



2022 SPONSORSHIP OPPORTUNITIES GUIDE

Helping you reach your target market



Supporting local businesses

Advocating for a strong business environment

Sustaining economic vitality

That's what the Dekalb Chamber is all about.

Sponsorship and advertising provide a significant amount of funding for the DeKalb Chamber each year, enabling us to serve and support our members. When you sponsor one of our events or activities, you are investing in the Chamber's mission of supporting our business members and the economy of DeKalb County by providing education, advocacy, and connection while also gaining valuable recognition and exposure for your company. Together, we can help create opportunities for business growth.

Gain Connections, Insight and Visibility - Sponsor Today!





SPONSORSHIP BENEFITS

This guide details sponsorships corresponding with DeKalb Chamber events, programs, and initiatives in the areas of Economic Development, Advocacy, Education, Workforce Development, and Member Services. Sponsorships labeled Presenting, Gold, Silver or Bronze receive the benefits below. Additional benefits are listed individually under each sponsorship description and creative requests will always be considered.

PRESENTING SPONSORSHIPS

- Exclusive opportunity for one company with first right of refusal for following year
- Top billing on event signage and event registration page
- Top billing on applicable promotional materials, such as programs, advertisements, and social media
- Verbal recognition during the event and the opportunity to speak (if appropriate for the event)
- Visual recognition during the event (typically a floor banner provided by sponsor)
- Opportunity to have an EXPO booth or display table (if appropriate for the event)
- Opportunity to distribute promotional material (if applicable to event)
- Full-Page advertisement in the event program on preferred page (if applicable to event)
- Up to 8 tickets to the event
- Presenting Sponsor designation on name badge

GOLD SPONSORSHIPS

- Industry exclusivity for sponsorship level
- Enhanced logo recognition on event signage and event registration page
- Recognition on applicable promotional materials, such as programs, advertisements, and social media
- Verbal recognition during the event
- Half-Page advertisement in the event program (if applicable to event)
- Opportunity to have an EXPO booth or display table (if appropriate for the event)
- Up to 6 tickets to the event
- Sponsor designation on name badge

SILVER SPONSORSHIPS

- Logo recognition on event signage and event registration page
- Recognition on applicable promotional materials, such as programs and advertisements
- Verbal recognition during the event
- Quarter-page advertisement in the event program (if applicable to event)
- Up to 4 tickets to the event
- Sponsor designation on name badge

BRONZE SPONSORSHIPS

- Name recognition on event signage and event registration page
- Recognition on applicable promotional materials, such as programs and advertisements
- Verbal recognition during the event
- Up to 2 tickets to the event
- Sponsor designation on name badge

A photograph of three people smiling. In the center is a Black man with a beard, wearing a dark suit and a light blue shirt. To his left is a woman with long dark hair, wearing a white polka-dot blouse and dark pants. To his right is a woman with long brown hair, wearing a white short-sleeved button-down shirt. They are all looking towards the camera.

SIGNATURE EVENTS

84TH ANNUAL MEETING & BUSINESS LUNCHEON

JANUARY 2022 | 200+ Attendees

Our flagship event presents the annual agenda for our organization's priorities including advocacy, business and economic development, and education. New Board Members are recognized and a keynote speaker will deliver a relevant message to the members, partners, and community stakeholders.

Presenting Sponsor: \$7,500
Gold Sponsor: \$5,000

Silver Sponsor: \$3,500
Bronze Sponsor: \$2,500

GOLF CLASSIC

OCTOBER 2022 | 80+ Attendees

This annual tournament is full of networking, camaraderie, and fun! The tournament is a shot-gun start with several prizes offered for players. Lunch and beverages are provided.

Presenting Sponsor: \$7,500
Gold Sponsor: \$5,000
Silver Sponsor: \$3,500

Bronze Sponsor: \$2,500
Hole Sponsor: \$500

Closest to the Pin Sponsor: \$2,500
Longest Drive Sponsor: \$2,500
Hole In One Sponsor: \$2,500
Putting Contest Sponsor: \$250

Breakfast Sponsor: \$750 or TRADE
Lunch Sponsor: \$1,250 or TRADE
Beverage Sponsor: \$750 or TRADE



Note: The benefits for the Golf Classic sponsorships may differ from other sponsorships the Chamber offers. Please see the full Golf Classic Sponsorship Guide for details.

STATE OF THE COUNTY

MARCH 2022 | 500+ Attendees

A partnership event with Council for Quality Growth, DeKalb County, and the Chamber. The DeKalb County CEO will look back on the County's 2021 accomplishments and lay out the vision for DeKalb. This luncheon address is to the business community.

