

2024

ANNUAL SPONSOR OPPORTUNITIES



Why become an annual sponsor?



Signal your commitment to our region's economic and cultural vitality.



Align with top business leaders.



Lock in exclusive-to-category sponsorships.



Increase regional visibility.



Maximize your dollars with targeted, hyper-local marketing reach.



Receive year-long recognition & exclusive promotional benefits.

Annual Partnership Levels

Sponsorships at any level do not include annual membership dues

Gold

combined \$5,000
annual commitment

YEAR-ROUND BENEFITS AT ALL LEVELS INCLUDE:

- Linked logo scrolling on charlesriverchamber.com
- Logo with company description on [Annual Partners](#) page on website
- Linked logo in annual partners footer on email newsletters
- Opportunity to display online banner ads in member directory
- Recognition in 2024 related promotional materials - including collateral materials, online promotion and onsite media

Diamond

combined \$10,000
annual commitment

ADDITIONAL PREMIUM DIAMOND BENEFITS:

- *Premium* logo placement with link rotating on the chamber's home page
- 2 weeks of email banner ads

Ruby

combined \$15,000
annual commitment

ADDITIONAL PREMIUM RUBY BENEFITS:

- *Premium* logo placement with link rotating on the chamber's home page
- 3 weeks of email banner ads

Sapphire

combined \$20,000
annual commitment

ADDITIONAL PREMIUM SAPPHIRE BENEFITS:

- Above fold static linked logo on chamber's home page
- 4 weeks of chamber email banner ads

Emerald

combined \$25,000
annual commitment

ADDITIONAL PREMIUM EMERALD BENEFITS:

- Above fold static linked logo on chamber's home page
- 5 weeks of chamber email banner ads

Platinum

combined \$30,000
annual commitment

ADDITIONAL PREMIUM PLATINUM BENEFITS:

- Above fold static top tier linked logo on chamber's home page
- 6 weeks of chamber email banner ads

Platinum sponsors are exclusive per business category. Consistently identified as the chamber's highest tier supporter in all chamber advocacy and outreach programming

2023 ANNUAL PARTNERS

PLATINUM



EMERALD



SAPPHIRE



DIAMOND



NORTHLAND



GOLD



Building your sponsor package

Support our mission & operation

20% of the total of your annual partnership will directly underwrite the chamber's general operating fund to support our staff, resources and advocacy efforts.

Target your allocations

Then, choose from our menu of initiatives, series & marquee events to customize the balance of your sponsorship commitment. We'll work with you to align your allocations with your company's brand, priorities and mission.

2024 Sponsor Allocations Menu

Levels, exclusivity, pricing vary by program. Mix and match to build your customized sponsor package at the desired annual partnership level.

Core Initiatives

- Diversity Equity & Inclusion
- Government Affairs/Economic Development
- Nonprofit Coalition
- Environment & Climate Initiatives
- High School Scholarship Program
- Support Local
- Charles River Dining Collaborative

Signature Programming Series

- Small Business Workshops and Webinars
- Coffee Connects
- Women's Impact Network
- Young Professionals Group
- Real Estate & Development
- Lawyers Council
- Virtual Networking Roundtables new sponsorship opportunity for 2024!
- Speed Networking
- LGBTQIA+ Networking Meetups new sponsorship opportunity for 2024!

Marquee Standalone Events

- Winter Celebration
- Spring Seasonings back for 2024!
- Spring Business Breakfast
- Summer Celebration
- Needham Night
- Golf Tournament
- Regional Real Estate Forum
- Regional Transportation Forum new in 2024!
- Needham Harvest Fair
- Fall Business Breakfast

Initiative Sponsor Opportunities

Deliverables include: Logo on committee or initiative landing page on the chamber's website wherever applicable; logo on relevant event marketing (website event & registration pages, email blasts and social media); Acknowledgement of your support at each webinar/event. *Logo size and placement based on sponsorship level.*

Diversity, Equity & Inclusion

Celebrating diversity, championing equity and cultivating inclusion, with humility, dignity and civility, are critical to our economic and cultural vitality. Your sponsorship signals that your business stands with us on this commitment.

