



2021 Marketing Opportunities Brochure

Connecting you with key decision makers from across the state.

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The NC Chamber is the leading business advocacy organization in North Carolina. We work in the legislative, regulatory, and political arenas to proactively drive positive change, ensuring that North Carolina is one of the best places in the world to do business.

Interested in sponsoring one of our events?

Visit ncchamber.com/events for more information. The earlier you confirm your involvement, the more exposure we can guarantee.

Angela Sutton

Events Sponsorship Manager
919-792-6343
asutton@ncchamber.com

2021 Calendar of Events

Economic Forecast Forum

January 7, 2021 | Virtual

North Carolina's Emerging Leaders

1st Quarter 2021

Environmental Compliance Conference

February 3, 2021 | Virtual

79th Annual Meeting

March 18, 2021 | Virtual

Government Affairs Reception

April 2021

Transportation & Infrastructure Summit

April 2021

Energy Summit

May 20, 2021 | Virtual

Workplace Diversity & Inclusion Conference

June 10, 2021 | Virtual

Education & Workforce Conference

August 2021

Health Care Conference

September 2021

Coolest Thing Made in NC

Fall 2021

Women > A Force in Business: Charlotte

Fall 2021 | Charlotte Convention Center | Charlotte, NC

Ag Allies Conference

October 2021

Women > A Force in Business: Raleigh

November 16, 2021 | Raleigh Convention Center | Raleigh, NC

*Continuing education credits may be available at select events.
Events subject to change. Additional events may be added at any time.*

"Doing business across North Carolina, we value the NC Chamber as a guiding business partner and value the opportunity to engage with top private and public sector experts through timely and convenient signature events."

Sepi Saidi

*President & CEO,
SEPI, Inc.*

Why Sponsor?

Nearly every month of the year, the NC Chamber offers timely events on issues vital to the sustainability of the statewide business community. These events are an exceptional opportunity for attendees to engage in discussions, network with fellow businesses, and discover the latest trends arising in their industry. In other words, these events provide you with the perfect atmosphere for expanding your reach, promoting your brand, and conducting business.

Powerful Strategic Marketing

We want to ensure our events are as successful and profitable for you and your company as possible. Our integrated marketing campaigns reach hundreds of thousands of business professionals via direct mail, social media, e-mail, and print publications.

Our Reach Includes:

- Targeted direct mail campaigns sent to approximately 3,000 high-ranking business professionals for every in-person event.
- Thousands of unique online visitors to event web pages each month.
- Highly segmented e-mail campaigns that reach an average of 8,000 business professionals.
- An average of 500,000+ twitter impressions from live event coverage, with larger events averaging 1-2 million impressions.

Sponsorship Can Help You:

- Position your employees as thought leaders on critical and timely issues for the business community.
- Create strategic relationships with companies within and across industries.
- Generate productive new leads.
- Spotlight your company's newest initiatives and strengthen your brand.
- Gain access to high-ranking policy influencers.
- Develop, recruit, and retain your employees.

High Profile Speakers

Some of our nation's leading experts in top performing industries are featured at our events, including:

Lynn Good

President and CEO, Duke Energy

Jim Whitehurst

President and CEO, Red Hat, Inc.

Vernice "Flygirl" Armour

America's first African-American female combat pilot

Andrea Smith

Chief Administrative Officer, Bank of America

Machelle Sanders

Secretary, NC Department of Administration

Julia Landauer

Championship-winning NASCAR driver

James Ray

Special Advisor to the Secretary for Infrastructure,
U.S. Department of Transportation

Bonnie St. John

Olympic Medalist

Pam Norley

President, Fidelity Charitable

Lorren Walker

Chief of Staff, Marketing and Regulatory Programs, US
Department of Agriculture

Michael Regan

Secretary, NC Department of Environmental Quality

Torry Holt

Vice President of Holt Brothers Construction and President of
the Holt Brothers Foundation

Major Sponsors

Our events attract some of the largest corporations in the U.S., including:

AT&T

BASF

Bank of America

BB&T

Biogen

**Blue Cross and Blue Shield of
North Carolina**

Caterpillar

CenturyLink

Curi

Dell

Dominion Energy

Duke Energy

Fidelity Investments

First Citizens Bank

Food Lion

Glen Raven

Google

GSK

IBM Corporation

Martin Marietta

Pfizer

Red Hat, Inc.

Reynolds American

SAS

Smithfield Foods

Truist

Wells Fargo

"Not only does the NC Chamber know how to get things done at the legislature but they help me make the connections I need to grow my business."

Steve Morris

*Executive Vice President,
Atlantic Natural Foods*

Attendees By Title

Director	22.1%
Vice President	19.6%
President/C-Suite/Principal	15.0%
Manager	14.5%
Attorney/Partner/Legal	12.0%
Coordinator/Specialist	10.7%
Senior Level	6.1%



Economic Forecast Forum

January 7, 2021 | Virtual

Sure to once again attract a sold-out crowd, the NC Chamber and the North Carolina Bankers Association proudly present the 19th Annual Economic Forecast Forum, a gathering of our state's most powerful and influential leaders, to discuss how the state can become a leader in job retention, job creation and quality of life. This highly acclaimed event provides you with the opportunity to heighten awareness of your company to a statewide audience of more than 950 leaders in business, government, education, and nonprofits.

