



NC Chamber

Education & Workforce Conference: Virtual

AUGUST 13, 2020 | VIRTUAL

MARKETING OPPORTUNITIES

Education & Workforce Conference



August 13, 2020 | Virtual

Today's employers are ever more aware of the need for effective education systems at all levels to ensure students are prepared for the 21st-century global marketplace. This event brings together educators and business leaders to share ideas and collaborate on the roles each can play in ensuring the state's students are college and career ready for the jobs of tomorrow.

"An enlightening and comprehensive approach on reiterating the correlation between education and business, and how these impact workforce development."

Elaine Clodfelter

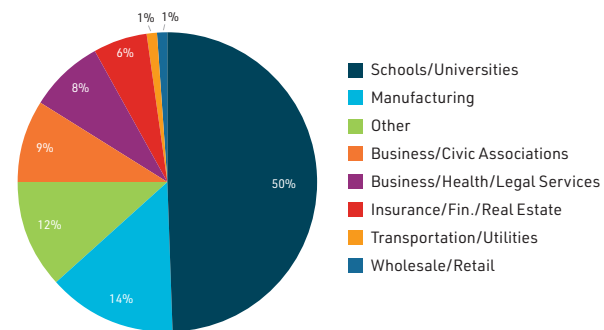
VP of Student Services
South Piedmont Community College

Attendees by Title

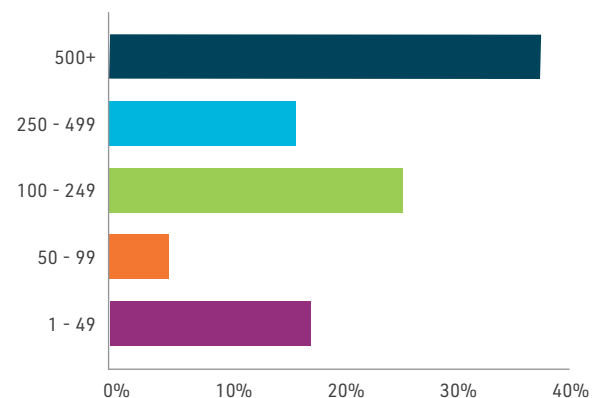
Director	31%
Specialist/Coordinator/Analyst	19%
President/C-Suite	18%
Vice President	15%
Manager	11%
Senior-Level	5%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$10,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR \$500
Event registrations/seats included	30	24	20	14	8	4
Customized ROI report detailing the reach of your marketing benefits, delivered post-event	●	●	●	●	●	●
List of attendees, including name, title and company (provided the day before the event)	●	●	●	●	●	●
NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event program and webpage	●	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	●	●	●			
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2021, must be confirmed within 90 days after 2020 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to attendees. Content may also be published to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval.	●	●				
60-second commercial spot (provided by sponsor) played during the event	●					
Full-page ad in the event program, placed as back cover	●					
Opportunity to give welcome/introduction remarks	●					

I. Contact Information

First Name _____ Last Name _____

Company Name _____

Company Website _____ Company Phone _____

Phone _____ Cell Phone _____

Email _____ Fax _____

II. Sponsorship Levels

- | | |
|--|--|
| <input type="checkbox"/> Presenting – \$10,000 | <input type="checkbox"/> Silver – \$3,000 |
| <input type="checkbox"/> Co-Sponsor – \$7,500 | <input type="checkbox"/> Bronze – \$2,000 |
| <input type="checkbox"/> Gold – \$5,000 | <input type="checkbox"/> Exhibitor – \$500 |

III. Payment Information

Payment Type: (All payments are non-refundable)

- Visa
- Mastercard
- American Express
- Check (Payable to North Carolina Chamber)

Send Check to:

NC Chamber
701 Corporate Center Drive, Suite 400
Raleigh, NC 27607

Please charge my card \$ _____

Account Number _____

Sec. Code _____ Exp Date _____ (mm/yy) _____

Cardholder's Name _____

Signature _____

Cardholder's Address _____

City _____ State _____ Zip _____

Please send completed document to:
Beth Shore, Vice President of Business Development – bshore@ncchamber.com
or Angela Sutton, Events Sponsorship Manager – asutton@ncchamber.com