Our multi-pronged efforts include: webinars and panel discussions (consistently our best-attended online programming), networking events for BIPOC chamber members, broader advocacy from our leadership to champion hiring, housing and infrastructure polices as well as taking action when we witness acts of injustice or bigotry in our communities.

**Contact us
for pricing**

Nonprofit Coalition

The nonprofit industry is one of our most robust membership segments, with close to 150 member organizations representing a wide variety of service areas and causes. Our Nonprofit Coalition brings together leaders of both small and large nonprofit organizations for monthly meetings open to all chamber member nonprofits. They also develop and execute networking events, informational programs, panels and workshops. Showcase your company's support of the nonprofits that contribute so much to the quality of life in our communities and across the region.

**Contact us
for pricing**

Government Affairs/Economic Development

Signal your company's commitment to promoting discussions in support of our region's economic and cultural vitality. This series focuses on keeping our members abreast of changes and improvements in Newton, Needham, Wellesley and Watertown – and across the region - related to transportation, housing, development, ballot referendums, candidate forums and other issues as they arise.

**Contact us
for pricing**

Environment & Climate Initiatives

Support our efforts to encourage responsible environmental stewardship and education. Your sponsorship will underwrite programming, monthly Environment Committee meetings and support our efforts to collaborate with state and local government on effective, pragmatic policy solutions to increase sustainability and reduce our carbon footprint.

**Contact us
for pricing**

Initiative

Sponsor Opportunities (cont.)

Deliverables include: Logo on committee or initiative landing page on the chamber's website wherever applicable; logo on relevant event marketing (website event & registration pages, email blasts and social media); Acknowledgement of your support at each webinar/event. *Logo size and placement based on sponsorship level.*

High School Scholarship Program

Help fund our annual scholarship to a worthy recipient from each of our four communities: Newton, Needham, Watertown and Wellesley. A volunteer committee of chamber members selects these annual awards from what is always an amazing pool of applicants, with an emphasis on both financial need and lived experiences.

Additional sponsor deliverable: Mention in press release, website, chamber newsletter, local media, social media, etc. announcing that your company is underwriting this year's scholarship award and then again when scholarship recipients are announced.

**Contact us
for pricing**

Support Local Campaign

Signal that you are an engaged partner in our ongoing campaign to promote the local merchants, restaurants and small nonprofits that are the fabric of our communities.

Sponsorship includes prominent logo placement on Find it Local and Visit Local landing pages - consistently one of the most-visited on our website.

**Contact us
for pricing**

Charles River Dining Collaborative

What began as a one-time meeting to discuss pandemic challenges has become one of our most active and effective advocacy groups. The Dining Collaborative is a powerful platform for restauranteurs to connect and work together to keep their doors open and our economy strong. Through bi-weekly meetings the group shares resources, operational challenges and best practices, collaborates on marketing campaigns and charitable initiatives as well as advocacy matters before local and state government. Your support underwrites this effort and signals that you are an ally to this vital economic sector.

**Contact us
for pricing**

Programming Series Sponsor Opportunities



Deliverables include: Your logo (linked where possible) on all committee and series event promotion including the chamber website's event registration website; email blasts and social media. Acknowledgement of your support at every webinar/event. Logo size and placement based on sponsor level. **All series underwriters are category exclusive.**

Women's Impact Network

The Women's Impact Network gathers monthly for interactive committee meetings promoting professional development and relationship building. The group produces programming and events that resonate with women in business for a chamber-wide audience. Back to in-person events and lunches in 2023, WIN programming has proven to be one of our most popular through our mix of educational and social networking opportunities.