Expected Attendance: 1,000



"Living up to its name, the Forum provides valuable insight into developing economic trends and growth patterns in an ever changing North Carolina. Always a great start to the new year."

Jordan Googe

Allen Tate Realtors

Event registrations/seats included	200	60	40	20	20
Customized ROI report detailing the reach of your marketing benefits, delivered post-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 in event program, on rotating slide and on NC Chamber and NC Bankers Association event webpages with link to preferred landing page.	•	•	•	•	
Company listing in the event program.					•
Recognition and thanks from the podium	•	•	•		
Company logo on all event promotional materials, including e-mail blasts and press releases	•	•			
Full-page ad in the event program	•	•			
Half-page ad in the event program			•		
30-second commercial spot (provided by sponsor) played during the event	•				
Listing in Carolina Banker magazine as Presenting Sponsor, which garners 60,000 impressions for this event.	•				

Environmental Compliance Conference



February 3, 2021 | Virtual

This event is targeted toward professionals who manage the environmental and safety compliance matters for their organization, focusing on regulations and how to ensure compliance.

The basis of an effective Environment, Health and Safety (EHS) program remains the strength of its management system and how thoroughly it is integrated into business practices. Join the NC Chamber, NC Department of Environmental Quality officials and industry experts to proactively discuss pressing regulatory issues, legislation, policy decisions and other initiatives on water, waste, air and natural resources that affect business.

Expected Attendance: 150-175

"I make time in my schedule every year for this event. It's a unique educational opportunity for attorneys, consultants and the regulated community to converse with our regulators."

Amy Wang

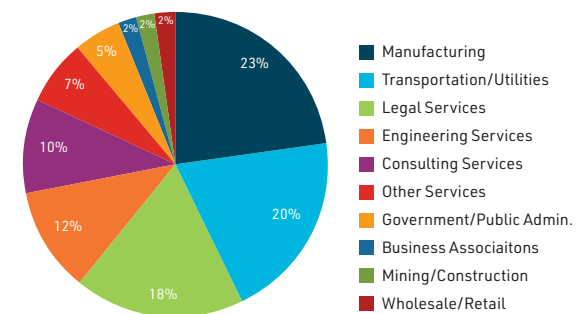
Ward and Smith, PA

Attendees by Title

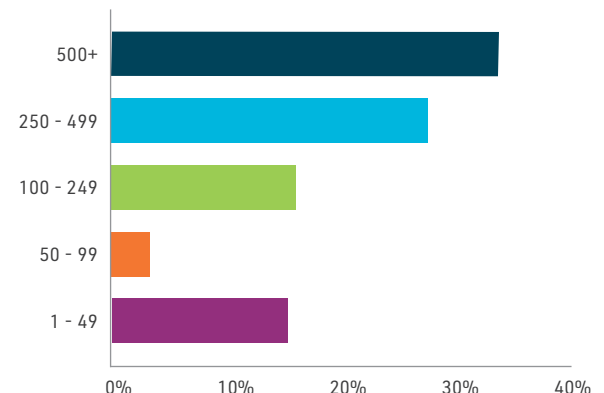
Attorney	19%
President/C-Suite	4%
Principal	3%
Vice President	8%
Director	14%
Manager	25%
Coordinator/Specialist	14%
Senior Level	13%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	PATRON \$750
Event registrations/seats included	40	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, which garner more than 500,000 impressions for this event, on average	•	•	•	•	•
Company logo or listing (contingent on level) in event program, on rotating slide, and on event 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 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 print ad placed prominently in the event program	•				
Opportunity to give welcome/introduction remarks	•				



79th Annual Meeting

March 18, 2021 | Virtual

The Annual Meeting is the NC Chamber's flagship event. Each year, the NC Chamber recognizes two individuals who have an outstanding sense of public responsibility by honoring them with the Distinguished Citizenship Award and Distinguished Public Service Award.

The 79th Annual Meeting will be held virtually with time for networking, an update from the NC Chamber, a dynamic keynote speaker, and celebration of the annual award recipients. This event is a must-attend for business professionals seeking prime networking opportunities with our State's top leaders in business, government, and non-profits.

Expected Attendance: 400

"An important meeting to learn and to network with key state leaders. The concise format makes attendance time well spent."

