

**NC  Chamber**

**2022 EVENT**

# **Marketing Opportunities**

**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](https://ncchamber.com/events) for more information. The earlier you confirm your involvement, the more exposure we can guarantee.

#### **Angela Sutton**

Director of Corporate Sponsorships  
919-792-6343  
[asutton@ncchamber.com](mailto:asutton@ncchamber.com)

# 2022 Calendar of Events

## **Economic Forecast Forum**

January 7, 2022 | Virtual

## **Environmental Compliance Conference**

January 27, 2022 | McKimmon Center | Raleigh, NC

## **Energy Summit**

February 15, 2022 | Sheraton Imperial Hotel | Durham, NC

## **80th Annual Meeting**

March 22, 2022 | Raleigh Marriott City Center | Raleigh, NC

## **Transportation & Infrastructure Summit**

April 28, 2022 | McKimmon Center | Raleigh, NC

## **Women > A Force in Business: Charlotte**

May 17, 2022 | Charlotte Convention Center | Charlotte, NC

## **Workplace DEI Conference: Triangle**

June 9, 2022 | Sheraton Imperial Hotel | Durham, NC

## **Government Affairs Reception**

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

## **Education & Workforce Conference**

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

## **Health Care Conference**

September 15, 2022 | Sheraton Imperial Hotel | Durham, NC

## **Coolest Thing Made in NC**

Fall 2022

## **Ag Allies Conference**

September 29, 2022 | McKimmon Center | Raleigh, NC

## **Workplace DEI Conference: Charlotte**

October 12, 2022 | Popp Martin Student Union | Charlotte, NC

## **Women > A Force in Business: Raleigh**

November 7, 2022 | 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:

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

### 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.

**“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%

*\*Titles not mutually exclusive*

**High Profile Speakers & Sponsors**

Some of our nation’s leading experts in top performing industries are featured at our events. Additionally, our events attract some of the largest corporations in the country.

**High Profile Speakers:**

- Lynn Good**  
President and CEO,  
Duke Energy
- Andrea Smith**  
Chief Administrative Officer,  
Bank of America
- Carla Harris**  
Vice Chair, Managing Director  
and Sr. Client Advisor,  
Morgan Stanley
- Machelle Sanders**  
Secretary, NC Department  
of Commerce
- Julia Landauer**  
Championship-winning  
NASCAR driver
- Bonnie St. John**  
Olympic Medalist
- Piper Kerman**  
Author of “Orange is the  
New Black”
- Pam Norley**  
President, Fidelity Charitable
- Brett Sciotto**  
CEO, Aimpoint Research
- Jessica McDonald**  
American Soccer Player
- Torry Holt**  
Vice President of Holt  
Brothers Construction and  
President of the Holt Brothers  
Foundation, Former NFL  
Player
- Vernice “Flygirl” Armour**  
America’s first African-  
American female combat pilot

**Major Sponsors:**

- AT&T
- BASF
- Bank of America
- Biogen
- Blue Cross and Blue Shield of  
North Carolina
- Brighthouse Financial
- Curi
- Dell
- Dominion Energy
- Duke Energy
- Fifth Third Bank
- First Citizens Bank
- First National Bank
- Food Lion
- Google
- Martin Marietta
- MVP Southgate
- North Carolina’s Electric  
Cooperatives
- Pfizer
- Pinnacle Financial Partners
- Red Hat, Inc.
- SAS
- Smith Anderson
- Truist
- Wells Fargo
- WSP USA

# Economic Forecast Forum

January 7, 2022 | Virtual

Sure to once again attract a sold-out crowd, the NC Chamber and the North Carolina Bankers Association proudly present the 20th 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 900 leaders in business, government, education, and nonprofits.

