



HARRISBURG REGIONAL
CHAMBER & CREDC SM

BOLD LEADERSHIP. VISIONARY MEMBERS. POWERFUL RESULTS.

2024

Sponsorship Guide & Marketing Opportunities



HARRISBURG REGIONAL
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BOLD LEADERSHIP. VISIONARY MEMBERS. POWERFUL RESULTS.

*We are a catalyst for dynamic job creation that seeks to improve economic growth, mobility and vitality while enhancing the quality of life in our region:
Cumberland, Dauphin and Perry counties.*

Why Become A Sponsor



BRAND RECOGNITION

Reach over 10,000 people through email, social media, and website recognition prior to event and have your brand prominently featured at the event.



RETURN ON INVESTMENT

Find sponsorship opportunities catered to your budget and goals while making an impact.



EXCLUSIVITY

Our sponsorship opportunities are exclusive to members of the Harrisburg Regional Chamber & CREDC.

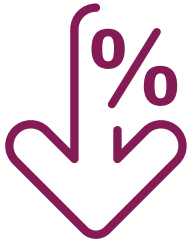
The Harrisburg Regional Chamber & CREDC is a not-for-profit organization. Your sponsorship and marketing contribution fund our mission.



As You Read Through This Guide...



Sponsorship levels marked with an asterisk (*) have **First Right of Acceptance**. The 2023 exclusive event sponsor has the first right of acceptance to renew the sponsorship agreement.



Microbusinesses (a company of fewer than 10 employees) are eligible to receive a **25% discount** on the lowest level of sponsorship for the Legislators' Forum Series, IDEA Workshop, and CBW+ Speaker Series. Eligible businesses also receive at 25% discount on the Business Appreciation Social Hour (B.A.S.H.) hosting fee.



Interested in sponsoring an event but don't see a sponsorship level that works for your company? We are open to customizing a sponsorship to meet the needs of your business or organization.

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HARRISBURG REGIONAL CHAMBER & CREDC

2024 EVENTS

EVENT	TIME OF YEAR	TYPE OF ATTENDEES (MEMBERS)	EXPECTED ATTENDANCE
Legislators' Forum I - PA House	January	Government/Business Professionals	150
Economic Forecast	February	Business/Finance Professionals	200
Legislators' Forum II - PA Senate	March	Government/Business Professionals	150
VIBE	April	Executives/Community Leaders	500
IDEA Workshop	October	Business/HR Professionals	100
State of the City Address	October	Business Professionals	250
Catalyst Awards	December	Business/Community Leaders	400
CBW+ Speaker Series	Monthly	Business Women & Allies	100 per month



2024 CATALYST AWARDS



Each year we present the Catalyst Awards to visionary organizations and individuals in the Harrisburg region. The awards honor those making a difference in our communities, creating more opportunities for businesses and building a brighter future for our region. This event is formatted as a networking reception and celebration to honor the award winners and showcase the ways they're inspiring change in our community.

SPONSOR BENEFITS	*Exclusive Platinum \$6,500	Gold \$4,000	Silver \$3,000	Bronze \$2,000
Opportunity to speak in opening video played at the event	RESERVED			
:30 social video ad created by Chamber & CREDC featuring Exclusive Platinum Sponsor representative				
Company logo placed on printed event materials				
Company mention in Chamber & CREDC event emails and virtual invitation				
Company logo placed in post event email survey				
Company logo placed on signage at the event			●	
Onetime Chamber Rewards email blast			●	
Admission for eight			●	●
Company recognition on the event screen presentation			●	●
Company recognition on the Chamber & CREDC website event page			●	●
		Logo	Logo	Name
		Logo/ Hyperlink	Logo/ Hyperlink	Name

ADDITIONAL SPONSORSHIP LEVELS:

*EXCLUSIVE INDIVIDUAL AWARD SPONSORSHIPS - \$4,500 EACH

Awards: Athena Award, Catalyst Award, Diversity Influencer of the Year Award, Entrepreneur of the Year Award, Government Leader of the Year Award, Small Business of the Year Award, Volunteer of the Year Award

