



2023 Sponsorship Opportunities

SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

It's all about the connections.

Our mission is to connect the business community with ideas, inspiration and each other, bringing people together to shape the place we love.

Since 1905, the San Luis Obispo Chamber of Commerce has been dedicated to serving our membership through work to enhance the economic prosperity and community well-being of San Luis Obispo County. Our focus is on creating the best possible environment for people to live, raise their families and pursue their passions.

Throughout the year there are many high-value touch points, not only with the nearly 1,300 member businesses and community leaders that frequent Chamber events, but also with local, state and national representatives, international business leaders, management specialists, and employee engagement professionals who lead programs.

Sponsorships are an opportunity for your business to engage with the community, reach a specific audience, grow brand awareness, showcase your values, and build your business.

We look forward to discussing these opportunities with you and working together to help your business succeed.

Sincerely,

The SLO Chamber Team

Annual Dinner



This black-tie event brings together more than 400 business and community leaders to celebrate volunteers, recognize the outgoing board, install the incoming board and congratulate the SLO Citizen of the Year.

Annual Dinner Presenting Sponsor

\$8,000

- 3-5 minutes to address the audience
- Inclusion in event photos sent to media and showcased by the Chamber
- Priority placement of one sponsored table (ten seats) at the event (\$2,000)
- Business name included in the Annual Dinner invitation
- Business name included in event promotion
- Business logo featured on Annual Dinner page on slochamber.org
- Business logo visually represented during the event
- Business logo prominently featured in program

Reception Sponsor

~~\$4,000~~
reserved

- Priority placement of one sponsored table (ten seats) at the event (\$2,000)
- Business name included in the Annual Dinner invitation
- Business name included in event promotion
- Business logo featured on Annual Dinner page on slochamber.org
- Business logo visually represented in the reception area of the event
- Business logo prominently featured in program
- Business name mentioned during the event

Citizen of the Year Award Sponsor

~~\$4,000~~
reserved

- Introduces the Citizen of the Year Award
- Included in photos with the current and past recipients
- Four tickets to the Annual Dinner
- Business name in the Annual Dinner invitation
- Business logo included in all Citizen of the Year communications
- Business logo visually represented during the event
- Business logo prominently featured in the program
- Business name mentioned during the event

Insight Studio



Insight Studio is a year-long series designed to elevate our local business community by delivering inspirational, educational and skills-building opportunities to organizational leaders and employees alike. The program consistently evolves to meet community needs, offering different event formats like hands-on workshops, exclusive conversations with prominent local leaders, out of the area tours*, and large events bringing sought after speakers to San Luis Obispo. Insight Studios cover a wide range of topics including labor law updates, prepping management teams for new challenges, diversity, equity and inclusion, and much more.

**Out of the area trips are scheduled when possible based on pandemic constraints, regulations and business operations.*

Lead Sponsor

\$10,000 | limit one

- Opportunity for business representative to make a brief welcome on the business field trip and at each of the workshops (four opportunities in total)
- Prominent display of business logo on marketing materials including in all program emails
- Logo display and verbal recognition of sponsorship at all events
- Table to display materials at workshops
- Business name recognition in media advisories
- Recognition in Chamber communications, including emails and social media outreach
- Year-long logo display on Insight Studio page on slochamber.org
- Two tickets for the business field trip and four tickets per local event

Supporting Sponsors

\$5,500 | limit five

- Tier 2 verbal recognition at all events
- Tier 2 display of business logo on marketing materials including on all program emails
- Tier 2 recognition in Chamber communications, including emails and social media outreach
- Year-long logo display on Insight Studio page on slochamber.org
- One ticket for the business field trip and two tickets per local event

Legislative Work & Advocacy



By tenaciously advocating for the needs of businesses and their employees, the SLO Chamber works to increase economic opportunity throughout the region—and improve our community’s overall wellbeing. Our Legislative Sponsors support this work, and essential annual events such as State of the State, candidate forums and Cracking the Government Code that are core to our success.

