NC Chamber

# Annual Meeting & Awards

MARKETING OPPORTUNITIES

**MARCH 2023**
RALEIGH, NC

# 81st Annual Meeting & Awards

March 2023 | Raleigh, NC

The Annual Meeting & Awards is the NC Chamber's flagship event convening North Carolina's top leaders in business, government, and non-profit organizations to connect, converse, and network. Each year, the NC Chamber recognizes individuals who have an outstanding sense of public responsibility by honoring them with the Distinguished Citizenship Award and Distinguished Public Service Award.

Join us for a reception-style evening to celebrate our state's business community and engage in discussions on how to make North Carolina stronger, more competitive than ever, and best positioned for the future.

*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% |

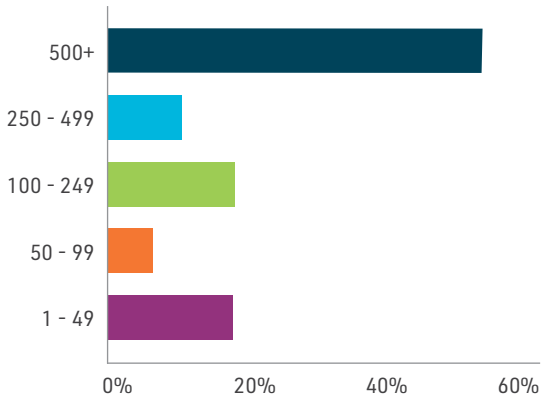
*Categories are not mutually exclusive.*

### 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




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

# 81st Annual Meeting & Awards

| | PRESENTING $30,000 | CO-SPONSOR $12,500 | PLATINUM $10,000 | GOLD $7,500 | SILVER $5,000 | BRONZE $2,500 |
|---|---|---|---|---|---|---|
| Event registrations 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 2024, must be confirmed within 90 days after 2023 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 | ● | | | | | |

**Additional Branding Opportunities Available**

**Photowall Sponsor:** 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**

NC Chamber

# 2023 Sponsorship Agreement

81st Annual Meeting & Awards
March 2023

## I. Contact Information

First Name _____ Last Name _____

Company Name _____

Company Website _____ Company Phone _____

Company Address _____

Phone _____ Cell Phone _____

Email _____ Fax _____

## II. Sponsorship Levels

- ☐ Presenting – $30,000
- ☐ Co-Sponsor – $12,500
- ☐ Platinum – $10,000
- ☐ Gold – $7,500
- ☐ Silver – $5,000
- ☐ Bronze – $2,500

## 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 _____

Please send completed document to Angela Sutton, Director of Corporate Sponsorships.
**asutton@ncchamber.com**