



Sponsorship Opportunities - Events

All event sponsors receive recognition in online marketing materials, including distribution to 13,000+ contacts in the Chamber database. Additional recognition includes logo or name on the Chamber's social media properties, and saintpaulchamber.com.

SPACC Signature Events

YPro Discovered Gala - Q1

Expected Attendance: 200

Investment Levels:

\$1,500 | \$5,000 | \$10,000 (exclusive)

Annual Meeting - Q1

Expected Attendance: 700

Investment Levels:

\$1,500 | \$5,000 | \$10,000 | \$15,000 | \$20,000 (exclusive) **SOLD OUT**

Minnesota Twins Welcome Home Luncheon - Q1

Expected Attendance: 600

Investment Levels:

\$2,500 | \$5,000 | \$10,000 | \$15,000 (exclusive) **SOLD OUT**

Executive Reception

Expected Attendance: 200

Investment Levels:

\$1,000 | \$2,500 | \$5,000

Golf Classic - Q2

Expected Attendance: 144

Investment Levels:

\$500 | \$1,500 | \$5,000 (exclusive)

Minnesota Wild Face-Off Luncheon - Q3

Expected Attendance: 500

Investment Levels:

\$2,500 | \$5,000 | \$10,000 (exclusive)

Political Leadership Luncheon - Q3

Expected Attendance: 200

Investment Levels:

\$1,000 | \$2,500 | \$5,000 (exclusive) **SOLD OUT**

Chamber Honors Awards - Q4

Expected Attendance: 300

Investment Levels:

\$1,500 | \$5,000 | \$10,000 (exclusive)

Holiday Open House - Q4

Expected Attendance: 800

Investment Levels:

\$500 | \$2,500 | \$5,000 (exclusive)

Monthly/Bi-Monthly Events

Investment level applies to the full calendar year.

Membership Meeting - 9 Per Year

Expected Attendance: 75 - 100 per event

Investment Level:

\$20,000 (exclusive) **SOLD OUT**

Public Affairs Series Events - 8 Per Year

Expected Attendance: 75 - 100 per event

Investment Levels:

\$1,500 | \$2,500 | \$5,000

YPro (Young Professionals) - Monthly

Expected Attendance: 75 - 100 per event

Investment Levels:

\$1,500 | \$2,500 | \$5,000 (exclusive)

Business Connection Breakfast - 8 Per Year

Expected Attendance: 40 - 50 per event

Investment Levels:

\$1,000 | \$2,500 | \$5,000 (exclusive)

Digital Dish - Bi-Monthly

Expected Attendance: 40 per event

Investment Levels:

\$1,000 | \$2,500 | \$5,000 (exclusive)

Special Interest Events (Quarterly)

Investment level applies to the full calendar year.

Small Business Series

Expected Attendance: 40 per event

Investment Levels:

\$1,000 | \$3,000 | \$6,000

Networking After Hours

Expected Attendance: 50 per event

Investment Levels:

\$1,000 | \$2,500 | \$5,000 (exclusive)

Chamber 101

Expected Attendance: 30 per event

Investment Levels:

\$1,000 | \$2,500

Custom sponsorships are available!
To learn more or secure additional sponsorships throughout the year, please contact:

Amanda Beneke | 651.265.2768
ABeneke@saintpaulchamber.com



Event Descriptions

SPACC Signature Events

YPro Discovered Gala - Q1

Celebrate the accomplishments of our young professionals! Awards to be presented include Young Professional of the Year and Young Professional Advocate of the Year.

Annual Meeting - Q1

This premier event draws the majority of our members, city officials, and community leaders. The evening entails a keynote speaker, highlight of the Chamber's successes, recognition of outgoing leadership, and passing the torch to the new Chair.

Minnesota Twins Welcome Home Luncheon - Q1

This event brings Minnesota Twins fans together. Meet the Minnesota Twins players, coaches and staff. A portion of the proceeds are donated to the Twins Community Fund.

Executive Reception - Q2

The Executive Reception welcomes the newest CEOs in the Twin Cities. The new CEOs are honored and their local community work and business impact is showcased.

Golf Classic - Q2

The Chamber's Annual Golf Classic attracts 144 golfers for an afternoon round. The day concludes with a dinner and reception where awards and prizes are presented.

Minnesota Wild Face-Off Luncheon - Q3

To help kick-off the Minnesota Wild season and welcome the players, coaches and owners, the Chamber hosts the Face-Off Luncheon. It's your chance to meet the entire Minnesota Wild roster and coaching staff before the start of the NHL season. The luncheon will include player introductions, Q&A, and a brief autograph session at the end of the program.

Political Leadership Luncheon - Q3

The luncheon honors five leading individuals and organizations that exemplify and demonstrate innovation, excellence and success in local government. A local government leader is honored with the Legacy of Leadership award.

