



**VIRGINIA  
PENINSULA  
CHAMBER**

# **2022 ANNUAL PARTNERSHIP PACKET**

**“CONNECTING BUSINESS WITH OPPORTUNITY”**

**Virginia Peninsula Chamber  
Lakefront Plaza  
21 Enterprise Parkway, Suite 100  
Hampton, VA 23666**

**757-262-2000 | [info@vpcc.org](mailto:info@vpcc.org)  
[www.VAPeninsulaChamber.com](http://www.VAPeninsulaChamber.com)**

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## About the Standard Partnership Packet

Promote your business while participating in the success of the Virginia Peninsula Chamber and the Peninsula business community! Standard Annual Partnerships provide our members the opportunity to be recognized in a variety of ways.

## STANDARD PARTNERSHIP PACKAGES—

**STEP 1:** Review the standard partnership levels enclosed in this packet on pages 3 through 6 [*Premier, Signature, Media, Military, Corporate, Executive, Catering, and Photography*].

**STEP 2:** Once you have selected which standard partnership package is right for you, proceed to page 10 of this packet to complete the Annual Partnership Agreement Form and email to contact below.

Your allocated sponsorship dollars can be used for any of the following Events/Programs:  
757 Vison Series: Eyes on the Future | Annual Meeting | Business Showcase | Economic Forecast  
Executive / Legislative Roundtables | Insider’s Breakfast | LEAD Peninsula | Military Appreciation  
Military Recognition | Military / Business Career Fair | Peninsula Executive Leadership Forum  
Pink Bag Luncheons | Seminars & Webinars | Spotlight on the Peninsula Series | Women’s Leadership  
Forum | Any new events that may be scheduled.

**RESTRICTIONS: The State of the City Series is excluded from all Partnership Packages.**

For more information please contact Suzy Johnson at 757-325-8160 or email at [sjohnson@vpcc.org](mailto:sjohnson@vpcc.org).

# Standard Partnership Levels

*\*Please note all partnership packages enclosed include 2022 Sponsor Recognition Wall in Chamber Lobby*

## **Premier Partner — \$25,000**

**EXHIBITS** *[one (1) included per event listed below. Additional booths may be purchased]*

Business Showcase (Trade Show)

Military/Business Career Fair

**\$550 LEAD PENINSULA SPONSORSHIP** *[1 program day included]*

**75 MEMBER'S CHOICE TICKETS** *[Applicable to be used for any current event or new event with the exception of the State of the Cities. One (1) ticket equals up to \$45 value]*

**FIRST CHOICE OPPORTUNITY TO EXCLUSIVELY SPONSOR AN EVENT** *[additional fees apply]*

**\$17,000 AVAILABLE SPONSORSHIPS (MEMBER'S CHOICE)\***

Member's Choice Sponsor Dollars are limited to program and podium recognition only, and do not include exclusively sponsored events. **Tickets not included.** *[If you choose to combine your Member's Choice dollars with a presenting sponsorship, Member's Choice tickets must be used or additional tickets may be purchased individually. Additional fees are applicable]*

**PUBLICATION / WEB EXPOSURE**

Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event Power-Point and/or Program for sponsored events; Press Release posted on Web — (6); Complimentary Blast — (6); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website (one per week) max; Unlimited Job Postings

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## **Signature Partner — \$10,000**

**EXHIBITS** *[pick one(1) of the events listed below. Additional booths may be purchased]*

Business Showcase (Trade Show) **or** Military/Business Career Fair

**\$550 LEAD PENINSULA SPONSORSHIP** *[1 program day included]*

**60 MEMBER'S CHOICE TICKETS** *[Applicable to be used for any current event or new event with the exception of the State of the Cities. One (1) ticket equals up to \$45 value.]*

**OPPORTUNITY TO EXCLUSIVELY SPONSOR AN EVENT** *[additional fees apply]*

**\$5,000 AVAILABLE SPONSORSHIPS (MEMBER'S CHOICE)\***

Member's Choice Sponsor Dollars are limited to program and podium recognition only, and do not include exclusively sponsored events. **Tickets not included.** *[If you choose to combine your Member's Choice dollars with a presenting sponsorship, Member's Choice tickets must be used or additional tickets may be purchased individually. Additional fees are applicable]*