*Expected Attendance: 1,000*



**"A solid way to kick off the year with perspective on trends and indications for the year ahead as we all set our goals and aspirations to contribute to the success of our company, community, and our great state of N.C."**

**Jane Doggett**

*CCIM Highwoods Properties, Inc.*

## Economic Forecast Forum

	PRESENTING \$30,000	CO-SPONSOR \$10,000	GOLD \$5,000	SILVER \$3,000	PATRON \$1,500
Event registrations/seats included	150	30	20	10	10
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, NC Chamber and NC Bankers Association event webpages, and in event program	●	●	●	●	●
Link to company landing page placed on the NC Chamber event page	●	●	●	●	
Recognition and thanks from the podium	●	●	●		
Company listing on all event promotional materials, including e-mail blasts and press releases	●	●			
Prominently displayed pop-up banner (provided by sponsor) at the event	●	●			
Full-page print ad in the event program	●	●			
Half-page ad in the event program			●		
30-second commercial spot (provided by sponsor) played during the event	●				
Opportunity to distribute promotional materials to attendees	●				
Dedicated registration table	●				
Listing in Carolina Banker magazine as Presenting Sponsor	●				

# Environmental Compliance Conference

January 27, 2022 | McKimmon Center | Raleigh, NC

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: 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 Industry

Manufacturing	23%
Transportation/Utilities	20%
Legal Services	18%
Engineering Services	12%
Consulting Services	10%
Other Services	7%
Government/Public Administration	5%
Business Associations	2%
Mining/Construction	2%
Wholesale/Retail	2%

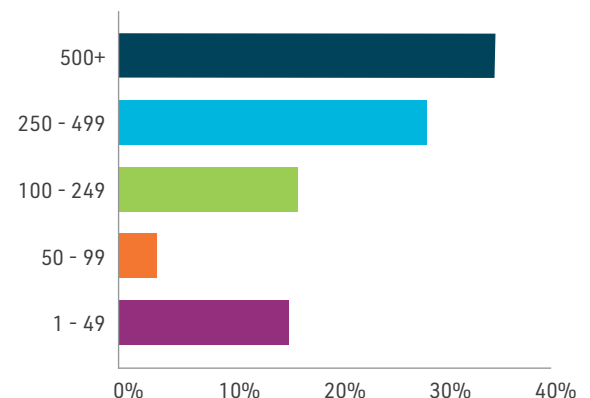
*Categories are not mutually exclusive.*

## Attendees by Title

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

*Categories are not mutually exclusive.*

## Attendees by Employer Size





## Environmental Compliance Conference

	PRESENTING \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR/PATRON \$750
Event registrations/seats included	20	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 500,000 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 (exhibitor only)					●

# Energy Summit

February 15, 2022 | Sheraton Imperial Hotel | Durham, NC

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.”**

**Energy Summit Attendee**

## Attendees by Industry

Transportation/Utilities	40%
Business Associations	13%
Legal Services	11%
Other Services	9%
Manufacturing	7%
Engineering Services	7%
Mining/Construction	5%
Education/Research Organizations	4%
Wholesale/Retail	2%
Agriculture	1%

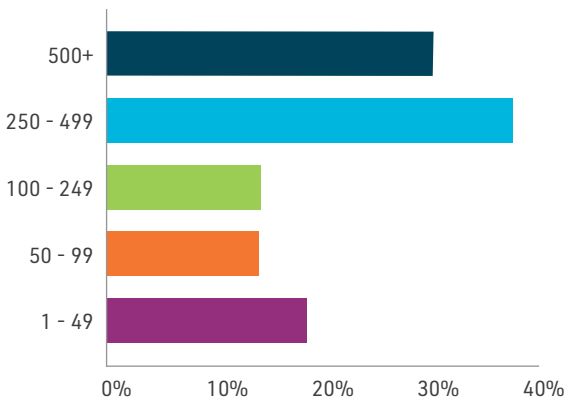
*Categories are not mutually exclusive.*

## Attendees by Title

Director	32%
Manager	20%
Vice President	15%
Coordinator/Analyst/Specialist	14%
President/C-Suite	11%
Senior Level	8%

