



2021 Sponsorship Opportunities

TOLEDO REGIONAL CHAMBER OF COMMERCE

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About the Toledo Regional Chamber of Commerce

For 127 years, the Toledo Regional Chamber of Commerce (TRCC) has worked as a champion for companies in our region. Today, our members speak with one voice to negotiate cost-savings for everyday business expenses, raise concern when faced with overly-restrictive regulations, and ask for the information necessary to keep their businesses thriving now and well into the future.

The TRCC strives to develop a positive environment for business and, by extension, a strong and attractive community for residents to work and live in. Our focus is promoting regional success by capitalizing on regional strengths and addressing regional problems through:

Advocacy

Strengthen the Toledo Chamber's position as the "voice of business" in the region.

Creating Networks

Promote peer-to-peer information sharing, mentoring and targeted networking.

Growth Opportunities

Promote and facilitate connections, both in-person and via technology, which create new business for members.

Business Impact & Analysis

Analyze financial, market and benchmarking data to provide business intelligence.

Innovative Products & Services

Explore new products and services to increase ROI for members.

Talent Attraction & Retention

Develop and launch a robust talent attraction and retention strategy for the region.

Why Sponsor a TRCC Event

Business leaders recognize and appreciate companies that help them gain knowledge and make direct contacts. The TRCC membership represents some of the region's most important and influential corporate leaders, mid-level managers, small business owners, entrepreneurs, young professionals, educators, political figures and more.

Through a balanced portfolio of community celebrations and business networking events, you'll gain marketing access to key decision makers, business leaders, residents and shoppers within the region. Additionally, you'll publicly demonstrate your support of meaningful Chamber events and programming – a visible investment that will resonate positively within your own organization and customer base.

For conversation regarding sponsorship, contact Julie Sanderson @ Julie.Sanderson@toledochamber.com or 419.243.8191, extension 1235.

2021 Event Formats

For over 127 years, the Toledo Regional Chamber of Commerce has been the region's trusted source for information on issues impacting business. That is no different during these times. While organizations and businesses have had to pivot and adjust in this era of transformed work environments, the content provided through Chamber events and courses remains just as impactful and relevant presented in the virtual framework. In 2021, the Chamber will deliver the exceptional content you have come to expect, but in a format that regards the health and safety of the Toledo Region community. *All Chamber events will remain virtual through Spring 2021. Starting in Summer 2021, the Chamber hopes to hold live and hybrid events, where attendees will be able to participate in-person or virtually based on personal preference.



At live Chamber events, all attendees are physically present to receive information, expertise and knowledge in person while experiencing of face-to-face interaction with other Chamber members and business and civic leaders.



At virtual Chamber events, members interact on the web accessing information and expertise on their own time, from locations of their choosing, and in the manner with which they are most comfortable. While not in person, opportunities for engagement are included through event through polls, Q&A, live chat, networking sessions, and even a downloadable resources section. Virtual events remove some of the common barriers of attending that in-person events have such as travel, time and schedule conflicts.



Hybrid Chamber events are the union of both worlds combining a live in-person event in conjunction with a virtual online component. These events, courses and workshops deliver content simultaneously as in person and online experiences.

*based on local, state and federal health and safety guidelines.

Annual Meeting Presented by Fifth Third Bank

Audience - 600

- C-Suite Professionals
- Executives & Managers
- Business Owners
- Civic Leaders
- Education Partners
- Nonprofit Leaders

Occurs

Annually – First Quarter
March 4th

2021 Format



Sponsorship Opportunities
\$10,000 - \$800

This annual signature event provides the opportunity for the Toledo Regional Chamber of Commerce and its' members to look back at past achievements during the 2020 calendar year. The event also allows the Chamber to present its Program of Work for 2021 and to recognize the efforts of key volunteers.

Presenting Sponsor - \$10,000

- Event naming rights
- Premier access with thirty (30) complimentary log-in access codes
- Logo appears prominently in all marketing materials and at the virtual event
- Logo appears on the Chamber's website
- Company principal welcomes guest speaker
- Logo appears on Live Learning site for archival engagement
- Opportunity for Sponsor commercial (pre-produced by sponsor)
- Social media promotion before, during and after the event

Gold Sponsor - \$4,000

- Primary access with ten (10) complimentary log-in access codes
- Logo appears in all marketing materials and at the virtual event
- Logo appears on Live Learning site for archival engagement
- Opportunity for Sponsor commercial (pre-produced by sponsor)
- Name and logo appears on the Chamber's website
- Social media promotion before, during and after the event