Smedes York

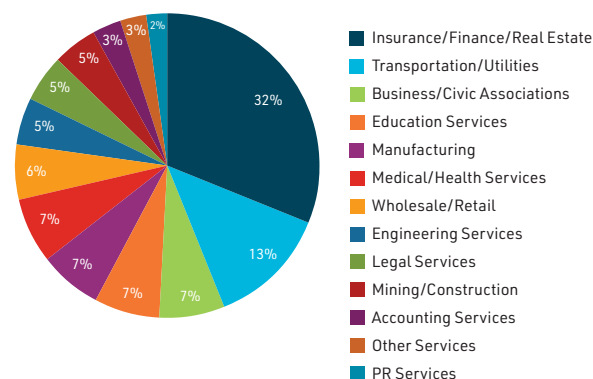
Chairman, York Properties

Attendees by Title

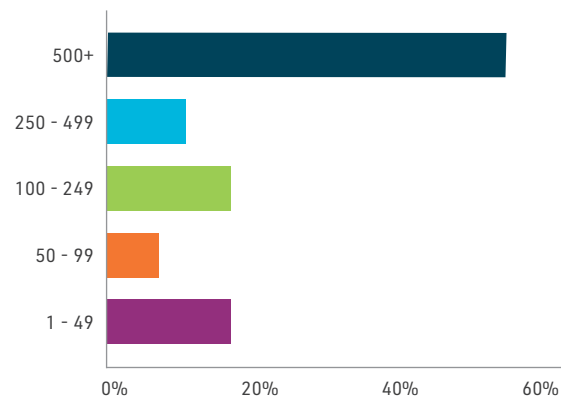
Vice President	30%
President/CEO	19%
Director	17%
Manager	15%
Associate/Account Exec./Coordinator	13%
Partner	3%
Other C-Suite	3%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	80	40	35	30	20	10
Event registrations/seats included						
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 500,000 impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) in the program, on a rotating slide, 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 listing 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 print ad in the event program.	●	●	●			
Half-page ad in the event program				●		
Opportunity to give welcome/introduction remarks	●					

Government Affairs Reception

April 2021



The NC Chamber hosts its Government Affairs event to bring together business leaders, local chambers of commerce and policy makers to discuss the aligned business community's jobs agenda and issues crucial to its future.

This event is structured reception-style, giving attendees the chance to enjoy refreshments while networking with the state's legislative leaders and decision-makers.

Expected Attendance: 250-275

"The networking I am able to do at this reception makes it one of the most impactful events I attend all year."

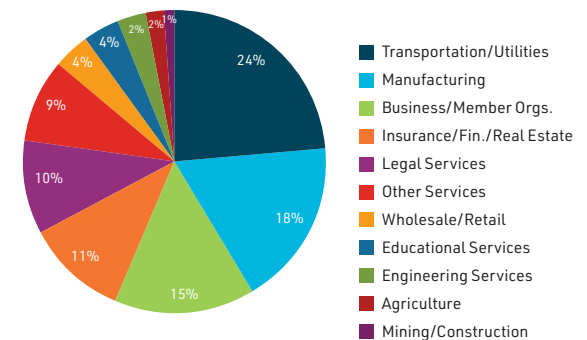
2018 GA Reception Attendee

Attendees by Title

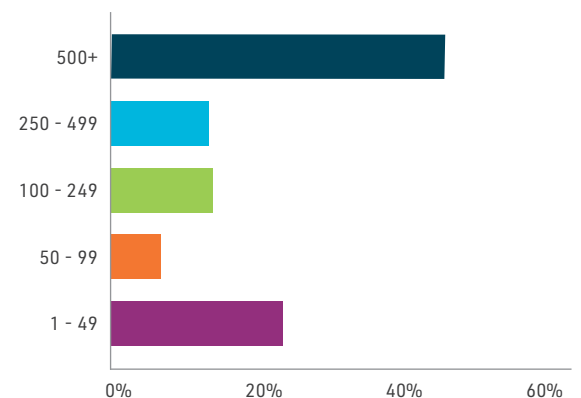
Legislator	42%
Director	19%
Vice President	13%
Manager	8%
President/Owner	6%
Attorney/Counsel	4%
Specialist/Coordinator/Acct. Exec.	4%
Other	3%
C-Suite	2%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$12,500	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000
Event registrations/seats included	30	20	15	10	5
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, on event signage, and on the webpage	●	●	●	●	●
Reserved seating during program	●	●	●	●	●
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 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 print ad in the event program, placed as back cover	●				
Prominently displayed pop-up banner (provided by sponsor) at the event	●				
Opportunity to distribute promotional materials to attendees	●				
Opportunity to give welcome/introduction remarks	●				

Transportation & Infrastructure Summit

April 2021



North Carolina's rapidly growing population raises questions about what our state's transportation and infrastructure networks should, and will, look like in the years ahead. This event will address these questions, with a focus on what's changing, where we're headed and how we'll get there. A must-attend for those in the transportation and infrastructure industries looking for high-level networking and the latest policy updates.

Expected Attendance: 250

"Whether in person or virtually, you will always receive an inside look at the key topics facing our state and its future from leaders on the ground putting in the work. Moving North Carolina forward is a collaborative effort, and we have to have the right infrastructure to do it."

