

**SAINT PAUL AREA
CHAMBER OF COMMERCE**

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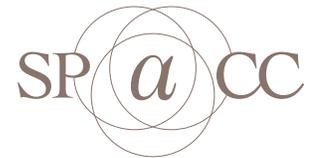
2019
SPONSORSHIP
OPPORTUNITIES

Saint Paul Area Chamber of Commerce

STRATEGIC VISION AND PRIORITIES

Our Vision & Mission

The Saint Paul Area Chamber of Commerce is one of the largest regional chambers in Minnesota. Founded in 1867 by local employers, SPACC today is an independent organization representing over 1,200 entities - for profit and nonprofit alike - and a regional workforce of over 800,000 people. We harness the collective strength of employers to drive economic prosperity to the broadest reaches of our community. The East Metro works - for all of us. Our mission is to change our economic future - one job at a time.



SAINT PAUL AREA
CHAMBER OF COMMERCE

Our Core Values

CHALLENGE WHAT'S POSSIBLE
WORK IN PARTNERSHIP
ACTIVATE ON DIVERSITY AND INCLUSION
DEMONSTRATE INTEGRITY

Interested in exploring sponsorship?

Contact Director of Sales, John Smith
at john@saintpaulchamber.com or
651-265-2779.



Leverage Your Partnership

BENEFITS OF SPONSORING



MARKETING IMPACT

Our marketing campaigns attract thousands of business and community leaders via direct email, online advertising and social media. Our reach includes:

- Over 13,000 business contacts on email distribution
- Social media following of 18,500 across platforms
- Thousands of unique online visitors to event web pages



ANNUAL SIGNATURE EVENTS

Each annual event draws hundreds of professionals from the East Metro area. These annual events provide valuable networking with top businesses and decision-makers. Each sponsor is recognized before, during, and after the event. Utilize this unique platform to showcase your organization.



RECURRING EVENTS

Every month we offer exceptional opportunities for attendees to engage in discussions, network with fellow businesses and discover the latest trends arising in their industry. Expand your reach, promote your brand and conduct business regularly at these events.

SPONSORSHIP OPPORTUNITIES

ANNUAL SIGNATURE EVENTS - Q1 and Q2

ANNUAL MEETING

February | 800 Attendees | 15-Week Marketing Campaign - 26,300 Reach

Investment Levels \$1,500 | \$5,000 | \$10,000 | \$15,000 | \$20,000 (exclusive)

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 Board Chair.

MINNESOTA UNITED FC KICK-OFF LUNCHEON

March | 300 Attendees | 6-Week Marketing Campaign - 12,800 Reach

Investment Levels \$2,500 | \$5,000 | \$15,000 (exclusive)

Together with the Minnesota United FC players, coaches and staff the community comes together to welcome the team back from their upcoming season.

MINNESOTA TWINS WELCOME HOME LUNCHEON

April | 600 Attendees | 10-Week Marketing Campaign - 9,700 Reach

Investment Levels \$2,500 | \$5,000 | \$15,000 (exclusive)

This event marks the beginning of the outdoor baseball season. Meet the Minnesota Twins players, coaches and staff. A portion of the proceeds are donated to the Twins Community Fund.

EXECUTIVE RECEPTION (Invite-Only Event)

May | 250 Attendees | 6-Week Marketing Campaign to High-Level Executives

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

The Executive Reception welcomes and honors the newest executive leaders in the Twin Cities. The new executive leaders are honored at this private, invite-only event.

GOLF CLASSIC

June | 144 Attendees | 12-Week Marketing Campaign - 9,200 Reach

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

This annual event is a unique day of networking on a premiere golf course with local organizations. The day concludes with a dinner and reception where awards and prizes are presented.

FOUNDATION LUNCHEON

June | 280 Attendees | 10-Week Marketing Campaign - 7,000 Reach

Investment Levels \$250 | \$750 | \$1,250 | \$1,500 | \$2,500

The Annual Charitable Foundation Luncheon is an important fundraiser for the Charitable Foundation. Your sponsorship will show your support for community leadership while help the Foundation fulfill its mission to make targeted investments to develop and support engaged leaders who enhance a vibrant East Metro business community.

SPONSORSHIP OPPORTUNITIES

ANNUAL SIGNATURE EVENTS - Q3 and Q4

LEADERS IN LOCAL GOVERNMENT AWARDS LUNCHEON

September | 300 Attendees | 10-Week Marketing Campaign - 16,100 Reach

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

The luncheon honors leading organizations and one Elected Official of Note who exemplify and demonstrate innovation, excellence and success in local government.

MINNESOTA WILD FACE-OFF LUNCHEON

October | 750 Attendees | 8-Week Marketing Campaign - 24,400 Reach

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

To help kick-off the Minnesota Wild season and welcome the players and coaches, the Chamber hosts the Face-Off Luncheon.

NEW in 2019! The Minnesota Wild Face-Off Luncheon will be held on the ice at TRIA Rink at Treasure Island Center

EQUITY SUMMIT

October | 300 Attendees | 10-Week Marketing Campaign - 13,000 Reach (Estimated)

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

Providing business leaders with the information and resources needed to more effectively attract and hire a diverse workforce. Throughout the summit organizations will have the opportunity to learn how to create a more diversified community of business leaders, discuss unconscious bias and how to eliminate bias from the hiring and interview process, and best practices to create the best possible opportunity to attract diverse applicants.

CHAMBER HONORS

November | 300 Attendees | 15-Week Marketing Campaign - 19,900 Reach

Investment Levels \$1,500 | \$3,000 | \$5,000 (exclusive)

Celebrate the accomplishments of small businesses who exemplify growth, excellence, risk, diversity and innovation. At the event we will present five Deubener Awards to small businesses, one Outstanding Volunteer and one Emerging Volunteer with awards and, when merited, the Legacy of Leadership Award.