Gold level benefits plus:

- Opportunity to present award onstage
- Company logo placed in Chamber & CREDC event emails
- Company logo placed in Catalyst Awards virtual invitation
- Company logo placed in post event email survey

Exclusive 2024 Platinum Sponsor

*EXCLUSIVE VIRTUAL INVITATION SPONSORSHIP - \$3,500

Silver level benefits plus:

- Company supplied full page color ad on inside front cover of virtual invitation

VIBE

Presented by



VIBE sets the bar high for networking in the Harrisburg Region. Nearly 500 business influencers join us each year to strengthen relationships and learn something new at this cutting-edge event. A valuable networking reception is followed by the keynote presentation from an internationally renowned speaker.

SPONSOR BENEFITS

BEFORE EVENT

	*Exclusive Title \$20,000	*Platinum \$13,200 Industry Exclusive	*Gold \$9,350 Industry Exclusive	Silver \$5,550	Bronze \$2,750
Brand Recognition in VIBE Event Logo					
:30 social video ad created by Chamber & CREDC featuring Exclusive Title Sponsor representative					
Company logo on invitation		●	●		
Company logo placed in post event email survey		●	●		
Exclusive features in print promotion		●	●		
Company logo in the Chamber & CREDC event emails		●	●	●	
One-time Chamber Rewards eblast		●	●	●	
Company-supplied banner ad placed on the Chamber & CREDC website		<i>For 6 Months</i>	<i>For 4 Months</i>		
Company logo/hyperlink placed on the Chamber & CREDC website event page		●	●	●	●

RESERVED

AT EVENT

Opportunity to speak on stage		●			
Recognition on reserved seating signs		<i>Company Logo</i>	<i>Company Logo</i>	<i>Company Logo</i>	<i>Company Name</i>
Gobo logo featured at the networking reception					
Admission to VIP Reception (hors d'oeuvres & open bar)		5	5	2	
Admission to the heavy hors d'oeuvres reception and keynote address		20	10	10	5
Recognition in event program		<i>Full Page Ad</i>	<i>Half Page Ad</i>	<i>Logo</i>	<i>Company Name</i>
Company description in event program		<i>150 Words</i>	<i>125 Words</i>	<i>75 Words</i>	
Recognition on the event screen presentation		<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Company Name</i>
Recognition on opening sponsor video		<i>Digital ad plus 10 second company description</i>	<i>Logo</i>	<i>Logo</i>	<i>Company Name</i>



VISIONARY.

BOLD.

INSPIRATIONAL.

ENERGETIC.

ADDITIONAL SPONSORSHIP LEVELS

***EXCLUSIVE VIP RECEPTION SPONSORSHIP - \$7,500**

Silver level benefits plus:

- Complimentary admission for 10 to the Exclusive VIP Reception and to the heavy hors d'oeuvres reception and keynote address
- Exclusive company recognition (signage, pull up banner) during the Exclusive VIP Reception.
- Opportunity to make brief remarks during the Exclusive VIP Reception

***EXCLUSIVE EVENT PROGRAM SPONSORSHIP - \$6,050**

Silver level benefits plus:

- Company supplied full page, color ad on the inside front cover of the event program

***EXCLUSIVE VIRTUAL INVITATION SPONSORSHIP - \$6,050**

Silver level benefits plus:

- Company supplied full page color ad on inside front cover of virtual invitation

BENEFACTOR SPONSORSHIP - \$1,000

- Two tickets to event donated in your name to deserving nonprofit organization or microbusiness
- Company name recognition in event screen presentation
- Company name recognition in opening sponsor video
- Company name recognition in event program

VIBE

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2024 HARRISBURG REGIONAL ECONOMIC FORECAST

The Harrisburg Regional Economic Forecast is essential for local business leaders and finance professionals. A formal meal is followed by an in-depth keynote presentation by a respected economist covering local, national and global financial perspectives.