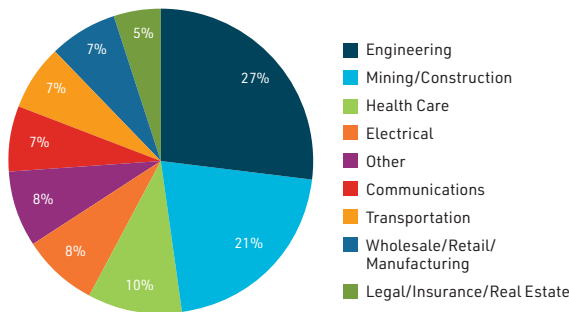
Seth Palmer
NC REALTORS

Attendees by Title

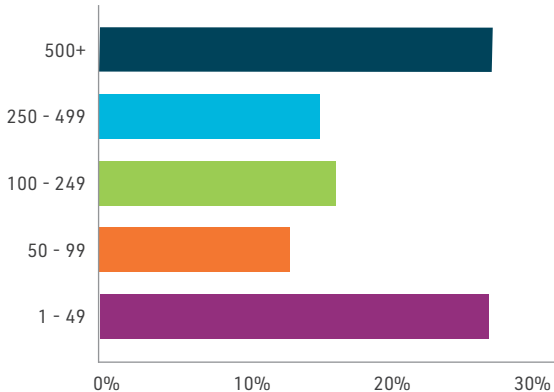
Manager	25%
Director	21%
Vice President	15%
Senior Level	10%
CEO/President/Owner	9%
Other	9%
Associate/Executive/Coordinator	8%
C-Suite	2%

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 \$1,000
Event registrations/seats included	20	15	10	6	4	2
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) in the program, on a rotating slide, on event signage, 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 listing 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	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Full-page ad in the event program, placed as back cover	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



Energy Summit

May 20, 2021 | Virtual

North Carolina is a leader among Southeastern states in energy generation and capacity, but what is the industry's trajectory as we look towards the future? Join state and local experts for an event that brings you up to speed on industry advancements and best practices guaranteed to improve your bottom line.

Expected Attendance: 125



"First time attending: great information, and relevant to the state, my company and my work as well."

2017 Energy Summit Attendee



	PRESENTING \$10,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	PATRON \$1,000
Event registrations/seats included	40	30	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 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 listing 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 print ad placed prominently in the event program	•					
Opportunity to give welcome/introduction remarks	•					

Workplace Diversity & Inclusion Conference



June 10, 2021 | Virtual

2017 marked the NC Chamber’s inaugural Workplace Diversity & Inclusion Conference, and it has quickly become one of the Chamber’s most anticipated events. This timely, information-packed program covers topics such as recruiting for diversity; fostering a culture of belonging; data-driven evaluation of D&I initiatives; unconscious bias, and more. Content will be valuable for a wide range of organizations and attendees, ranging from the young professional to seasoned executive. Seats and sponsorships are expected to sell out quickly for this event.

Expected Attendance: 250-300

“So grateful that the Chamber is committed to continuing to have these hard conversations and bringing experts in to educate and inform how we can have a workforce that embodies the values taht we set for our organizations. This conference included real, authentic, diverse and passionate conversations that everyone (no matter their background) could relate to.”

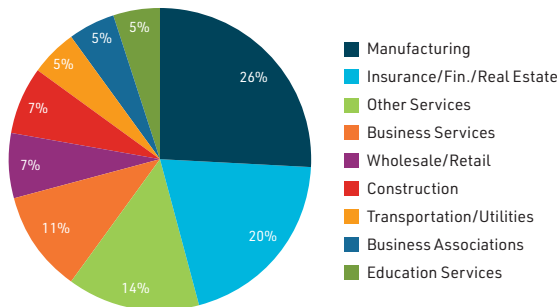
Brittanie Joyner
Blue Cross NC

Attendees by Title

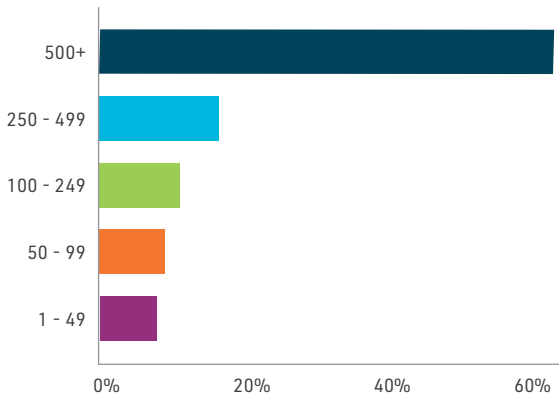
Coordinator/Analyst	29%
Manager	29%
Director	16%
Vice President	11%
C-Suite/Chair	7%
Senior Level	6%
President/CEO	2%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$15,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	PATRON \$1,000
Event registrations/seats included	50	30	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, which garner more than 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) in the program, on a rotating slide, 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 listing on all event promotional materials, including email 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 email 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 print ad placed prominently in the event program	●					
Opportunity to give welcome/introduction remarks	●					

Education & Workforce Conference

August 2021



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

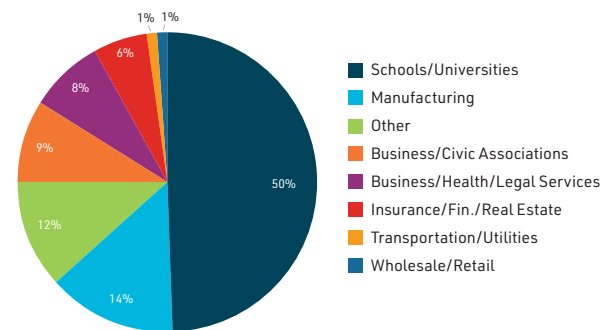
*VP of Student Services
South Piedmont Community College*