*Categories are not mutually exclusive.*

## Attendees by Employer Size



## Energy Summit

**PRESENTING**  
\$10,000  
**CO-SPONSOR**  
\$7,500  
**GOLD**  
\$5,000  
**SILVER**  
\$3,000  
**BRONZE**  
\$2,000  
**EXHIBITOR/PATRON**  
\$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 500,000 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 (exhibitor only)						●

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

# 80th Annual Meeting

March 22, 2022 | Raleigh Marriott City Center | Raleigh, NC

The Annual Meeting is the NC Chamber’s flagship event. Leaders from across the state convene for insight into our state’s business climate, a compelling keynote speaker, an update on Chamber-related business, and live, one-on-one and group networking opportunities with our state’s top leaders in business, government, and non-profit organizations. 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.

*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 Industry

Insurance/Finance/Real Estate	32%
Transportation/Utilities	13%
Accounting/Legal Services	8%
Business/Civic Associations	7%
Education Services	7%
Manufacturing	7%
Medical/Health Services	7%
Wholesale/Retail	6%
Engineering Services	5%
Mining/Construction	5%
PR/Other Services	5%

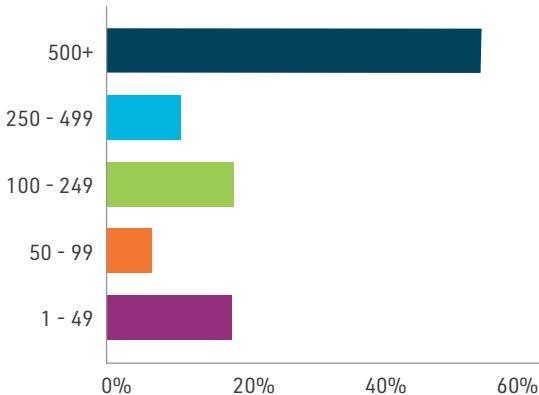
*Categories are not mutually exclusive.*

## 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 Employer Size



## 80th Annual Meeting

**PRESENTING**  
\$30,000

**CO-SPONSOR**  
\$12,500

**PLATINUM**  
\$10,000

**GOLD**  
\$7,500

**SILVER**  
\$5,000

**BRONZE**  
\$2,500

Event registrations/seats included	40	20	17	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, which garner more than 500,000 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. Presenting Sponsor's ad will be placed as back cover.	●	●	●			
Half-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	●					

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

# Transportation & Infrastructure Summit

April 28, 2022 | McKimmon Center | Raleigh, NC

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**  
Nexsen Pruet

## Attendees by Industry

Engineering	27%
Mining/Construction	21%
Health Care	10%
Electrical	8%
Other	8%
Communications	7%
Transportation	7%
Wholesale/Retail/Manufacturing	7%
Legal/Insurance/Real Estate	5%

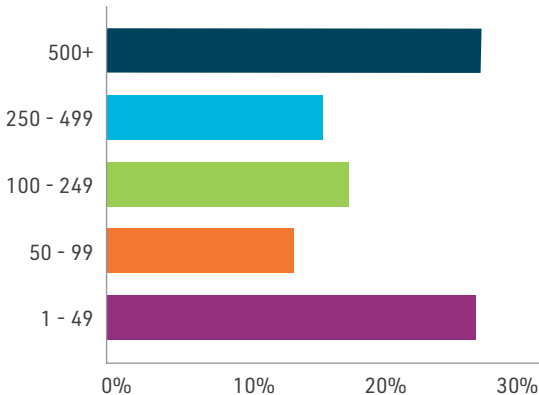
*Categories are not mutually exclusive.*

## Attendees by Title

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

*Categories are not mutually exclusive.*

## Attendees by Employer Size



## Transportation & Infrastructure Summit

**PRESENTING**  
\$10,000  
**CO-SPONSOR**  
\$7,500  
**GOLD**  
\$5,000  
**SILVER**  
\$3,000  
**BRONZE**  
\$2,000  
**EXHIBITOR/PATRON**  
\$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 700,000 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 (exhibitor only)						●

