

CHAMBER
OF
COMMERCE

SAN JOSE CHAMBER SPONSORSHIP OPPORTUNITIES

W Santa Clara St

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WHY SPONSOR?

Sponsoring can have many benefits for your business, including increased brand visibility, networking opportunities, community involvement, marketing benefits, and employee morale. It is important to carefully consider each event sponsorship opportunity to determine whether it aligns with your business goals and values.

There are several reasons why you should consider sponsoring. Some of these reasons include:

1. **Brand Visibility:** Sponsoring can increase brand visibility and awareness among potential customers. By sponsoring, your business would have the opportunity to showcase its products or services to a wider audience.
2. **Networking Opportunities:** Events often provide a great opportunity to network with other business owners and professionals. By sponsoring an event, your business could gain valuable contacts and build relationships with potential partners or customers.
3. **Community Involvement:** Sponsoring can also demonstrate a business's commitment to the local community. By supporting chamber events, your business can contribute to the local economy and help to foster positive relationships with community members.
4. **Marketing Benefits:** Sponsoring an can also provide marketing benefits such as exposure through signage, newsletters, social media posts, and other promotional materials. These benefits can help to increase brand awareness and drive sales for your business.
5. **Employee Morale:** Sponsoring can also have a positive impact on employee morale. By supporting chamber events and causes, your employees can feel proud to work for a business that gives back to the community and supports other businesses through their support of the chamber.

POLITICAL POLICY

& ADVOCACY EFFORTS

Businesses are often underrepresented before local, regional, state and federal regulators, especially our elected officials. As a result, new burdensome regulations and legislation are frequently adopted without a true understanding of the negative implications and consequences these place upon business. As a key stakeholder in the City of San Jose it is our duty to fight against any policies that may impact the economic health and future of our city. When we speak up, the City of San Jose listens. elected. We believe that when business succeed, communities thrive

CHAMBER ADVOCACY - \$10,000

In our efforts to better serve the business community, the Chamber works with lobbyists to move quickly on topics that impact local businesses. Advocacy sponsors will be listed on the advocacy webpage highlighting this years accomplishments.

Average lobbying costs are \$20,000 per month and thus this opportunity is limited to 24 organizations per year.

PUBLIC POLICY COMMITTEES - \$5,000

Grassroot efforts start at the bottom and work their way up. These groups are the movers and shakers locally in their respective niche.

Sponsorship lasts the entire year and each of 10 meetings will be branded as sponsored by your organization. Limit 3 per committee.

Choose which committee you would like to support below:

- Restaurant & Hospitality
- Housing & Land Use
- Water & Energy
- Transportation & Infrastructure

NEWSLETTER SPONSOR

The San Jose Chamber newsletter reaches a wide audience of businesses and individuals in the local community. By sponsoring the newsletter, your business will receive exposure to this audience, which can help increase brand recognition and awareness.

ANNUAL PREMIUM DIGITAL MAILER SPONSOR: \$15,000 - ONE AVAILABLE

- Your companies linkable banner at the bottom of all 12 newsletter publications (600W X 150H)
- Your companies linkable logo at the bottom of all 48 member mailers

BANNER ADS: ONE UPPER AND LOWER AVAILABLE PER PUBLICATION

- Your companies linkable banner in the top half of a monthly **newsletter publication** (600W X 150H) - \$500
- Your companies linkable banner in the bottom half of a monthly **newsletter publication** (600W X 150H) - \$300
- Your companies linkable banner in the top half of **4 member mailers** (600W X 150H) - \$500
- Your companies linkable banner in the bottom half of **4 member mailers** (600W X 150H) - \$300

VERTICAL ADS: ONE AVAILABLE PER PUBLICATION

- Your companies linkable vertical ad in the middle of a monthly **newsletter publication** (150W X 400H) - \$1000

ANNUAL SUPPORTER LOGOS: \$5000 - SIX AVAILABLE

- Your company logo at the bottom of all 12 newsletter publications
- Your company logo at the bottom of all 48 member mailers

MAILER PARTICIPATION OPPORTUNITIES

The San Jose Chamber issues four monthly mailers directly to our membership. These include:

Community Buzz - Focused on member events, and happenings around the community in San Jose.

