

SPONSORSHIP PROPOSAL

DATE

2024

PROPOSED BY

Erica Deese

PROGRAM MANAGER

TRANSPORTATION
FIRST 

Transportation First Winter 2024 – Summer 2025

\$75,000 | Exclusive Sponsorship

Transportation First is a Chamber initiative to address the transportation challenges in Massachusetts. Creating a world class transportation system requires policymakers, employers, and residents to recognize that transportation is a public good and should be treated as such urgently. By putting transportation first, the Commonwealth will be in a better position to solve other policy issues which are barriers to the region's continued growth and prosperity like housing, climate decarbonization and adaptation, economic development, economic opportunity, and education access.

The moment calls for a long-term and sustainable mobility funding plan, systemic reform, and a vision for strategic super-investments. This will result in business and job growth across the Commonwealth, timelier and more affordable commutes, more accessible and equitable educational opportunities, lower emissions, livable and more affordable neighborhoods, and inclusive economic development.

Audience/Purpose

The Transportation First Series will offer a platform to discuss the urgent crisis Greater Boston faces by bringing in experts in the field as well as changemakers to discuss the issues and talk about what the solutions for the future are. 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 crucial topic that is affecting employees and employers every day.

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

Format:

This program would be offered virtually and consist of four 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. We could also have just a panel and allow for more audience engagement, In all sessions we would allow questions at the end of each event.

Topics for series will potentially include

Winter 2024

Program 1 - State of Commuter Rail & Regional Rail

Opening Keynote by Transportation Secretary Monica Tibbits Nutt
Featuring TBD
Panel

Quarterly 2025 (Order and amount flexible)

Program 2 - State of the Airport

Featuring MassPort CEO Rich Davey
Panel

Program 3 - State of Public Transit (bus and subway)

Featuring MBTA General Manager Phil Eng
Panel

Program 4 - State of the Highways & Bridges

Featuring Mass Highway Administrator Johnathan Gulliver
Panel

Program 5 - State of Boston Local Transportation/Roads

Featuring Boston Chief of Street Jascha Franklin Hodge
Panel

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.

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

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)

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.