



## 2019 Sponsorships

Creating opportunities to engage with the community,  
reach a specific audience, grow brand awareness,  
showcase values, and build your business.

SAN LUIS  
OBISPO  
CHAMBER  
*of*  
COMMERCE

# It's all about the connections.

Our mission is to connect the business community with ideas, inspiration and each other, bringing people together to shape the place we love.

For more than 112 years, the San Luis Obispo Chamber of Commerce has been dedicated to serving our membership through work to enhance the economic prosperity and community well-being of San Luis Obispo County. Our focus is on creating the best possible environment for people to live, raise their families and pursue their passions.

Throughout the year there are many high-value touch points, not only with the more than 1,400 member businesses and community leaders that frequent Chamber events, but also with local, state and national representatives, international business leaders, management specialists, and employee engagement professionals who lead programs.

Sponsorships are an opportunity for your business to engage with the community, reach a specific audience, grow brand awareness, showcase your values, and build your business.

We look forward to discussing these opportunities with you and working together to help your business succeed.

Sincerely,

The SLO Chamber Team

# Annual Dinner



The Annual Dinner will be held at the Alex Madonna Expo Center on Saturday, January 19, 2019. This black-tie event brings together more than 400 business and community leaders to celebrate volunteers, recognize the outgoing board, install the incoming board and congratulate the SLO Citizen of the Year.

## Annual Dinner Presenting Sponsor

\$5,000

Benefits include:

- 3-5 minutes to address the audience
- Inclusion in event photos sent to media and showcased by the Chamber
- Priority placement of one sponsored table (ten seats) at the event (\$1,600)
- Business name included in the Annual Dinner invitation
- Business name included in event promotion
- Business logo featured on Annual Dinner web page
- Business logo visually represented during the event
- Business logo prominently featured in program
- Business name mentioned during the event

## Citizen of the Year Sponsor

Reserved

Benefits include:

- Introduces the Citizen of the Year award
- Included in photos with the current and past recipients
- Two tickets to the Annual Dinner
- Business name in the Annual Dinner invitation
- Business logo included in all Citizen of the Year communications
- Business logo visually represented during the event
- Business logo prominently featured in the program
- Business name mentioned during the event

# Insight Studio



Insight Studio is a year-long series, made up of eight events designed to elevate businesses by delivering inspiration, learning and development opportunities to leaders and employees alike. Each year Insight Studio goes on the road for a day trip to a leading California-based company. The months following are peppered with three educational workshops; two exclusive conversations with prominent leaders; a fall event that brings sought after speakers to San Luis Obispo; and finally, a trip to an out of area conference like the World Business Forum in New York or TechCrunch Disrupt SF, where we learn from and are inspired by some the world's most renowned figures.

## Lead Sponsor

Reserved

## Supporting Sponsors

\$5,500 | limit five

Benefits include:

- Opportunity for business representative to make a brief welcome on the business field trip and at each of the workshops (four opportunities in total)
- Prominent display of business logo on marketing materials including on all program emails
- Logo display and recognition of sponsorship at all events
- Table to display materials at workshops
- Recognition in media advisories
- Recognition in Chamber communications, including emails and social media outreach
- Year-long logo display on Insight Studio page on slochamber.org
- Two tickets for the business field trip and four tickets per local event

Benefits include:

- Tier 2 verbal recognition at all events
- Tier 2 display of business logo on marketing materials including on all program emails
- Tier 2 recognition in Chamber communications, including emails and social media outreach
- Year-long logo display on Insight Studio page on slochamber.org
- One ticket for the business field trip and two tickets per local event

# Legislative Events



Policy formation and legislative advocacy at all levels of government are core to the Chamber's work and the success of our members. This year we will feature no less than five events including our annual State of the State and four additional legislative programs on special topics intended to highlight regional and statewide issues and leaders.