**PUBLICATION / WEB EXPOSURE**

Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event Power-Point and/or Program for sponsored events; Quarterly Press Release—blasted or posted on website — (4); Complimentary Blast — (4); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website (2 per month) max; Unlimited Job Postings

## **Media Partner — \$10,000**

**EXHIBITS** *[pick one (1) of the events listed below. Additional booths may be purchased]*  
Business Showcase (Trade Show) **or** Military/Business Career Fair

**\$550 LEAD PENINSULA SPONSORSHIP** *[1program day included]*

**60 MEMBER'S CHOICE TICKETS** *[Applicable to be used for any current event or new event with the exception of the State of the Cities. One (1) ticket equals up to \$45 value]*

**OPPORTUNITY TO EXCLUSIVELY SPONSOR AN EVENT** *[additional fees apply]*

**\$5,000 AVAILABLE SPONSORSHIPS (MEMBER'S CHOICE)\***

Member's Choice Sponsor Dollars are limited to program and podium recognition only, and do not include exclusively sponsored events. **Tickets not included.** *[If you choose to combine your Member's Choice dollars with a presenting sponsorship, Member's Choice tickets must be used or additional tickets may be purchased individually. Additional fees are applicable]*

**PUBLICATION / WEB EXPOSURE**

Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event Power-Point and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (4); Complimentary Blast — (4); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website (2 per month) max; Unlimited Job Postings

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## **Military Partner — \$7,500**

**EXHIBITS** *[one (1) included per event listed below. Additional booths may be purchased]*  
Military/Business Career Fair

**45 MEMBER'S CHOICE TICKETS** *[Applicable to be used for any current event or new event with the exception of the State of the Cities. One (1) ticket equals up to \$45 value]*

**OPPORTUNITY TO EXCLUSIVELY SPONSOR AN EVENT** *[additional fees apply]*

**\$3,500 AVAILABLE SPONSORSHIPS (MEMBER'S CHOICE)\***

Member's Choice Sponsor Dollars are limited to program and podium recognition only, and do not include exclusively sponsored events. **Tickets not included.** *[If you choose to combine your Member's Choice dollars with a presenting sponsorship, Member's Choice tickets must be used or additional tickets may be purchased individually. Additional fees are applicable]*

**PUBLICATION / WEB EXPOSURE**

Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event Power-Point and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (3); Complimentary Blast — (3); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website (1 per month) max; Unlimited Job Postings

## **Corporate Partner — \$7,000**

**EXHIBITS** *[pick one (1) of the events listed below. Additional booths may be purchased]*  
Business Showcase (Trade Show) **or** Military/Business Career Fair

**\$550 LEAD PENINSULA SPONSORSHIP** *[1 program day included]*

**45 MEMBER'S CHOICE TICKETS** *[Applicable to be used for any current event or new event with the exception of the State of the Cities. One (1) ticket equals up to \$45 value]*

**OPPORTUNITY TO EXCLUSIVELY SPONSOR AN EVENT** *[additional fees apply]*

**\$3,000 AVAILABLE SPONSORSHIPS (MEMBER'S CHOICE)\***

Member's Choice Sponsor Dollars are limited to program and podium recognition only, and do not include exclusively sponsored events. **Tickets not included.** *[If you choose to combine your Member's Choice dollars with a presenting sponsorship, Member's Choice tickets must be used or additional tickets may be purchased individually. Additional fees are applicable]*

**PUBLICATION / WEB EXPOSURE**

Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event Power-Point and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (3); Complimentary Blast — (3); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website (1 per month) max; Unlimited Job Postings

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## **Executive Partner — \$5,000**

**EXHIBITS** *[pick one (1) of the events listed below. Additional booths may be purchased]*  
Business Showcase (Trade Show) **or** Military/Business Career Fair

**30 MEMBER'S CHOICE TICKETS** *[Applicable to be used for any current event or new event with the exception of the State of the Cities. One (1) ticket equals up to \$45 value]*

**OPPORTUNITY TO EXCLUSIVELY SPONSOR AN EVENT** *[additional fees apply]*

**\$2,500 AVAILABLE SPONSORSHIPS (MEMBER'S CHOICE)\***

Member's Choice Sponsor Dollars are limited to program and podium recognition only, and do not include exclusively sponsored events. **Tickets not included.** *[If you choose to combine your Member's Choice dollars with a presenting sponsorship, Member's Choice tickets must be used or additional tickets may be purchased individually. Additional fees are applicable]*

