



2022 Sponsorship Opportunities



High profile opportunities to get your brand in front of Greater Boston's business community.

The Greater Boston Chamber of Commerce is the convener, voice, and advocate of our diverse and collaborative membership. In fulfilling our mission, we offer our members significant exposure through unique sponsorship opportunities. With an engaged membership base of 1,300+ businesses throughout Greater Boston, virtual, in-person, and hybrid events that attract 23,000 professionals at all career levels, and diverse media and communication channels, the Chamber can be a key part of your visibility strategy.

Right of first refusal is granted to sponsors from the prior year.

To inquire about the availability of the following sponsorships and to receive a comprehensive list of benefits associated with an opportunity, please contact **Maureen Shea Baker**, Senior Vice President, Membership & Marketing at MSBaker@BostonChamber.com.

Partner with the Chamber to shape the future of commerce

With our robust and innovative series and initiatives, partnering with the Greater Boston Chamber of Commerce moves your critical investments beyond a mere transaction to meaningful transformation for your company, your employees, and the region. Every Chamber program uplifts DEI, Community, Opportunity, and Resilience, and we designed four sponsorship portfolios to help your company strategize the many ways to deliver sustained impact:



DIVERSITY, EQUITY, & INCLUSION

The Fierce Urgency of Now: Shaping a More Equitable Future

The Chamber creates and champions bold programs - designed with tangible action steps - to advance our entire business community. Sponsor the Chamber's DEI portfolio and take meaningful action with us.

Examples include: Fierce Urgency of Now Festival; Learning & Development Programs; Wealth Gap Series; Pacesetters; Future of Work



COMMUNITY

Build Community & Fuel Connections

With the most empowering networking, the region's most engaging business events, and connections that transform and inspire, the impact of our community building is deep and far-reaching for businesses of all sizes and people at all stages of their careers. Build community with us by sponsoring the Chamber's Community portfolio.

Examples include: Annual Meeting; Executive Briefing Series; Women's Network Forums; City Awake; Fierce Urgency of Now Festival; Learning & Development Programs; City to City; MITX; BIMA



OPPORTUNITY

Champion Opportunity for an Inclusive Business Community

For small businesses, businesses of color, women, and young professionals, the Chamber is committed to turning systemic inequities into systemic opportunity. Sponsor the advancement of access and opportunity for every community with programs from the Chamber's Opportunity portfolio.

Examples include: Pinnacle Awards; Economic Outlook Forum; Future of Work Series; Wealth Gap Series; City Awake; Fierce Urgency of Now Festival; Learning & Development Programs; Supporting Small Business; Future of Work



RESILIENCE

Reinforce Resilience for Future Workforces & Businesses

Our unique and innovative initiatives build and reinforce resilience at both the company level and the individual, employee level. Deepen your influence and long-standing impact by investing in the Chamber's Resilience portfolio.

Examples include: Economic Outlook Forum; Future of Work Series; City to City; Supporting Small Business; Annual Meeting; Pinnacle Awards; Wealth Gap Series; Fierce Urgency of Now Festival; Learning & Development Programs; Pacesetters; MITX



Premier annual events

ANNUAL MEETING



Our largest gathering of the year and the region's premier business event creates a high-exposure, unique setting that celebrates the good work of the business community. Each year, an inspiring theme, a high-profile keynote speaker, and the induction of inspiring business leaders into the Academy of Distinguished Bostonians makes for a highly memorable evening that will significantly raise your company's brand profile among Greater Boston's business and civic leadership.

- **Variety of levels**
- May 17, 2022
- 1,800+ attendees

SOLD

ANNUAL PINNACLE AWARDS



Our second largest, highly anticipated, and regularly sold-out celebration of the most influential women who are changing Greater Boston through leadership, excellence in entrepreneurship, management, and lifetime achievement, the Pinnacle Awards is one of our most exciting and impactful events. Attendees include the region's top business, nonprofit, and government leaders. Your company enjoys high impact and visibility.

