



# SPONSORSHIP 2024

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## **Sponsorship Opportunities**

With a history as vibrant as the City itself, the Greater Utica Chamber of Commerce and its members are the largest coalition of businesses in Oneida County. Established in 1896 as the Utica Area Chamber of Commerce, the Greater Utica Chamber of Commerce has continued to be the area's regional Chamber of Commerce representing this community for over 125 years. As the only regional accredited Chamber our reach transcends county boundaries and positions us to work with employers throughout Central New York.

Our businesses need to attract and retain top talent and stay competitive even in the face of uncertain times. We're committed as ever to providing top-tier events, programming, benefits and opportunities to help our members to thrive.

Thousands of local employees rely on us for education, advocacy and engagement. Through a thoughtful and diverse array of events, committees, and programs together we're fulfilling a vital need for our region's professionals.

As a sponsor you get to play a major role in the momentum of our community and the professionals in it. If you're looking to gain exposure, credibility and recognition, there are many options to get your organization in front of thousands and position your brand as an influential leader.

We believe in the power of our region, working together to propel us all forward. With your support, we can continue to this commitment to best serving our members and our community when they need us most.

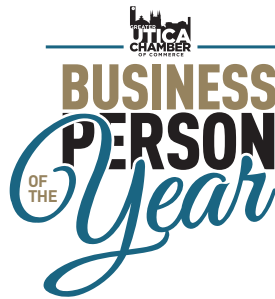
**We hope you consider maximize your membership though any of the various opportunities listed on the pages that follow.  
Let us talk through the best options for you.**

# Sponsorship Opportunities

Sponsorships opportunities for our yearly events; Available to all membership levels!

Our event sponsorship opportunities offer multiple benefits including brand exposure, tickets and recognition, depending on the level of support. Access & Marketing Level Memberships may use universal credit dollars towards a la carte sponsorships.

## Sponsorship levels available for our core events:



## Catalyst events:



## Other sponsorship opportunities throughout the year



Please contact the Chamber for up-to-date availability.

# Chamber Sponsorship Opportunities



## ANNUAL MEETING

The Greater Utica Chamber of Commerce Annual Meeting is a meeting where the Chamber recognizes its volunteers, celebrates, and reflects upon the past year, and provides insight into the coming year at the Chamber. Additionally, tabling opportunities provide members the opportunity for showcasing their business.

**Date:** Tuesday, April 30, 2024  
**Projected Attendance:** 175-225  
**Investment:** \$125-\$3,000

Please contact the Chamber for up-to-date availability.

### Presenting Sponsor \$3,000 (Exclusive!)

- Opportunity to formally welcome attendees upon entry at registration, and at opening of meeting
- Promotional video from your CEO or company representative to be used leading up to event
- Promotional table for your company at event
- Prime recognition on all marketing materials including print, digital, and social media
- First right of refusal for 2025
- Reserved Table for a total of 8 guests
- Visual and verbal recognition at event
- Opportunity to sponsor a swag bag or giveaway
- Included table to showcase your business: 6ft. table, linens, early set-up

### Cocktail Sponsor \$2,000 (Gold Investor)

- Provide your creative input to help us to craft the signature cocktail for the event
- Your logo to appear on cocktail napkins
- Opportunity to provide the toast at the event
- Visual recognition of your sponsorship at the bar
- Premier recognition on all marketing materials, including print, digital, and social media
- Reserved seating for up to 4 guests
- Verbal recognition of your sponsorship level at the event
- Opportunity to sponsor a swag bag or giveaway
- Included table to showcase your business: 6ft. table, linens, early set-up

### Dessert Sponsor \$1,000 (Silver Investor)

- Your logo to appear on dessert napkins
- Visual recognition of your sponsorship at the dessert table
- Premier recognition on all marketing materials, including print, digital, and social media
- Reserved seating for up to 4 guests
- Verbal recognition of your sponsorship level at the event
- Opportunity to sponsor a swag bag or giveaway
- Included table to showcase your business: 6ft. table, linens, early set-up

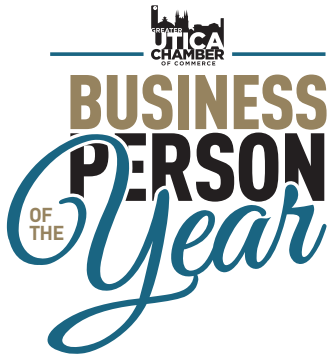
### Entertainment Sponsor \$500 (Bronze Investor)

- Recognition on all marketing materials
- Visual and verbal recognition of your sponsorship level at the event to be displayed with entertainer(s)
- Included table to showcase your business: 6ft. table, linens, early set-up

### Table Sponsor \$125 (Limited to 20 participants)

- Members are invited to showcase their business. This is an excellent chance to gain exposure, interact with potential customers, and build valuable connections within the Chamber. Tables include a 6ft. table, linens, early set-up, and admission for two.

