

NC Chamber

Education & Workforce Conference

MARKETING OPPORTUNITIES

AUGUST 8, 2024

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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

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%

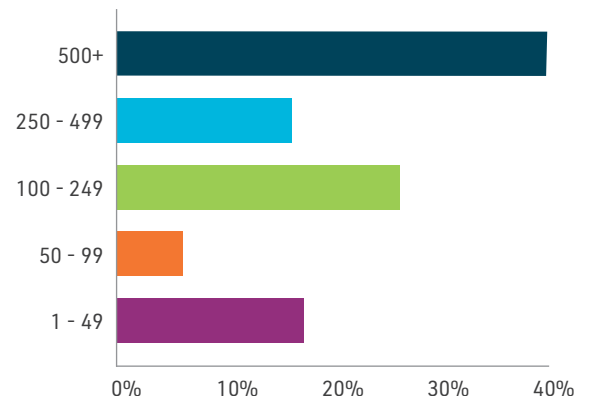
Categories are not mutually exclusive.

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



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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
Sponsor 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 (listing for Exhibitor and Patron) 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	●	●				
Opportunity to give welcome remarks; 60-second commercial spot (provided by sponsor) played during the event; Full-page print ad placed as back cover of the event program; Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Table top exhibit space						●

Keynote Speaker Sponsor
 \$5,000 (1 available)
 Slide with logo on the stage screen, stage recognition at speaker introduction, list of attendees, ROI report, company logo included on all event materials (6 seats)

Lunch Sponsor
 \$5,000 (1 available)
 Prominent event sign, stage recognition, list of attendees, ROI report, company logo included on event materials (6 seats)

Networking Sponsor
 \$5,000 (1 available)
 Prominent event sign, stage recognition, list of attendees, ROI report, company logo included on event materials (6 seats)

Gift Sponsor
 \$3,000 (2 available)
 Distribute promotional items on entry gift tables, prominent event sign, list of attendees, ROI report, company logo included on event materials (4 seats)

Photo Wall Sponsor
 \$3,000 (1 available)
 8'x8' sign with your logo and event name, list of attendees, ROI report, company logo included on event materials (4 seats)

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"/> Keynote – \$5,000 | <input type="checkbox"/> Gift – \$3,000 |
| <input type="checkbox"/> Co-Sponsor – \$7,500 | <input type="checkbox"/> Bronze – \$2,000 | <input type="checkbox"/> Lunch – \$5,000 | <input type="checkbox"/> Photo – \$3,000 |
| <input type="checkbox"/> Gold – \$5,000 | <input type="checkbox"/> Exhibitor – \$500 | <input type="checkbox"/> Networking – \$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 _____