# Women > A Force in Business: Charlotte

May 17, 2022 | Charlotte Convention Center | Charlotte, NC

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: 500*

**"An amazing opportunity to unite women leaders from across Charlotte to make an even greater impact in our local community. This was a wonderful day full of reflection and ideas for how I can better position myself in my career and community."**

**Renee Shipko**

*Truliant Federal Credit Union*

## Attendees by Industry

Banking/Finance/Insurance/Real Estate	29%
Manufacturing	17%
Retail/Wholesale/Entertainment	17%
Healthcare	11%
Associations	10%
Business Services	8%
Transportation/Utilities	5%
Mining and Construction	2%
Legal Services	1%
Education	1%

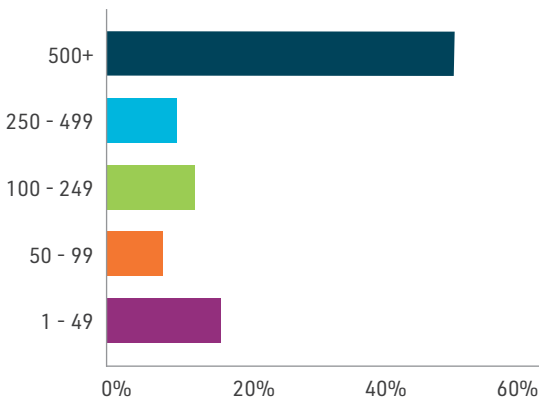
*Categories are not mutually exclusive.*

## Attendees by Title

Manager	27%
Director	20%
Other Senior Leader	14%
VP	9%
Attorney, Partner & Legal Counsel	8%
Analyst, Engineer, Specialist	8%
Assistant, Coordinator, Representative	7%
President, C-Suite & Owner	6%

*Categories are not mutually exclusive.*

## Attendees by Employer Size





## Women > A Force in Business: Charlotte

**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, on average	●	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage, and in event program	●	●	●	●	●	●	●
Listing and logo as event sponsor in mobile app, 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 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.	●						
Opportunity to send one push notification to all attendees through event mobile app 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 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	●						
Table top exhibit space	●	●					●

## 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 and 5 registrations.

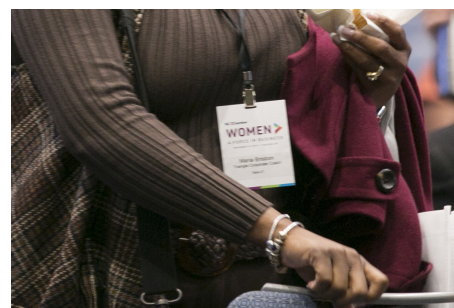
**Investment: \$7,500**



### 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 and 3 registrations.

**Investment: \$2,500**



### Water Bottle Sponsor

Provide refreshment and earn brand recognition as the event Water Bottle Sponsor. Event water bottle will feature your logo. Sponsor also receives social media recognition 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, 1/2 page ad in event program, and 2 registrations.

**Investment: \$5,000**



## Additional Marketing Opportunities

### Refresh and Recharge Lounge

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, 1/2 page ad in program 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 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 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, 1/2 page ad in event program, and 2 registrations.

**Investment: \$1,500**



# Workplace DEI Conference: Triangle

June 9, 2022 | Sheraton Imperial Hotel | Durham, NC

The NC Chamber’s Workplace DEI Conference 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 DEI 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: 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 that 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 Industry

Manufacturing	26%
Insurance/Finance/Real Estate	20%
Other Services	14%
Business Services	11%
Wholesale/Retail	7%
Construction	7%
Transportation/Utilities	5%
Business Associations	5%
Education Services	5%