**Contact us
for pricing**

Real Estate & Development

The Real Estate Committee mission is to keep chamber members informed on the region's burgeoning commercial and residential real estate and to advise the chamber on economic development matters. Programming will touch upon all aspects of real estate development, acquisitions, management and investment. Topics may include: MBTA Communities Act, zoning, commercial and residential real estate market updates, sustainable design and building, public/private partnerships and infrastructure improvements
**Sponsorship does not include the chamber's annual Regional Real Estate Forum which is a separate item.*

**Contact us
for pricing**

Small Business Webinars & Workshops

Regularly occurring workshops and/or webinars offering educational and topical programming important to small business owners and self-employed professionals. Topics include: marketing, cyber security, hiring and workforce development, small business management, and professional development. Access to all past recordings is a key member benefit.

**Contact us
for pricing**

Lawyers Council Events

Panels, workshops and networking events designed to help connect and educate those in the legal sphere.

**Contact us
for pricing**

Programming Series Sponsor Opportunities (cont.)



Deliverables include: Your logo (linked where possible) on all committee and series event promotion including the chamber website's event registration website; email blasts and social media. Acknowledgement of your support at every webinar/event. Logo size and placement based on sponsor level. **All series underwriters are category exclusive.**

Coffee Connects

Our popular morning networking sessions are open to all members and nonmembers looking to learn more about our organization. As our footprint and reputation grows throughout the region and networkers are eager to gather in person, these power hours continue to draw sizeable crowds of professionals eager to start their mornings at member venues across our communities. *Additional sponsor deliverable: sponsor may bring table, marketing materials and/or pull up banner for display when venue appropriate. No sponsor tier may conflict with title sponsor category.*

**Contact us
for pricing**

Young Professionals Group

Align your business or nonprofit with one of the chamber's most active member segments. From biergarten happy hours, trivia nights, multi-chamber partnerships, online meetings and community fundraisers (like the super-successful year-end annual holiday gift drive) YPG events and initiatives have an engaged audience and a big impact. Your sponsorship signals your alliance and support of our business leaders of the future.

**Contact us
for pricing**

LGBTQIA+ Networking Meetups

Launched in 2023, our newest networking series continues to build momentum. Open to members and nonmembers, happy hours and other events offer an opportunity to gather and build professional connections within the LGBTQIA+ community.

**Contact us
for pricing**

Virtual Networking Roundtable

With the onset of hybrid working, we're continuing the opportunity for our members to connect without leaving their home offices. Offered at least twice during the year via Zoom, the chamber facilitates virtual breakout rooms with conversational prompts – a great way for new and veteran members to get to know each other.

**Contact us
for pricing**

Speed Networking

A members-only benefit, attendees from across our professional categories gather in-person to meet like-minded business people, generate leads, and form new relationships at this rapid-fire business-building event. A workout for our members' vocal cords and business card supply. One of our most requested events.

**Contact us
for pricing**

Marquee Event Sponsor Opportunities



Winter Celebration

A favorite tradition at the chamber at a to-be announced iconic venue in one of our chamber communities. We'll welcome in the new year with a not-to-be-missed gathering of the region's top business and civic leaders. Previous host venues after included the just-renovated Allen House in Newton, Tripadvisor HQ and the historic campus of UMass Amherst at Mt. Ida.

Summer Celebration

Typically hosted at a stunning indoor/outdoor venue our communities our summer celebration features delicious food, drink, ambiance and brings together leaders from throughout our communities. Past venues have included the Italiane Gardens at Elm Bank and Wellesley College's Alumni Hall.

Title Sponsor *Category exclusive*

- *Premium* linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite
- Welcome role at event – greeting at check in
- Opportunity to offer promotional thank you gifts to attendees
- 10 tickets to event

Event Supporter

- Linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite
- 5 tickets to event

Event Friend

- Name on event promotion website, registration pages and email website
- Recognition onsite
- 2 tickets to event

Marquee Event Sponsor Opportunities



Spring Seasonings: Taste of our towns

returning in 2024!