SPONSOR BENEFITS	*Exclusive Platinum \$6,050	Gold \$3,850	Silver \$2,750	Bronze \$1,650
Company supplied memento placed at each seat	●			
One seat at the head table	●			
Opportunity to introduce the keynote speaker	●			
Opportunity to play :30 company supplied commercial at event	●			
Company recognized in Chamber & CREDC event emails	●			
Company supplied free-standing banner displayed at the event	●	●		
Onetime Chamber Rewards email blast	●	●		
Primary reserved seating for eight	●	●	●	●
Company featured at event (program, sponsor video, event screen)	Logo	Logo	Logo	Name
Company recognition on website event page	Logo/Hyperlink	Logo/Hyperlink	Logo/Hyperlink	Name



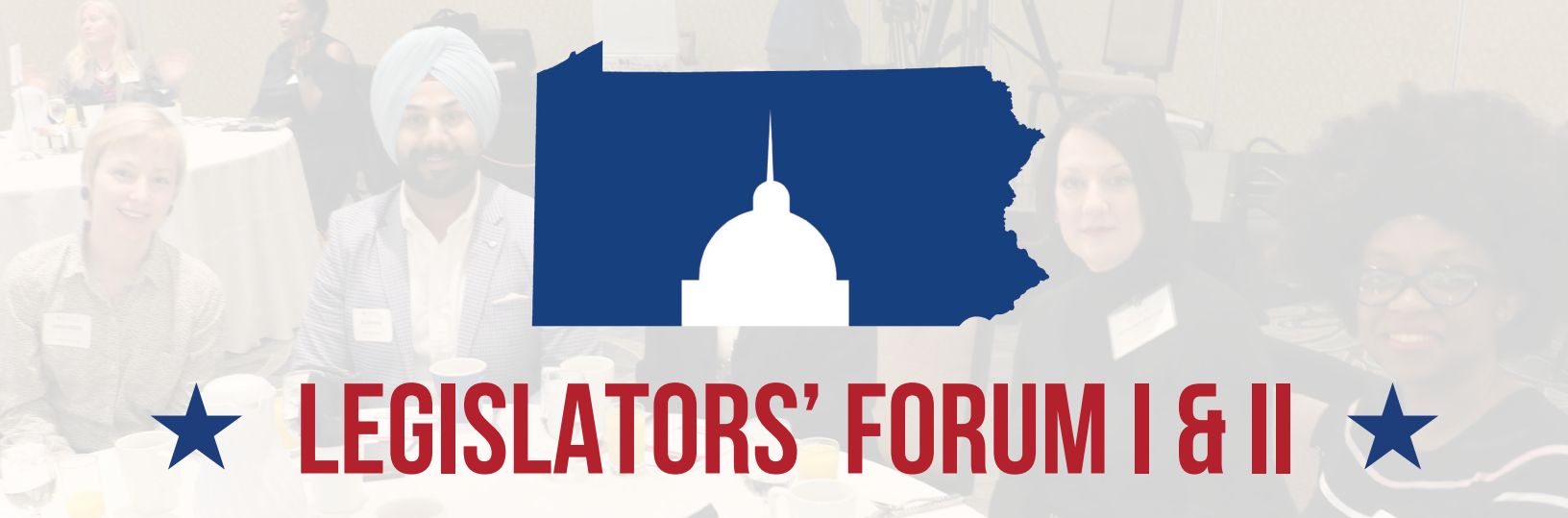


Progress is being made daily as the City of Harrisburg continues to promote economic growth and improve the quality of life for its residents. To update you on that progress, the Harrisburg Regional Chamber & CREDC is excited to host the Mayor of Harrisburg at the State of the City Address. Join us as we hear the mayor's vision for the future as the city moves forward.