# Chamber Sponsorship Opportunities



The Business Person of the Year honors an outstanding for-profit business leaders who have demonstrated success in both civic and professional areas, specifically in the areas of growth, leadership, achievement, and community service. Candidates are nominated by their peers, and recipients are recognized at a personalized evening event conducted in their honor.

**Date:** Thursday, May 16, 2024  
**Projected Attendance:** 175-225  
**Investment:** \$250-\$3,000

Please contact the Chamber for up-to-date availability.



## Presenting-\$3,000 [Exclusive] Includes:

- Headline Recognition on all promotional marketing materials including print, digital, and social media
- 8 tickets with reserved seating
- Promotional video from CEO or company representative of your choosing for use on social media and email marketing
- Visual and verbal recognition of your investment level at event
- Opportunity to formally welcome attendees at event
- Promotional Table at event
- First right of refusal for 2025

## Gold-\$2,000 Includes:

- Recognition on all marketing materials including print, digital, and social media
- 4 tickets
- Visual and verbal recognition of your investment level at event

## Silver-\$1000 Includes:

- Recognition on all promotional print and digital marketing materials
- 2 Tickets
- Visual and verbal recognition of your investment level at event

## Bronze-\$500 Includes:

- Recognition on all print promotional marketing materials
- 1 Ticket
- Visual recognition of your investment level at event

## Logo-\$250

- Visual recognition of your investment level at event

# Chamber Sponsorship Opportunities

PASSALACQUA  
ASSOCIATES



This event is the Chamber's premier annual golf outing. Attendees spend the day networking, building relationships, meeting potential customers, and having a great time. This outing features a scenic train ride to Thendara Golf Course aboard the Adirondack Scenic Railroad, 18 holes of golf, lunch and an awards dinner.

**Date:** August 16, 2024

**Projected Attendance:**

150 individuals including golfers  
and volunteers

**Investment:** \$0-\$3,000

Please contact the Chamber for  
up-to-date availability.

**VIEW ALL SPONSORSHIP  
OPPORTUNITIES**



## Presenting Sponsor - The Conductor! \$3000

Headline Recognition on all marketing materials, 1 Golf Foursome, Promotional video from CEO or company rep. Visual and verbal recognition on all, 1st right of refusal for 2023, Promo table at event

## Golfer Gift Sponsor \$2000 ONLY 2 AVAILABLE!

Your company logo on one of two gifts provided to all golfers. This level also includes a large tee sign at the clubhouse and linked recognition on promotional materials including print, digital, and social media.

## Golf Cart Sponsor \$1500 2 TOTAL!

Logo and linked QR code to prominently appear on Cart Cards. Also Includes a large tee sign at 1st hole and linked recognition on promotional materials including print, digital, and social media + 1 Stand-Alone Email

## Libation Sponsor \$1000

Recognized on the train, every beverage station along the course and clubhouse bar, + tee sign, and linked recognition on all promotional materials including print, digital, and social media. Also included, 2 exclusive ads in Week In Action

## Dinner Sponsor \$1000 4 AVAILABLE!

Recognized on Train and w/large tee sign at Clubhouse. Also includes linked recognition on all promotional materials including print, digital, and social media. 2 exclusive ads in Week In Action

## Lunch Sponsor \$750 4 AVAILABLE!

Recognized w/large tee sign at the turn where lunch is served. Also includes linked recognition on all promotional materials including print, digital, and social media. 1 exclusive ad in Week In Action

## Hydration Sponsor \$500 1 AVAILABLE!

Logo on 250 water bottles served on the train and throughout tournament

## Contest Sponsor \$500 2 AVAILABLE!

Help recognize winning golfers/teams. Tee sign at the driving range and verbal recognition during the awards presentation. Also includes logo recognition on all promotional materials.

## Logo-Tee Sign \$250

Logo sponsors are visually recognized with a Tee Sign placed at a hole along the course

# Chamber Sponsorship Opportunities



The Business of the Year Awards is honors 15 businesses in five categories and is our largest luncheon of event of the year! Nominations are made by their peers, and the recipients are chosen based on their staying power, commitment to the Mohawk Valley region, and Greater Utica Chamber involvement.

**Date:** Thursday, December 12, 2024

**Projected Attendance:** 300

**Investment:** \$250-\$3,000

Please contact the Chamber for up-to-date availability.