April 8 Newton Marriott

After a four year hiatus, our most popular community event returns for its 26th year at the Newton Marriott's ballroom. The most heavily promoted chamber event of the year, your company will receive multiple layers of promotional exposure over an extended period of time for this highly anticipated tasting event. Spring Seasonings is a not-to-be-missed celebration of the vibrant restaurant scene in our communities. This year featuring our newest member restaurants from Watertown and Wellesley in addition to Newton and Needham.

Year in and year out, its proven itself as a fantastic opportunity to network, make connections, treat clients and reward employees.

Title Sponsor *Category exclusive*

- Premier linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premier Logo recognition onsite and in printed event program
- Your logo on branded thank you gift to attendees (the chamber produces)
- Opportunity for table and marketing materials display at event
- 15 tickets

Gold Sponsor

- Premium linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite and in printed event program
- Opportunity for table and marketing materials display at event
- 10 tickets

Event Supporter

- linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite and in printed event program
- 5 tickets

Event Friend

- Name on event website and registration page
- Recognition onsite and in printed event program
- 2 tickets

Marquee Event Sponsor Opportunities



Spring Business Breakfast

June 7
Needham Sheraton

The first of our two business breakfasts - cornerstone chamber-wide events where we sit down to breakfast with business owners and community leaders from the region to hear from a keynote speaker ripped from the headlines to address issues related to the economic and cultural vitality in our region.

Title Sponsor *exclusive*

- Premier linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premier Logo recognition onsite, including on-stage signage
- Speaking opportunity at event
- Full color back-cover ad in program book
- Table of 10 in front of stage with logo sign
- Opportunity for a table near check-in to display marketing materials/hand out promotional items

Gold Sponsor *exclusive*

- Premium linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite at event
- Full color inside-cover ad in program book
- Table of 10 with premium seating and logo sign

Event Sponsor

- Logo on event promotion website, registration pages and email blasts
- Logo recognition onsite at event
- Full color half page ad in program book
- Table of 10 with preferred seating and logo sign

Event Supporter

- Logo on event promotion website, registration pages and email blasts
- Logo recognition onsite at event
- Full color half page ad in program book
- Two tickets to event (open seating)

Event Friend

- Name on event promotion website, registration pages and email website
- Recognition onsite at event
- Full color quarter page ad in program book
- One ticket to event (open seating)

Marquee Event Sponsor Opportunities



Annual Golf Tournament

August

Sold out for consecutive years, the tournament is an excellent opportunity to mix and mingle with local business leaders and promote your business while making a charitable contribution to a local nonprofit and enjoy one of the region's finest golf clubs. Choose from sponsor packages that include foursomes to participate in tournament play or non-golf sponsor opportunities for marketing exposure only.

SPONSOR PACKAGES WITH FOURSOME(S)

Title Sponsor *exclusive*

- Premier linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premier Logo recognition onsite at event, including event banner and program
- Opportunity to place branded promotional item/giveaway in golf carts
- Speaking opportunity at event
- 2 foursomes
- 2 tee signs

Clubhouse Sponsor

- Premium linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite
- Sponsorship of post-event reception (additional signage and opportunity to display marketing materials/giveaways)
- 1 foursome
- 1 tee sign

4 Iron Sponsor

- linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite at event
- 1 foursome
- 1 tee sign

NON-GOLFER SPONSORSHIPS

Lunch Sponsor

- Linked logo placement on event website and registration page
- Recognition in printed program
- Logo signage at check-in and on all boxed lunches
- Opportunity to set up marketing materials display and great golfers at check in
- Two attendees to post-event reception

Snack Hut Sponsor

- Linked logo placement on event website and registration page
- Recognition in printed program
- Logo recognition onsite at snack hut offering refreshments through the day
- Opportunity to set up marketing materials display (and interact with all golfers as they move through the course)

Putting Contest Sponsor

- Linked logo placement event website and registration page
- Recognition in printed program
- Sponsor signage at putting contest hole
- On course presence for two attendees to help execute contest (and interact with all golfers as they move through the course)

Golf Cart Sponsor

- Logo on event website and registration page
- Logo sign on all golf carts day of event
- Recognition in printed program

Marquee Event Sponsor Opportunities



Fall Business Breakfast

Oct/Nov Newton Marriott

Our largest annual gathering of civic and business leaders always includes a prominent keynote speaker and those in our community who are truly making a difference for the common good. Come celebrate everything that makes our chamber special. Sponsors at all levels will benefit from repeated online and print exposure as this event is one of the most widely promoted events of the year.

