



Greater Boston
Chamber of Commerce

2023 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 1,200+ 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, community engagement, and impact strategy.

The 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

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; Transformational DEI Certificate; LGBTQIA+ Ally Seminar; Women's Leadership Program; Pacesetters; Women's Network



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; Women's Network Events; City Awake; Fierce Urgency of Now Festival; Boston's Future Leaders; City to City; 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; City Awake; Fierce Urgency of Now Festival; Transformational DEI Certificate; One-Day Professional Development Seminars; Supporting Small Business



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; City to City; Supporting Small Business; Annual Meeting; Pinnacle Awards; Fierce Urgency of Now Festival; Boston's Future Leaders; Pacesetters



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.

- Presenting Sponsor: **\$50,000**
- Platinum Sponsor: **\$25,000**
- Gold Sponsor: **\$10,000**
- Silver Sponsor: **\$5,000**
- May 16, 2023
- 1,500+ 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 2023 SPONSORS:



Deloitte



Seyfarth

SUFFOLK



- Presenting Sponsor: **\$25,000**
- Platinum Sponsor: **\$15,000**
- Past Honorees Sponsor: **\$10,000**
- January 27, 2023
- 1,200 attendees
- Sponsors are industry-exclusive within category.

Tailored to you: member-exclusive events

MAXIMIZE YOUR MEMBERSHIP



Free and designed specifically for members, these events provide an overview of the best way to optimize your Chamber membership. After a fun presentation of the Chamber's programs, networks, and public policy agenda, network with Chamber staff and members to build transformative connections.

- **\$5,000**
- Small Business Sponsor: **\$2,500**
- 4 sessions in series
- 50 attendees on average

SOLD

ECONOMIC OUTLOOK FORUM



This free 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 have included leaders from the Federal Reserve Bank of Boston, U.S. Department of Labor, Harvard Kennedy School, and more.

- **\$25,000**
- December
- 250 attendees on average

CONFIRMED 2023 SPONSOR: **M&T Bank**



SPONSOR VISIBILITY

Whether you sponsor an annual event or series, your logo and/or company will be:

- Listed on our website's event landing page
- In all dedicated event promotion, including monthly calendar email, dedicated event emails, and across social promotion
- Featured on all onsite printed and/or digital signage (as applicable based on venue and event format)
- Acknowledged during the event verbally by opening Chamber representative.



Can't-miss speaker series

SOLD

GOVERNMENT AFFAIRS FORUM



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

CONFIRMED 2023 SPONSOR: **BANK OF AMERICA**

- **\$100,000**
- **6 sessions in series**
- **250 attendees on average**

WOMEN'S NETWORK EVENTS



Women's Network convenings are the Chamber's most popular events. Ranging from intimate dinners to networking receptions to large forums, these gatherings explore timely topics and feature outstanding leaders in business, academia, non-profit, and government from across our region, such as the women of the Boston City Council; Betty Liu, former Executive Vice Chairman, NYSE; and Ursula Burns, former CEO, Xerox. Past topics include women and wealth management, workplace culture, ESG investing, and how to be an effective ally.

- **\$25,000 per series of three events (2 series / year)**
- **200+ attendees on average**

Public Policy: creating meaningful impact

Our policy priorities are designed to advance Greater Boston's global competitiveness, support a dynamic region, and attract and retain world class talent. We are a trusted, go-to resource for members, policymakers, and the public on issues affecting businesses, employers, the workforce, and the economy in Boston and the Commonwealth.

NEW

PUBLIC POLICY PACKAGE



By sponsoring the Chamber's Leadership Council Meetings and Policy Updates, your organization will receive prime visibility among the business community's public policy leaders and experts.

Your organization will gain access to elected officials and business representatives from every sector of the Commonwealth's economy. In 2023, the Chamber will feature the Chair of the Senate Ways and Means Committee and the Chair of the House Ways and Means Committee in biannual Leadership Council meetings. Also, your reach will be extended through the Policy Update newsletters, with more than 3,000 subscribers, including elected officials, policymakers, and business leaders.