**PUBLICATION / WEB EXPOSURE**

Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event Power-Point and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (2); Complimentary Blast — (2); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website (1 per month) max; Unlimited Job Postings

## Catering Partner

### **PARTNERSHIP REQUIREMENTS:**

Annual Catering Partner to provide six (6) Breakfasts or Lunches for up to 75 guests for any of the following: LEAD Peninsula Program Day (9); Legislative Event/Roundtable; Peninsula Executive Leadership Forum (4); Women's Leadership Forum (4); Pink Bag Lunch (8); Workshop and/or Seminar; Any new events that may be scheduled. *\*The caterer will provide a statement for the value of services to the Virginia Peninsula Chamber following each catered event. [This is strictly for accounting purposes]*

**EXHIBITS** *[one (1) included per event listed below. Additional booths may be purchased]*

Business Showcase (Trade Show)

### **PUBLICATION / WEB EXPOSURE**

Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events, and introduction in opening/closing comments; Full Page Ad for each event in which services are provided; Opportunity for Complimentary Blast — (6); Mailing list for all current members (Excel Format); Logo/Link on Business/Calendar Pages; Opportunity to display business cards, literature and product at each event in which services are provided (advanced notification necessary for proper set-up); Distribution of business coupons at specified events; Special invite to the Annual Meeting; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website; and Unlimited Job Postings; Listed in 2022 Annual Report.

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## Photography Partner

### **PARTNERSHIP REQUIREMENTS:**

Photographer will provide photography service for a total of four (4) Chamber events over the period of the contract. Photographer will provide within 1 week following the event, a print ready file of the pictures for each event that services are provided. The file provided and its images will become the property of the Chamber, and will be used for publication in programs, PowerPoints, and any marketing materials at the Chamber's discretion. *\*The photographer will provide a statement for the value of services to the Virginia Peninsula Chamber following each photographed event. [This is strictly for accounting purposes]*

**EXHIBITS** *[one (1) included per event listed below. Additional booths may be purchased]*

Business Showcase (Trade Show)

### **PUBLICATION / WEB EXPOSURE**

Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events, and introduction in opening/closing comments; Full Page Ad for each event in which services are provided; Opportunity for Complimentary Blast — (6); Mailing list for all current members (Excel Format); Logo/Link on Business/Calendar Pages; Opportunity to display business cards, literature and product at each event in which services are provided (advanced notification necessary for proper set-up); Distribution of business coupons at specified events; Complimentary invite to the Annual Meeting; Enhanced Web Page Listing (full year); Member-2-Public Coupons – available on website; Unlimited Job Postings; Listed in 2022 Annual Report; and Opportunity to provide local pictures for the Business Directory/including recognition



VIRGINIA  
**PENINSULA**  
**CHAMBER**

**CUSTOM ANNUAL  
PARTNERSHIPS**

# About the Custom Partnership Packet

Promote your business while participating in the success of the Virginia Peninsula Chamber and the Peninsula business community! Custom Annual Partnerships provide our members the opportunity to be recognized in a variety of ways.

## CUSTOM PARTNERSHIP PACKAGES—

**STEP 1:** Start by selecting a partnership level to modify from pages 8 and 9.

**STEP 2:** Proceed to page 11 of this packet to modify your annual partnership with our new À La Carte Opportunities (*The State of the City Series is excluded from all Partnership Packages*).

**STEP 3:** Once you have completed the À La Carte Opportunities page, complete the Annual Partnership Agreement Form on page 10 and email to contact below.

For more information please contact Suzy Johnson at 757-325-8160 or email at [sjohnson@vpcc.org](mailto:sjohnson@vpcc.org).

