

VISIONARY. INSPIRATIONAL. BOLD. ENERGETIC.

# VIBE

Presented by



PennState Health

APRIL 10, 2024 • 5 - 8 PM • HERSHEY LODGE

**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 internationally renowned speaker, Duncan Wardle.



HARRISBURG REGIONAL  
CHAMBER & CREDC SM

FOR MORE INFORMATION, PLEASE VISIT  
[HARRISBURGREGIONALCHAMBER.ORG](http://HARRISBURGREGIONALCHAMBER.ORG)



**2024 VIBE SPEAKER**

# DUNCAN WARDLE

**Having worked at Disney for 25 years, most recently as Head of Innovation and Creativity, Duncan Wardle now serves as an independent innovation consultant, helping companies embed a culture of innovation and creativity.** Delivering a series of keynotes, workshops and ideation forums, his unique Design Thinking process helps people capture unlikely connections, leading to both fresh thinking and revolutionary ideas. Leaning on his experience at Disney, Duncan's unique approach to Design Thinking not only places the end user at the core of the creative process but also looks in new and usual places to uncover insights for innovation and truly disruptive ideas. That is a competitive advantage that instantly propels any business to greater heights. He is a multiple Ted X speaker and contributor to Fast Company Magazine. He teaches Innovation and Design Thinking Masterclasses at Yale University, UNC and U.F. He holds the American Citizen Award presented at the White House, an Hons. MBA and Hons. Doctorate from Edinburgh University and the Duke of Edinburgh Award, presented by Queen Elizabeth.



# Think Different

**During the keynote presentation, Duncan will share insights from his time as Head of Innovation & Creativity at Disney, providing a unique set of Innovation Tools and Techniques that everyone can use to Think Different.**

**IGNITE A CULTURE  
OF INNOVATION AND  
CREATIVITY IN YOUR  
COMPANY.**

Immerse yourself in an extraordinary experience as we proudly welcome Duncan, the distinguished Head of Innovation & Creativity at Disney, to share his invaluable insights during the highly anticipated session on “Think Different.” Brace yourselves for an illuminating journey into the realm of innovation, where Duncan will draw upon his rich experience to unveil an exclusive arsenal of innovation tools and techniques. This isn’t just a presentation; it’s a rare opportunity to glean firsthand wisdom from a trailblazer who has spearheaded creativity at one of the world’s most iconic organizations.

Duncan’s talk promises to be a transformative exploration into the art of thinking differently. From his groundbreaking tenure at Disney, he brings a wealth of knowledge that transcends industries, offering a universal approach to innovation that resonates with audiences at every level. Prepare to be inspired, captivated, and equipped with actionable strategies that will empower you to navigate the landscape of creativity with confidence.

# VIBE

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 Exclusive <small>(Only 1 sponsorship available)</small>	*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 prominently on the Chamber & CREDC website event page	●	●	●	●

### AT EVENT

Opportunity to introduce keynote speaker	●			
Recognition on reserved seating signs		<i>Company Logo</i>	<i>Company Logo</i>	<i>Company Logo Company Name</i>
Gobo logo featured at the networking reception				
Admission for 25 to heavy hors d'oeuvres reception and keynote address				
Admission to VIP Reception with hors d'oeuvres and open bar for 10				
Digital Ad recognition on the event screen presentation				
Company supplied :30 commercial to be played in opening sponsor video				
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 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 Company Name</i>
Recognition on opening sponsor video		<i>Digital ad plus 10 second company description</i>	<i>Logo</i>	<i>Logo Company Name</i>

RESERVED

Additional sponsorship levels can be found on the next page.

**VISIONARY.**

**BOLD.**

**INSPIRATIONAL.**

**ENERGETIC.**

**Additional Sponsorship Levels:**

**\*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

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

**Silver level benefits plus:**

- Complimentary admission for 10 to the Exclusive VIP Reception and three 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

**BENEFACTOR SPONSORSHIP - \$1,000**

- 2 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 book

**RESERVED**

**VIBE**

**VISIONARY. INSPIRATIONAL. BOLD. ENERGETIC.**



# VIBE

**VISIONARY. INSPIRATIONAL. BOLD. ENERGETIC.**

**APRIL 10, 2024 • 5 - 8 PM • HERSHEY LODGE**



YES, I WOULD LIKE TO SPONSOR!

Please list your company name as you would like it to appear on all event-supported material.

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Desired Sponsorship Level: \_\_\_\_\_

Signature: \_\_\_\_\_

Please send your response to Heather Eyster, Sr. Director of Investor &  
Member Engagement at [heyster@hbgrc.org](mailto:heyster@hbgrc.org).  
You will be mailed a formal confirmation letter and invoice closer to the function.

**THANK YOU FOR YOUR CONTINUED SUPPORT OF THE**



**HARRISBURG REGIONAL**  
**CHAMBER & CREDC <sup>SM</sup>**

**FOR MORE INFORMATION, PLEASE VISIT [HARRISBURGREGIONALCHAMBER.ORG](http://HARRISBURGREGIONALCHAMBER.ORG)**