Lead Sponsors

\$5,000 | limit six

- Verbal recognition at all events
- Priority placement of one table (eight seats) at the State of the State event with table sponsor recognition
- Two seats at the four additional special topic events
- Business logo included in Chamber communications including program emails and social media outreach
- Business logo featured on the legislative events page on slochamber.org
- Business logo displayed during all legislative events
- Business representatives included in event photos sent to media and showcased by the Chamber

Supporting Sponsors

\$3,000 | limit four

- Priority placement of four reserved seats at the annual State of the State event
- One seat at the four additional civic education series
- Tier 2 display of the logo on all marketing materials
- Tier 2 recognition in Chamber communications, including program emails and social media outreach

New Member Orientation



The New Member Orientation events are intimate gatherings where we invite new members to join SLO Chamber staff and Ambassadors to get to know staff roles, gain a deeper understanding of how to maximize their membership benefits, and deepen their connection to the organization. Each guest has a chance to meet other new members in a smaller, more intimate networking event.

Sponsorships

\$2,500 | limit two

- Opportunity for business representative to make a brief welcome at each event
- Opportunity to distribute flyers and/or promotional items at each event
- Opportunity to network with new members in an intimate setting and make deeper connections earlier
- Business logo on all electronic and printed invitations as well as the event registration page on slochamber.org
- Prominent business recognition in new member social media posts throughout the year
- The opportunity to include materials in all new member packets

Good Morning San Luis Obispo



Good Morning SLO is our platform for sharing ideas, news and inspiration. This monthly breakfast program brings together nearly 300 community leaders, business owners, employees, nonprofit executives, and elected officials and enables us to connect, engage and learn from each other about what makes our community great.

Sponsorships

\$4,000 | limit eleven
reserved

- Logo recognition at every program
- Recognition on marketing materials including emails and main Good Morning SLO page at slochamber.org
- Four annual passes to attend Good Morning SLO
- The exclusive opportunity to distribute flyers at each event
- Opportunity to include a flyer in each month's Good Morning SLO e-flyers email

Additionally, there will be one Good Morning SLO event where the sponsor will have:

- Verbal recognition and the opportunity to open the Good Morning SLO program with a three minute soapbox
- A reserved table with your business name and four additional passes to that month's event
- More prominent recognition on promotional emails

EXPO at the Expo



On May 18, 2022, the Chamber's annual EXPO at the Expo will bring together more than 120 local exhibitors and put them in front of thousands of attendees during what has become the largest business trade show on the Central Coast. This is an opportunity to gain exposure to the general public while strengthening connections with SLO County business leaders and customers.

Lead Sponsor

\$5,500 | limit one reserved

- Prominent 12 x 10 booth space at entrance of show + secondary booth space as needed
- Banners displayed both inside and on the exterior of the Expo center
- Business logo and name prominently featured on all promotional materials including:
 - More than 1,000 printed flyers/posters throughout SLO county
 - Radio, TV, print and online ads for the event
 - Press releases, SLO Chamber communications and social media
 - Featured on slochamber.org
 - Center of program cover of EXPO map/programs for all attendees
 - Company logo on attendee giveaway bags
- A minimum of three verbal mentions at Good Morning SLO including the opportunity to distribute digital flyers and two complimentary guest passes for those three programs
- Two e-blasts
- All Expo attendee business card contact information

Social Sponsors

\$2,500 | limit three

- Opportunity to fully brand and take over the social area surrounding the bar (inside next to the front entrance) your own with signage, staff, handouts and decor.
- Banner hung from ceiling inside the Expo center
- Business logo and name prominently featured on all promotional materials including:
 - More than 1,000 printed flyers/posters throughout SLO county
 - Radio, TV, print and online ads for the event
 - Press releases, SLO Chamber communications, e-blasts and social media
 - Featured on slochamber.org
 - Center of program cover of EXPO map/programs for all attendees
 - Company logo on attendee giveaway bags
- An enhanced listing on slochamber.org
- All Expo attendee business card contact information

Membership Mixer



Monthly membership mixers are one of the best networking opportunities on the Central Coast. On the third Wednesday of each month, nearly 300 people gather at a different local business to learn more about its services and offerings, and to connect with other business and community leaders.

Sponsorships

\$500 | limit twelve

- Business logo on all electronic and printed invitations as well as the event registration page on slochamber.org
- Opportunity to network with hundreds of members and highlight business services and offerings
- Verbal recognition by the Chamber at the event
- Opportunity for business representative to make a brief welcome during the mixer