## Custom Partnership Levels

*\*All levels below include 2022 Sponsor Recognition Wall in Chamber Lobby.*

### PREMIER PARTNER—\$25,000

**\$22,500 MEMBER'S CHOICE DOLLARS** *[Can be used for Sponsorships, Tickets, and/or Exhibits/Booths]*

**\$2,500 ADVERTISING DOLLARS** *[Can be used for Advertising on Website and Newsletter Only]*

**PUBLICATION / WEB EXPOSURE:** Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events; Press Release posted on Web — (6); Complimentary Blast — (6); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Enhanced Mobile App (full year); Member-2-Public Coupons – available on website (one per week) max; Unlimited Job Postings

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### SIGNATURE PARTNER — \$10,000

**\$8,200 MEMBER'S CHOICE DOLLARS** *[Can be used for Sponsorships, Tickets, and/or Exhibits/Booths]*

**\$1,800 ADVERTISING DOLLARS** *[Can be used for Advertising on Website and Newsletter Only]*

**PUBLICATION / WEB EXPOSURE:** Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events; Quarterly Press Release—blasted or posted on website — (4); Complimentary Blast — (4); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Enhanced Mobile App (full year); Member-2-Public Coupons – available on website (2 per month) max; Unlimited Job Postings



## **MEDIA PARTNER — \$10,000**

**\$8,200 MEMBER'S CHOICE DOLLARS** *[Can be used for Sponsorships, Tickets, and/or Exhibits/Booths]*

**\$1,800 ADVERTISING DOLLARS** *[Can be used for Advertising on Website and Newsletter Only]*

**PUBLICATION / WEB EXPOSURE:** Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (4); Complimentary Blast — (4); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Enhanced Mobile App (full year); Member-2-Public Coupons – available on website (2 per month) max; Unlimited Job Postings

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## **MILITARY PARTNER — \$7,500**

**\$6,000 MEMBER'S CHOICE DOLLARS** *[Can be used for Sponsorships, Tickets, and/or Exhibits/Booths]*

**\$1,500 ADVERTISING DOLLARS** *[Can be used for Advertising on Website and Newsletter Only]*

**PUBLICATION / WEB EXPOSURE:** Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (3); Complimentary Blast — (3); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Enhanced Mobile App (full year); Member-2-Public Coupons – available on website (1 per month) max; Unlimited Job Postings

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## **CORPORATE PARTNER — \$7,000**

**\$5,700 MEMBER'S CHOICE DOLLARS** *[Can be used for Sponsorships, Tickets, and/or Exhibits/Booths]*

**\$1,300 ADVERTISING DOLLARS** *[Can be used for Advertising on Website and Newsletter Only]*

**PUBLICATION / WEB EXPOSURE:** Listed in 2022 Annual Report; Listed in Business Directory as Annual Partner; Recognition in event PowerPoint and/or Program for sponsored events; Quarterly Press Releases—blasted or posted on website — (3); Complimentary Blast — (3); Logo/Link on Home Page Annual Sponsor Slider; Logo/Link on Business/Calendar Pages; Enhanced Web Page Listing (full year); Enhanced Mobile App (full year); Member-2-Public Coupons – available on website (1 per month) max; Unlimited Job Postings

# Virginia Peninsula Chamber

HAMPTON • NEWPORT NEWS • POQUOSON  
YORK COUNTY • JAMES CITY COUNTY

## Annual Partnership Agreement

### STANDARD

#### PARTNERSHIP PACKAGES

##### **PARTNERSHIP LEVEL**

*Please select your desired partnership level for the Standard Package from the list below.*

- Premier Partner—\$25,000
- Signature Partner—\$10,000
- Media Partner—\$10,000
- Military Partner—\$7,500
- Corporate Partner—\$7,000
- Executive Partner—\$5,000
- Catering Partner
- Photography Partner

### CUSTOM

#### PARTNERSHIP PACKAGES

##### **PARTNERSHIP LEVEL**

*Please select your desired partnership level for the Custom Package from the list below.*

- Premier Partner—\$25,000
- Signature Partner—\$10,000
- Media Partner—\$10,000
- Military Partner—\$7,500
- Corporate Partner—\$7,000

*\*CUSTOM PACKAGE ONLY: On the next page, please select which event(s) you are interested in; as well as, which event specific options you are interested in. Please note the "A La Carte" page must accompany your signed agreement.*

**PLEASE SIGN AND EMAIL TO [SJOHNSON@VPCC.ORG](mailto:SJOHNSON@VPCC.ORG)**

Business Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_ Email: \_\_\_\_\_

# À La Carte Opportunities

PLEASE NOTE: THIS PAGE IS FOR THE CUSTOM PACKAGES ONLY!