Attendees by Title

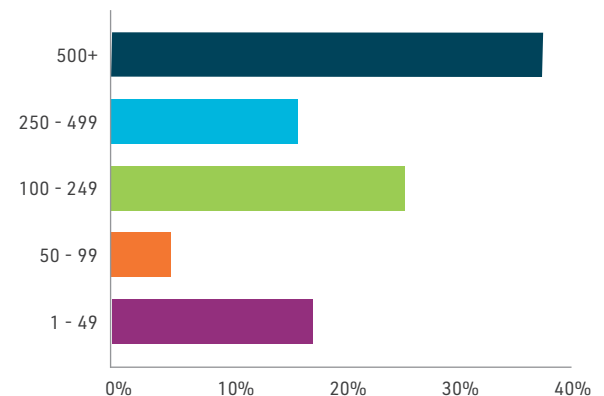
Director	31%
Specialist/Coordinator/Analyst	19%
President/C-Suite	18%
Vice President	15%
Manager	11%
Senior-Level	5%

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	EXHIBITOR \$500
Event registrations/seats included	15	12	10	6	4	2
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) in the program, on a rotating slide, on event signage, 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 listing 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	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Full-page ad in the event program, placed as back cover	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



Health Care Conference

September 2021

Since the NC Chamber Foundation released its *Roadmap to Value-Driven Health* study in 2016, strong gains have been made in the transformation of health care across North Carolina. With the overall goal of making NC a top 10 state for health care and health care value, industry leaders have been tirelessly exploring best approaches to the overhaul, which will significantly impact job creators, business climate and talent supply throughout the state.

This year's Health Care Conference will provide the latest updates on the drive towards value-driven health care: Where are we in the process? How do we reach the finish line? What are the implications for employers across the state?

Join us for this critical discussion; the more voices at the table, the more quickly we finish the race.

Expected Attendance: 250

"This was a hard-hitting and frank assessment of the challenges to improving NC health care."

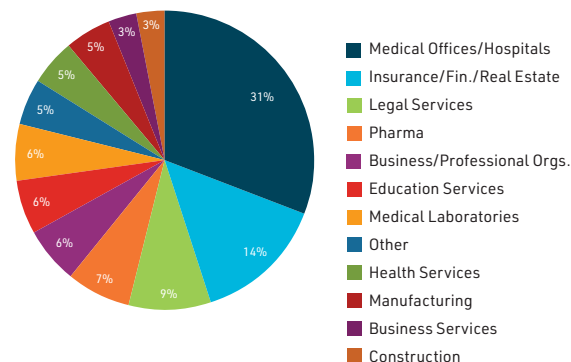
Lucien Roughton
RND Architects

Attendees by Title

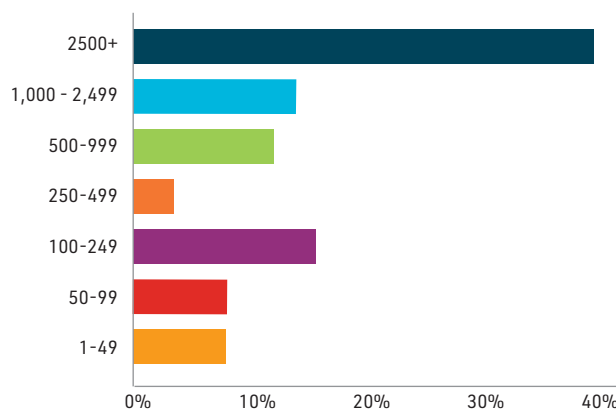
Director	28%
President/C-Suite/Principal	24%
Vice President	22%
Manager	11%
Coordinator/Specialist	8%
Senior Level	4%
Partner	3%

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 \$1,000
Event registrations/seats included	15	12	10	6	4	2
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 almost 1 million impressions for this event, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) in the program, on a rotating slide, on event signage, 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 listing 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	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Full-page ad in the event program, placed as back cover	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●



Ag Allies Conference

October 2021

North Carolina's agriculture industry contributed \$84 billion to the state economy in 2016, representing 17% of the state's overall income. Ranked 8th in the U.S. for value of agricultural products sold, the agriculture industry is critical to North Carolina's reputation as an economic leader in the Southeast. However, farmers and agricultural businesses across the state recognize they must adapt to a changing workforce, evolving technology and the latest state and federal regulations to continue thriving within their sector. The NC Chamber's Ag Allies of NC Conference addresses these issues to ensure the industry as a whole can keep its wheels in motion for the continued prosperity of the state.

Expected Attendance: 125-150

"This conference was unparalleled in the quality provided in the time provided. There is value here for all aspects of NC Ag."