Presenting Sponsor: \$7,500
Gold Sponsor: \$5,000

Silver Sponsor: \$3,500
Bronze Sponsor: \$2,500

ECONOMIC DEVELOPMENT EVENTS

HIRE DEKALB

MARCH 2022 | 150+ Attendees

This county-wide event showcases employment opportunities in DeKalb County and targets the existing workforce, high school graduates, and college students. Career seekers have the opportunity to meet face-to-face with premier companies.

Presenting Sponsor: \$5,000

Gold Sponsor: \$3,500

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,000

STATE OF ECONOMIC DEVELOPMENT

FEBRUARY 2022 | 100+ Attendees

Hear first-hand the community's economic development successes and plans for future growth. Representatives of regional economic development organizations, businesses, and civic leaders gather for a review of business developments of the past year and a presentation by a keynote speaker.

Presenting Sponsor: \$5,000

Gold Sponsor: \$3,500

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,000

STATE OF EDUCATION & WORKFORCE DEVELOPMENT

AUGUST 2022 | 100+ Attendees

Join DeKalb County's top education and workforce development leaders and organizations as they share some fascinating insights from our educational institutions and innovative measures our workforce development partners are taking to build our talent pipeline and workforce.

Presenting Sponsor: \$5,000

Gold Sponsor: \$3,500

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,000



POWER LUNCHES

2022 POWER LUNCH SERIES

BI-MONTHLY | 35+ Attendees Per Event

Chamber members stay on top of business trends through the Chamber's Power Lunch series. The Power Lunch is held every other month and is conducted by local business experts presenting on top trends and relevant business issues. The lunch allows members to make the most of their lunch break by combining networking and education during the lunch hour.

It is a great way for members to make new business contacts and build up business referrals. Sponsors have the opportunity to market their business to attendees representing a wide variety of small and large businesses.

JANUARY Education & Workforce Development Focus

MARCH Economic Development Focus

MAY Small Business Development Focus

JULY Economic Development Focus

SEPTEMBER Small Business Development Focus

NOVEMBER Education & Workforce Development Focus

Presenting Sponsor: \$7,500
Gold Sponsor: \$5,000

Silver Sponsor: \$3,500
Bronze Sponsor: \$2,500

Supporting Sponsor: \$500 (per event)





ADVOCACY & GOVERNMENTAL AFFAIRS

DEKALB DAY AT THE CAPITOL

FEBRUARY 2022 | 35+ Attendees

DeKalb Day at the Capitol is an opportunity for participants to meet with State House, Senate and other Georgia leaders, and experience the 2022 Legislative Session. This day also includes a private lunch to honor the DeKalb delegation and their staffers.

Presenting Sponsor: \$5,000
Gold Sponsor: \$3,500

Silver Sponsor: \$2,500
Bronze Sponsor: \$1,000

D.C. FLY-IN

SPRING 2022 | 20 Attendees

This unique event offers members an exclusive opportunity to meet face-to-face with members of Georgia's delegation. The D.C. Fly-In also allows members to hear from policy experts about issues that impact business in Georgia. A private reception is held to honor the delegation.

Platinum/Dinner Sponsor: \$3,500
Gold/Reception Sponsor: \$2,500

Silver Sponsor: \$1,000
Bronze Sponsor: \$500

ISSUE INSIGHTS: A POST SESSION WRAP-UP

MAY 2022 | 100+ Attendees

An opportunity to interact with our legislative delegation on a personal basis, hear the Chamber's thoughts on the past session and thank the legislators for their hard work representing the diverse interests in our region

Presenting Sponsor: \$5,000
Gold Sponsor: \$3,500

Silver Sponsor: \$2,500
Bronze Sponsor: \$1,000

ADVOCACY & GOVERNMENTAL AFFAIRS

CITY SUMMIT

AUGUST 2022 | 150+ Attendees

Hear from DeKalb's mayors, city council, and Community Improvement Districts as they share their vision for our community and the plans to reach that vision.

Presenting Sponsor: \$5,000
Gold Sponsor: \$3,500

Silver Sponsor: \$2,500
Bronze Sponsor: \$1,000

CANDIDATE FORUM AND MEET & GREET

SEPTEMBER 2022 | 150+ Attendees

Meet political candidates from both sides of the aisle, and in between and inform your voting decisions. All political stripes welcome! Turn down the noise and dial up the insight at this comprehensive, one-stop election resource event.

