



2024 Sponsorship Opportunities



Valuable branding that elevates your business in Greater Boston

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 the most valuable, long-term strategy for reaching today's business leaders to ensure tomorrow's growth. With more than 1,200 businesses and 100,000 employees in our membership, our virtual, in-person, and hybrid events engage the local community with millions of impressions, robust earned media, and more than 10,000 annual attendees representing every industry as well as age, racial, and ethnic diversity. Chamber sponsorship is your company's driving force to maximize your brand's long-term prominence, elevate meaningful community engagement, and lead impactful business strategies.

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.



This icon next to a program signifies that it is administered through the Chamber Foundation, a 501(c)(3), and qualifies as a charitable contribution. Reach out to us to learn more.

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. 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; 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; Workplace Wellbeing Certificate; 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 2, 2024
- 1,500+ attendees on average

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, with whom your company will enjoy high impact and visibility.

CONFIRMED 2024 SPONSORS:



- Presenting Sponsor: **\$25,000**
- Supporting Sponsor: **\$10,000**
- Past Honorees Sponsor: **\$20,000**
- January 26, 2024
- 1,200 attendees
- Presenting Sponsors are industry-exclusive within category.

Tailored to You: Member-Exclusive Events

MAXIMIZE YOUR MEMBERSHIP



Free and designed specifically for members, this event provides 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
- 75 attendees on average

CONFIRMED 2024 SPONSOR:



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 2024
- 250 attendees on average

CONFIRMED 2024 SPONSOR:



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
- Included in all dedicated event promotion, including monthly calendar email, dedicated event emails, and across social platforms
- 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

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. Our renowned guests 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.

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

CONFIRMED 2024 SPONSOR: **BANK OF AMERICA** 

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WOMEN'S NETWORK EVENTS



Celebrating its 30th Anniversary in 2024, the 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 venues across the city, while featuring outstanding leaders in business, academia, non-profit, and government from across our region, such as the women of Boston City Council; Jenny Holaday of Encore Boston; Lynn Perry Wooten of Simmons College; and Ursula Burns, former CEO, Xerox. Past topics include: Financial Wellness, Women in STEM, Entrepreneurship, Leadership Across Generations, and Workforce innovation.

- **\$25,000 per series of 3 events**
- **\$10,000 per event**
- **200+ attendees on average**

CONFIRMED 2024 SPONSORS:



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.

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PUBLIC POLICY PACKAGE

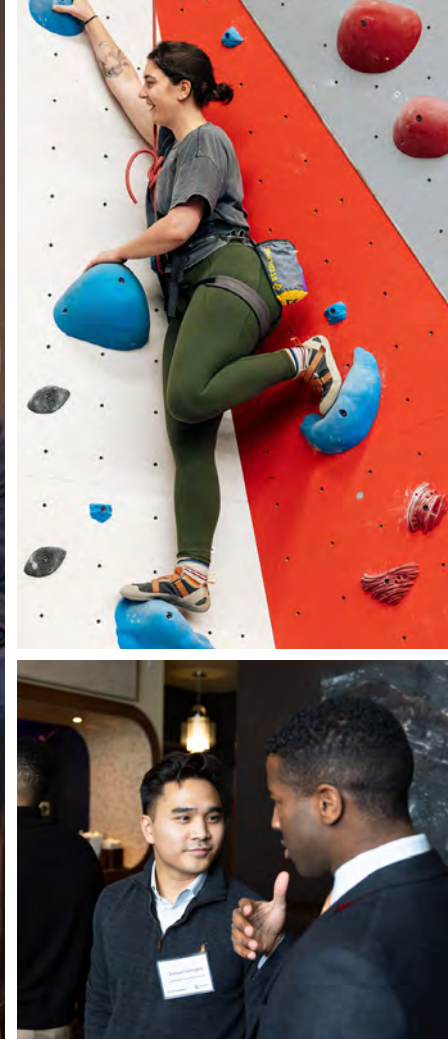


By sponsoring the Chamber's Leadership Council Meetings and Policy Updates, your organization will receive prime visibility among the business community's public policy leaders and experts.

Your organization will gain access to elected officials and business representatives from every sector of the Commonwealth's economy. In 2024, 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**

CONFIRMED 2024 SPONSOR: 



Engaging & Empowering Our Rising Leaders – The Next Generation is Now!



City Awake, the 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 the voices of 20-30-year-olds by hosting monthly programming that strengthens their roots in Greater Boston's business and civic communities. Through an intentional strategy of cross-sector collaboration, this effort is designed to welcome and retain young professionals by highlighting the region's cultural vibrancy and connecting young professionals to personal and professional networks in industries and communities across Massachusetts. 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



City Awake empowers rising leaders to stay invested in the region's future success. Each segment of City Awake's curriculum is designed to deepen engagement and strengthen the relationships of young professionals with business, civic, and community leaders as well as the people, initiatives, and spaces that make up Greater Boston. Example programming includes civic engagement experiences, community involvement and volunteer opportunities, professional exposure events, and a continuation of our Fierce Urgency of Now Lives On Campaign. 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 2024 FUNDERS:



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



FIERCE URGENCY OF NOW FESTIVAL



Build, celebrate, and experience a better Boston that brings immersive opportunities for diverse young professionals to make connections, advance careers, and ignite positive change at the Fierce Urgency of Now Festival.