- **757 Vision Series: Eyes on the Future (Virtual)**
  - Series Presenting Sponsor—\$8,000
  - Gold Sponsor—\$2,500 *(per event)*
  - Silver Sponsor—\$1,500 *(per event)*
  - Bronze Sponsor—\$750 *(per event)*
- **Annual Meeting**
  - Presenting Sponsor—\$6,500
  - Gold Sponsor—\$3,500
  - Silver Sponsor—\$2,500
  - Bronze Sponsor—\$1,000
  - Tickets—\$45
- **Business Showcase (Trade Show)**
  - Presenting Sponsor—\$5,000
  - Gold Sponsor—\$2,500
  - Silver Sponsor—\$1,500
  - Bronze Sponsor—\$750
  - Tickets—\$35
  - Exhibits/Booths—\$200
- **Economic Forecast**
  - Presenting Sponsor—\$6,500
  - Gold Sponsor—\$3,500
  - Silver Sponsor—\$2,500
  - Bronze—\$1,000
  - Tickets—\$35
- **Executive / Legislative Roundtables**
  - Presenting Sponsor—\$5,000 *(per event)*
  - Gold Sponsor—\$2,500 *(per event)*
  - Silver Sponsor—\$1,500 *(per event)*
  - Bronze Sponsor—\$750 *(per event)*
  - Tickets—\$35 *(Breakfast)* | \$45 *(Lunch)*
- **Insiders' Breakfast**
  - Series Presenting Sponsor—\$12,000
  - Series Gold Sponsor—\$8,000
  - Series Silver Sponsor—\$6,000
  - Series Bronze Sponsor—\$4,000
  - Tickets—\$35 *(per event)*
- **LEAD Peninsula**
  - Class Presenting Sponsor—\$15,000 *(exclusive)*
  - Program Day Sponsor—\$550 *(per day)*  
*(Ten program days to select from)*
- **Military Appreciation**
  - Presenting Sponsor—\$5,000
  - Gold Sponsor—\$3,000
  - Silver Sponsor—\$2,000
  - Bronze Sponsor—\$1,000
  - Tickets—\$35
- **Military Recognition Breakfast**
  - Presenting Sponsor—\$5,000
  - Gold Sponsor—\$3,000
  - Silver Sponsor—\$2,000
  - Bronze Sponsor—\$1,000
  - Tickets—\$35
- **Military / Business Career Fair**
  - Presenting Sponsor—\$5,000
  - Gold Sponsor—\$3,000
  - Silver Sponsor—\$2,000
  - Bronze Sponsor—\$1,000
  - Exhibits/Booths—\$250  
*(Electric, extra tables/ lunch tickets are available for an additional fee)*
- **Peninsula Executive Leadership Forum**
  - Series Presenting Sponsor—\$8,000 *(exclusive)*
  - Presenting Sponsor—\$2,500 *(per event)*
  - Gold Sponsor—\$1,500 *(per event)*
  - Silver Sponsor—\$1,000 *(per event)*
  - Bronze Sponsor—\$700 *(per event)*
  - Tickets—\$25
- **Pink Bag Luncheons**
  - Presenting Sponsor—\$1,500 *(per event)*
  - Event Sponsor—\$500 *(per event)*
  - Member Tickets—\$7
- **Seminars / Webinars**
  - Presenting Sponsor—\$1,000 *(per event)*
  - Event Sponsor—\$500 *(per event)*
  - Tickets—\$15 *(Virtual)*
- **Spotlight on the Peninsula**
  - Series Presenting Sponsor—SOLD
  - Event Sponsor—\$1,000 *(per event)*
- **Women's Leadership Forum**
  - Series Presenting Sponsor—\$8,000 *(exclusive)*
  - Presenting Sponsor—\$2,500 *(per event)*
  - Gold Sponsor—\$1,500 *(per event)*
  - Silver Sponsor—\$1,000 *(per event)*
  - Bronze Sponsor—\$700 *(per event)*
  - Tickets—\$25
- **Any new events that may be scheduled**  
*(Excluding State of the Cities)*

**PRESENTING SPONSOR LEVELS ARE EXCLUSIVE  
UNLESS OTHERWISE NOTED.**



VIRGINIA  
**PENINSULA**  
**CHAMBER**

For more information please contact Suzy Johnson at  
757-325-8160 or email at [sjohnson@vpcc.org](mailto:sjohnson@vpcc.org).