Title Sponsor *exclusive*

- *Premier* linked logo placement on all event promotion including website, registration page, email marketing, and social media
- *Premier* Logo recognition onsite, including on-stage signage
- Speaking opportunity at event
- Full color back-cover ad in program book
- Two tables of 10 in front of stage with logo sign
- Opportunity for a table near check-in to display marketing materials/hand out promotional items

Gold Sponsor *exclusive*

- Premium linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite at event
- Full color inside-cover ad in program book
- Table of 10 with premium seating and logo sign

Event Sponsor

- Logo on event promotion website, registration pages and email blasts
- Logo recognition onsite at event
- Full color half page ad in program book
- Table of 10 with preferred seating and logo sign

Event Supporter

- Logo on event promotion website, registration pages and email blasts
- Logo recognition onsite at event
- Full color half page ad in program book
- Two tickets to event (open seating)

Event Friend

- Name on event promotion website, registration pages and email website
- Recognition onsite at event
- Full color quarter page ad in program book
- One ticket to event (open seating)

Regional Real Estate Forum



Our annual real estate forum consistently pulls through with a top-notch panel culled from across the commercial and residential real estate industries. Speakers are also curated from local and state government and agencies to present trends, challenges and future plans from across our region.

Title Sponsor

Category exclusive

- *Premium* linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite
- Opportunity to display marketing materials/promotional giveaways to attendees

Event Sponsor

- Linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite

Event Friend

- Name on event promotion website, registration pages and email website
- Recognition onsite

Regional Transportation Forum

new in 2024!



Our region cannot grow economically unless we fix our public transportation and roadway infrastructure challenges. At this multi-speaker event we'll bring in experts and planners to discuss a path forward for addressing this pressing need.

Title Sponsor

Category exclusive

- *Premium* linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite
- Opportunity to display marketing materials/promotional giveaways to attendees

Event Sponsor

- Linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite

Event Friend

- Name on event promotion website, registration pages and email website
- Recognition onsite

Needham Night



Needham Night is our annual gathering of the town's local businesses, nonprofits and civic leaders who come together to celebrate all the things that make Needham such a special place. 2023's celebration on the lawn at Tripadvisor's HQ drew close to 200 attendees for BBQ and networking among familiar faces and new-to-town movers and shakers.

Title Sponsor

Category exclusive

- *Premium* linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite
- Speaking opportunity at event
- Logo on awards given to honorees
- Opportunity to display marketing materials/offer promotional thank you gifts to attendees
- 10 tickets to event

Event Supporter

- Linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite
- 5 tickets to event

Event Friend

- Name on event promotion website, registration pages and email website
- Recognition onsite
- 2 tickets to event

Needham Harvest Fair

Sun. Oct. 6 (tentative)



We'll be partnering with the Needham Farmers Market once again on this long-standing Needham tradition. Greene's Field will transform to showcase of 100+ local businesses and community organizations. There's always pumpkins, pizza, kid fun, giveaways and overall autumn vibe drawing a crowd of residents of all ages.

Title Sponsor

Category exclusive

- *Premium* linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Premium logo recognition onsite
- Premium exhibitor booth placement

Event Supporter

- Linked logo placement on all event promotion including website, registration page, email marketing, and social media
- Logo recognition onsite
- Preferred exhibitor booth placement

Event Friend

- Name on event promotion website, registration pages
- Guaranteed exhibitor spot



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