SPONSOR BENEFITS	*Exclusive Platinum \$6,050	Gold \$3,850	Silver \$2,750	Bronze \$1,650	
Company supplied memento placed at each seat	RESERVED				
One seat at the head table					
Opportunity to introduce the keynote speaker					
Opportunity to play :30 company supplied commercial at event					
Company recognized in Chamber & CREDC event emails					
Company supplied free-standing banner displayed at the event			●		
Onetime Chamber Rewards email blast			●		
Primary reserved seating for eight			●	●	●
Company featured at event (program, sponsor video, event screen)			Logo	Logo	Name
Company recognition on website event page			Logo/Hyperlink	Logo/Hyperlink	Name

Exclusive 2024 Platinum Sponsor





★ LEGISLATORS' FORUM I & II ★

These formal breakfast events provide exclusive opportunities for Chamber & CREDC members to hear directly from their elected officials representing Cumberland, Dauphin and Perry counties. Panels follow a moderated Q&A style discussion. **Legislators' Forum I** features members of the Pennsylvania House of Representatives, and **Legislators' Forum II** features members of the Pennsylvania Senate.

SPONSOR BENEFITS	*Exclusive Federal \$2,750	State \$1,650	County \$825	Municipal \$450
Opportunity to speak at the event	●			
One seat at the head table	●			
Company logo featured in all event emails prior to the event	●			
Company supplied free standing banner at the event	●	●		
Onetime Chamber Rewards email blast	●	●		
Primary reserved seating	8	8	8	4 (not reserved)
Company recognition featured at event (program, event screen, signage)	Logo	Logo	Logo	Name
Company recognition on website event page	Logo/Hyperlink	Logo/Hyperlink	Logo/Hyperlink	Name

Bundle & Save:

Sponsorship amounts listed per event. Save \$150 total if you sponsor both events at the same level.





IDEA 2024 Workshop

Inclusion. Diversity. Equity. Accessibility.

Our Our IDEA (Inclusion, Diversity, Equity and Accessibility) Workshop is an interactive seminar that will educate attendees on the importance of DEIA programs within organizations. The workshop will equip attendees with strategies to strengthen DEIA efforts in their businesses.

SPONSOR BENEFITS

	*Exclusive Title \$5,500	*Exclusive Platinum \$2,750 Industry Exclusive	Gold \$1,650	Silver \$825	Bronze \$450
:30 social video ad created by Chamber & CREDC featuring Exclusive Title Sponsor	●				
Logo recognition added to event name	●				
Company supplied digital ad featured on event screen presentation	●				
Opportunity to speak at the event	●	●			
Company logo featured in all event emails prior to the event	●	●			
Company supplied free standing banner at the event	●	●	●		
Onetime Chamber Rewards email blast	●	●	●		
Complimentary event admissions	16	8	8	8	4
Company recognition featured at event (program, event screen, signage)	Logo	Logo	Logo	Logo	Name
Company recognition on website event page	Logo/ Hyperlink	Logo/ Hyperlink	Logo/ Hyperlink	Logo/ Hyperlink	Name





ALL ARE WELCOME! Chamber Business Women+ (CBW+) promotes the progression and advancement of professional women through the education and sharing of ideas and experiences. We invite everyone (of all gender identities) who supports this mission to join the events. These monthly breakfasts feature speakers presenting on personal and professional development topics. Meetings include time for networking with peers in the business community.

CBW+ SPEAKER SERIES

SPONSOR BENEFITS	*Exclusive CBW+ Champion (Industry Exclusive) \$1,750	CBW+ Believer \$1,000	CBW+ Ally \$750
Opportunity to be featured in all event descriptions as "CBW+ Presented by [insert company name]."	●		
Opportunity to speak at each event	●		
Company logo placed on header of Chamber & CREDC CBW+ emails with hyperlink to sponsor's website	●		
Company supplied free standing banner displayed at each event	●	●	
Company supplied memento or flyer at attendee seats	●	●	
Company featured on CBW+ sponsor slide at event	Logo	Logo	Name
Company featured on Chamber & CREDC website event registration pages	Logo/ Hyperlink	Logo/ Hyperlink	Name
Company featured on Chamber & CREDC CBW+ program web page with hyperlink to sponsor's website	Logo	Logo	Name





NETWORKING AND EDUCATION

Business Appreciation Social Hour (B.A.S.H.) | Hosting Fee: \$750

Third Thursday of the month | Your Location | 4:00 pm – 6:00 pm

The B.A.S.H. (Business Appreciation Social Hour) is the Chamber & CREDC’s premier monthly networking experience, which provides a great opportunity for you to showcase your products, services and facility while highlighting a deserving nonprofit. Event registration averages 115 business professionals. This format is designed to lift up our local nonprofits.

