



NC Chamber

Education & Workforce Conference

AUGUST 2021 | VIRTUAL

MARKETING OPPORTUNITIES

Education & Workforce Conference

August 2021 | 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.

Expected Attendance: 250

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

Elaine Clodfelter

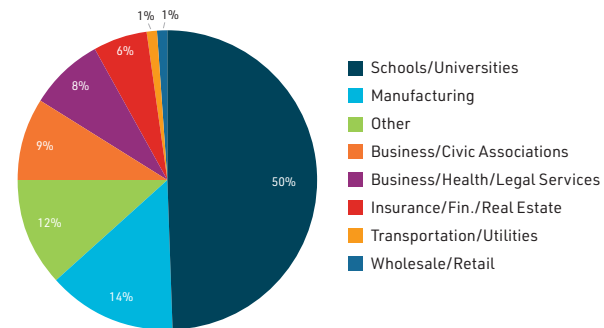
*VP of Student Services
South Piedmont Community College*

Attendees by Title

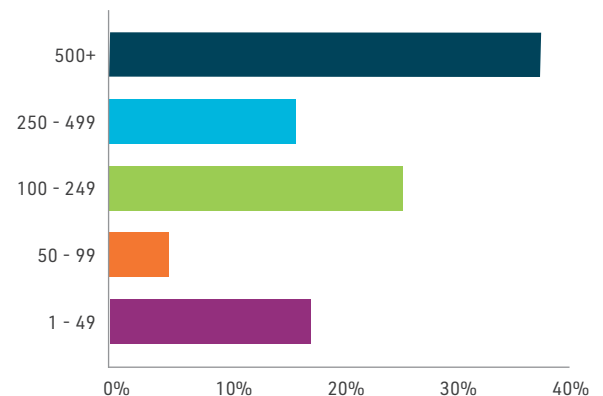
Director	31%
Specialist/Coordinator/Analyst	19%
President/C-Suite	18%
Vice President	15%
Manager	11%
Senior-Level	5%

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	PATRON \$500
Event registrations/seats included	30	24	20	12	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	●	●	●	●	●	●
Company logo or listing (contingent on level) in the program, on a rotating slide, and and on the 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 logo on all event promotional materials, including e-mail blasts and press releases	●	●				
First right of refusal to sponsor in 2022, must be confirmed within 90 days after 2021 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"/> Patron – \$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 275
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 _____