Silver Sponsor - \$2,000

- Leading access with (5) complimentary log-in access codes
- Logo appears in all marketing materials and at the virtual event
- Logo appears on Live Learning site for archival engagement
- Name and logo appears on the Chamber's website

Bronze Sponsor - \$800

- Two (2) complimentary log-in access codes
- Name appears in all marketing materials and at each event
- Name appears on the Chamber's website

FOCUS|2021 Presented by KeyBank Focus on Business Series

Audience – up to 175 each

- C-Suite Professionals
- Executives & Managers
- Business Owners
- Civic Leaders
- Education Partners
- Nonprofit Leaders

Occurs

6 times per year
March, April, May
September, October, November

2021 Format



Sponsorship Opportunities
\$5,000 - \$1,000

Focus|2021, the Toledo Regional Chamber of Commerce's Focus on Business series, continues to offer pertinent and important content, information and updates that impact the businesses and organizations of our region by presenting people, trends, innovations and developments that drive our region.

This series includes updates from the Toledo-Lucas County Port Authority, Regional Growth Partnership and Chamber, and a topical feature presentation offered by one of our region's organizations or business leaders.

Presenting Sponsor - \$5,000

- Event naming rights
- Three (3) complimentary guests at each event with premier seating (live)
- Ten (10) complimentary log-in access codes (virtual)
- Logo appears prominently in all marketing materials and at each event
- Logo appears on the Chamber's website
- Opportunity to showcase company materials on literature table
- Company principal gives welcomes at each event
- Social media promotion before, during and after the event

Gold Sponsor - \$3,000

- Two (2) complimentary guests at each event (live)
- Five (5) complimentary log-in access codes (virtual)
- Logo appears in all marketing materials and at each event
- Opportunity to showcase company materials on literature table
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Silver Sponsor - \$2,000

- One (1) complimentary guest at each event (live)
- Three (3) complimentary log-in access codes (virtual)
- Name appears in all marketing materials and at each event
- Name appears on the Chamber's website

Student Attendee Sponsor - \$1,500

- One (1) complimentary guest at each student attended event (live)
- Three (3) complimentary log-in access codes (virtual)
- Name appears in all marketing materials and on the Chamber's website
- Logo appears at each event
- Special recognition during opening comments while students are being introduced

Clambake 2021 Presented by PNC

Audience – 700

- C-Suite Professionals
- Executives & Managers
- Business Owners
- Civic Leaders
- Education Partners
- Nonprofit Leaders

Occurs

Annually – Summer

July 29th

Toledo Zoo and Aquarium

2021 Format



Sponsorship Opportunities

\$10,000 - \$1,000

The Toledo Chamber's signature summertime event is back, and this year the Chamber welcomes you to join us in person at the Toledo Zoo & Aquarium! Gather with us for a seafood-inspired buffet with something for everyone in the relaxed atmosphere of the zoo. It's time to network and enjoy a pleasant summer evening as you reconnect with your fellow Chamber members!

Presenting Sponsor - \$10,000

- Event naming rights
- Three (3) complimentary reserved tables of ten (10) for a total of thirty (30) guests
- Logo appears prominently in all marketing materials and at event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Gold Sponsor - \$5,000

- Two (2) complimentary reserved tables of ten (10) each for a total of twenty (20) guests
- Logo appears in all marketing materials and at the event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Silver Sponsor - \$3,000

- One (1) complimentary reserved table of ten (10)
- Logo appears in all marketing materials and at the event
- Logo appears on the Chamber's website

Bronze Sponsor - \$1,000

- Four (4) complimentary guests
- Name appears in all marketing materials and at the event
- Name appears on the Chamber's website

Toledo Chamber EPIC Toledo Leadership Golf Outing

Audience – 144

- Business & Community Leaders
- Chamber and TASBA Board
- Young Professionals

Occurs

Annually – Summer

June 25th

Belmont Country Club

2021 Format



Sponsorship Opportunities

\$5,000 - \$500

The Leadership Golf Outing is an opportunity to make meaningful connections throughout the community. EPIC Toledo members will be paired with a prominent Toledo business or community leader or member of the Chamber or TASBA Board to form a foursome for a day of golf and networking. Morning tee-times are followed by a barbecue lunch.