Hosts are selected on a first-come, first-served basis. The Chamber & CREDC reserves the right to choose a host based upon the prospective host’s potential to hold a successful event.

Coffee & Connections - Reserved for 2024

Occurs 10 times annually | Locations determined closer to each event | 9:00 am - 10:00 am

Coffee & Connections is a monthly small-group networking session for our members held a different locations around the region.

Exclusive Host Sponsorship* - \$2,500

- Sponsorship is for all 10 events
- Opportunity to speak at each event
- Company logo placed on table tent cards
- Company logo placed on event emails with a hyperlink to the sponsor’s website.
- Company supplied free standing banner displayed at each event
- Company logo featured on Chamber & CREDC website event registration page

2024 Host Sponsor



Member Benefit Orientation

Occurs 4-6 times annually | Chamber & CREDC Offices | 11:30 am – 1:00 pm

Our Member Benefit Orientation is a great opportunity for new members to learn about how to maximize their Chamber membership to help them meet their goals. Average event registration is 30 new members per event.

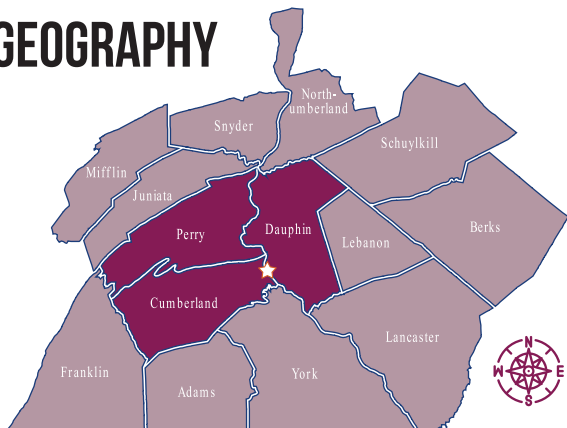
Industry Exclusive Host Sponsorship* - \$1,000

- Opportunity to speak at each event
- Company supplied free standing banner displayed at each event
- Company supplied memento or flyer placed at each seat.

DIGITAL ADVERTISING

About Our Members

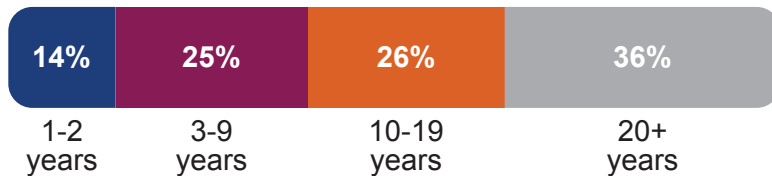
GEOGRAPHY



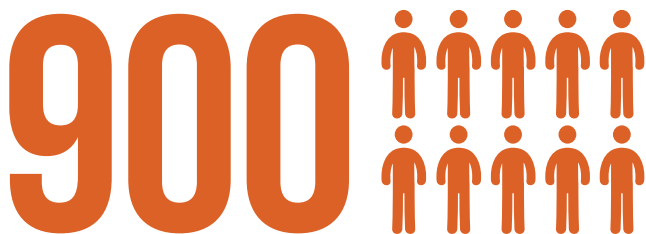
90% of our members are based in Cumberland, Dauphin & Perry counties.

MEMBERSHIP BY TIME

Our members are serious about our mission; they stick with us.