Bert James

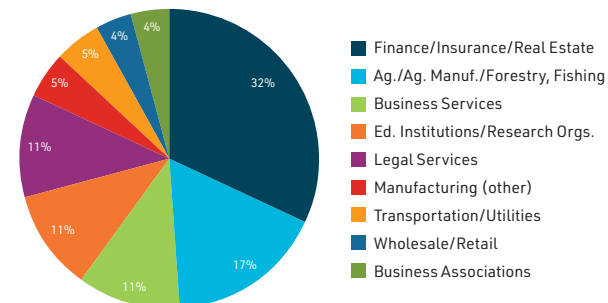
Homegrown Agriculture

Attendees by Title

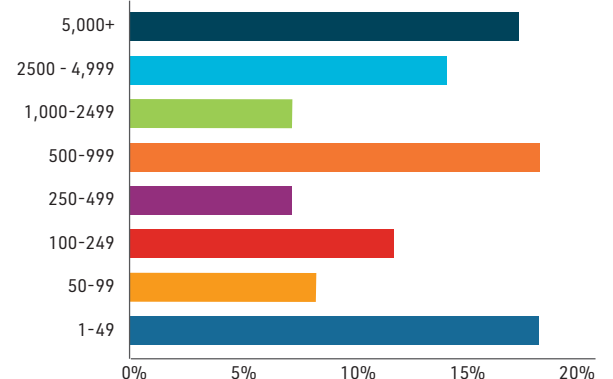
Director	24%
Vice President	23%
President/C-Suite	17%
Manager	17%
Associate/Partner/Legal	9%
Coordinator/Analyst	7%
Senior Level	2%

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 \$1,000
Event registrations/seats included	15	12	10	6	4	2
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, on event signage, 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 listing 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	●					
Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Full-page ad in the event program, placed as back cover	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space						●

Women > A Force in Business

Charlotte: Fall 2021 | Raleigh: November 16, 2021



This event promotes leadership development, advocacy, mentorship, and personal wellness for women in the workplace, as well as their male peers. Join us as we explore pathways to leadership, what it's like at the top and how men and women can work together to bring along the next generation of female leaders. This is the most highly attended NC Chamber event and promises incredibly high ROI for event sponsors.

Expected Attendance: 750 in Charlotte; 1,250 in Raleigh

"I normally look forward to getting some useful "nuggets" of information at events like this. What I actually got was life changing information and actionable takeaways. I am very impressed with this event and look forward to others in the future."

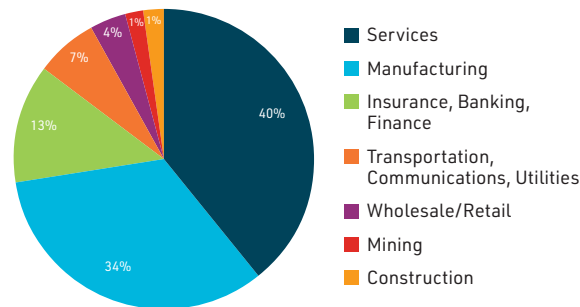
Anonymous

Attendees by Title

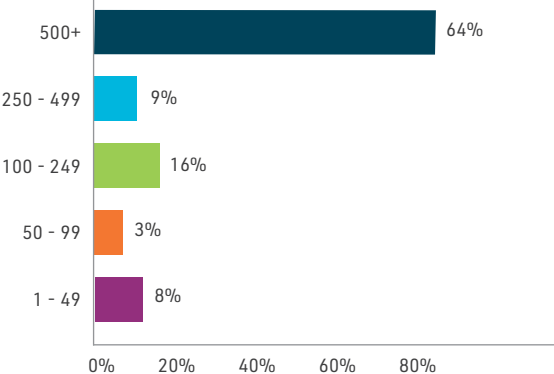
Communications	5%
Director	21%
Finance	1%
Government Affairs	6%
Human Resources	9%
Legal	4%
Manager/Supervisor	23%
President/CEO	6%
C-Suite	3%
Vice President	12%
Coordinator/Specialist/Associate	7%
Assistant	4%

Categories are not mutually exclusive.

Attendees by Industry



Employer Size



	PRESENTING \$35,000	CO-SPONSOR \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000	EXHIBITOR \$495
Event registrations/seats included	65	35	25	20	15	10	2
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) in the program, on a rotating slide, on event signage, and on the webpage	●	●	●	●	●	●	●
Listing and logo as event sponsor in mobile app and/or virtual platform including company profile page that connects to your preferred landing page	●	●	●	●	●	●	●
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 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.	●	●					
Opportunity to send one push notification to all attendees through event mobile app and/or virtual platform up to three days before the event	●	●					
60-second commercial spot (provided by sponsor) played during the event	●						
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover.	●	●					
Half-page ad in the event program			●	●			
Quarter-page ad in the event program					●		
Prominently displayed pop-up banner (provided by sponsor) at the event	●						
Opportunity to distribute promotional materials to attendees	●						
Opportunity to give welcome/introduction remarks	●						
Exhibit booth	●	●					●

**If this event needs to be held virtually, sponsor benefits will be adjusted accordingly*

Additional Marketing Opportunities

Tote Bag Sponsor

Attendees will carry your brand with them long after our event. Exclusive event tote bag will feature sponsor logo. Sponsor also receives social media recognition, customized mobile app push alert and 5 registrations.

Investment: \$7,500



Photobooth Sponsor

Your opportunity to make great impressions. Photobooth greenscreen will be branded with sponsor logo, and all photos will be uploaded on-site to Twitter. Sponsor will be tagged in all photos. Sponsorship also includes social media recognition, mobile app push alert and 5 registrations.