HOLIDAY OPEN HOUSE

December | 1,000 Attendees | 6-Week Marketing Campaign - 12,500 Reach

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

This annual event is held to thank members for their support over the year. The Holiday Open House is also an opportunity to network, enjoy tasty samples from our member companies, and celebrate the holiday season together.

SPONSORSHIP OPPORTUNITIES

RECURRING EVENTS

BUSINESS CONNECTION BREAKFAST

6 Per Year | 40 - 50 Attendees | *Investment Levels* \$1,500 | \$2,500 | \$5,000 (exclusive)
Three rounds of structured networking over breakfast.

BUSINESS EDUCATION SERIES (formerly Digital Dish and Small Business Series)

6 Per Year | 30 - 40 Attendees | *Investment Levels* \$1,500 | \$2,500 | \$5,000
Educational programming geared towards business, large or small, for training and development.

CHAMBER 101

6 Per Year | 30 - 40 Attendees | *Investment Levels* \$1,000 | \$2,500 | \$5,000
Overview of services, events, marketing, and engagement opportunities for members.

EQUITY SERIES - NEW!

6 Per Year | 40 Attendees | *Investment Levels* \$1,500 | \$2,500 | \$5,000
Examining equity on a deeper level through conversations, networking and interactive experiences.

MEMBERSHIP MEETING

8 Per Year | 75 - 100 Attendees | *Investment Levels* \$2,500 | \$5,000 | \$20,000 (exclusive)
Featuring a keynote speaker or expert panel, networking with members, and the presentation of our Celebrate Business Success award.

PUBLIC AFFAIRS SERIES (Includes Breakfast with the Mayors)

5 Per Year | 50 - 75 Attendees | *Investment Levels* \$1,500 | \$2,500 | \$5,000
Discuss issues facing the business community related to policy subject matters.

SALON SERIES - NEW!

4 Per Year | 40 Attendees | *Investment Levels* \$1,500 | \$2,500 | \$5,000
Showcasing our strategic focus on the strength of our collective voices; an opportunity to listen to the personal and professional stories of members among us.

YPRO (YOUNG PROFESSIONALS)

10 Per Year | 50 Attendees | *Investment Levels* \$1,500 | \$2,500 | \$5,000
Building relationships, professional networking, becoming politically and philanthropically active, and contributing to East Metro economic development.

2019 CALENDAR OF EVENTS

● Annual Events ● Recurring Events

JANUARY

5 Recurring Events

FEBRUARY

● Annual Meeting
800 attendees

4 Recurring Events

MARCH

● Minnesota United FC
Kick-Off Luncheon
300 attendees

4 Recurring Events

APRIL

● Minnesota Twins
Welcome Home
Luncheon
600 attendees

5 Recurring Events

MAY

● Executive Reception
250 attendees

5 Recurring Events

JUNE

● Golf Classic
144 attendees

● Foundation Luncheon
280 attendees

4 Recurring Events

JULY

3 Recurring Events

AUGUST

5 Recurring Events

SEPTEMBER

● Leaders in Local
Government Awards
Luncheon
300 attendees

4 Recurring Events

OCTOBER

● Minnesota
Wild Face Off
Luncheon
750 attendees

● Equity Summit
300 attendees

4 Recurring Events

NOVEMBER

● Chamber Honors
300 attendees

5 Recurring Events

DECEMBER

● Holiday
Open House
1,000 attendees

3 Recurring Events

SPONSORSHIP OPPORTUNITIES

ADDITIONAL OPTIONS

CHARITABLE FOUNDATION

Leadership Saint Paul | 11 Per Year | 65 Attendees

SPACC Charitable Foundation's flagship adult learning program, centered on community leadership that prepares, challenges and engages emerging and existing leaders to strengthen the region.

Leadership Saint Paul (LSP) Tuition | \$2,300 per participant

Presenting Sponsor - \$5,000 | Program Sponsor - \$2,500 | Day or AfterGlow Sponsor (11 days available) - \$800

Leadership Saint Paul (LSP) Masters | 6 Per Year | 40 Attendees

Opportunity to learn, volunteer, and engage in the community with LSP Alumni.

Presenting Sponsor - \$2,500 | Program Sponsor - \$1,500 | Day or AfterGlow Sponsor (6 days available) - \$500

ADVOCACY

Annual Advocacy Sponsorship

Logo Recognition on Public Affairs section of website | Investment \$5,000

Support advocacy efforts provided by the SPACC Public Affairs team.

Public Affairs Section Sponsor in Friday Facts

Logo Recognition in Public Affairs section of weekly Friday Facts | Investment \$2,500

East Metro Voter Guide

Logo Recognition on eastmetrovote.com and mention on Twitter account | Investment \$1,500

UNIQUE SPONSORSHIP OPPORTUNITIES

InterCity Leadership Visit

Annual two and a half day trip for senior-level executives | Investment starts at \$2,000

Trip provides an opportunity to learn more about best practices in transportation, education and economic development from another city. Time for idea sharing, practical applications and relationship building.

Celebrate Business Success Award | Presented at Membership Meeting

Celebrating the successes of our member businesses | Investment \$5,000

Your organization will be recognized for your support on our website and social media.

Ribbon Cutting Sponsor

Recognizing economic development happening in our region | Investment \$1,750

Your organization will be recognized for your support on our website and social media.

ADVERTISING

Online Digital Advertising - Purchase Your Bundle Now!

Website | Banner Ad - 3 months for \$750 | Block Ad - 1 month for \$250

Email Blasts | Investment \$1,500

Weekly Email Newsletters | Investment starts at \$150 (Buy 3, Get 1 Free!)