Presenting Sponsor - \$3,000

- Event naming rights
- Six (6) complimentary golfers
- Logo appears prominently in all marketing materials and at event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Gold Sponsor - \$1,000

- Two (2) complimentary golfers
- Logo appears prominently in all marketing materials and at event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Lunch Sponsor - \$750 (can have more than one Lunch Sponsor)

- One (1) complimentary golfers
- Signage at Luncheon with name and logo
- Name appears in all marketing materials
- Name appears on the Chamber's website

Bronze Sponsor - \$500

- One (1) complimentary golfer
- Signage at sponsored area or hole with name and logo
- Name appears in all marketing materials
- Name appears on the Chamber's website

Community Leader Bundle - \$300

- One (1) complimentary golfer
- Hole Sponsor

Note the 2021 GEO program is temporarily suspended in respect to health and safety mass gathering guidelines

The TRCC GEO program provides members the opportunity to connect with others and access resources where it matters most to them...in their own geographic area. Through targeted events held in the Chamber's eight designated GEO regions (Downtown, Maumee-Holland, North, Perrysburg-Rossford, River East, South Toledo, Sylvania-West and the University Area) members connect in a relaxed setting to network, hear updates on topics of interest, and dialogue with experts on specific issues impacting their area and ultimately their business.

The GEOs provide the ultimate networking opportunities in smaller group settings.

TRCC GEO Program

Audience

25-60 attendees per GEO

Occurs

3 quarterly series annually - up to 24 GEOs per year

Sponsorship Opportunities

\$5,000 - \$1,000

Presenting Sponsor - \$5,000

- Event naming rights
- At least one GEO hosted at the Presenting Sponsor location
- Opportunity to welcome guests at each GEO event
- Logo appears prominently in all marketing materials and at each event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Gold Sponsor - \$3,000

- At least one GEO hosted at the Gold Sponsor location
- Logo appears in all marketing materials and at each event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Series Sponsor - \$1,000

GEOs are scheduled in seasonal series including but not limited to Winter, Spring, Summer, and Fall. The session sponsor will be recognized for the designated session only)

- Name appears in all marketing materials for the designated GEO session
- Name appears on the Chamber's website

Drivers Ed – Preparing to Take the Wheel & Steer your Business Forward!

Audience – Exclusive class of 40 participants

- Small and Mid-sized Business Owners
- Emerging C-Suite Professionals
- Managers Embarking on Leadership Roles

Occurs

10 Sessions

Monthly, March - December

Format



Sponsorship Opportunities
\$750

As we've been seeing in past years – and will continue to see for years to come – approximately 10,000 baby boomer retire EACH DAY. This phenomenon is leaving a new and unique problem for companies everywhere: filling long-held high-level positions. Often times this means leaving the wheel to younger professionals who have never held a c-suite position or run a business. At the Toledo Regional Chamber of Commerce and Small Business Development Center, we see this as an opportunity to encourage these new leaders to be growth drivers, dealmakers and relationship gurus.

During this 10-session course participants will not only learn from experts in the fields of accounting, banking, exporting, law, automation, sales, marketing, talent optimization, technology and more, but will also build a strong support system of professionals to learn from and lean upon.

This course is offered to Chamber Members only.

Sponsor – \$750

- Session recognition
- Logo appears in all marketing materials
- Logo appears at the sponsored session
- Logo appears on the Chamber's website
- One class participant in the 2021 Drivers Ed series
- Company principal to present as topic expert at the sponsored session

Institute for Leadership & Advocacy

Audience

Exclusive class of 30 participants

Occurs

10 sessions

January – March

Graduation – March 23

2021 Format



Sponsorship Opportunities

\$3,000 - \$750

The Institute for Leadership & Advocacy is designed to prepare emerging leaders to effectively serve their communities and work with public officials. Participants engage in discussions about the issues, requirements and expectations associated with public service. Sessions are taught by highly-experienced professionals comprised of public officials and other regional leaders. It is the longest-running program of its kind in the state, with more than 400 leaders having graduated since 2002.

New this year!

In addition to the 10-week program, the Institute includes a Graduate Series of sessions on public service leadership topics throughout the year, and ties into other event offering of the Chamber.

This program is the longest running of its kind in the state. 2021 will be the 20th year.

Presenting Sponsor - \$3,000

- Top mention as program partner for the 10-week sessions, Graduate Series sessions, and the Chamber's Morning Access legislative event in February, 2021.
- Two (2) complimentary participants for all of the above mentioned activities.

Gold Sponsor - \$1,500

- Next level mention as program partner for the 10-week sessions, Graduate Series sessions, and the Chamber's Morning Access legislative event in February, 2021.
- One (1) complimentary participant for all of the above mentioned activities.