Investment: \$6,000

Wifi Sponsor

It's all about connections. Wifi sponsor receives naming rights to event wifi network, a dedicated PowerPoint slide, 1/2 page ad in event program and 5 registrations.

Investment: \$5,000

Lanyard Sponsor

All eyes will be on your company as the event lanyard sponsor. Lanyards will be branded with sponsor logo and distributed at registration. Sponsor also receives social media recognition, mobile app push alert and 5 registrations.

Investment: \$5,000



Water Bottle Sponsor

Provide refreshment and earn brand recognition as the event Water Bottle Sponsor. Event water bottle will feature your logo. Sponsor will also receive social media recognition, mobile app push alert and 5 registrations.

Investment: \$5,000



Headshot Sponsor

Your company gets a real close-up as Headshot Sponsor. Sponsor receives branding rights to headshot station, a mobile app push alert, 1/2 page ad in event program and 2 registrations.

Investment: \$5,000

Additional Marketing Opportunities

Phone Charging Sponsor

Enable event attendees to power up at the phone charging hub. Hub sponsor brands this exclusive area with marketing banners and signage. Sponsor also receives social media recognition, a customized mobile app push alert, 1/2 page ad in program and 3 registrations.

Investment: \$2,500

Event App Sponsor

Get serious screen time as the Event App Sponsor. Sponsor receives special branding through the event's mobile app, social media recognition and 3 registrations.

Investment: \$2,500



Exhibit Hall Refreshment Sponsor

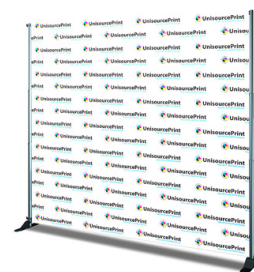
Capture the eyes of all event attendees as our Exhibit Hall Refreshment Sponsor. Your company will receive signage at the refreshment station—a high traffic, central location—where attendees can treat themselves to water, coffee and light snacks throughout the event. This sponsorship includes 3 complimentary event registrations.

Investment: \$2,500

Photo Wall Sponsor

A wall banner with your logo provides the perfect backdrop for impromptu attendee selfies. This sponsorship also includes social media recognition, a mobile app push alert and 3 registrations.

Investment: \$2,500



Bookstore Sponsor

Empower attendees to take their development to the next level as the event Bookstore Sponsor. Sponsor receives branding rights to bookstore hub, social media recognition, mobile app push alert, 1/2 page ad in event program and 2 registrations.

Investment: \$1,500



Coollest Thing Made in NC

Fall 2021

North Carolina has much to be proud of, especially when it comes to the products it manufactures. To celebrate the innovation, creativity and contributions of our state's manufacturers, the NC Chamber is hosting a public-driven "Coolest Thing Made in NC" contest.

After a public nomination and voting process that incorporates statewide media outlets, social media and word-of-mouth marketing, the NC Chamber and Presenting Sponsor will announce which product manufactured in the Tar Heel State is truly the coolest thing made in NC.

Sponsor Benefits | \$15,000

- Customized ROI report detailing the reach of your marketing benefits, delivered post-event
- Sponsor recognition, logo and user handle in all social media posts made about the campaign
- Company logo on Coolest Thing in NC website and linked to your preferred landing page
- Company logo and quote from sponsor representative in all event press releases and event media kit
- First right of refusal to sponsor in 2022, must be confirmed within 90 days of 2021 event
- Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mails about the event
- Logo included on contest trophy given to winner
- Invitation for sponsor representatives to participate in all YouTube Premiere videos announcing semi-finalists, finalists, and winner
- NC Chamber to make appropriate efforts to invite sponsor representatives to participate in news coverage of the contest when possible.



Webinars



In a world indelibly changed by the COVID-19 pandemic, the NC Chamber understands the utility of virtual conferences and webinars.

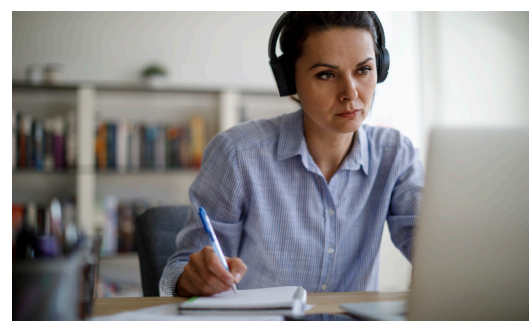
In 2020, the NC Chamber launched more than 20 webinars focused on topics of importance for the business community. Some of these include:

- COVID-19 Economic Outlook: Slowdown or Shutdown?
- What to Expect from Washington: USDA Official Talks COVID-19 Response
- The Business Case for Second Chance Hiring
- Preparing for a Safe Return to Work

These webinars draw between 100-400 attendees across North Carolina for an intensive hour of development. Your organization can sponsor a pre-scheduled webinar or one for which you develop the agenda, putting you in the position as an influencer and expert in the topic of your choosing.