The festival unites individuals across all communities and backgrounds to call attention to moral, civic, and business reasons that ensure diverse young professionals experience Greater Boston as somewhere where they belong, feel supported, and want to live, work, and play. Since inception, this multi-day annual festival hosted by City Awake has convened over 10,000 members of our community and reached over 4 million online viewers.

The Fierce Urgency of Now festival is not just an event that happens once a year. Through City Awake's F.U.N. Lives On program series, diverse young professionals and business leaders can invest in ongoing engagements throughout the year that continue conversations impacting the community while showcasing the cultural vibrancy of our region.

Join us in building a strong Boston.

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

CONFIRMED 2024 FUNDERS:



- Presenting Sponsor: **\$75,000 ***
- Executive Sponsor: **\$50,000**
- Platinum Sponsor: **\$25,000**
- Gold Sponsor: **\$15,000**
- Silver Sponsor: **\$10,000**
- Bronze Sponsor: **\$5,000**
- F.U.N. Lives On Sponsors: **\$10,000**
- September 2024



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

BOSTON'S FUTURE LEADERS

Boston's Future Leaders equips emerging leaders with the skills and networks they need to lead Boston into an innovative, equitable future. This ten-month program offers curriculum presented in collaboration with Harvard Business School, networking, a leadership challenge, and an individual action project.

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

LONG-TERM COHORT-BASED PROFESSIONAL DEVELOPMENT

WOMEN'S LEADERSHIP PROGRAM

Presented in partnership with Simmons University Institute for Inclusive Leadership, this ten-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** per cycle
- Small Business Sponsor: **\$5,000**
- 2 cycles available
- 2 participant seats included
- 75 participants

CONFIRMED 2024 SPONSOR:  COMCAST

ONE-DAY PROFESSIONAL DEVELOPMENT

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 towards small to medium sized businesses, with programs changing each year. The 2024 lineup includes How to Be an LGBTQIA+ Ally in the Workplace (half-day virtual workshop) and a half- to full-day in-person seminar in the fall on a topic to be determined.

- Medium Business Sponsorship: **\$7,500** (2 participant seats per seminar)
- Three Small Business Sponsorships: **\$2,500** (1 participant seat per seminar)
- 50 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
- Host a dinner for the Chamber's Small Business of the Year Award winners

• **\$35,000**

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 Denterlein, 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.

- **\$5,000**
- May-June 2024
- 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 seating to host members at our BIMA, Women's Network, or Government Affairs Forums.

- **\$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, non-profit, and civic leadership hit the road together to explore exciting 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 business and civic leaders across 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.

- **\$5,000 - \$25,000**
- **50-75 attendees**
- **Unlimited sponsors**

CONFIRMED 2024 SPONSOR: **Benchmark STRATEGIES**



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.

SOLD	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 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
- **Small Business Sponsor: \$500** per month
- **Monthly**
- **Dedicated sponsored highlights for additional fee**

CONFIRMED 2024 SPONSOR:



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.

- **\$20,000** per year
- **23 flights** per year
- **Dedicated sponsored highlights for additional fee**



Pacesetters: Economic Inclusion Through Supplier Diversity

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PACESETTERS



Become a lead sponsor of the full Pacesetters initiative, gaining visibility across all programming, communications, and events in 2024.

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

CONFIRMED 2024 FUNDER:  **Eastern Bank**
JOIN US FOR GOOD

(c)(3)


MBE CHAMPION



Lead in providing insights and exposure for MBEs and partner with us to support our Behind the Scenes of an MBE program series as well as develop new programming which enhances the success of business engagement with businesses of color in Greater Boston and beyond.

- **\$10,000 - \$25,000**
- Unlimited sponsors

Behind the Scenes of an MBE gives buyers and diverse businesses a behind the scenes look at the challenges MBEs face and the advantages of working with them. This event creates an open dialogue for CEOs of color to share their perspective on the role procurement plays in supporting the growth of MBEs.

CONFIRMED 2024 FUNDER:  **Liberty Mutual**
INSURANCE

(c)(3)

DOING BUSINESS SERIES



The Pacesetters Doing Business webinar series allows businesses of color to hear directly from participating Pacesetter companies to learn their unique procurement and directly ask procurement officers questions about the intricacies of their programs.

- **\$5,000** per quarterly webinar
- MBE Sponsor: **\$2,500**

[Watch past Doing Business webinars here!](#)

(c)(3)

THE 2024 PACESETTERS AWARDS



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

We created the Pacesetters Awards to highlight and celebrate the critical efforts being taken in procurement and supplier diversity to achieve economic inclusion for businesses of color. The awards recognize the region's company of the year, partnership of the year, and champion of the year.

- Exclusive Sponsor: **\$25,000**
- Unlimited Sponsor: **\$10,000**
- Small MBE Sponsor: **\$2,500**

[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!

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, showcasing your brand's expertise and reaching key decision makers.

Past topics include: Generative AI, Data Privacy, Channel Diversification, Preparing for a Cookieless Future, CTV & Social video, CMO Year in Review, and more.

- **\$5,000 - \$25,000**
- 4 Available

BIMA SIZZLER



The BIMA Summer Sizzler event brings together over 350 professionals from the agency, publisher, and tech provider community for an evening of summer entertainment. This is BIMA's premier summer networking event.

- **\$6,000 - \$20,000**
- Including opportunities to sponsor branded activations at event (additional costs may apply pending activation selection)

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 appetizers, 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)



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Interested? Please contact:

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