Upcoming Events - This issue showcases upcoming events, workshops and various opportunities in the chamber.

Advocacy Updates - Where all the advocacy happens! Here you get updates on what each Public Policy Committee is up to, and the opportunity to make your voice heard by participating.

Advice for Members - Here we offer members or chamber supporters the opportunity to share their advice in the form of a short article.

COMMUNITY BUZZ: SUBMIT AN EVENT

Submit events coming up the following month in the community at no charge! Must be family friendly. 12 per issue - in order of receipt.

UPCOMING EVENTS: MEMBERS ONLY

Feature your member event scheduled for the following month. Up to 150 words, one small photo or logo and three links. - \$200

ADVOCACY UPDATES:

\$200 PER ISSUE / COMMITTEE

Show your support for a Public Policy Committee by sponsoring their advocacy updates in each mailer.

- Your logo with a sponsor callout proceeding the Committee section

ADVICE FOR MEMBERS:

\$500 - ONE AVAILABLE PER ISSUE

Want to showcase your business and help someone else at the same time? This is the place for you!

- Article with up to 500 words subject to prior approval. One photo, One linkable logo and one link. May be included in newsletter.

PAPER MAILER OPPORTUNITIES

When a business joins the chamber they receive a packet containing more information about the San Jose Chamber, their membership sticker and a letter welcoming them.

8.5" X 11" FLYER - TWO AVAILABLE

Welcome a new member to the community while showcasing your business, a special deal or amazing discount. - \$2000 Annual

8.5" X 5.5" FLYER - FOUR AVAILABLE

Welcome a new member to the community while showcasing your business, a special deal or amazing discount. - \$1000 Annual

NEW MEMBER PACKET SPONSOR UNLIMITED SPONSORS - \$500

Your company logo included as a sponsor within the packet.

ANNUAL MAILER TO MEMBERS

This mailer sent out in the fourth quarter of every year offers a unique opportunity to reach every single member of the chamber all at once. Dont miss this chance!

8.5" X 11" FLYER - TWO AVAILABLE

Tell other members how amazing your are, get them familiar with your business, offer a special deal or amazing discount. - \$5000

8.5" X 5.5" FLYER - FOUR AVAILABLE

Showcasing your business with a half page flyer - \$2500

ANNUAL MAILER SPONSOR UNLIMITED SPONSORS - \$500

Your company logo included as a sponsor within the mailer.

SOCIAL MEDIA & WEBSITE

Get in front of everyone! Drive traffic where you want it with Ads.

BANNER ON WEBSITE HOMEPAGE EXCLUSIVE - ONE AVAILABLE/MONTH

Your clickable banner hosted on the homepage.

AD Size 950W X 200H

Member: \$500 month | Non Member \$800 Month

CALENDAR BANNER AD

This ad is located at the top of our most trafficked web page, our event calendar. With over 20 events and a total of 380+ attendees a month, this page offers you optimal visibility every time someone registers for an event.

Ad size: 800x120px

Member Price: \$100 for a week | Non-Member Price: \$200 for a week

DIRECTORY BANNER AD

This ad is located at the top of our member directory.

Ad size: 800x120px

Member: \$50 for a week | Non Member: \$100 for a week

SOCIAL MEDIA SHOUTOUT / MEMBER SPOTLIGHT

Want your event spread? Have some exciting news you want shared? We can do that! Send us your copy with a photo, links and anything else and let us spread the word for you!

Platforms are: Facebook | LinkedIn | Instagram | Twitter

Member: \$50 per platform | Non Member: \$100 per platform

DIRECTORY SPECIFIC ADS

& CHAMBER CHATS SERIES

Own a hardware store and want to stand out in your section of the directory?

DIRECTORY SPECIFIC BANNER ADS

This ad is located at the top of a directory category page. This banner ad offers you optimal visibility every time someone clicks into that category.

Limited to 4 per category, per month.

