

# Charlottesville Regional Chamber of Commerce

# PARTNERS IN TRUST

## LEANING INTO OUR STRENGTH AS A TRUSTED INSTITUTION

Across the nation, communities face immense challenges and immense opportunities. Amid ever-changing economic conditions, complex solutions demand leadership and collaboration on the part of business and government.

According to the [Edelman Trust Barometer](#), business is now the *most trusted* institution in America. As the voice of local business, chambers of commerce are being called upon to serve as innovative partners and thought leaders. With your support, we are uniquely positioned to bring stakeholders together in a spirit of cooperation and shared vision.

Chamber members who invest in the Partners in Trust program amplify the Chamber's work to convene, champion and be a catalyst for growth. 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
- ✓ Partners-only events with 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.

Natalie Masri, 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 Natalie Masri**  
**natalie.masri@cvillechamber.com | 434.295.4031**

# Charlottesville Regional Chamber of Commerce

## Sample Partner in Trust Programs

### **Chamber President's Conversation**

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.

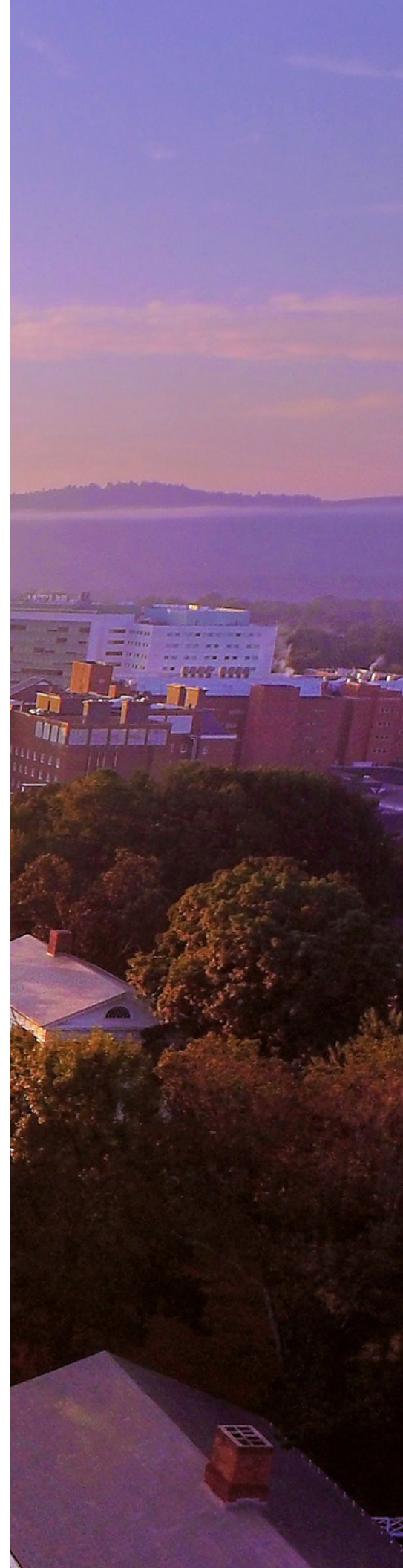
### **Partners Appreciation Reception**

We are fostering collaboration at the executive level. Join fellow Partners in Trust, Chamber Board members, and select community partners for an evening of networking.

### **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](https://cvillechamber.com/partners)  
or contact Natalie Masri, President & CEO  
at [natalie.masri@cvillechamber.com](mailto:natalie.masri@cvillechamber.com)



# Charlottesville Regional Chamber of Commerce

**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

## Milestones

**Economic Development:** Partnered with the City of Charlottesville, Albemarle County and UVA to launch and support Venture Central

**Leadership:** Building on a successful pilot, welcomed 35 local leaders into the second cohort of the Leaders Lab of Greater Charlottesville, with programming developed by the Center for Nonprofit Excellence, Weldon Cooper Center for Public Service, and UVA Institute for Engagement & Negotiation.

**Advocacy:** Endorsed five focus areas for public policy engagement. Hosted a second successful State of the Community event featuring 18 panelists and more than 200 attendees. Introduced Eggs & Issues Legislative Breakfast to discuss key policy issues facing business.

**Equity:** Expanded Board-level Equity Advisory Committee to advance long-term equity work across all Chamber programs.

**Defense Affairs:** Defense Affairs Committee commissioned landmark economic impact study by the Weldon Cooper Center, indicating the defense sector is our region's second-largest economic generator with an annual impact over \$1.2 billion.

**Minority Business:** In partnership with the United Way of Greater Charlottesville, the Chamber Minority Business Alliance has awarded more than \$135,000 in grants to 27 Minority Business Enterprises since 2020.

**Professional Development:** Launching Future of Talent series in partnership with the City of Charlottesville Office of Economic Development, educating employers in new best practices for hiring and retention.

**Recognitions:** Expanded signature Chamber awards to include the Upstanding Award for socially responsible business as well as BWRT Women of Excellence Awards. Recognized Business Leader of the Year, Christopher Lee Small Business Person of the Year and John F. Bell Sr. Vanguard Award.

**Reputation & Visibility:** Established partnerships to feature Chamber members & staff weekly on local TV and radio.

**For Partners in Trust program details, visit [cvillechamber.com/partners](https://cvillechamber.com/partners) or contact Natalie Masri, President & CEO at [natalie.masri@cvillechamber.com](mailto:natalie.masri@cvillechamber.com)**



# PARTNERS IN TRUST

We showcase our partners at every opportunity.



## REPUTATION and ACCESS

We look to you for thought leadership. Our door is always open to hear your ideas and priorities.

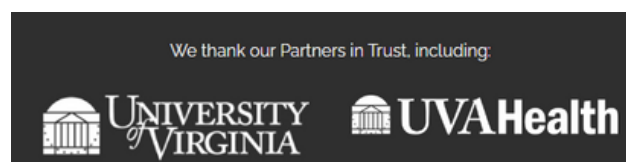
- TV news interviews
- Quotes for publication
- Panelist opportunities

## BRANDING

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



Logo block / 10,500+ online views per month  
1,000+ live event attendees annually  
Chamber e-newsletters, event pages & more



Website footer  
for \$15,000+ Partners  
Over 11,000 page views per month



Newsletter sponsorship  
for \$10,000+ Partners  
Over 2,500 views