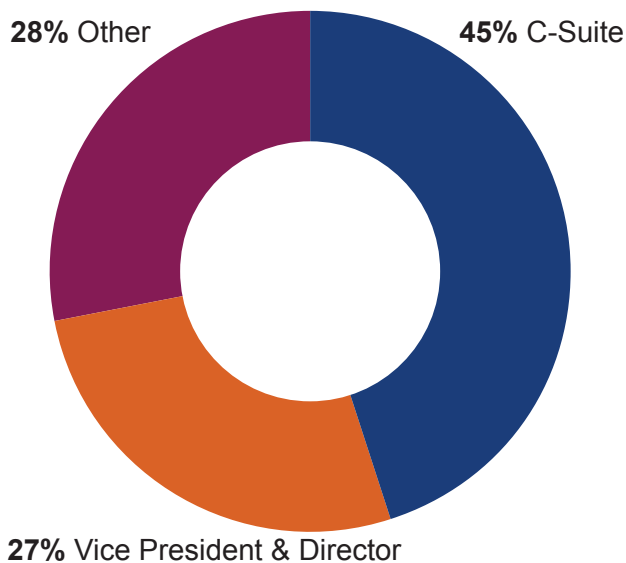
*The average length of membership is 15 years.



TOTAL MEMBERSHIP

900 member organizations, 130,000 employees, ranging from sole proprietors to Fortune 500 companies.

OUR AUDIENCE BY EXPERIENCE



DIGITAL STATS



4,600
Monthly website visits



9,000
Page views per month



6,100
Active email contacts

SOCIAL ENGAGEMENT



3,000+ Followers



3,350+ Followers



1,700+ Followers



2,900+ Followers



ADVERTISING OPTIONS

EMAIL BANNER ADS

The Harrisburg Regional Chamber & CREDC offers email banner advertising options for members in our various email newsletters. Banner advertisements include a direct click-through to a web address of your choice.

- Header Ad Size: 600 W x 150 H
- Footer Ad Size: 600 W x 90 H

EMAIL NEWSLETTER OPTIONS

"Around the Corner" and "Members In The News"

"Around the Corner" is a weekly email blast that highlights upcoming Chamber & CREDC events, meetings, & roundtables. Stay informed and connected with the Chamber & CREDC and your regional community with the "Members in the News" bi-weekly email blast. These email newsletters reach over 5,200 business professionals in the region.

One-Time Header: \$325 | Footer: \$275

"CBW+" Emails

If you're looking to reach a focused audience, our Chamber Business Women+ emails might be a good match for you. This monthly email is sent to a list of targeted professionals.

One-Time Header: \$250 | Footer: \$200



EBLASTS

"Chamber Rewards" Eblasts

"Chamber Rewards" is an email blast that reaches over 5,200 individuals, including the region's top level decision makers. You create your message and we send it to our membership. The email blast includes an embedded single page flyer with a click-through to a web address of your choice. Whether it is a grand opening, a call to action or an awareness campaign, we can get your message out!

***NOTE: CHAMBER REWARDS ARE ONLY SENT ON FRIDAYS AT 9AM AND 12PM.**

PRICING: \$325



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ADVERTISING OPTIONS (CONTINUED)

WEBSITE ADS

The Harrisburg Regional Chamber & CREDC's website offers banner display ad space on its interior pages. Chamber & CREDC site visitors will find links to important business resources, access to contact information for 900 member companies, register for seminars and events, plus important information pertaining to business advocacy.