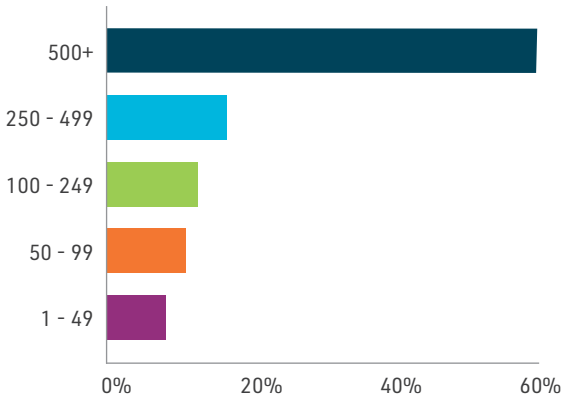
*Categories are not mutually exclusive.*

## 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 Employer Size



## Workplace DEI Conference: Triangle

**PRESENTING**  
\$15,000  
**CO-SPONSOR**  
\$7,500  
**GOLD**  
\$5,000  
**SILVER**  
\$3,000  
**BRONZE**  
\$2,000  
**EXHIBITOR/PATRON**  
\$1,000

Event registrations/seats included	25	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 2 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 email 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 email 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 (exhibitor only)						●

# 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%

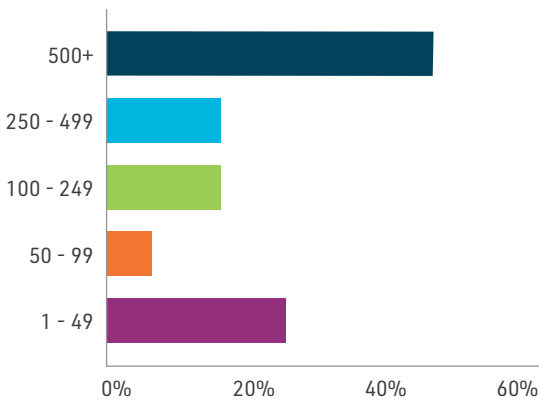
*Categories are not mutually exclusive.*

## 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 \$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) 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	●				



# 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%

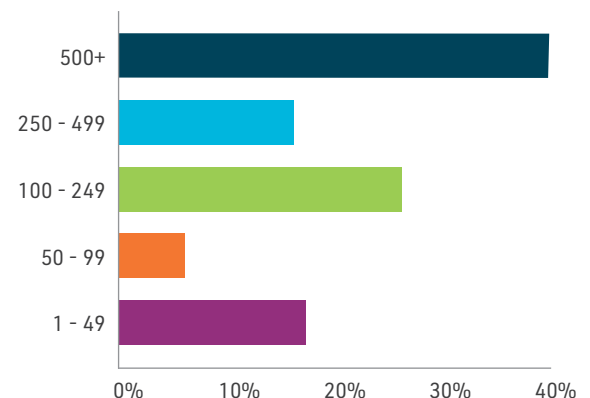
*Categories are not mutually exclusive.*

## 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

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*

# Health Care Conference

September 15, 2022 | Sheraton Imperial Hotel | Durham, NC

COVID-19 has indelibly changed the way we deliver health care in North Carolina, from underscoring the urgent need for higher-quality health care and highlighting health inequities that exist among our communities, to placing even greater demands on our mental health care system.

This year's Health Care Conference will examine our evolving health care landscape on both state and national levels and provide attendees with the latest on the health care infrastructure of post-pandemic North Carolina.

This is a must-attend event for members of the health care industry and those who want to learn what the future of health care will look like for our state. Join us for this critical discussion.