- **\$25,000**
- **2 Leadership Council Meetings**
- **12 Policy Update Newsletters**



Engaging and empowering the next generation



CITY AWAKE

City Awake, Greater Boston Chamber of Commerce's young professional platform, empowers the next generation of leaders to engage in dialogue around the most pressing issues facing our region. City Awake centers 20-30-year-olds, seeking to retain them in Greater Boston with an intentional strategy of cross-sector collaboration. This effort is to increase social capital through a blend of programming designed to highlight the region's cultural vibrancy and connect them to personal and professional networks in industries and communities across Massachusetts.

Through monthly programming, young professionals strengthen their roots in the broader business and civic communities while building connections across sectors. City Awake makes it easier for organizations 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.

CITY AWAKE SPONSORSHIP



City Awake empowers rising leaders to stay invested in the region's future success. City Awake's programming includes civic engagement experiences, community involvement and 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. As a City Awake sponsor, your company can choose an event series that aligns with your company's values while supporting the investment in a talented and competitive workforce.

Curriculum Series Offered:

- Words of Wisdom Speaker Series
- Civic and Community Engagement
- Cultural and Social Experiences

The entire City Awake curriculum is included in the Executive Sponsorship opportunity for the Fierce Urgency of Now Festival. For more information, see the Fierce Urgency of Now Sponsorship section below.

CONFIRMED 2023 SPONSOR:  **JACK MORTON**

- **\$10,000 - \$25,000**
- Unlimited sponsors; Industry exclusive

FIERCE URGENCY OF NOW FESTIVAL



Since inception, this one-of-a-kind, multi-day annual festival hosted by City Awake has convened over 10,000 members of our community and reached over 4 million online viewers. With five-days and over thirty decentralized events hosted by organizations across Greater Boston, the Fierce Urgency of Now Festival serves as a blueprint for how to create immersive and diverse experiences that include all races, cultures, life experiences, and socioeconomic backgrounds. The festival unites and explores neighborhoods, builds meaningful connections, provides access to new spaces, supports small businesses, immerses young professionals in varying art forms, and facilitates intentional conversations. Join us in building a stronger Boston.

*The entire City Awake curriculum is included in the Executive Sponsorship.

CONFIRMED 2023 SPONSOR:  **Bank**
America's Most Convenient Bank®

- **\$75,000 *** Executive Sponsor
- **\$25,000** Presenting Sponsor
- **\$15,000** Platinum Sponsor
- **\$10,000** Gold Sponsor
- 2,000+ attendees on average
- September 12-16





Developing & retaining talent-learning & development programs

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

The Chamber offers three types of professional development opportunities to meet the business community's needs: long-term cohort-based programs, short-term certificate programs, and one-day seminars on specific themes and topics for a targeted audience.

LONG-TERM COHORT-BASED PROFESSIONAL DEVELOPMENT

SOLD

BOSTON'S FUTURE LEADERS



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.

- **\$25,000**
- **2 participant seats included**
- **80 participants**

CONFIRMED 2023 SPONSOR: **nationalgrid**

LONG-TERM COHORT-BASED PROFESSIONAL DEVELOPMENT

WOMEN'S LEADERSHIP PROGRAM



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.

- **\$25,000**
- **2 participant seats included**
- **120 participants across 2 cohorts**

SHORT-TERM CERTIFICATE PROGRAM

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TRANSFORMATIONAL DEI CERTIFICATE



Fluency in diversity, equity, and inclusion (DEI) is critical for business success in our increasingly complex and networked world. This 6-session leadership development series, offered in partnership with Diversity@Workplace Consulting Group, equips participants at any level of their organization with actionable tools and techniques to execute in their workplace. This sponsorship offers an unmatched opportunity to demonstrate your company's dedication to DEI through the Chamber's consistently highest ranked professional development program. This program is offered twice a year virtually.

- **\$10,000**
- **2 participant seats included**
- **75 participants**

CONFIRMED 2023 SPONSOR: **COMCAST**

ONE-DAY PROFESSIONAL DEVELOPMENT

NEW

SEMINARS & WORKSHOPS



Based on membership demand, the Chamber added one-day professional development opportunities to its learning & development portfolio in 2022. These hyper-focused programs explore relevant themes and topics through content geared toward small to medium sized businesses, with programs changing each year. The 2023 lineup includes how to be an LGBTQIA+ ally in the workplace (half-day virtual workshop) and creative approaches to team building (full-day in-person seminar).

- **\$7,500** Medium business sponsorship (2 participant seats per seminar)
- **\$2,500** Three small business sponsorships (1 participant seat per seminar)
- **50 – 100 participants**



Supporting small business

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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.