## **Presenting-\$3,000 [Exclusive] Includes:**

- Headline Recognition on all promotional marketing materials including print, digital, and social media
- 8 tickets with reserved seating
- Promotional video from CEO or company representative of your choosing for use on social media and email marketing
- Visual and verbal recognition of your investment level at event
- Opportunity to formally welcome attendees at event
- Promotional Table at event
- First right of refusal for 2025

## **Gold-\$2,000 Includes:**

- Recognition on all marketing materials including print, digital, and social media
- 4 tickets
- Visual and verbal recognition of your investment level at event

## **Silver-\$1000 Includes:**

- Recognition on all promotional print and digital marketing materials
- 2 Tickets
- Visual and verbal recognition of your investment level at event

## **Bronze-\$500 Includes:**

- Recognition on all print promotional marketing materials
- 1 Ticket
- Visual recognition of your investment level at event

## **Logo-\$250**

- Visual recognition of your investment level at event

# Catalyst Sponsorship Opportunities



## What is Catalyst?

**The mission of Catalyst is to provide the spark to engage young professionals with the Greater Utica Chamber of Commerce.**

We offer our members a place to grow personally and professionally by hosting networking events, volunteering together to serve our local community, and supporting each other through business with the Chamber.

## Who is Catalyst?

**All young professionals who are employed by Chamber member businesses, under 40, are members of Catalyst!**

There is no separate sign-ups or additional fees. Catalyst is led by a Steering Committee with task forces operating within its structure:

**Events, Membership and Community Action.**



Visit [greateruticachamber.org/catalyst](http://greateruticachamber.org/catalyst) for more information.



# Catalyst Sponsorship Opportunities



Hosted in the summer, the Chamber Cookout hosted by Catalyst is a casual, and fun event for everyone of ALL AGES to enjoy! All Chamber members and their guests, not just Catalyst, are encouraged to attend.

We have fun for everyone including lawn games, music and more. A traditional cookout menu is served, with a cash bar available. Bring your family, your work family, or your entire office for this laid back, good old-fashioned fun event!

**Date:** Wednesday, July 17, 2024

**Projected Attendance:** 175-200

**Investment:** \$250-\$3,000

## **Presenting-\$3,000 [Exclusive] Includes:**

- Headline Recognition on all promotional marketing materials including print, digital, and social media
- 8 tickets with reserved seating
- Promotional video from CEO or company representative of your choosing for use on social media and email marketing
- Visual and verbal recognition of your investment level at event
- Opportunity to formally welcome attendees at event
- Promotional Table at event
- First right of refusal for 2025

## **Gold-\$2,000 Includes:**

- Recognition on all marketing materials including print, digital, and social media
- 4 tickets
- Visual and verbal recognition of your investment level at event

## **Silver-\$1000 Includes:**

- Recognition on all promotional print and digital marketing materials
- 2 Tickets
- Visual and verbal recognition of your investment level at event

## **Bronze-\$500 Includes:**

- Recognition on all print promotional marketing materials
- 1 Ticket
- Visual recognition of your investment level at event

## **Logo-\$250**

- Visual recognition of your investment level at event

Please contact the Chamber for up-to-date availability.

# Catalyst Sponsorship Opportunities



The Catalyst Scavenger Hunt features witty, funny questions and creative challenges that highlight the best spots in Utica! You will explore various businesses, restaurants, destinations, and cool venues! Take photos at stops with your team to earn points with additional challenges, checkins, and other fun activities along the way. Round off your adventure with an after party where winners will be announced! Great for team building and networking of all kinds!

**Date:** Fall 2024

**Projected Attendance:** 100

**Investment:** \$100-\$750

Please contact the Chamber for up-to-date availability.

## Presenting Sponsor: \$750 [Exclusive]

**ELIS J. DELIA, Esq.**

- Headline Recognition on all promotional marketing materials including print, digital, and social media
- Visual and verbal recognition of your investment level at event

## Scavenger: \$500

- Recognition on all promotional marketing materials including digital and social media
- Two Teams (total of 8 participants) entered in the scavenger hunt

## Hunter: \$250

- Recognition on all promotional marketing materials including digital and social media
- One Team (total of 4 participants) entered in the scavenger hunt

## Explorer: \$100

- If you're willing to donate a raffle item or basket valued at \$100 for prizes, please email [info@greateruticachamber.org](mailto:info@greateruticachamber.org)



# Catalyst Sponsorship Opportunities



The Catalyst Group Annual Jingle Jam FUNraiser raises funds for local charities that benefit teens and children during the holiday season.

This happy hour social event features music, basket raffles, drinks, and food specials and contests. Attendees are young professionals.