Presenting Sponsor: \$5,000
Gold Sponsor: \$3,500

Silver Sponsor: \$2,500
Bronze Sponsor: \$1,000

LEGISLATIVE PREVIEW

NOVEMBER 2022 | 100+ Attendees

The best way to advocate for you, your family, and your business is to be engaged. At the Legislative Preview & Forum, Elected Officials will provide details about what the local and business community can expect for the 2023 Legislative Session.

Presenting Sponsor: \$5,000
Gold Sponsor: \$3,500

Silver Sponsor: \$2,500
Bronze Sponsor: \$1,000



BUSINESS RECOGNITION & NETWORKING

APEX AWARDS

OCTOBER | 150+ Attendees

The DeKalb Chamber of Commerce APEX Business Awards honors Chamber members for exemplary performance and contributions to DeKalb County and the metro Atlanta region. Awards presented include Emerging Business, Business of the Year, Youth Entrepreneur, Business Advocacy, and Nonprofit Organization of the Year.

Presenting Sponsor: \$5,000

Gold Sponsor: \$3,500

Silver Sponsor: \$2,500

Bronze Sponsor: \$1,000



DAY OF SERVICE

JUNE | 25+ Attendees

The Chamber Day of Service is an opportunity for Chamber members and their employees to give back to our community, learn about a local non-profit organization, and get to know other area professionals.

Presenting Sponsor: \$500

Supporting Sponsor: \$250

BUSINESS RECOGNITION & NETWORKING



BUSINESS AFTER HOURS

QUARTERLY | 35+ Attendees Per Event

The Business After Hours is an after-work networking event designed to highlight individual businesses and provide a relaxed networking opportunity for members. Attendees will enjoy hors d'oeuvres, beverages, door prizes, and an informal setting to meet, mingle, and make contacts.

Presenting Sponsor: \$500 (per event)
Supporting Sponsor: \$250 (per event)

CHAIRMAN'S CIRCLE RECEPTIONS

SEMI-ANNUALLY | 35+ Attendees Per Event

The Chairman's Circle represents businesses and individuals who have chosen to go the extra mile in their support for the Chamber and its mission. Chairman's Circle receptions and events provide exclusive and unique opportunities for elite business leaders to meet, network, and socialize.

Presenting Sponsor: \$500 (per event)
Supporting Sponsor: \$250 (per event)



SPONSORSHIP FORM

This form summarizes the sponsorships offered by the DeKalb Chamber of Commerce. All promotional activities begin at the time of signature and expire at the end of the membership year unless otherwise stated. Sponsorships are available on a first-come, first served basis and cannot be held without receipt of signed contract.

SIGNATURE EVENTS

Annual Meeting & Business Luncheon

- ☐ Presenting Sponsor: \$7,500 (1 available)
- ☐ Gold Sponsor: \$5,000 (3 available)
- ☐ Silver Sponsor: \$3,500 (5 available)
- ☐ Bronze Sponsor: \$2,500 (10 available)

State of the County

- ☐ Presenting Sponsor: \$7,500 (1 available)
- ☐ Gold Sponsor: \$5,000 (3 available)
- ☐ Silver Sponsor: \$3,500 (5 available)
- ☐ Bronze Sponsor: \$2,500 (10 available)

Golf Classic

- ☐ Presenting Sponsor: \$7,500 (1 available)
- ☐ Gold Sponsor: \$5,000 (3 available)
- ☐ Silver Sponsor: \$3,500 (5 available)
- ☐ Bronze Sponsor: \$2,500 (10 available)
- ☐ Hole Sponsor: \$500 (Multiple available)
- ☐ Closest to the Pin Sponsor: \$2,500 (1 available)
- ☐ Longest Drive Sponsor: \$2,500 (1 available)
- ☐ Hole In One Sponsor: \$2,500 (1 available)
- ☐ Putting Contest Sponsor: \$250 (Multiple available)
- ☐ Breakfast Sponsor: \$750 or TRADE (1 available)
- ☐ Lunch Sponsor: \$1,250 or TRADE (1 available)
- ☐ Beverage Sponsor: \$750 or TRADE (1 available)

ECONOMIC DEVELOPMENT EVENTS

Hire DeKalb

- ☐ Presenting Sponsor: \$5,000 (1 available)
- ☐ Gold Sponsor: \$3,500 (1 available)
- ☐ Silver Sponsor: \$2,500 (2 available)
- ☐ Bronze Sponsor: \$1,000 (3 available)