## Lead Sponsors

\$3,600 | limit six

Benefits include:

- Verbal recognition at all events
- Priority placement of one table (eight seats) at the State of the State event with table sponsor recognition
- Two seats at the four additional special topic events
- Business logo included in Chamber communications including program emails and social media outreach
- Business logo featured on the legislative page on [slochamber.org](http://slochamber.org)
- Business logo displayed during all five legislative events
- Business representatives included in the event photos sent to media and showcased by the Chamber

## Supporting Sponsors

\$1,600 | limit four

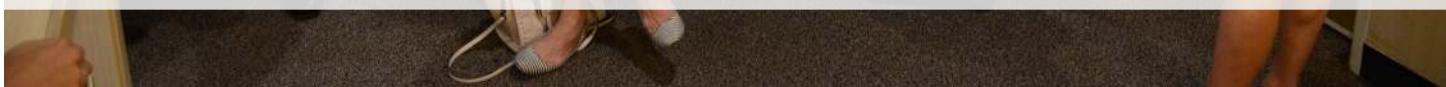
Benefits include:

- Priority placement of four reserved seats at the State of the State event
- One seat at the four additional special topic events
- Tier 2 display of the logo on all marketing materials
- Tier 2 recognition in Chamber communications, including program emails and social media outreach

# New Member Orientation



The New Member Orientation is a quarterly breakfast where we invite new members to join SLO Chamber staff and Ambassadors to get to know staff roles, gain a deeper understanding of how to maximize their membership benefits, and deepen their connection to the organization. Each guest has a chance to meet other new members in a smaller, more intimate networking event.



## Lead Sponsor

Reserved

Benefits include:

- Opportunity for business representative to make a brief welcome at each breakfast (four opportunities in total)
- Opportunity to distribute flyers at each of the four breakfast meetings
- Opportunity to network with new members in an intimate setting and make deeper connections earlier
- Business logo on all the electronic and printed invitations as well as the event registration site
- List of attendees in advance of the event

# Good Morning San Luis Obispo



Good Morning SLO is our platform for sharing ideas, news and inspiration. This monthly breakfast program brings together nearly 300 community leaders, business owners, employees, nonprofit executives, and elected officials and enables us to connect, engage and learn from each other about what makes our community great.



## Sponsorship

\$3,500 | limit 11

Benefits include:

- Logo recognition at every program
- Recognition on marketing materials including emails and main Good Morning SLO web page
- Four annual passes to attend Good Morning SLO
- The exclusive opportunity to distribute physical flyers at each event

Additionally, there will be one Good Morning SLO event where the sponsor will have:

- Verbal recognition and the opportunity to open the Good Morning SLO program with a three minute soapbox
- A reserved table with your business name and four additional passes to that month's event
- More prominent recognition on promotional emails

# EXPO at the Expo



On May 15, 2019, the Chamber's annual EXPO at the Expo will bring together more than 130 local exhibitors and put them in front of thousands of attendees in what has become the largest business trade show on the Central Coast. This is an opportunity to gain exposure to the general public while strengthening connections with SLO County business leaders and customers.

## Lead Sponsor

## Social Sponsor

\$5,500

\$2,000

### Benefits include:

- Prominent 12 x 10 booth space at entrance of show + secondary booth space as needed
- Banners displayed both inside and on the exterior of the Expo center
- Business logo and name prominently featured on all promotional materials including:
  - More than 1,000 printed flyers/posters throughout SLO county
  - Radio, TV, print and online ads for the event
  - Press releases, SLO Chamber communications, e-Flyers and social media
  - Featured on [slochamber.org](#)
  - Center of program cover of EXPO map/programs for all attendees
- A minimum of three verbal mentions at Good Morning SLO including the opportunity to distribute digital flyers and two complimentary guest passes for those three programs
- Two e-Flyers
- All Expo attendee business card contact information

### Benefits include:

- Opportunity to fully brand and take over the social area surrounding the bar (inside next to the front entrance) your own with signage, staff, handouts and decor.
- Banner hung from ceiling inside the Expo center
- Business logo and name prominently featured on all promotional materials including:
  - More than 1,000 printed flyers/posters throughout SLO county
  - Radio, TV, print and online ads for the event
  - Press releases, SLO Chamber communications, e-Flyers and social media
  - Featured on [slochamber.org](#)
  - Center of program cover of EXPO map/programs for all attendees
- An enhanced listing on [slochamber.org](#)
- All Expo attendee business card contact information