CONFIRMED 2022 SPONSORS:



Morgan Stanley



- Presenting Sponsor: **\$25,000**
- Platinum Sponsor: **\$15,000**
- Past Honorees Sponsor: **\$10,000**
- March 3-4, 2022
- 1,200 attendees on average
- Sponsors are industry-exclusive within category.

Tailored to you: member-exclusive events

CHAMBER NETWORKING GROUP



This free members-only, speed-networking style event creates transformative connections that develop into strong business relationships. Attendees leave an event with at least 20 new connections. Sessions are hosted both virtually and in-person at the Chamber and other locations around Boston.

- **\$5,000** full series
- **\$2,500** per event
- Quarterly
- 75 attendees on average

SOLD

ECONOMIC OUTLOOK FORUM



This free, members-only event focuses on the outlook of Greater Boston's economy for the year ahead, including a discussion of potential opportunities and challenges facing the business community. Prominent speakers for this forum include leaders from the Federal Reserve Bank of Boston, Harvard Kennedy School, and more.

- **\$25,000** exclusive sponsorship
- January
- 200-300 attendees on average

CONFIRMED 2022 SPONSOR:



Watch our virtual
conversations on YouTube



PROMINENT PLACEMENT

Whether you sponsor an annual event or a series, your logo will appear:

- On our website's event landing page
- In all dedicated promotional emails, including monthly calendar email, and across social platforms
- Visibility on virtual platform or on-site signage such as easel signs, standing signs, table card signs
- During the in-show presentation (if applicable)



Can't-miss speaker series

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GOVERNMENT AFFAIRS FORUM



Our impactful Government Affairs Forum series features the most prominent elected and appointed officials in City and State government as dynamic speakers. Our renowned government speakers often use this event to break news of their strategies to keep Greater Boston and the Commonwealth competitive, and the Forum attendees are the most influential policy makers in the region. This series sponsorship reaches the most prestigious leaders at the event and also provides extended reach through our media partnership with Comcast via Xfinity on Demand.

- **\$100,000**
- Seven programs per year
- 250 attendees on average

CONFIRMED 2022 SPONSOR: **BANK OF AMERICA**

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EXECUTIVE BRIEFING SERIES



The Executive Briefing Series convenes senior executives with other Presidents, CEOs, and Chairpersons from the region's top companies. Your sponsorship will create interactive and timely conversations for these exclusive, invitation-only event. These unique programs highlight top executives from various industries as either a featured speaker or on a panel of multiple CEOs.

- **\$15,000**
- Three programs are planned
- Limited to 30 attendees

CONFIRMED 2022 SPONSOR: **HINCKLEY ALLEN**

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WOMEN'S NETWORK FORUMS



Our Women's Network provides networking programs and career enrichment and development for women at all professional levels and spotlights the accomplishments and positive influence women have on our region. These popular and often sold-out monthly programs feature speakers from a wide variety of professions. Speakers share their insights, expertise, and stories of success with attendees from a broad cross-section of career levels and industries, providing your brand exposure among a wide audience.

- **\$25,000** per series of three forums
- 200+ attendees

CONFIRMED 2022 SPONSORS:



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FUTURE OF WORK SERIES



Building on its successful "Future of Boston" series in 2020 and 2021, the Chamber has produced a new "Future of Work" series that is designed to share information and resources with the business community through multiple platforms, including forums, convenings, online discussions, virtual resources, and thought leadership pieces. As business leaders navigate the next normal, this robust series offers expert, timely perspectives that prepare the business community for what's to come.

- **\$75,000** Sponsorship
- 200+ attendees
- 5 event series

The future of our region requires resilient and agile companies that recognize the innovation and empathy required to support our vibrant, diverse workforce and communities, and keep the region and local companies competitive in the global marketplace

CONFIRMED 2022 SPONSOR **MASSACHUSETTS**

NEW

WEALTH GAP SERIES



As of 2015, research by the Federal Reserve Bank of Boston defined the median net worth of a white family was \$247,500, while the median net worth of a Black family was \$8. To help address this inequity, the Chamber has launched a series to advance the business community's awareness of and commitment to closing the racial wealth gap. The series will highlight cutting-edge solutions to the persistent inequities seen in Boston and create a space for collaboration among the city's business and community leaders.

