

# Charlottesville Regional Chamber of Commerce

# PARTNERS IN TRUST

## A UNIFIED VOICE FOR BUSINESS

There has never been a more consequential time for business and the economy. And when businesses share ideas, intentionally partner, and seek common goals for a brighter future, the Chamber is here to foster the environment to forge those relationships. Our Partners in Trust represent that spirit of corporate cooperation and shared vision.

Our regional business community is ready for substantial progress in areas like workforce development, infrastructure, innovation, talent recruitment and community branding. We can accelerate toward our shared goals by working together and aligning shared concerns among stakeholders, including large employers, small business owners, nonprofit partners, major institutions and local government.

Chamber members who invest in the Partners in Trust program amplify the Chamber's work to connect, convene and collaborate for a stronger business community. Our Partners in Trust also form a leadership circle whose influence and ideas help to shape a unified regional business agenda.

The Partners in Trust program welcomes organizations of all sizes and sectors including private, public and nonprofit. With considerable marketing visibility through multiple avenues, Partners in Trust position themselves at the forefront of the business community.

Program benefits include:

- ✓ Frequent recognition across Chamber communication channels including newsletters, website, social media, press releases and advertisements
- ✓ Partners-only events with other C-level business leaders representing many sectors
- ✓ Acknowledgement at Chamber events
- ✓ Complimentary admission for select Chamber events

New partners may enroll at any time, and we invite you to consider the possibilities of becoming a Partner in Trust.



Elizabeth Cromwell, Chamber President & CEO

# PARTNERS IN TRUST

## Program Benefits

We strive to customize the program to best fit within your organization's goals and will work with your team to maximize the value of the partnership. Partners will help the Chamber determine future benefits based on your feedback about return on investment. We look forward to collaborating and enhancing the program to best fit the needs of our community.

	\$1,000*	\$5,000	\$10,000	\$15,000	\$20,000	\$50,000
Recognition on Chamber website and event registration pages	Name	Name	Logo	Logo	Logo	Logo
Recognition in Chamber e-newsletters	Name	Name	Logo	Logo	Logo	Logo
Recognition on Partners in Trust banners at events	Name	Name	Logo	Logo	Logo	Logo
Recognition on Chamber office LCD display	Name	Name	Logo	Logo	Logo	Logo
Recognition in one or more local media advertisements	√	√	√	√	√	√
Recognition at major events	√	√	√	√	√	√
Recognition in Chamber press releases and social media	√	√	√	√	√	√
Eligible to host a Partners in Trust event	√	√	√	√	√	√
Chamber e-newsletter sponsorship			Logo	Logo	Logo	Logo
Chamber website: Logo on all pages				√	√	√
Major sponsor of all Chamber committees and roundtables					√	√
Complimentary seat in Leadership Charlottesville program					√	√
Attendees invited to Partner-exclusive events	1	1	2	2	2	4
Complimentary seats for major events	1	1	2	3	4	8 (Table)

\* \$1,000 level is reserved for companies with ten or fewer employees. This exceptional rate ensures that small businesses will be well represented in the program. Of course, small businesses are welcome to participate at a higher level if preferred.

**To discuss partnership possibilities and benefits, please contact  
Charlottesville Regional Chamber of Commerce  
President & CEO Elizabeth Cromwell  
elizabeth.cromwell@cvillechamber.com | 434.295.4031**

# Charlottesville Regional Chamber of Commerce

is building partnerships, relationships and collaboration thanks to the support of our Partners in Trust. With your help, we are becoming a stronger convener and advocate for the business community.

## 2020 Progress Update

**Vision:** A thriving regional economy

**Mission:** We advocate, convene and engage to strengthen business in the region

**Strategic Priorities:**

- 1) Building a best-in-class chamber
- 2) Advocacy/public policy in support of the business community
- 3) Supporting economic development and building business success

## 2020 Milestones

**Equity Advisory Council:** Enacted a new Board of Directors standing committee

**Venture Central:** Partnered with the City of Charlottesville, Albemarle County and UVA to help make this entrepreneurial ecosystem a reality in 2021

**Defense Affairs:** Hired this new position for a 2-year pilot project in partnership with Albemarle County, City of Charlottesville, Greene County, UVA and private partners.

