# SPONSORSHIP PROPOSAL

**AI ADVANTAGE**: LEADING THE COMMONWEALTH FORWARD

Greater Boston
Chamber of Commerce

A NEW CHAMBER EVENT SERIES:

## AI ADVANTAGE

LEADING THE
COMMONWEALTH **FORWARD**

DATE

2024

PROPOSED BY

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Sr. Programs Manager

**AI Advantage: Leading the Commonwealth Forward**
**Winter 2024 – Fall 2025**

**$75,000 | Exclusive Sponsorship**

**$25,000 | Single Event**

## Description:

The ongoing AI revolution is significantly influencing the region's businesses, workforce, and economy. As the leading voice of the business community, the Chamber is dedicated to ensuring Massachusetts remains at the forefront of AI innovation both nationally and globally, cementing its role in this technological transformation.

This year we will be launching a new, complimentary series that will convene experts to explore how AI is swiftly transforming industries, fostering innovation, and reshaping the economy.

These events will provide an in-depth examination of how artificial intelligence is set to drive substantial changes in one of the nation's most influential regions. Join us to gain insights into how AI is paving the way for a new era of economic growth and transformation.

## Goal:
Ensure Massachusetts maintains and grows its competitive advantage in the technological revolution.

## Audience/Purpose

The State of AI Series will offer a platform to discuss the urgent crisis Greater Boston faces by bringing in leading experts in the field to discuss this revolution and talk about what the future of technology means for the business community and our region. This series will also help create broader awareness among the audience. The Chamber is uniquely positioned to bring together leaders from every community and industry and this series will leverage our relationships and convene the business community on this unavoidable topic that is affecting employees and employers every day.

These events will be free of charge and open to members and non-members.

## Format:

A series of public forums designed to inform the Greater Boston business community on the various levels and implications of AI on the economy and employee engagement. The forums will dive into an overall look into AI, ethics, policies, and more.

This program would be offered virtually and consist of four to five different topic sessions. Virtual format will be more conducive for accessibility and may be better attended when more of an informational or panel style program. Sessions would either start with a presentation then lead to a panel of experts that would be facilitated. In all sessions we would allow questions at the end of each event.
The Chamber will convene at minimum four forums to discuss topics related to the AI spanning the winter of 2024 through fall/winter 2025.

**Topics for series will potentially include**

**Winter 2024**

    **Program 1 -** State of AI
        McKinsey presentation on their State of AI report
        Featuring TBD
        Panel

**Quarterly 2025 (Order and amount flexible)**

    **Program 2 -** Workforce
        Featuring Northeastern University President Joseph E. Aoun
        Fire side chat

    **Program 3 -** Industry Focus (Health Care, Life Sciences, Finance, Marketing)
        Featuring TBD
        Panel

    **Program 4 –** Industry Focus 2
        Featuring TBD
        Panel

    **Program 5 –** Future and Use Cases
        Featuring TBD
        Panel

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**Sponsor Benefits**

*Program Marketing and Promotion*

- Company logo and link to be included on Chamber's website, which averages 25,000 visitors per month.

- Company logo and link will be included on digital invitations to market event. E-mails go to 13,000 subscribers on average.

- Company logo and link will be included on thank you e-mail sent to registered guests.

- Company will be mentioned as sponsor via Chamber social media platforms with an aggregate 61.5K followers.

- Company listed as sponsor on Facebook and Google My Business Event pages.

- Company will receive a thought leadership opportunity by contributing a blog post to the Chamber's website. Blog webpage visits have 28% year-over-year growth; 10K views year to date.

**Sponsor Benefits (continued)**

*Marketing and Promotion*

- Sponsor can distribute literature, corporate giveaways, or branded "swag" leading up to or after the program via e-mail or in-person to all attendees via Chamber.

- Sponsor logo will be included in the event video which will be posted on the Chamber YouTube page.

*Live Presence (Virtual and/or Onsite)*

- Sponsor will be acknowledged at events via special signage and verbally from the podium by opening Chamber representative. (Onsite)

- Sponsor will be acknowledged at the event via logo placement during stream and in video opening slide, and verbally by opening Chamber representative. (Virtual)

- A representative from the sponsor company has opportunity to provide welcome comments and/or introduce speaker(s) at events either from the podium or via video technology. Chamber will draft remarks and talking points and share with sponsor three business days before the program along with related logistics. (Onsite and Virtual)

- Sponsor can distribute literature or corporate giveaways at the programs. (Onsite)

- Sponsor can distribute literature or corporate giveaways leading up to or after the programs via e-mail to all registered guests. (Virtual)

- Sponsor has 10 seats in a prime location at the event as well as a seat at the head table or row with the speaker(s) and other prominent leaders in attendance. (Onsite)

- Sponsor may invite 25 people to attend the event in addition to their introductory speaker for a total of 26 tickets. Introductory speaker will have opportunity to network with the speaker(s) in pre-event prep room online. (Virtual)

*This is an exclusive corporate sponsorship. The Chamber retains the right to obtain media sponsors and partners for the series to aide in content distribution and marketing.*

# Visibility

**Get your brand in front of Greater Boston's business community.**

The Greater Boston Chamber of Commerce had more than **500K webpage visits** in 2023.

Combined followers across all Greater Boston Chamber of Commerce brands (including City Awake, BIMA, and Women's Network) **averages at 44.2k.**

There are over **14K recipients** who receive Chamber email campaigns on average.

The Greater Boston Chamber of Commerce thought leadership blog webpages had more than **5K views** in 2023.