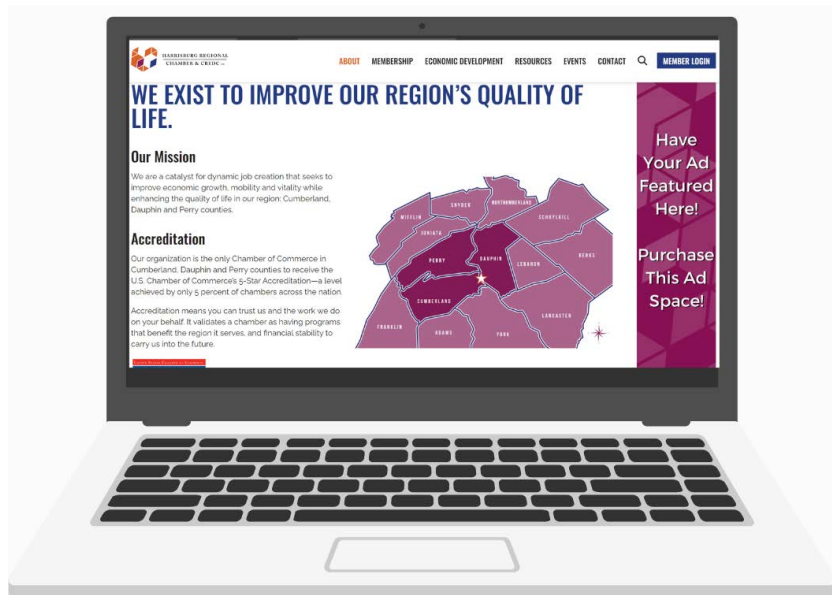
***ALL BANNER ADS CLICK-THROUGH TO YOUR CHOSEN URL.**

BANNER OPTIONS

Premium Banner Ad (230 W x 840 H pixels) | Monthly Contract: \$200

Small Banner Ad (230 W x 430 H pixels) | Monthly Contract: \$150

- Vertical banner beside main content area on all high traffic pages of the website (excludes homepage)
- Ads will display stacked on each page between no more than four ads.
- Viewer may need to scroll down to view, depending on number of ads.



TAKE ADVANTAGE OF THESE DIGITAL ADVERTISING AND MARKETING OPPORTUNITIES!

Contact Heather Eyster, Senior Director of Investor and Member Engagement at advertise@hbgrc.org to reserve your space.

SPONSORSHIP COMMITMENT FORM

Please indicate the sponsorship levels that you would like to commit to by checking the corresponding box(es). **All sponsorships must be paid no more than 30 days after the event.**

SIGNATURE EVENTS

VIBE

- Exclusive Title - \$20,000
- Industry Exclusive Platinum - \$13,200
- Gold - \$9,350
- Exclusive Virtual Invitation - \$6,050
- Exclusive VIP Reception - \$6,050
- Exclusive Program - \$6,050
- Silver - \$5,550
- Bronze - \$2,750
- Benefactor - \$1,000

Catalyst Awards

- Exclusive Platinum - \$6,500
- Exclusive Individual Awards - \$4,500
- Gold - \$4,000
- Silver - \$3,000
- Exclusive Virtual Invitation - \$2,500
- Bronze - \$2,000

PREMIER EVENTS

Governor's Address

- Exclusive Platinum - \$6,050
- Gold - \$3,850
- Silver - \$2,750
- Bronze - \$1,650

Harrisburg Regional Economic Forecast

- Exclusive Platinum - \$6,050
- Gold - \$3,850
- Silver - \$2,750
- Bronze - \$1,650

State of City Address

- Exclusive Platinum - \$6,050
- Gold - \$3,850
- Silver - \$2,750
- Bronze - \$1,650

GOVERNMENT RELATIONS

Legislators' Forum I

- Exclusive Federal - \$2,750
- State - \$1,650
- County - \$825
- Municipal - \$450

Legislators' Forum II

- Exclusive Federal - \$2,750
- State - \$1,650
- County - \$825
- Municipal - \$450

Legislators' Forum I&II Bundle

- Exclusive Federal - \$5,350
- State - \$3,150
- County - \$1,500
- Municipal - \$750

EDUCATION & NETWORKING

IDEA Workshop

- Exclusive Title - \$5,500
- Industry Exclusive Platinum - \$2,750
- Gold - \$1,650
- Silver - \$825
- Bronze - \$450

CBW+ Speaker Series

- Exclusive CBW+ Champion - \$1,750
- Exclusive CBW+ Believer - \$1,000
- Exclusive CBW+ Ally - \$750

Host an Event!