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 in our monthly Small Business newsletter
- Host small business members at 7 events per year

CONFIRMED 2023 SPONSOR: 

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SMALL BUSINESS OF THE YEAR AWARDS



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, BSC Group, and many more! Honorees receive virtual visibility and promotion to help create business opportunities and elevate their brands.

CONFIRMED 2023 SPONSOR: 

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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 seating and/or dedicated virtual rooms to connect with small business guests on our virtual platform to host members at our monthly BIMA, Women's Network, or Government Affairs Forums.

CONFIRMED 2023 SPONSOR: 

• **\$25,000**

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

- **\$10,000**
- Host small business members at 7 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 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 and 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**
- **50-75 attendees**
- **Unlimited sponsors**

CONFIRMED 2023 SPONSOR:  **PNC BANK**

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 1,200 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.

JAN	JULY
FEB	AUG
MAR	SEPT
APR	OCT
MAY	SOLD
JUNE	SOLD

MONTHLY CALENDAR OF EVENTS



Distributed 12 times each year, our Monthly Calendar reaches a highly engaged audience of 10k 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**
- **Dedicated sponsored highlights for additional fee**

CONFIRMED 2023 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 the Chamber's actions and updates. It is 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**
- **23 flights per year**
- **Dedicated sponsored highlights for additional fee**

CONFIRMED 2023 SPONSOR:





Pacesetters: Economic inclusion through supplier diversity

EXECUTIVE SPONSOR



Become a lead sponsor of the full Pacesetters initiative, gaining visibility across all programming, communications, and events in 2023.

- **\$75,000 - \$100,000**
- Unlimited sponsors

CONFIRMED 2023 SPONSOR:  **Eastern Bank**
JOIN US FOR GOOD™


MBE CHAMPION



Lead in reimagining our offering for MBEs and partner with us to develop new programming which enhances the success of business engagement with MBEs in Greater Boston and beyond.

- **\$8,000 - \$25,000**
- Unlimited sponsors
- Industry exclusive

The prosperity of MBEs plays a key role in economic inclusion for individuals and communities of color, and we need to do more to champion MBEs and support their innovative products and services which reflect the true diversity of our region.

CONFIRMED 2023 SPONSOR:  **Liberty Mutual.**
INSURANCE

THE 2023 PACSETTERS AWARDS



Be the face of the biggest event in the Pacesetters calendar.

We created the Pacesetters Awards to highlight the critical efforts being taken in procurement and supplier diversity to achieve economic inclusion for MBEs. The awards recognizes the region's company of the year, deal of the year, and individual of the year.

- **\$7,000 - \$15,000**
- Unlimited sponsors
- Industry exclusive

[Watch our recap of the 2022 awards here!](#)



BIMA: Tap into Boston's digital media community



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 and educational programs to keep the media and marketing community up to date on the latest trends and topics. With Boston's leading agencies and top brands as part of our ecosystem, aligning your company with BIMA will ensure that all eyes are on you – a sure way for business doors to open!

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BIMA THOUGHT LEADERSHIP



Build your company's reputation and commitment to Massachusetts' thriving digital media industry by sponsoring BIMA thought leadership events. Our events will further your brand visibility by showcasing your expertise and reaching key decision makers.

Past topics include: Preparing for a Cookieless Future, Data privacy, CTV & social video, CMO Year End Review, and more.

• **\$5,000 - \$25,000**

CONFIRMED 2023 SPONSOR: **ACTIVISION** | **BLIZZARD**

BIMA SIZZLER



The BIMA Summer Sizzler event brings together over 300 professionals from the agency, publisher, and tech provider community for an evening of summer entertainment. This is BIMA's premier summer networking event.

- **\$5,000 - \$25,000**
- Including opportunities to sponsor branded activations at event (additional costs may apply pending activation selection)
- Unlimited sponsors

BIMA GALA



The BIMA Holiday Gala is the industry event of the year, where 500 attendees can celebrate the year's successes with their teams in style and network with hundreds of digital media professionals. Guests enjoy drinks, delicious apps, and plenty of fun activations from leading brands.

- **\$7,000 - \$25,000**
- Including opportunities to sponsor branded activations at event (additional costs may apply pending activation selection)
- Unlimited sponsors



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Interested? Please contact:

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