

GRCA

GREATER READING
Chamber Alliance



HIT YOUR **TARGET** (AUDIENCE)

WORKFORCE DEVELOPMENT PROGRAM SPONSORSHIP OPPORTUNITIES

The Greater Reading Chamber Alliance (GRCA) is focused on program areas that support our region's workforce demands and drive collaborative community-wide partnerships that address workforce needs and promote the development of the talent pipeline using training and recruitment strategies to meet the demand for high-quality, qualified talent today and into the future.

Program Areas & Focus:

TALENT INITIATIVES

- Meet Greater RDG & Job Portal
- College & CTC Partnerships
- Regional Workforce Partnerships
- Talent Attraction Strategy Partnerships
- Workforce Training Courses

INDUSTRY PARTNERSHIPS

- MFG IP Meetings & Events
- Healthcare IP Meetings

Sponsorship opportunities available:

- Manufacturing Summit
- Manufacturing IP Meetings
- Manufacturing E-newsletter
- Manufacturing Training Needs Assessment
- Manufacturing Mixers
- Manufacturing Tours & Networking
- SHARE Reading

Interested in learning more?

Contact **Keith Stamm**,
Director of Workforce
Development, GRCA, at
KStamm@greaterreading.org
or 610-898-7776.

MFG SUMMIT

The region's premier, annual manufacturing summit held during the nationally-recognized MFG Month. The Greater Berks County region celebrates manufacturing as our highest-priority industry, and shares a dedication to the industry's success with all of our neighboring partners, training providers, and employers in ten surrounding counties.

Platinum Sponsorship: \$2,500 – 2 exclusive (non-compete)

- 6 tickets to event with reserved seating
- Welcome/Closing remarks at event
- 1-minute company video commercial to be played at start/end of event
- Company logo prominently displayed in "Thank you to Sponsors" presentation
- Company logo on Event Program and prominently displayed on signage at the venue
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place company materials in Swag Bag
- Vendor table space (with option to donate back if not needed)
- Your sponsorship will help support local students attend the event at no charge.

Gold Sponsorship: \$1,500 – 4 available

- 4 tickets to event with reserved seating
- Workshop introduction opportunity
- Company logo prominently displayed in "Thank you to Sponsors" presentation
- Company logo on Event Program and displayed on signage at the venue
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media
- Opportunity to place company materials in Swag Bag
- Vendor table space (with option to donate back if not needed)
- Your sponsorship will help support local students attend the event at no charge.

Silver Sponsorship: \$750 – 2 available

- 2 tickets to event
- Verbal recognition as Parking Sponsor at event
- Company name displayed in "Thank you to Sponsors" presentation
- Company name on Event Program and prominently displayed on signage at parking garage
- Pre-event publicity through Chamber publications, website and social media
- Your sponsorship will help support local students attend the event at no charge.

Bronze Sponsorship: \$500 – unlimited

- 1 ticket to event
- Company name prominently displayed in "Thank you to Sponsors" presentation
- Company name on Event Program
- Your sponsorship will help support local students attend the event at no charge.

MFG INDUSTRY PARTNERSHIP

MFG IP Meeting Sponsor: \$500 – 1 per event

These meetings bring together 25 to 50 attendees to discuss shared challenges as well as best practices within the manufacturing industry. This also is an opportunity to discuss workforce trends and connect manufacturing professionals with resources to strengthen their businesses.

- 2-minute welcome and comments
- Company logo prominently displayed on the [Industry Partnerships webpage](#)
- Company logo on Meeting Agenda & Minutes shared before and after meeting
- Spotlight in Manufacturing E-Newsletter following meeting
- 2 tickets to annual MFG Summit

MFG E-Newsletter Sponsor: \$1,000 – 4 available

The MFG Newsletter provides timely updates on the latest trends in manufacturing, incumbent worker training grants, educational programs and upcoming events. It is delivered monthly to more than 1,200 inboxes and has an average open rate of 17%.

- Company name displayed in monthly E-Newsletter (10-12 per year)
- Company logo prominently displayed on the [Industry Partnerships webpage](#)
- Spotlight in E-Newsletter linking to the [Industry Partnerships webpage](#)
- 1 ticket to annual MFG Summit

MFG Training Needs Assessment: \$250

The MFG Training Needs Assessment is a biannual needs assessment that assesses the training needs of our local manufacturers and provides follow up information to participants on educational programs, incumbent worker training grants and upcoming events. It is delivered biannually to more than 1200 inboxes and has an average open rate of 17%.

- Company name displayed on Needs Assessment survey
- Company logo displayed on the [Industry Partnerships webpage](#)
- Spotlight in E-Newsletter linking to the Needs Assessment biannually
- 1 ticket to annual MFG Summit

MFG Mixers – 1 per event

Are you interested in hosting a manufacturing mixer? Come socialize and network with manufacturing professionals in a relaxed environment. The MFG IP brings attendees to your location.

- 2-minute event welcome and comments
- Company logo prominently displayed on Workforce website and event registration page
- Spotlight in E-Newsletter linking to event registration page
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

MFG Tour & Networking – 1 per event

Are you interested in hosting a tour and networking lunch at your business? The MFG IP brings attendees to your location.

- Welcome and tour of your business followed by light lunch and networking
- Company logo prominently displayed on Workforce website and event registration page
- Spotlight in E-Newsletter linking to event registration page
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

SHARE READING

Started in Pittsburgh by UPMC, SHARE Reading is a matchmaking/networking event that brings together our region's top corporations and connects them to diverse businesses. The event is free to the public and an opportunity to:

- Network with the largest employers in Berks County and beyond
- Learn from experts on the Why and How of diverse business certification
- Matchmaking: one-on-one meetings with "matches" that are created in advance to maximize your time and outcomes

Title Sponsor: \$7,500 – 1 exclusive

- 10 registrations and Vendor Table at SHARE Reading event
- Company logo on Program Cover
- Company logo on all email and print pre-program communications
- Company logo on Title Screen
- Welcome to kick off SHARE Reading 2023
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

Stakeholder Sponsor: \$5,000 – 2 available

- 5 registrations and Vendor Table at SHARE Reading event
- Company logo on all email and print pre-program communications
- Company logo displayed in "Thank you to Sponsors" presentation
- Company logo on event signage
- Recognition as Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

Technology Sponsor: \$5,000

- 5 registrations and Vendor Table at SHARE Reading event
- Company logo on all email and print pre-program communications
- Company logo displayed in "Thank you to Sponsors" presentation
- Company logo on event signage
- Recognition as Sponsor in program book
- Recognition in all Chamber initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

Corporate Sponsor: \$2,500

- 3 registrations to SHARE Reading event
- Company name prominently displayed in "Thank you to Sponsors" presentation
- Corporate Sponsor recognition in program book
- Company logo in Breakout event signage
- Pre-event publicity through Chamber publications, website and social media

SHARE READING (CONT.)

Nonprofit Sponsor: \$1,500

- 2 registrations to SHARE Reading event
- Company name prominently displayed in “Thank you to Sponsors” presentation
- Non-profit Sponsor recognition in program book
- Company logo in Breakout event signage
- Pre-event publicity through Chamber publications, website and social media

Diverse Business Sponsor: \$750

- 1 registration to SHARE Reading event
- Company name on event signage
- Recognition as Diverse Business Sponsor in program alongside SHARE vendor profile
- Pre-event publicity through Chamber publications, website and social media

Procurement Sponsor: \$500

- Recognition as small business Procurement Sponsor in program book
- Supports educational programming and technical assistance for small businesses seeking certification
- Pre-event publicity through Chamber publications, website and social media

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