- **\$75,000** Sponsorship
- 200+ attendees
- 5 event series

Speakers will include business, government, and non-profit leaders. Attendees can expect to leave with research and data as well as necessary next steps to close the racial wealth gap.

CONFIRMED 2022 SPONSOR **Putnam INVESTMENTS**



Engaging and empowering the next generation



City Awake, a program of the Greater Boston Chamber of Commerce, empowers the next generation of leaders to engage in dialogue around the most pressing issues facing our region. Through monthly programming, young professionals strengthen their roots to the broader business and civic communities while building connections across sectors. City Awake makes it easier for businesses to empower, invest in, and retain emerging talent by recognizing, celebrating, and engaging their young professionals in an exciting portfolio of community building events and topical discussions.

[MORE PHOTOS...](#)

CITY AWAKE SPONSORSHIP



As a City Awake Sponsor, your brand will play an integral role in empowering, celebrating, engaging, and retaining emerging talent within the Greater Boston region. This year's City Awake curriculum will include civic engagement experiences, community activations and involvement, volunteer opportunities, professional exposure nights, and a continuation of our Fierce Urgency of Now Connection Campaign*. Each segment of City Awake's curriculum is designed to deepen engagement and strengthen the relationships of the next generation with business, civic, and community leaders as well as the people, initiatives, and spaces that make up Greater Boston.

Young professionals involved in City Awake build their networks, enhance their voice, expose themselves to relevant discussions and initiatives, and deepen their overall positioning within the city. The next generation is the future of our region, and City Awake is the platform where all young professionals are given a seat at the table.

*The Fierce Urgency of Now festival is included in the Executive Sponsorship

CONFIRMED 2022 SPONSOR:



- **\$75,000**
Executive Sponsor
- **\$50,000**
Title Sponsor
- Minimum of 8 programs per year

FIERCE URGENCY OF NOW FESTIVAL



This one-of-a-kind, multi-day annual festival hosted by City Awake, the Chamber's premier young professional platform, convenes over 6,000 members of our community and reaching close to 5-million online viewers. With five-days and over thirty decentralized events hosted by organizations across Greater Boston, Fierce Urgency of Now convenes Boston's diverse young professionals together with business leaders, organizations, and their peers to build connection, advance careers, and ignite positive change. This festival is centered around celebrating Boston's diversity and ensuring that success within Greater Boston is accessible for every young professional, especially young professionals of color. Fierce Urgency of Now welcomes anyone who is passionate about rewriting the narrative of Boston – making it a more inclusive and equitable city than ever before. With planning for the 2022 hybrid festival already in motion, attendees can expect emphasis on access, belonging, and recovery. Join us in building a stronger Boston.

*The entire City Awake curriculum is included the Executive Sponsorship. For more information on City Awake, our young professional platform, head to the City Awake Sponsorship section.

- **\$75,000**
Title Sponsor
- **\$50,000**
Executive Sponsor
- **\$25,000**
Presenting Sponsor
- **\$15,000**
Platinum Sponsor
- **\$10,000**
Gold Sponsor
- Expected attendance of 6,000+



Developing talent

LEARNING & DEVELOPMENT PROGRAMS



Our learning and development programs connect participants with the skills and networks they need to contribute to the success of their organizations and to make Greater Boston the most welcoming and inclusive place to work.

The Chamber's talent development programs consist of cohort-based and certificate programs, meeting talent and organizations where they are.