*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 Industry

Medical Offices/Hospitals	31%
Insurance/Finance/Real Estate	14%
Legal Services	9%
Business Services and Professional Orgs.	9%
Pharma	7%
Education Services	6%
Medical Laboratories	6%
Other	5%
Health Services	5%
Manufacturing	5%
Construction	3%

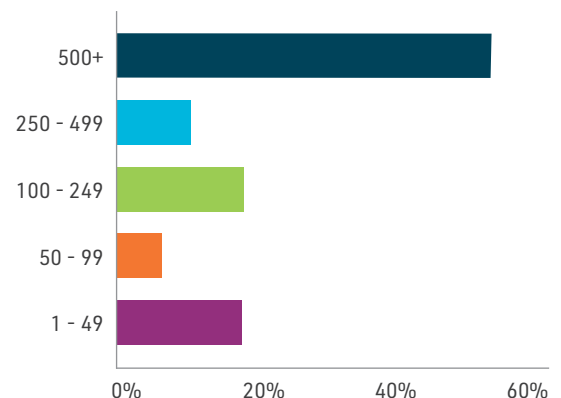
*Categories are not mutually exclusive.*

## 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 Employer Size



## Health Care Conference

**PRESENTING**  
\$10,000

**CO-SPONSOR**  
\$7,500

**GOLD**  
\$5,000

**SILVER**  
\$3,000

**BRONZE**  
\$2,000

**EXHIBITOR/PATRON**  
\$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 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 (exhibitor only)						●

# Ag Allies Conference

September 29, 2022 | McKimmon Center | Raleigh, NC

With a \$91.7 billion annual contribution to our state's economy in 2020, agribusiness and agriculture helps drive a major share of North Carolina's economic success — representing one-sixth of our state's overall income. It is a powerhouse industry that continues to be a major employer for the state, providing jobs to 1 in 6 North Carolinians, or 4.4 million people.

Ranked 9th in the U.S. for value of agricultural products sold, the agriculture industry is and will remain critical to North Carolina's reputation as an economic leader in the Southeast. That said however, farmers and agricultural businesses across the state recognize that 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 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: 150-200*

*Data derived from the North Carolina State University's College of Agriculture and Life Sciences and the U.S. Department of Agriculture*

**"I appreciate the involvement and support of the NC Chamber in North Carolina's largest economic driver, Agriculture. The information provided in the Ag Allies Conference was very helpful and forward facing."**

**Ag Allies Conference Attendee**

## Attendees by Industry

Finance/Insurance/Real Estate	32%
Ag and Ag Manufacturing/Forestry/Fishing	17%
Business Services	11%
Educational Institutions/Research Orgs.	11%
Legal Services	11%
Manufacturing	5%
Transportation/Utilities	5%
Wholesale/Retail	4%
Business Associations	4%

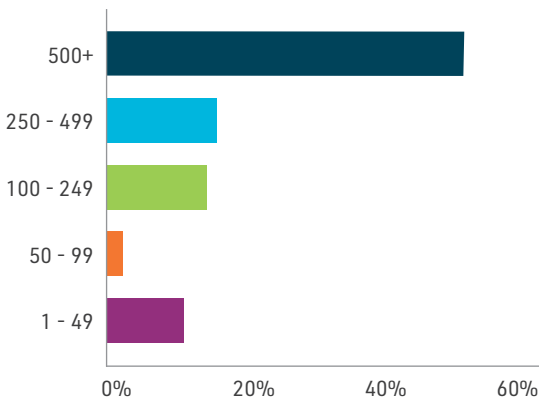
*Categories are not mutually exclusive.*

## 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 Employer Size



# Ag Allies Conference

**PRESENTING**  
\$10,000

**CO-SPONSOR**  
\$7,500

**GOLD**  
\$5,000

**SILVER**  
\$3,000

**BRONZE**  
\$2,000

**EXHIBITOR/PATRON**  
\$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, 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 banner (provided by sponsor) at the event	●					
Opportunity to distribute promotional materials to attendees	●					
Opportunity to give welcome/introduction remarks	●					
Table top exhibit space (exhibitor only)						●

# Workplace DEI Conference: Charlotte

October 12, 2022 | Popp Martin Student Union | Charlotte, NC

2019 marked the NC Chamber’s inaugural Workplace DEI Conference in Charlotte, 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 DEI 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: 150*

