



# *Government Affairs Summit*

JUNE 21, 2022  
RALEIGH, NC

MARKETING OPPORTUNITIES

# Government Affairs Summit

June 21, 2022 | Merrimon-Wynne House | Raleigh, NC

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*

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

**Government Affairs Summit Attendee**

## Attendees by Industry

|                               |     |
|-------------------------------|-----|
| Transportation/Utilities      | 24% |
| Manufacturing                 | 18% |
| Business/Member Organizations | 15% |
| Insurance/Finance/Real Estate | 11% |
| Legal Services                | 10% |
| Other Services                | 9%  |
| Wholesale/Retail              | 4%  |
| Educational Services          | 4%  |
| Engineering Services          | 2%  |
| Agriculture                   | 2%  |
| Mining/Construction           | 1%  |

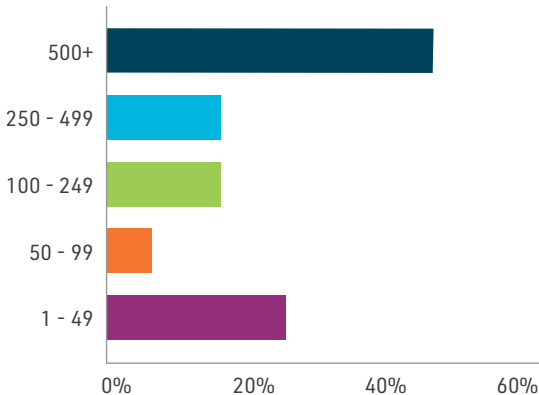
*Categories are not mutually exclusive.*

## Attendees by Title

|                                    |     |
|------------------------------------|-----|
| Legislator                         | 42% |
| Director/Manager                   | 27% |
| Vice President/C-Suite             | 15% |
| Specialist/Coordinator/Acct. Exec. | 7%  |
| President/Owner                    | 6%  |
| Attorney/Counsel                   | 4%  |
| Other                              | 3%  |

*Categories are not mutually exclusive.*

## Attendees by Employer Size



## Government Affairs Summit

|  | PRESENTING<br>\$12,500 | CO-SPONSOR<br>\$7,500 | GOLD<br>\$5,000 | SILVER<br>\$3,000 | BRONZE<br>\$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) on event sponsor sign, event webpage, and in event program   | ●                      | ●                     | ●               | ●                 | ●                 |
| 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 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   | ●                      |                       |                 |                   |                   |

*\*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**☐ Presenting – \$12,500☐ Silver – \$3,000☐ Co-Sponsor – \$7,500☐ Bronze – \$2,000☐ Gold – \$5,000**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 \_\_\_\_\_