

NC Chamber

Education & Workforce Conference

MARKETING OPPORTUNITIES

AUGUST 11, 2022
DURHAM, NC

Education & Workforce Conference

August 11, 2022 | Sheraton Imperial Hotel | Durham, NC

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: 300

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

Elaine Clodfelter

*Director, Student Advocacy
South Piedmont Community College*

Attendees by Industry

Schools/Universities	50%
Manufacturing	14%
Other	12%
Business/Civic Associations	9%
Business/Health/Legal Services	8%
Insurance/Finance/Real Estate	6%
Transportation/Utilities	1%
Wholesale/Retail	1%

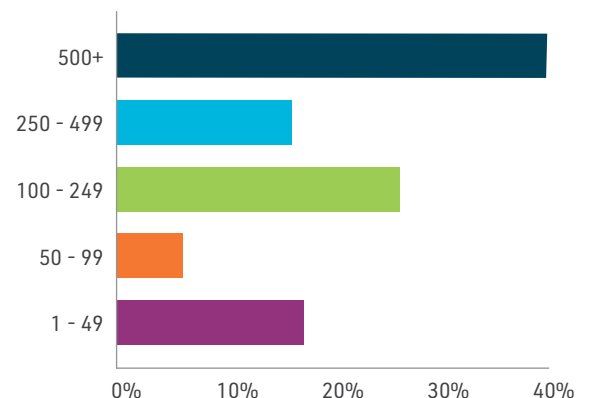
Categories are not mutually exclusive.

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 Employer Size



Education & Workforce Conference

PRESENTING
 \$10,000
CO-SPONSOR
 \$7,500
GOLD
 \$5,000
SILVER
 \$3,000
BRONZE
 \$2,000
EXHIBITOR
 \$500

	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, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage, and in event 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 2023, must be confirmed within 90 days after 2022 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 past, present and prospective attendees and shared on 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	●					
Table top exhibit space						●

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

I. Contact Information

First Name _____ Last Name _____

Company Name _____

Company Website _____ Company Phone _____

Company Address _____

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 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 _____