Ad size: 800x120px

Member Price: \$400 for a month | Non-Member Price: \$800 for a month

CHAMBER CHATS SERIES

With 6 Chamber Chats released to YouTube a year and featured on our website year round, this sponsorship offers a unique opportunity to get your "commercial" out there to members.

Opening Sponsor - \$10,000

Commercial Length: 30 seconds

Closing Sponsor - \$5,000

Commercial Length: 15 seconds

LEADERSHIP SAN JOSE

Leadership San Jose is one of the longest running civic leadership programs serving Silicon Valley's largest city, San Jose. Established Over 30 years ago, Leadership San Jose identifies emerging leaders within San Jose and exposes them to a broad range of issues that impact the city's economic prosperity and quality of life.

EXCLUSIVE PREMIER SPONSOR - \$20,000

One attendee from your organization

5 minutes of speaking to open the day

SNACK SPONSOR - \$300

Snack table signage - one per month, 10 available

COFFEE SPONSOR - \$300

Coffee table signage - one per month, 10 available

LUNCH SPONSOR - \$1,500

Signage at table and verbal recognition - one per month - 10 available

WEB PAGE SPONSOR - \$5,000

Your logo scrolling in top half of Leadership San Jose Website

MONTHLY SPONSOR - \$3,000

10 available, one per event.

CLASS PROJECT SPONSOR - \$7,000

Cohort members complete a chosen, community-based project that gives back to San Jose by donating time and services to a regional non-profit. One available.

NOTE: Sponsorship donations to Leadership San Jose are to the San Jose Chamber Foundation, a 501c3 non-profit. Donations to this event are tax deductible.

MIXERS, BREAKFASTS & LUNCHESES OH MY!

CHAMBER MONTHLY BREAKFASTS

With amazing speakers and engaging panels these events are very popular and well attended.

Locations Vary Throughout San Jose

Average Monthly Attendance: 75-100

Time: 7:30 – 9 AM

- Presenting Sponsor (Full Year – One Available): \$10,000
- Monthly Sponsor (One per Event – Ten Available): \$1,000

POWER LUNCH (BI-MONTHLY)

Locations Vary Throughout San Jose

Average Attendance: 20 – 30

Time: 11:45 – 1 PM

- Presenting Sponsorship (Full Year – One Available): \$5,000

CHAMBER NIGHT MIXERS

Locations Vary Throughout San Jose

Average Monthly Attendance: 50 – 75

Time: 4 – 6 PM or 5 – 7 PM

Sponsorship Opportunities:

- Presenting Sponsorship (Full Year – One Available): \$10,000
- Monthly Sponsor (One Event – Ten Sponsorships Available): \$1,000

WORKSHOPS & SEMINARS

CHAMBER 101

Held quarterly, this is a hub for new incoming members or prospective members to learn the ins and outs of the San Jose Chamber and how to get involved. Always held at the Chamber in the Board Room these are well attended and popular!

Average Attendance: 35-50 | Time: 7:30 – 9 AM

- Presenting Sponsor (speaking time – One Available): \$10,000
- Quarter Sponsor (One per Event – Four Available): \$1,000

WORKSHOPS - CHAMBER

Every month the chamber hosts 1-2 workshops, some in person and some virtual that provide valuable information for businesses.

Sponsors will be listed on all social media posts, event pages and at each event verbally.

Series Sponsor (One Available): \$10,000

Monthly Sponsor (One per month – Twelve Available): \$1,000

WORKSHOPS - MEMBER

Would you like to hold a workshop for chamber members? Schedule with us and we will do the promotion for you! Sponsors will be listed on all social media posts, event pages and at each event verbally.

Topics subject to approval.

Workshop Host: \$3,000

MAJOR EVENT

CHAMBER BBQ

Our oldest and most loved event, the Chamber BBQ is coming up on its 41st year in 2023! Expect a large crowd with the same great atmosphere as previous years.

PRESENTING SPONSOR - \$20,000

- Only one available per year!