- **\$50,000** for exclusive sponsorship for both programs
- **\$25,000** for Boston's Future Leaders
- **\$25,000** for Women's Leadership Program

BOSTON'S FUTURE LEADERS (70 participants)



Boston's Future Leaders equips emerging leaders with the skills and networks they need to lead Boston into the future. This year-long, eight-month program offers curriculum presented in collaboration with Harvard Business School, a hands-on project with one of the most influential institutions in the region, networking, and speaker programs. The program will be offered with a combination of in-person and virtual sessions to accommodate multiple learning styles.

WOMEN'S LEADERSHIP PROGRAM (2 cohorts of 65)



Presented in partnership with Simmons University, this seven-month program empowers women at all stages in their careers with the skills and network they need to excel in their own careers and to create the conditions for other women to thrive. Throughout the program, participants are also integrated into the Chamber's Women's Network, the largest women's network in New England. To make the program as accessible and inclusive as possible, our content will be offered in two formats: one virtual and one in-person cohort.

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TRANSFORMATIONAL DEI CERTIFICATE



Fluency in diversity, equity, and inclusion is critical for business success in our increasingly complex and networked worlds, and the urgency has never been more clear. We are making the business case to invest in diversity, equity, and inclusion. In this six-session leadership development series, offered in partnership with Diversity@Workplace Consulting Group, participants at any level of their organization will be equipped with actionable tools and techniques to bring back to their workplace. This sponsorship offers an unmatched opportunity to demonstrate your company's dedication to diversity, equity, and inclusion. As a sponsor, your company will have the opportunity to send up to four program participants from your organization.

CONFIRMED 2022 SPONSORS:



- **\$10,000** three industry-exclusive sponsorship opportunities

INCLUSIVE MANAGERS CERTIFICATE



It is more important now than ever for managers to be able to lead equitably, inclusively, and effectively. In this four-part leadership development series, participants will learn essential competencies for successfully managing diverse teams. This sponsorship offers an unmatched opportunity to demonstrate your company's dedication to effective management and diversity, equity, and inclusion. As a sponsor, your company will have the opportunity to send participants from your organization.

- **\$10,000**

We are actively working to launch new programming focused on skills and workforce development in 2022. Contact us for more information and sponsorship levels.



Supporting small business

SMALL BUSINESS EXCLUSIVE PARTNER



At the Chamber, more than half of our members fall into our small business membership tier. We support them through public policy initiatives, programs, and events designed to connect small business leaders to their peers and larger companies. Your sponsorship of these initiatives elevates your brand among our small business members and establishes you as a supporter of small business development in the Greater Boston region.

• **\$25,000**

Included with this sponsorship are the below opportunities:

- Presenting sponsor of the Chamber's Small Business of the Year Awards
- Logo featured as Small Business Partner on all promotional emails to our Small Business newsletter
- Host small business members at 10 events per year

SMALL BUSINESS OF THE YEAR AWARDS GOLD SPONSORS



Our Small Business of the Year Awards recognize the region's leading small businesses that display commitment to managing and improving their organizations employees and communities. These awards have continued strongly for over 35 years and have honored small businesses such as The Urban Grape, Crown Castle, Cruz Companies and BSC Group – plus many more! Honorees receive virtual visibility and promotion to help create business opportunities and elevate their brands.

- **\$5,000**
- June-July
- Unlimited sponsors
Industry exclusive

HOST SMALL BUSINESS MEMBERS AT EVENTS



What better way to demonstrate your commitment to small businesses than to host small business members at our events? You will have dedicated virtual rooms to connect with small business guests on our virtual platform and/or a dedicated table to host members at our monthly Women's Network, Government Affairs Forums or BIMA programming.

- **\$10,000**
- Host 10 small business members at 10 events per year
- Unlimited sponsors
Industry exclusive

City to City: an exclusive networking & learning experience

The very best of Greater Boston's business, nonprofit, and civic leadership hit the road together to explore exciting regional and U.S. metro areas to exchange knowledge with their counterparts, create dialogue, and bring back best practices to apply here in Greater Boston. Your participation as a sponsor with City to City puts your brand front and center with Boston's business and civic leaders, as well as leaders in other major cities.