Chamber Honors Awards - Q4

Celebrate the accomplishments of five small businesses who exemplify growth, excellence, risk, diversity and innovation. Awards to be presented include Outstanding Volunteer, Emerging Volunteer and the Deubener Awards (and when merited, Legacy of Leadership).

Holiday Open House - Q4

This annual event, the second Thursday of December, is held at a member location to thank members for their support over the year. It is also an opportunity to network, enjoy tasty samples from our member companies, and celebrate the holiday season.

Monthly/Bi-Monthly Events

Membership Meeting - 9 Per Year

The Chamber's Membership Meetings focus on member-to-member networking and information sharing. Most month feature a keynote speaker and networking over lunch.

Public Affairs Series Events - 8 Per Year

These events offer the opportunity to discuss issues facing the business community with elected and appointed officials. Past speakers for these lunch events have included Saint Paul/East Metro legislators, Mayors, Metropolitan Council members, Ramsey County Commissioners, School Boards, and U.S. Congressional members.

YPro (Young Professionals) - Monthly

YPro events offer attendees the opportunity to build relationships, develop professionally, become politically and philanthropically active, and contribute to the economic development of the Saint Paul/East Metro Area. These monthly events include networking and an educational component.

Business Connection Breakfast - 8 Per Year

Held approximately six times a year, these events are designed to maximize your contacts in one morning. They feature three structured networking rounds over breakfast at our member's best venues.

Digital Dish - Bi-Monthly

This program gives you the opportunity to participate in professional development and education events focused on social media and digital marketing topics. These events give you actionable ideas to take back and apply to your business. Topics may include: getting started with social media, best practices and trends, and how to best utilize your website.

Special Interest Events (Quarterly)

Small Business Series

These morning seminars give attendees the opportunity to participate in a professional development and educational event focused on important small business topics. Held quarterly, panel and keynote topics include HR best practices, networking skills, and other business coaching.

Networking After Hours

Enjoy light appetizers and drinks, become better acquainted and discuss business issues with other business and community leaders.

Chamber 101

Chamber 101 includes an overview of services, events, advertising, marketing, sponsorships, and additional value-added programs available to Chamber members only.



SAINT PAUL AREA CHAMBER OF COMMERCE

2017 Sponsorship Opportunities - Foundation

Event Sponsorship

Charitable Foundation Luncheon

Expected Attendance: 280

Investment Levels Available:

\$250 | \$750 | \$1,250 | \$1,500

LSP Masters Annual Sponsorship

Expected Attendance: 200+

Investment Level: **\$2,500**

LSP Masters Day/Social Event Sponsorship

Expected Attendance: 25-35 per event

Investment Level: **\$250**

Charitable Foundation

Annual Sponsorship

A contribution of undesignated funds to the Charitable Foundation allows for funding programs that focus on workforce education initiatives in the East Metro.

Investment: \$1,500 - \$5,000

Leadership Saint Paul (LSP)

Your Charitable Foundation's flagship adult learning program, centered on community leadership that prepares, challenges and engages emerging and existing leaders to strengthen the Saint Paul/East Metro region. Sponsorship is in the form of participant tuition for one individual to go through the program.

Member Investment: \$2,250

Non-Member Investment: \$2,700

To learn more about the programs or about allocating funds to the charitable foundation throughout the year, contact:

Kathleen Lohmar Exel | 651.265.2771 | Kathleen@saintpaulchamber.com

2017 Sponsorship Opportunities - Advocacy

Event Sponsorship

Political Leadership Luncheon

Expected Attendance: 150

Investment Levels Available:

\$1,000 | \$2,500 | \$5,000

Public Affairs Series Events - Monthly

Expected Attendance: 100 per event

Investment Levels Available:

\$1,500 | \$2,500 | \$5,000 (exclusive)

Event sponsors receive recognition in online marketing materials, including distribution to nearly 12,000 contacts in the Chamber database, and on saintpaulchamber.com.

For more detailed information about Public Affairs events sponsorship, contact:

Amanda Beneke | 651.265.2768

ABeneke@saintpaulchamber.com

Support Your Chamber's Advocacy Efforts with an Annual Sponsorship.

Your Chamber:

- Monitors and tracks public affairs activities at local, state, and federal levels.
- Advocates for important business interests before public officials and regulatory bodies.
- Provides legal and economic analysis of public policy initiatives.
- Facilitates increased investment in transportation and transit infrastructure.
- Conducts business retention and attraction activities to help facilitate regional growth and expansion.

Investment: \$5,000

Sponsorship includes logo on Public Affairs area of saintpaulchamber.com recognizing your support.

To learn more about your Chamber's advocacy efforts or get involved throughout the year, contact:

Marie Ellis | 651.265.2780

Marie@saintpaulchamber.com



SAINT PAUL AREA CHAMBER OF COMMERCE

Your Chamber's Advocacy in Action

Advocacy Efforts

Mississippi River Corridor Critical Area

Took the lead role in analyzing major MnDNR proposed regulations that would have established over 1,000 nonconforming properties in the city of Saint Paul alone. Our work was cited numerous times in local media, both print and on TV, and state legislators from both parties requested copies of our analysis.

