•	•	•	•

Women in Business Events

Occurs 4 – 6 times annually

Forum for women of all generations, sectors, and management levels to connect, build leadership skills and develop professionally.

SPONSORSHIP BENEFITS (per event)	Exclusive \$5000	Presenting \$1000	Silver \$500
Exclusive Sponsor for all Women in Business Events in 2024	●		
Company name designed into the Women in Business logo with ‘powered by ____’ under the “Women in Business”	●		
Company name associated with all event marketing	●		
Opportunity to provide one featured speaker (with committee approval) for a 2024 event	●		
Promotional item or brochure about the sponsor company placed distributed to guests (company provided)	●	●	
Company supplied free-standing banner displayed at the event	●	●	
Company name and logo on event invitation	●	●	
Company name and logo promoted in e-newsletter and social media	●	●	
Company name and logo on the event landing page	●	●	●
Event day recognition (program and verbal recognition)	●	●	●
Opportunity to make welcoming remarks	●	●	●
Promotional item or brochure about the sponsor company placed distributed to guests (company provided)	●	●	●
Complimentary registrations	10	6	4

Annual Golf Outing & 19th-Hole Mixer

June 14 – Mountain View Country Club

SPONSORSHIP BENEFITS	PLAYING SPONSORSHIPS			
	Presenting \$10,000	19 th Hole Mixer \$4000	Gold \$3000	Silver \$2000
Opportunity to make welcoming remarks	•			
Company-supplied ad featured on the event page	•	•		
Social-media spotlight	•	•		
Special and prominently displayed recognition at 19th-Mixer		•		
Signage with the company logo prominently displayed at the event	•	•		
Custom promotional opportunities (ex. golf ball, volunteer shirts, watering hole)	•	•	•	
Company representative and table at designated hole	•	•	•	
Opportunity to provide company-branded memento	•	•	•	•
Recognition in event materials and promotions	•	•	•	•
Fast Pass (on-course games)	•	•	•	•
1 Tee recognition	•	•	•	•
Complimentary golfer registrations	8	4	4	4
Complimentary 19 th -Hole Mixer tickets (Thursday, May 18)	8	4	4	4

Gold Sponsor Opportunities include: Mega Putt Sponsor & Chip and Putt Sponsor

Silver Sponsor Opportunities include: Watering Hole, Golfer Gift, Croquet Lawn, Scorecard, Golf Cart, Golf Ball Sponsor

Annual Golf Outing Non-playing Sponsorships

Snack Sponsor \$1000. (1 available)

- Inclusion in all media including event program and website Company logo printed on snack bag
- Logo displayed on course

Breakfast Sponsor \$1500 (1 available)

- Inclusion in all media including event program and website
- Logo and special recognition at breakfast location

Lunch Sponsor \$2000 (1 available)

- Inclusion in all media including event program and website
- Company Logo displayed on Lunch Bags / Boxes
- Special recognition at the lunch location

Tee / Green Sponsor \$200 (10 available)

- Inclusion in all media including event program and website Company Logo displayed on Lunch Bags / Boxes
- Inclusion in all media including event program and website

Beverage Sponsor \$500 (\$1000 exclusive) (2 available)

- Inclusion in all media including event program and website
- Company Logo displayed Beverage Cart
- Company Logo printed on drink tickets

*Additional sponsorship opportunities may be available once event details are finalized

Annual Celebration & Awards Dinner

Date and location to be determined closer to the event

A celebration of businesses and individuals and their achievements and contributions to Centre County. Stay tuned for details and sponsorship opportunities later this year.

SPONSORSHIP BENEFITS	Presenting \$10,000	Gold \$5000	Silver \$2,500
Recognition as presenting sponsor invitations	•		
Opportunity to play a 30-second company-supplied commercial	•		
Opportunity to provide remarks before the awards program	•		
Opportunity to sponsor an award category	•		
Company name and logo associated with the event in printed advertising in Town & Gown	•	•	
Full page ad in the event program	•		
Half page ad in the event program		•	
Company name and logo promoted in E-newsletter and social media.	•	•	
Company name and logo on website	•	•	•
Event day recognition (program and verbal recognition)	•	•	•
Complimentary registrations	10	6	4

If you would like to reserve a sponsorship spot for this event, please contact Melissa Brown at mbrown@cbicc.org

*Additional sponsorship opportunities may be available once event details are finalized