State of Economic Development

- ☐ Presenting Sponsor: \$5,000 (1 available)
- ☐ Gold Sponsor: \$3,500 (1 available)
- ☐ Silver Sponsor: \$2,500 (2 available)
- ☐ Bronze Sponsor: \$1,000 (3 available)

State of Education & Workforce Development

- ☐ Presenting Sponsor: \$5,000 (1 available)
- ☐ Gold Sponsor: \$3,500 (1 available)
- ☐ Silver Sponsor: \$2,500 (2 available)
- ☐ Bronze Sponsor: \$1,000 (3 available)

DeKalb Chamber of Commerce SPONSORSHIP FORM

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POWER LUNCHES

Annual Meeting & Business Luncheon

- ☐ Presenting Sponsor: \$7,500 (1 available; series sponsorship)
- ☐ Gold Sponsor: \$5,000 (3 available; series sponsorship)
- ☐ Silver Sponsor: \$3,500 (5 available; series sponsorship)
- ☐ Bronze Sponsor: \$2,500 (10 available; series sponsorship)
- ☐ Supporting Sponsor: \$500 (per event - please indicate which event you would like to sponsor below)
 - ☐ JANUARY (Education & Workforce Development focus)
 - ☐ MARCH (Economic Development focus)
 - ☐ MAY (Small Business Development focus)
 - ☐ JULY (Economic Development focus)
 - ☐ SEPTEMBER (Small Business Development focus)
 - ☐ NOVEMBER (Education & Workforce Development focus)

BUSINESS RECOGNITION & NETWORKING EVENTS

APEX Awards

- ☐ Presenting Sponsor: \$5,000 (1 available)
- ☐ Gold Sponsor: \$3,500 (1 available)
- ☐ Silver Sponsor: \$2,500 (2 available)
- ☐ Bronze Sponsor: \$1,000 (3 available)

Day of Service

- ☐ Presenting Sponsor: \$500 (1 available)
- ☐ Supporting Sponsor: \$250 (Multiple available)

Business After Hours

- ☐ Presenting Sponsor: \$500 (1 available per event)
- ☐ Supporting Sponsor: \$250 (multiple per event)

Chairman's Circle Receptions

- ☐ Presenting Sponsor: \$500 (1 available per event)
- ☐ Supporting Sponsor: \$250 (multiple per event)

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ADVOCACY & GOVERNMENTAL AFFAIRS

DeKalb Day at the Capitol

- ___ Presenting Sponsor: \$5,000 (1 available)
- ___ Gold Sponsor: \$3,500 (1 available)
- ___ Silver Sponsor: \$2,500 (2 available)
- ___ Bronze Sponsor: \$1,000 (3 available)

D.C. Fly-In

- ___ Platinum/Dinner Sponsor: \$3,500 (1 available)
- ___ Gold/Reception Sponsor: \$2,500 (1 available)
- ___ Silver Sponsor: \$1,000 (2 available)
- ___ Bronze Sponsor: \$500 (3 available)

Issue Insights: A Post Session Wrap-Up

- ___ Presenting Sponsor: \$5,000 (1 available)
- ___ Gold Sponsor: \$3,500 (1 available)
- ___ Silver Sponsor: \$2,500 (2 available)
- ___ Bronze Sponsor: \$1,000 (3 available)

City Summit

- ___ Presenting Sponsor: \$5,000 (1 available)
- ___ Gold Sponsor: \$3,500 (1 available)
- ___ Silver Sponsor: \$2,500 (2 available)
- ___ Bronze Sponsor: \$1,000 (3 available)

Candidate Forum and Meet & Greet

- ___ Presenting Sponsor: \$5,000 (1 available)
- ___ Gold Sponsor: \$3,500 (1 available)
- ___ Silver Sponsor: \$2,500 (2 available)
- ___ Bronze Sponsor: \$1,000 (3 available)

Legislative Preview

- ___ Presenting Sponsor: \$5,000 (1 available)
- ___ Gold Sponsor: \$3,500 (1 available)
- ___ Silver Sponsor: \$2,500 (2 available)
- ___ Bronze Sponsor: \$1,000 (3 available)

INVESTMENT COMMITMENT

My company, _____, agrees to monetarily support the events and programming activities of the DeKalb Chamber of Commerce as marked on the preceding pages and I (we) understand the benefits, including sponsorships outlined in this document.

I (we) understand that all programs, events, dates, and times, are subject to change. I (we) understand that due to the current COVID-19 pandemic, programs and events may be held virtually or canceled/postponed for safety reasons, in which case my sponsorship will be applied to a different program or event with similar exposure levels.

Member Business Representative Signature

Date

\$ _____
Sponsorship Total