**Date:** Thursday, December 5, 2024

**Projected Attendance:** 175-200

**Investment:** \$75-\$750

Please contact the Chamber for up-to-date availability.

**Presenting – \$750 [Exclusive]**

**ELIS J. DELIA, Esq.**

- Headline Recognition on all promotional marketing materials including print, digital, and social media
- 6 tickets
- Visual and verbal recognition of your investment level at event

**Santa – \$500**

- Recognition of investment level on all promotional marketing materials including print, digital, and social media
- Visual and verbal recognition of investment level at event

**Snowball – \$250**

- Recognition of investment level on all promotional marketing materials including print, digital, and social media
- Visual recognition of investment level at event

**Reindeer – \$100**

- Visual recognition of investment level at event

**Basket – Suggested value of \$75**

- Provide a basket for our popular raffle!



# Other Sponsorship Opportunities



Unique Networking Opportunity Limited to 30 spots, Members only. Each participant gets 2 minutes to deliver elevator pitch to entire group. Held either Morning, Noon, or Early Evening.

## **Leads Sponsor – \$750 [Exclusive]**

(3 Available-1 Event Each Per Year)

- Recognition on all promotional marketing materials as presenter, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch

## **Latte Host Sponsor (1 Available)**

- Host provides morning refreshments, including beverages, at their location
- Recognition on all promotional marketing materials as host, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch

## **Lunch Host Sponsor (1 Available)**

- Host provides lunch, including beverages, at their location
- Recognition on all promotional marketing materials as host, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch

## **Lager Host Sponsor (1 Available)**

- Host provides light refreshments, including beverages, at their location
- Recognition on all promotional marketing materials as host, including print, digital, and social media, visual and verbal recognition at event)
- 3 minute elevator pitch



Two annual seminars offered by the Chamber's Small Business Council, to inform and discuss issues pertinent to the small business owner with select panel of professionals, with varying subject matter. Events take place in the spring and fall.

## **Presenting- \$500 [Exclusive]**

(2 Available)

- Logo displayed on promotional marketing materials
- Visible Recognition at Event



The Chamber's most popular networking event, hosted by a different member business each month. Chamber and community members are invited into your business where they network, tour and learn about you and what you do. Host offers hors d'oeuvres and beverages (minimum of beer, wine, soft drinks) and assumes all costs for such food and drink.

**Contact the Chamber to host a Business After Hours**

# What's Upstate Sponsorship Opportunities



## Engage Your Talent With Forward Facing Opportunities and More

As an employer, talent is one of your top priorities, which is why workforce is one of our major focus areas. Contact us to learn more about the ways we'll work with you to attract, engage, develop, and retain your talent.



[Sponsorship Information](#)

### **Visionary- \$15,000 Annual Investment [4 Available]**

- One year job board posts
- Professional outlet to show support of Upstate NY
- Top billing logo recognition on Website, Brochures, Signage, & Marketing
- 12 months of integrated image placement
- Logo with link in what's upstate newsletter
- Ability to offer upstate deals and post events
- Verbal recognition at all events and media
- Promotional appearances
- :30 video ad on website provided by you
- Callouts in Greater Utica Chamber emails
- Email introduction to 3 members of your choosing
- Involvement in recruiting events
- Logo linked to your hiring page
- Member digital decal
- Social media posts
- Writing opportunities - blog, web stories, email
- Ability to send an ambassador to attend What's Upstate events
- Stand-alone email to our database featuring your Organization
- Access to member's only forum
- Receive member's only newsletter and news in advance of general public
- As part of the inaugural support, serve on Advisory steering committee
- Providing a testimonial - shine as a leader in Upstate NY
- Free concierge service up to 4 times a year

### **Leader- \$10,000 Annual Investment**

### **Champion- \$5,000 Annual Investment**

### **Ally- \$1,500 Annual Investment**

# Are you ready to join?

**Great!**

We invite you to visit our website at **[greateruticachamber.org/membership](http://greateruticachamber.org/membership)** for a summary of the information in this booklet, along with our comprehensive membership application at the bottom. There you'll have an opportunity to choose your membership level and if you'd like to, select any add-ons or a la carte sponsorships.

As you make your selections, your total will calculate at the bottom in real time allowing you to explore all of the options before finalizing your payment.

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## **Have more questions?**

**That's what we're here for!**

Contact us any time if you have any questions, or if you'd like to sit down with a member of our team to review our offerings.

We're here to understand what you're looking for out of membership, and to help you maximize your budget.

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## **Here's how to reach us:**

**By phone:** 315-724-3151

**By email:** [info@greateruticachamber.org](mailto:info@greateruticachamber.org)

**In person:** 520 Seneca Street, Utica, NY 13502



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