**“The conference was engaging and eye-opening for everyone - even the most educated among us. A must-go for NC organizations.”**

**Briana Rinaldo**  
*Brighthouse Financial*

## Attendees by Industry

Insurance/Finance/Real Estate	34%
Manufacturing	24%
Business Services	19%
Wholesale/Retail	8%
Educational Institutions	5%
Legal Services	4%
Transportation	3%
Business Associations	3%
Construction	1%

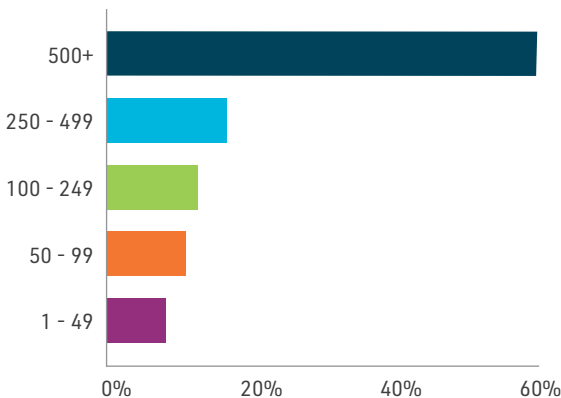
*Categories are not mutually exclusive.*

## Attendees by Title

Director	23%
Specialist/Coordinator/Analyst	21%
Vice President	18%
Manager	18%
Senior Level	11%
C-Suite/President	9%

*Categories are not mutually exclusive.*

## Attendees by Employer Size



## Workplace DEI Conference: Charlotte

**PRESENTING**  
\$15,000

**CO-SPONSOR**  
\$7,500

**GOLD**  
\$5,000

**SILVER**  
\$3,000

**BRONZE**  
\$2,000

**EXHIBITOR/PATRON**  
\$1,000

Event registrations/seats included	25	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 2 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 email 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 email 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 (exhibitor only)						●

# Women > A Force in Business: Triangle

November 7, 2022 | Raleigh Convention Center | Raleigh, NC

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: 1,000*

**"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."**

**Women > A Force in Business  
Event Attendee**

## Attendees by Industry

Manufacturing/Construction/Mining	45%
Insurance/Finance/Real Estate	11%
Transportation/Utilities/Engineering	8%
Wholesale/Retail	7%
Business/Civic Associations	6%
Computer/Software Services	5%
Educational Services/Institutions	5%
Legal Services	4%
Accounting/Other Services	4%
Medical/Dental Services	3%
Consulting Services	3%

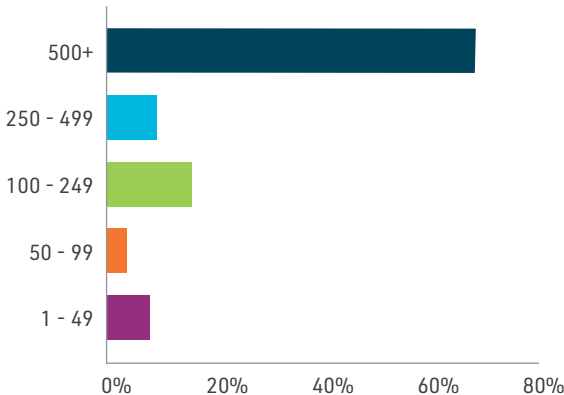
*Categories are not mutually exclusive.*

## Attendees by Title

Manager	31%
Analyst/Coordinator/Specialist	30%
Director	15%
Vice President	10%
President/Owner/C-Suite	8%
Senior Level	4%
Partner	2%

*Categories are not mutually exclusive.*

## Attendees by Employer Size





## Women > A Force in Business: Triangle

**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) on event sponsor sign, event webpage, and in event program	●	●	●	●	●	●	●
Listing and logo as event sponsor in mobile app, 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 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.	●						
Opportunity to send one push notification to all attendees through event mobile app 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 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	●						
Table top exhibit space	●	●					●

