

THE REACH CAMPAIGN

New

2020 REACH INVENTORY



EDUCATION & WORKFORCE DEVELOPMENT

CampuSGF: a new guide targeting college students with an inside look at living, playing, and working in Springfield. The goal of CampuSGF is to show students everything our community has to offer and hopefully encourage them to stay here when they graduate. This would be a great opportunity for companies/employers looking for additional recruitment tools to use throughout the year. The publication will be distributed by The Network's college student outreach task force and by the Chamber at other various events.

CampuSGF: Marquee Insert
cost: \$750

Benefits include (among others):

- One page insert that will go in the insider guide
- Logo recognition as sole marquee sponsor
- Opportunity to design insert (subject to approval by Chamber) or work with Chamber staff to design
- Exposure to at least 1,000 students

CampuSGF: Corporate Sponsors
cost: \$250

Benefits include (among others):

- Logo included on half page insert
- Exposure to at least 1,000 college students

DIVERSITY AND INCLUSION

Diversity and Inclusion Roundtable: The Chamber will convene a number of roundtable discussions to engage the business community in diversity and inclusion efforts that build social capital and strengthen community partnerships.

Diversity and Inclusion Roundtable Series Sponsor
cost: \$500

Benefits include

- Company recognition in email invitation and on meeting agenda
- Company recognition during the meeting from the Board Chair
- Opportunity for one company representative to attend

Facing Racism Institute Scholarship: Following the 2009 Community Leadership Visit to Grand Rapids, the Michigan Chamber brought the Facing Racism Program model to Springfield. Now housed at Missouri State University in the Office of Diversity and Inclusion, Facing Racism is the area's leading program for understanding the impact of implicit bias on individuals and the workplace. Business participation is a critical element of the program.

Facing Racism Institute Scholarship Fund Sponsor
cost: \$500

Benefit:

- Sponsor a portion of a participant's program costs and support small business participation.

MEMBER SERVICES

Chamber Ribbon Cutting Gift: The Chamber Ribbon Cutting Gift will feature your exclusive company logo on a co-branded Chamber gift given to businesses at all Ribbon Cutting and Groundbreaking Ceremonies, both virtual and in person.

Chamber Ribbon Cutting Gift Presenting Sponsor
cost: \$1,800

Benefits include (among others):

- Exclusive company logo featured on a gift distributed to members related to approximately 100 ribbon cuttings annually

PUBLIC POLICY

Inside the Issues: with two events held during the year, Inside the Issues will include a deep-dive on policy topics and issues in a panel-style format.

Inside the Issues Presenting Sponsor
cost: \$2,000

Benefits include (among others):

- Five (5) tickets to each of the two events
- Exclusive company recognition in post-event recap
- Exclusive company logo recognition on event marquee signage displayed at each event

PUBLIC POLICY CONTINUED

Inside the Issues Seasonal Gold Sponsor

cost: \$500

Benefits include (among others):

- Three (3) tickets to each of the two events
 - Recognition on event invitation to over 5,800 business and community leaders for each event
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Legislative Directory: An additional insert included with the Chamber's State and Federal policy agendas. This insert includes photos, titles and contact information of southwest Missouri regional lawmakers, Missouri House of Representatives and Senate leadership and committee chairs, and executive statewide officials.

Legislative Directory Presenting Sponsor

cost: \$1,000

Benefits include (among others):

- Digitally distributed to over 5,800 Chamber business partner emails' and mailed to over 400 individuals engaged in our public policy initiatives, local elected officials, and community and business leaders
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Public Policy Annual Video Recap: At the end of each year, the Chamber publishes a video recapping public affairs advocacy efforts for members.

Public Policy Annual Video Recap: Presenting Sponsor

cost: \$500

Benefits include (among others):

- Company logo on professionally produced video
 - Distributed through email and social media
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E-COMMUNICATIONS, PUBLICATIONS AND VIDEO

Podcast-SGF Business Insider: "SGF Insider" podcast will be presented twice a month in partnership with Leadership Springfield. The Chamber's portion of the podcast, SGF Business Insider will feature Chamber President Matt Morrow interviewing guests from around the community to discuss the stories behind the programs, initiatives and projects that are helping to make the Springfield region a great place to live, work and play.

Podcast-SGF Business Insider: Presenting Sponsor

cost: \$1,500

Benefits include (among others):

- Recognition of your sponsorship during 12 monthly episodes of the SGF Business Insider podcast
 - Logo placement in podcast artwork and on the Chamber website, where the show will be housed and archived
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Shop SGF Quarterly Social Media Campaign: Each quarter, the Chamber will roll out branded "Shop SGF" social media content encouraging the community to shop local and featuring links to the Chamber's Membership Directory. These bi-monthly posts during the quarter will feature the Quarterly Presenting Sponsor's logo and will focus on holiday and seasonal shopping appropriate to the time of year.

Shop SGF Quarterly Social Media Campaign: Four Quarterly Presenting Sponsors Available

Cost for quarterly presenting sponsorship: \$500

Benefits:

- Company logo featured on a minimum of 18 branded social media posts per quarter across three platforms with 23,000+ combined followers per quarter promoting Shop SGF.
 - A banner ad positioned in a prominent location on the Chamber's Membership Directory page during the sponsored quarter - all social posts will contain a link to the Chamber's Membership Directory web page.
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Welcome New Members/Thank You Renewing Members Social Media Posts:

Each month, the Chamber posts a list of new members on its social channels welcoming them to the Chamber. There is also a post each month to thank renewing members. Both posts feature a link to the lists of new and renewing members on the website. The sponsor logo is featured in the motion graphics for these posts and sponsor also receives a display ad on the New & Renewed Members web page.

Welcome New Members/Thank You Renewing Members Social Media Presenting Sponsor

cost: \$1,000

Benefits include (among others):

- Company logo featured on two social media motion graphics posts each month welcoming new members and thanking renewing members on all three of the Chamber's social media channels with more than 23,000 combined followers for a total of 24 posts during the year.
 - A sponsor ad placed in a rotation on the Chamber's New & Renewed Members webpage linked to social media posts each month.
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