**Roundtables:** Launched the Rising Professionals roundtable (under age 40); revamped others such as the Minority Business Alliance

**Grants Program:** Launched in partnership with Minority Business Alliance and the United Way

**Training Programs:** Launched ProTip Tuesdays in partnership with Central VA SBDC

**CBIC Partnership:** Created and co-hosted the Partnership of the Year Award at CBIC's gala

**Member Programs:** Launched Chamber member referral incentive program and Member Mondays to support small businesses

## COVID Response

**Project Rebound:** Developed initiative in partnership with the City of Charlottesville, Albemarle County and UVA Offices of Economic Development

Convened more than 300 business people to collect business concerns and data

Became the first Chamber to receive a GO Virginia grant and commissioned KPMG to analyze data and produce the Project Rebound Report

Received the Facilitation Impact Award from the International Association of Facilitators for the Project Rebound Zoom sessions

Produced and distributed free Project Rebound toolkits containing face masks, reopening checklists, sanitizer and branded safety signage for small businesses

**Employer Training:** Partnered with PVCC to pivot employer training toward new business needs such as videoconferencing

**Training Videos:** Featured Chamber members in a series of professionally produced public service announcements demonstrating best practices to re-open business

**Member Support:** Weekly news and resource roundups; press releases promoting members; shop local campaign

**Advocacy:** Hosted guest speakers including Governor Northam, US Senators Kaine and Warner, Federal Reserve executives, etc. to share concerns and ideas

**For Partners in Trust program details, visit [cvillechamber.com/partners](https://cvillechamber.com/partners) or contact Elizabeth Cromwell, President & CEO at [elizabeth.cromwell@cvillechamber.com](mailto:elizabeth.cromwell@cvillechamber.com)**

# PARTNERS IN TRUST

We showcase our partners at every opportunity.

Charlottesville Regional Chamber of Commerce  
**PARTNERS IN TRUST**  
EST. 2019  
 Chamber events and programs are presented by these partners.

Great Eastern Management Company | Hourigan | R. E. Lee Companies  
 Sentara Martha Jefferson Hospital | State Farm | Tom Tom Festival  
 Four Corners Real Estate Solutions | Marjorie Adam Team | Roy Wheeler Realty Co. | Story House Real Estate

Online logo block / 8,000 views per month  
 Chamber e-newsletters, event pages & more

Charlottesville Regional Chamber of Commerce  
**PARTNERS IN TRUST**  
**A UNIFIED VOICE FOR BUSINESS**

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 Charlottesville Regional Chamber of Commerce  
 President & CEO Elizabeth Crowwell  
 elizabeth.crowwell@chamber.com  
 434.295.4331

30,000 subscribers reached by print ads



Banners displayed at events  
 3,000 attendees per year\*  
 \*On hold due to COVID-19

## REPUTATION

We look to you first for thought leadership.

Chamber News is brought to you by our Partners in Trust, including:

**Chamber Events Next Week**

**Member Monday: Catering with Fuzzy's Taco Shop**  
 Monday, February 24, 11:30am. [Delicious samples! More...](#)

**ProTip Tuesday: More Than the Money: Attracting & Keeping Employees**  
 Tuesday, February 25, 8:30am. [More...](#)

**Minority Business Alliance (MBA)**  
 Tuesday, February 25, 12pm. [More...](#)

**Mellicca Dunn State Farm Insurance Ribbon Cutting**  
 Wednesday, February 26, 11am. [More...](#)

**News from Our Members**

**NEW** Congratulations Staybridge Suites Charlottesville Airport for being named one of IHG's Featured Hotels for 2020! Now through March 31, 2020, you can earn 50% more bonus points. [Learn more](#)

Newsletter sponsorship for \$10,000+ Partners  
 Over 5,000 views



## BRANDING

We display your company logo or name repeatedly in every communication channel.



## ACCESS

Our door is always open to hear your ideas and priorities.

**Building Business. Building Community.**

Charlottesville Regional Chamber of Commerce  
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 Subscribe to Newsletters

We thank our Partners in Trust, including:

Website footer for \$15,000+ Partners