

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 signage 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 Leaders Lab of Greater Charlottesville					√	√
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

Sample Partner in Trust Programs

Chamber President's Roundtable Luncheons

Candid insights, goal sharing and collaborative discussion about the Charlottesville region from our Partners in Trust.

Tour of Recent Development and Reception

Join us for a walk-through of one of the area's newest iconic locations, followed by refreshments.

Partners Happy Hour and Guest Speaker

We are fostering collaboration at the executive level with our collaborating partners.

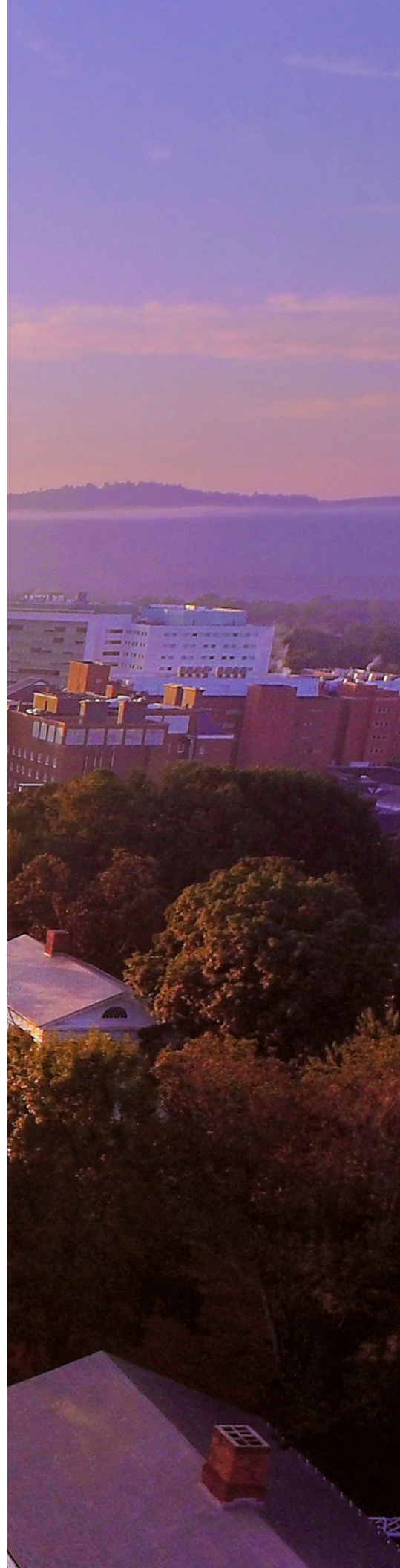
Partners Appreciation Reception

Each partner is invited to bring up to five top clients or prospects to this partner recognition event. Let us sing your praises to the perfect audience!

Economic Outlook Crystal Ball from the Richmond Fed

Networking reception and brief economic forecast from the Federal Reserve of Richmond

For enrollment details, visit cvillechamber.com/partners
or contact Elizabeth Cromwell, President & CEO
at elizabeth.cromwell@cvillechamber.com



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.

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

2021 Milestones

Economic Development: Partnered with the City of Charlottesville, Albemarle County and UVA to establish nonprofit status for Venture Central, form a Board of Directors and develop bylaws, secure funding from GO Virginia, and hire Entrepreneurial Ecosystem Builder Alex Andrew

Leadership: Partnered with the Center for Nonprofit Excellence, Weldon Cooper Center for Public Service, and UVA Institute for Engagement & Negotiation to significantly expand the curriculum of Leadership Charlottesville for program re-launch in 2022

Advocacy: Revamped Public Policy Committee and recruited new steering committee to focus on building relationships with elected officials and decision makers

Equity: Board-level Equity Advisory Committee established benchmarks and logic model for long-term equity work across all Chamber programs

Defense Affairs: Defense Affairs Committee produced welcome document for incoming military/defense personnel and held first annual Service Awards Luncheon.

Minority Business: Minority Business Alliance awarded over \$70,000 in grants to minority-owned businesses in partnership with the United Way of Greater Charlottesville.

Hospitality & Tourism: Launched Hospitality Professionals Round Table to provide support, advocacy, education and recognition for professionals working in hotels, restaurants, wineries and breweries, weddings and special events, tourism, and similar fields.

Reputation & Visibility: Chamber members & staff featured more than 40 times through partnerships with local print, radio and television outlets; Chamber earned more than 30 additional mentions in regional media

Chamber Building: Remodeled downstairs lobby at 209 5th St. NE into a bright, modern gathering space

For Partners in Trust program details, visit cvillechamber.com/partners or contact Elizabeth Cromwell, President & CEO at elizabeth.cromwell@cvillechamber.com

PARTNERS IN TRUST

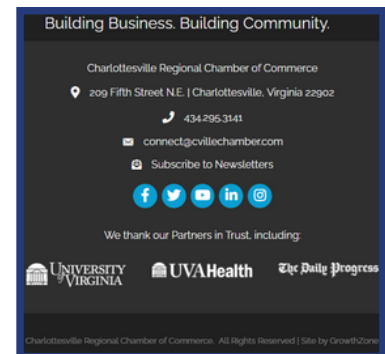
We showcase our partners at every opportunity.



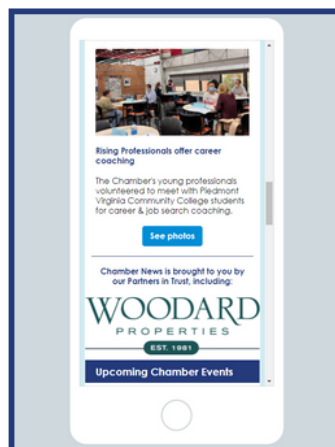
Online logo block / 8,000 views per month
Chamber e-newsletters, event pages & more

BRANDING

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



Website footer for
\$15,000+ Partners



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

ACCESS

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



REPUTATION

We look to you first for thought leadership.