GOLD SPONSOR - \$10,000

- Includes 10 tickets
- Logo recognition on signage at event
- Double-Booth to promote your product or service

SILVER SPONSOR - \$5,000

- Includes 5 tickets
- Name recognition on select marketing materials and signage
- Logo recognition on signage at event
- Booth to promote your product or service

BRONZE SPONSOR - \$3,000

- Includes 5 tickets
- Name recognition on select marketing materials and signage

BATHROOM SPONSOR - \$5,000

- Your poster on every bathroom door, inside and out!

FOOD ALLEY SPONSOR - \$5,000

- Signage at the entrance of the food and beverage area (limit 12)

ENTRANCE SPONSOR - \$5,000

- Limited to eight organizations - your large logo displayed prominently inside the main entrance.

MAJOR EVENT

CHAMBER STUDY MISSION

The San Jose Chamber has led an annual delegation of elected, community and business leaders to a city that can provide unique insight and valuable learning opportunities to inform and inspire action, investments and policy decisions in our own community. These are guaranteed to sell out. Today is your opportunity to secure your spot among business leaders, community champions and elected officials.

SPONSORSHIP OPPORTUNITIES:

- Presenting Sponsor (One Available): \$15,000
- Gold Sponsor (One Available): \$10,000
- Silver Sponsor (One Available): \$5,000
- Bronze Sponsor (Ten Available): \$3,000
- Dinner Sponsor (Three Available): \$7,000
- Entertainment Sponsor (Two Available): \$5,000
- Lunch Sponsor (Three Available): \$3,500
- Transportation Sponsor (Thirty Available): \$1000
- Room Fee (Includes Lodging, Meals, and Programming – excludes Airfare to and from city): \$3,500
- Post Event Survey Sponsor (Six Available): \$1000

MAJOR EVENT

SAN JOSE WORLD SERIES

(SAN JOSE CHAMBER FOUNDATION)

Nothing brings a community together like sports, and this year we are pleased to announce the first annual San Jose World Series. Over Labor Day weekend, one team from each of San Jose's ten council districts will square off in a double elimination tournament, bringing our community together in the middle of what will likely be a contentious political environment. No matter who you are voting for, we can all enjoy youth athletics.

Better yet, this event will not just be about youth baseball. Through partnerships, we will be showcasing our cities diverse food scene, our arts community, honoring our first responders, and hosting a great amount of family friendly activities, with all proceeds going to benefit community-based organizations that enhance our region's entrepreneurial spirit.

SPONSORSHIP OPPORTUNITIES:

- Presenting Sponsor (One Available): \$20,000
- Championship Game Sponsor (One Available): \$5,000
- Autograph Day Sponsor (One Available): \$5,000
- Cook Off Competition Sponsor (One Available): \$5,000
- Game Sponsorship (Seventeen Available*): \$2,500
- Commemorative Poster Sponsor (One Available): \$2,500
- Scorecard Sponsor (Seventeen Available): \$1,000
- Program Ad (Fifty Available): \$500

NOTE: Sponsorship donations to the San Jose World Series are to the San Jose Chamber Foundation, a 501c3 non-profit. Donations to this event are tax deductible.

*Comes with first pitch!

MEETING ROOM

NAMING RIGHTS

Located in the heart of Downtown San Jose. Our meeting spaces are available to rent Monday through Friday from 9:00 AM - 4:00 PM. In both of our spaces, we can host anywhere from 14 people to 70 people.

BOARD ROOM - \$10,000

The biggest room on the ground level, typically used for Board meetings, gatherings, Membership 101 and rented regularly.

Naming rights gets your company logo on every board agenda, the room becomes "Company Name Board Room" and will be referred to as such for the entirety of the year. Signs on the exterior of each door will indicate the name with your logo with additional signage inside the room. Any meetings to be held and advertised here will state held in your named room.

CONFERENCE ROOM - \$5,000

Our upstairs conference room is frequently rented for classes, used for Leadership San Jose and other smaller events.

Naming rights: the room becomes "Company Name Conference Room" and will be referred to as such for the entirety of the year. Signs on the exterior of each door will indicate the name with your logo with additional signage inside the room. Any meetings to be held and advertised here will state held in your named room.

CHAMBER
OF
COMMERCE

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