## 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 and 5 registrations.

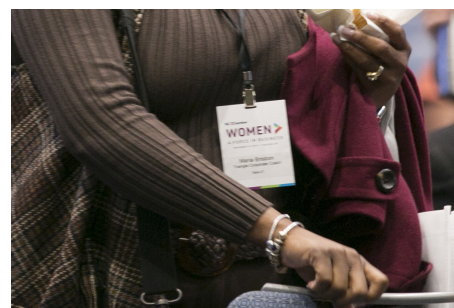
**Investment: \$7,500**



### 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 and 3 registrations.

**Investment: \$2,500**



### Water Bottle Sponsor

Provide refreshment and earn brand recognition as the event Water Bottle Sponsor. Event water bottle will feature your logo. Sponsor also receives social media recognition 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, 1/2 page ad in event program, and 2 registrations.

**Investment: \$5,000**



## Additional Marketing Opportunities

### Refresh and Recharge Lounge

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, 1/2 page ad in program 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 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 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, 1/2 page ad in event program, and 2 registrations.

**Investment: \$1,500**



# Coollest Thing Made in NC

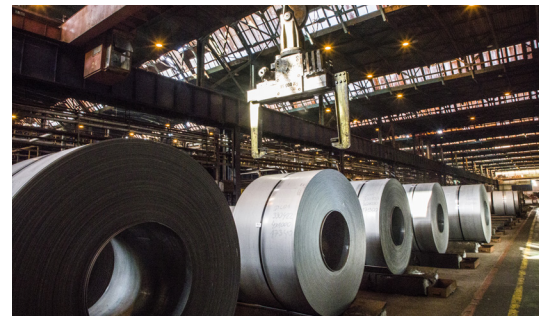
Fall 2022

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 | \$18,000

- 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 2023, must be confirmed within 90 days of 2022 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.



2020 Winner: Saf-T-Liner C2 Jouley  
Electric School Bus by Thomas Built Buses



# Webinars

The NC Chamber understands the utility of virtual events in a post-pandemic world. Our webinars provide business leaders with intel on issues directly impacting their organizations, and the growth and prosperity of North Carolina and its citizens.

These webinars draw between 50-300 attendees across the state for an intensive hour of development. Your organization can sponsor a pre-scheduled webinar or one for which you develop the agenda, positioning you as an influencer and subject-matter expert on the topic of your choosing.

Some of these include:

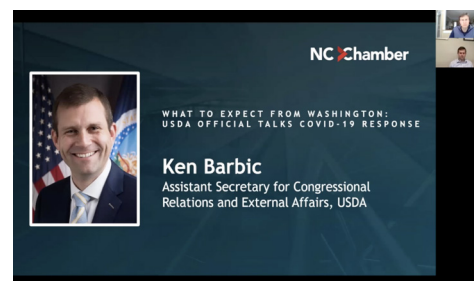
- Vaccine Rollout: Workplace and Legal Implications Webinar
- New Faces of the Council of State: Education & Workforce Update
- A Stronger Workforce: The Business Case for Second Chance Employment
- Return to Work: How Has COVID-19 Changed the Workplace?

## Sponsor Benefits | \$3,000

- Dedicated event webpage featuring company logo and link to preferred landing page
- Spotlight on NC Chamber's homepage and in the Upcoming Events section
- Targeted event marketing emails (up to three) with company logo
- Highlight in NC Chamber Business Advocate and Federation Insider Newsletters to the entire NC Chamber member database
- Social media campaign underscoring your involvement and posted to NC Chamber's Twitter, LinkedIn, and Facebook accounts

### PLUS:

- List of attendees, including name, title, and company (provided the day before the event)
- Company logo included on the opening slide of the presentation deck
- Opportunity to give welcome and provide introduction remarks
- Post-event email to attendees with webinar resources, including recording hosted on YouTube channel and branded slide-deck



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.**

**NC  Chamber**

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