Sponsor Benefits | \$3,000

- 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 and link to landing page placed on event webpage
- Company logo on all event promotional materials, including up to three e-mail blasts and post-event recap email
- Company logo on opening slide of webinar
- Opportunity to give welcome/introduction remarks



As we continue to provide educational and networking platforms for local businesses, please know that our sponsors are vital to the success of our events.

You are truly appreciated.



A Special Thanks to Past Sponsors

Advance Auto Parts Inc.	First Bank	North Carolina's Electric Cooperatives
AECOM	First Citizens Bank	North State Bank
Albemarle Corporation	First Federal	Novo Nordisk Pharmaceutical
Allscripts	First Horizon	Nucor Corporation
American National Bank	First National Bank	Nutrien
Arauco	Flad Architects	O'Brien Atkins
AT&T North Carolina	Food Lion	Parker, Poe, Adams & Bernstein, LLP
Atlantic Telephone Membership Cooperative (ATMC)	Fred Smith Company	Pendo
AW North Carolina, Inc.	Gannett Fleming, Inc.	Pfizer, Inc.
Bank of America	Geological Resources, Inc.	Phelps Dunbar LLP
BASF	Geosyntec Consultants	PhRMA
Biltmore Company	Girl Scouts - NC Coastal Pines	Piedmont Federal Savings Bank
Biogen	GlaxoSmithKline	Piedmont Natural Gas Company
Bioventus Global	Glen Raven, Inc.	Pike Electric Corporation
Blue Cross Blue Shield of North Carolina	Global Agricultural Development Corporation	Pinnacle Financial Partners
Brasfield & Gorrie, LLC	Golden Corral Corporation	PNC Bank
Brighthouse Financial	Google, Inc.	Pyxis International, Inc.
Brooks, Pierce, McLendon, Humphrey & Leonard LLP	Grady-White Boats, Inc.	Quality Equipment, LLC
Burroughs Wellcome Fund - NC SMT Center	GRAIL, Inc.	Quest Diagnostics
Butterball, LLC	Gregory Poole Equipment Company	Red Hat, Inc.
Campbell University	Hanesbrands, Inc.	Reynolds American Inc.
Cardinal Innovations Healthcare	Hanson Aggregates Southeast	Robinson Bradshaw & Hinson, P.A.
Carolina Asphalt Pavement Association	Hart & Hickman, PC	S&ME, Inc.
Carolina Biological Supply Company	HDR Engineering, Inc. of the Carolinas	SAS Institute Inc.
Caterpillar, Inc.	Hendrick Motorsports	Select Bank and Trust
Charlotte Motor Speedway	Highwoods Properties, Inc.	SEPI, Inc.
Charlotte Pipe & Foundry Co.	HNTB Corporation	Shurtape Technologies, LLC
Clancy & Theys Construction Company	Honda Aircraft Company	Siemens Energy Inc.
Coastal AgroBusiness, Inc.	IBM Corporation	Small Business & Technology Development Center
Coastal Federal Credit Union	John Deere	Smith Anderson
Concrete Supply Co., LLC	John M. Belk Endowment	Smithfield Foods, Inc.
Cone Health	JP Morgan Chase & Co.	Southeastern Health
Consumer Energy Alliance	Kilpatrick Townsend & Stockton LLP	Southern Power Company
Cree Wolfspeed	KS Bank, Inc.	STV Engineers, Inc.
CresCom Bank	LabCorp-Covance	Syngenta
Curi	Live Oak Bank	The Biltmore Company
DaVita Inc.	Local Government Federal Credit Union	The Whiting-Turner Contracting Company
Dell EMC	Lowe's Companies, Inc.	Tilt 365
Delta Dental of North Carolina	Lumen	TowneBank
Dewberry	Luminas Strategy	Troutman Pepper
DocuSource of North Carolina, LLC	Lyft	Truist
Dominion Energy	Martin Marietta	Truliant Federal Credit Union
Duke Energy	McGuireWoods, LLP	UNC Health Care Systems
Duke University Health System	MCNC	UNC REX Healthcare
Duncklee & Dunham	Mechanics and Farmers Bank	UNC Wilmington
EducationNC	Mercer	United Therapeutics
ElectriCities of NC Inc.	Meredith College	Universal Corporation
Eli Lilly and Company	Merz North America, Inc.	Vidant Health
Elon University	MI Corporation	Wake Stone Corporation
ERM NC, Inc.	Mid-Atlantic Associates, Inc.	WakeMed
Experis Engineering Manpower	MindPath Care Centers	Wetherill Engineering, Inc.
Farm Credit Associations of NC	MVP Southgate	WGU North Carolina
Fidelity Bank	NC Pork Council	Winthrop University - The Graduate School
Fidelity Investments	NC State Ports Authority	Womble Bond Dickinson
Fifth Third Bank	NC Virtual Public School	WSP USA
Financial Symmetry	North Carolina Farm Bureau	Wyrick Robbins Yates & Ponton LLP
	North Carolina Railroad Company	Young Moore and Henderson, P.A.
	North Carolina State University	

For more information about sponsoring a future event, visit ncchamber.com/events



701 Corporate Center Drive, Suite 400
Raleigh, NC 27607

ncchamber.com