2020 Sponsorships

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

Since 1905, 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 nearly 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
The Annual Dinner will be held at the Alex Madonna Expo Center on Saturday, January 18, 2020. 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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
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</table>
| $5,500            |        | • 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 ($1,700)
|                   |        | • Business name included in the Annual Dinner invitation
|                   |        | • Business name included in event promotion
|                   |        | • Business logo featured on Annual Dinner page on slochamber.org
|                   |        | • Business logo visually represented during the event
|                   |        | • Business logo prominently featured in program
|                   |        | • Business name mentioned during the event |

### Reception Sponsor

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<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| $4,000            |        | • Priority placement of one sponsored table (ten seats) at the event ($1,700)
|                   |        | • Business name included in the Annual Dinner invitation
|                   |        | • Business name included in event promotion
|                   |        | • Business logo featured on Annual Dinner page on slochamber.org
|                   |        | • Business logo visually represented in the reception area of the event
|                   |        | • Business logo prominently featured in program
|                   |        | • Business name mentioned during the event |

### Citizen of the Year Award Sponsor

<table>
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<tr>
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</table>
| $2,750            |        | • 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 is a year-long series, made up of seven events designed to elevate businesses by delivering inspiration, learning and development opportunities to organizational 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 some of our area’s most prominent leaders and a fall event that brings sought after speakers and business leaders to San Luis Obispo.

<table>
<thead>
<tr>
<th>Lead Sponsor</th>
<th>Supporting Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,500</td>
<td>limit one</td>
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</table>
| • 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 in all program emails  
• Logo display and verbal recognition of sponsorship at all events  
• Table to display materials at workshops  
• Business name 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  |  
• 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 |
Policy formation and legislative advocacy at all levels of government are core to the Chamber’s work and the success of our members. Your support of our legislative series enables not only annual events such as State of the State and four special topic events, but also our election year outreach and expanded state-wide advocacy.

**Lead Sponsors**

$4,000 | limit six

- 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
- Behind the scenes access to at least two roundtable discussions with invited speakers
- Business logo included in Chamber communications including program emails and social media outreach
- Business logo featured on the legislative events page on slochamber.org
- Business logo displayed during all five legislative events
- Business representatives included in event photos sent to media and showcased by the Chamber

**Supporting Sponsors**

$2,000 | limit four

- Priority placement of four reserved seats at the annual 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 event 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.

Sponsorships

$2,500 | limit two

- Opportunity for business representative to make a brief welcome at each event (four opportunities in total)
- Opportunity to distribute flyers and/or promotional items at each of the four meetings
- Opportunity to network with new members in an intimate setting and make deeper connections earlier
- Business logo on all electronic and printed invitations as well as the event registration page on slochamber.org
- Provided the list of attendees and contact information in advance of each 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.

Sponsorships

$3,750 | limit eleven

- Logo recognition at every program
- Recognition on marketing materials including emails and main Good Morning SLO page at slochamber.org
- Four annual passes to attend Good Morning SLO
- The exclusive opportunity to distribute physical flyers at each event
- Opportunity to include a flyer in each month’s Good Morning SLO e-flyers email

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
On May 20, 2020, the Chamber’s annual EXPO at the Expo brings together more than 120 local exhibitors and puts 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.

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<thead>
<tr>
<th>Lead Sponsor</th>
<th>Social Sponsors</th>
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<td><strong>$5,500 - RESERVED</strong></td>
<td>**$2,375</td>
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- 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 and social media
  - Featured on slochamber.org
  - Center of program cover of EXPO map/programs for all attendees
  - Company logo on attendee giveaway bags
- 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

- 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
  - Company logo on attendee giveaway bags
- An enhanced listing on slochamber.org
- All Expo attendee business card contact information