Transit Advocacy

We were awarded nearly \$1 million dollars in grant funds to engage in transit advocacy and fight for additional investment in the East Metro. We created a separate initiative, East Metro Strong, that is working to facilitate our transit-related initiatives.

Fought Attempts to Restrict Commerce

Engaged in advocacy efforts to defeat initiatives aimed at restricting business growth and expansion. The Chamber's activities included protecting our member's property rights, assisting to obtain necessary licensure for business-related operations, and expediting approval of land-use and zoning applications.

Rice Creek Commons (Formerly know as Twin Cities Army Ammunition Plant - TCAAP) Redevelopment Project

Developed and implemented an advocacy and engagement strategy that helped secure \$29 million from the state legislature for transportation improvements. This will serve as a catalyst for realizing a future of jobs and property tax base at the site and further development of the new Rice Creek Commons.

Snelling BRT Extension

Successfully worked alongside Ramsey County to request a study on extending planned Snelling Avenue BRT service from Rosedale mall to the Rice Creek Commons site in Arden Hills. Our work resulted in Metro Transit studying an extension that would serve two major universities in Bethel and Northwestern, as well as major employers like Boston Scientific, Land O'Lakes, and Smiths Medical.

Additional Efforts

Produced informational materials: East Metro Voter Guide, Transit Guide, Washington/Ramsey/Dakota Counties v. Hennepin County Factsheet, Legislative Recap, White Bear Lake Augmentation Factsheet

Held informative monthly events on hot-button topics for the business community.

Served on various boards and committees:

St. Paul Smart Trips, Ramsey County Workforce Investment Board, Business Review Council, Capitol River Council, Rush Line, Riverview, Gateway Corridor Commission, among others.

Led efforts to replenish White Bear Lake

Publicly supported: Saint Paul Bike Loop, 35E MnPASS Extension, Dorothy Day/Higher Ground, multiple city budgets, East Metro Bonding projects

Advocated for local members on important matters affecting business growth and expansion.

For more on the issues we advocate for, visit:

saintpaulchamber.com

and click on the *Public Affairs* tab.



SAINT PAUL AREA CHAMBER OF COMMERCE

2017 Unique Sponsorship Opportunities

InterCity Leadership Visit

This annual two and one-half day trip is designed to provide senior-level executives from the Twin Cities an opportunity to learn more about best practices in transportation, education and economic development from another city. This is a great way to share ideas, learn practical applications, and build relationships among business leaders.

Investment: Starting at \$2,000

Celebrate Business Success Award

A keystone of the Chamber's annual business plan is the strategy of celebrating the successes of our member businesses. Through marketing communications, award presentation, and event recognition, your business has the exclusive opportunity to co-brand this important initiative. The CBS Award is typically presented at monthly membership meetings.

Investment: \$7,500

Leadership Saint Paul Participant

A cornerstone program of your Charitable Foundation, Leadership Saint Paul (LSP) supports a creative, diverse and exciting Saint Paul/East Metro area by encouraging the effective use and development of business and community leaders. This nine month program focuses on areas of learning, including economic and workforce development, business, education, multiculturalism, communication, and government. Enroll an employee in this program to encourage leadership in the community.

Member Investment: \$2,250 per participant

Non-Member Investment: \$2,700 per participant

Job Bank Sponsorship

Sponsor the Chamber's Job Bank page annually and gain valuable exposure on the Job Bank page, an ongoing ad in Friday Facts and numerous mentions on other Chamber marketing collateral and on social media.

Investment: \$1,500

2017 Advertising Opportunities

Website Sponsorship

Gain exposure with over 1,200 businesses by advertising on the Saint Paul Area Chamber of Commerce's website. With over 13,000 visitors each month, the site serves as the primary communications hub for member news, information and event registration. We keep our website fresh with new events, content, and daily updates, giving visitors a reason to check back frequently. Advertisers can receive traffic reports to monitor results.

Investment: Starting at \$750

Email Blasts

Reach up to 12,000 professional contacts in the East Metro business community and leverage your partnership with the Saint Paul Area Chamber in a branded email blast. Targeting by zip code within our database is also available. Pricing includes design services for your custom email blast and distribution on selected date.

Investment: \$1,500 per email blast

Access

Reach nearly 13,000 prospects each week with Access, the Chamber's e-newsletter that highlights what is happening in the Saint Paul/East Metro area, including both SPACC and community events.

Investment: \$150 per weekly ad (buy three get one free!)

Friday Facts

Looking for a cost-effective way to promote your event, product or service? Reserve an ad in Friday Facts, the Chamber's most popular weekly e-newsletter and reach nearly 13,000 subscribers in the local business community. Ad includes image, short message or offer and hyperlink.

Investment: \$150 per weekly ad (buy three get one free!)

For more information, contact:

Haley Thannum

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Haley@saintpaulchamber.com