- Business Appreciation Social Hours (B.A.S.H.) - \$750
- Coffee & Connections - \$2,500
- Member Benefit Orientation - \$1,000

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Signature: _____



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*Please complete and send to Heather Eyster,
Sr. Director of Investor & Member Engagement,
at events@hbgrc.org.*

For questions and additional information, please call Heather at (717) 232-4099.



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Get your message out to fellow members easily and affordably!

CHAMBER ADVERTISING

RESERVATION FORM

Marketing Bundles

GOLD BUNDLE

- Three Chamber Rewards eblasts
- Three Header banner ads in "Around The Corner" or "Members" In The News" newsletter
- One Month Contract Premium Banner Ad on our website (230 W x 840 H)

SILVER BUNDLE

- Two Chamber Rewards eblasts
- Two Header banner ads in "Around The Corner" or "Members" In The News" newsletter
- One Month Contract Small Banner Ad on our website (230 W x 430 H)

BRONZE BUNDLE

- One Chamber Rewards eblast
- Two Footer banner ads in "Around The Corner" or "Members In The News" newsletter
- One Month Contract Small Banner Ad on our website (230 W x 430 H)

You Pay: \$1,615 | Value: \$2,150

You Pay: \$1,090 | Value: \$1,450

You Pay: \$770 | Value: \$1,025

Eblasts and Banners

	Price		Quantity	=	Total
CHAMBER REWARDS EBLASTS	\$325.00	X	_____	=	_____
NEWSLETTER BANNER (Header)	\$325.00	X	_____	=	_____
NEWSLETTER BANNER (Footer)	\$275.00	X	_____	=	_____
PREMIUM WEBSITE BANNER	\$200.00	X	_____	=	_____
SMALL WEBSITE BANNER	\$150.00	X	_____	=	_____
MARKETING BUNDLE	_____	X	_____	=	_____

Total Advertising Purchase _____

PLEASE COMPLETE AND SEND TO: Heather Eyster, Sr. Director of Investor & Member Engagement at advertise@hbgrc.org.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

PAYMENT TYPE

- Check Credit Card (Invoices payable by credit card, online, or over the phone)



Thank you to our 2023 CREDC Donors

Visionaries (\$20,000+)



Partners (\$10,000-\$19,999)



Leaders (\$2,500-\$9,999)



Team CREDC (Under \$2,500)

- Jacquelyn Anderson
- Joe Arthur
- Wade Becker
- Benjamin C. Dunlap Jr.
- BL Companies
- David Black
- Katie Clarke
- Classic Rock Fabrication LLC
- Dasher Services, Inc.
- Dering Consulting Group
- Duck Donuts Holdings LLC
- Edwards R Norford Charitable Foundation
- Abigail Fortino
- Greenlee Partners
- Gunnison Consulting, LLC
- Karen Gunnison
- Keystone Ingenuity, LLC

- Nora & Michael Habig
- Betsy Hamm
- Harrisburg International Airport
- Herbert, Rowland & Grubic, Inc.
- John Hickey
- Cheryl Howard
- HR Resolutions
- JEM Group, LLC
- Brigid Landy Khuri
- Zachary & Casey Khuri
- Shawn Leppo
- Laughner Patel Developers
- Life Sciences Greenhouse of Central PA
- LIVIC Civil
- Dr. John Mason, Jr.
- Mike McHenry
- McKonly & Asbury

- Mid Penn Bank
- Miller Dixon Drake
- Mowery Construction
- NAI/CIR
- Nauman, Smith, Shissler & Hall
- Beth Peiffer
- Pierson Computing Connection Inc.
- PPC Lubricants
- Alex Reber
- Iqbal Singh
- Jeff Smith
- Stantec Consulting Services Inc.
- Traditions Bank
- Trout CPA
- WCI Partners, LP
- Wegmans



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3211 North Front Street, Suite 201
Harrisburg, PA 17110

(717) 232-4099
HarrisburgRegionalChamber.org

CONNECT WITH US!



@HRCCREDC