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PRESENTING SPONSOR



Your organization will be recognized as an industry-exclusive sponsor for an in-person City to City program. Opportunities include company logo and name visibility, a speaking role, and connections to business and civic leaders from Greater Boston and the selected "host" city.

- **Variety of sponsorship per day**
- **75 attendees on average**
- **One sponsor per day**

CONFIRMED 2022 SPONSOR:



Advertising directly to the Boston business community

The Chamber's brand is highly respected and reaches deep into the business community. Our newsletters and website are regularly visited by our 1,300 members and their tens of thousands of employees, as well as the broader business community. Integrating your brand with ours provides your company with a unique way to connect with Greater Boston's businesses. Your logo will be featured prominently at the top of each email.



MONTHLY CALENDAR OF EVENTS



Distributed 12 times each year, our Monthly Calendar reaches a highly engaged audience of 9k recipients of the business community in the Greater Boston region, with an average open rate of approximately 25 percent. This functional resource features our monthly events and allows for easy event registration. This is an opportunity to get your brand the visibility across the business community when you need it most. Sponsors receive clickable logo placement at the top of all monthly email campaigns.

- **\$1,000 per month**
- **Monthly**
- **Additional features-dedicated sponsored highlights for additional fee**

CONFIRMED 2022 SPONSOR:



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THE ROUND-UP



Published on the second and fourth Monday of each month, the Round-Up is your go-to for Chamber news, in short snippets. This sleek email features important announcements, upcoming events, public policy updates, Chamber news, and member news. The Round-Up was created due to a demand for a high-level summary of all we do. It's ideal for busy professionals looking to minimize their inbox without sacrificing important updates. Sponsors receive logo placement in bi-monthly email campaigns, plus the opportunity to add-on a dedicated section featuring pertinent news and information related to your company if applicable.

- **\$5,000 per quarter**
- **Exclusive full-year sponsorship available**
- **Additional features-dedicated sponsored highlights for additional fee**
- **23 flights per year**

CONFIRMED 2022 SPONSOR:



Equity through procurement

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PACESSETTERS



We are growing an ecosystem of some of Massachusetts and the nation's most influential corporations who want to help close the racial wealth gap and transform economic opportunity by increasing spend with minority business enterprises. We are looking for sponsors who want to be seen as a figurehead for this collective effort to champion supplier diversity in a way that can truly make equity a reality for businesses and communities of color.

Sponsors will receive visibility across our full range of program initiatives, events, communications, and now have the chance to be the lead sponsor for our brand-new Pacesetters Awards.

- **Variety of Levels from \$25,000 - \$100,000**

CONFIRMED 2022 SPONSOR:  **Eastern Bank**
JOIN US FOR GOOD





Spark innovation



MITX

MITX, the Massachusetts Innovation and Technology Exchange, fosters the region's forward-thinkers that drive innovative technologies and the future of customer experiences. MITX is the spark uniting a dynamic community of professionals in user experience, data analytics, and e-commerce, ensuring organizations stay relevant and businesses stay vital. A MITX sponsorship is an effective way to engage with the most compelling companies in New England who are working to elevate Boston's reputation as a hub of innovation.



- Networking Events: **\$5,000-\$25,000**
- Thought Leadership Events: **\$5,000-\$25,000**



BIMA

BIMA, the Boston Interactive Media Association, is the Chamber's hub for marketing and media professionals to interact and engage in on-going learning to stay agile in an ever-evolving industry. The BIMA community connects through networking, educational, and custom programs to keep the media and marketing community up to date on the latest trends and topics. BIMA is a resource for marketing and media professionals to stay connected and amplify Boston's creative talent. By sponsoring BIMA events, you'll increase your visibility and commitment to Massachusetts' thriving digital media industry, with opportunities for thought leadership recognition and to reach key decision makers at scale.



- Networking Events: **\$5,000-\$25,000**
- Thought Leadership Events: **\$5,000-\$25,000**



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Interested? Please contact:

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