Silver Sponsor– \$750

- General mention as program partner for the 10-week sessions, Graduate Series sessions, and the Chamber's Morning Access legislative event in February, 2021.

Capitol Conversations Presented by AT&T

Audience 30-40

Conducive for conversation,

- C- Suite
- Executives
- Managers
- Business Owners

Occurs – 1 series of 5 sessions

July 15 - Senator Rob Portman

July 27

August 3

August 24

August 26

2021 Format (as announced)



Sponsorship Opportunities

\$2,000 - \$750

This series is designed to connect our members with elected officials and key policy makers at the state and federal levels to learn about and discuss issues important to the growth of the Toledo region's economy.

Presenting Sponsor - \$3,000

- Event naming rights
- Premiere access with five (5) complimentary log-in access codes
- Presenting Sponsor welcome
- Logo appears prominently in all registration and marketing materials and at the virtual event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Gold Sponsor - \$1,000

- Three (3) complimentary log-in access codes
- Logo appears in all marketing materials and at the virtual event
- Logo appears on the Chamber's website
- Social media promotion before, during and after the event

Silver Sponsor - \$750

- Two (2) complimentary log-in access codes
- Name appears in all marketing materials and at the virtual event
- Name appears on the Chamber's website

Bronze Sponsor - \$500

- One (1) complimentary log-in access code
- Name appears in all marketing materials and at the virtual event
- Name appears on the Chamber's website

Morning Access: Legislative Breakfast Presented by AT&T

Audience – 160

- C-Suite
- Executives & Managers
- Business Owners
- Local, Regional, State Legislators and Elected Officials

Occurs

Annually
August 20th
National Museum of the
Great Lakes

2021 Format



Sponsorship Opportunities
\$3,000 - \$500

This breakfast event is an opportunity for Chamber members to meet and network with the region's elected officials. The format for this morning event is simple – pure networking. The Chamber invites public officials from various communities and offices in Lucas, Wood and Fulton counties, plus state officials to attend this annual breakfast event. The morning offers a great opportunity for Chamber members to ask questions and seek answers from the invited elected officials.

Though generally held in February, due to the networking focus of this event, we are pleased to hold this event in August this year!

Presenting Sponsor - \$3,000

- Event naming rights
- Four (4) complimentary attendees
- Logo in all marketing materials and at the event
- Logo on Chamber's website
- Social media promotion before, during and after the event

Gold Sponsor - \$1,000

- Two (2) complimentary attendees
- Logo in all marketing materials and at the event
- Logo on Chamber's website
- Social media promotion before, during and after the event

Silver Sponsor - \$500

- One (1) complimentary attendee
- Name in all marketing materials and at the event
- Name on Chamber's website

Morning Access: Workforce & Education Presented by AT&T

Audience – 160

- C-Suite Professionals
- Executives & Managers
- Business Owners
- HR Professionals
- Manufacturers
- Superintendents
- Career Tech & Curriculum Administrators

Occurs

Annually – October

2021 Format



Sponsorship Opportunities
\$3,000 - \$500

This breakfast provides an opportunity for business and education leaders to connect directly in a relaxed business setting. Superintendents, Board of Education members, Guidance Counselors and career tech directors from throughout Lucas, Fulton and Wood Counties will be invited to attend. A featured guest speaker or panel of experts will present on a relevant topic impacting the workforce pipeline and education.

Presenting Sponsor - \$3,000

- Event naming rights
- Five (5) complimentary attendees
- Logo in all marketing materials and at the event
- Logo on Chamber's website

Gold Sponsor - \$1,000

- Four (4) complimentary attendees
- Logo in all marketing materials and at the event
- Logo on Chamber's website

Silver Sponsor - \$500

- Three (3) complimentary attendees
- Name in all marketing materials and at the event
- Name on Chamber's website

Toledo Region Talent Summit

Audience – 200

- C-Suite Professionals
- Executives & Managers
- Business Owners
- HR Professionals
- Manufacturers
- Superintendents
- Career Tech & Curriculum Administrators

Occurs

Annually – September

2021 Format



Sponsorship Opportunities
\$5,000 - \$800

Talent & Workforce initiatives continue to be a pinnacle priority and part of the Chamber's mission. To continue the conversation and strategy outlined in the Toledo Talent Alignment Strategy, while addressing talent procurement challenges affected by evolving work environments, the Talent & Workforce event will include a series of topical and informative presentations. Local and regional experts will share research based practices for attracting, developing and retaining the best talent for our region.

Presenting Sponsor - \$5,000

- Event naming rights
- Two (2) complimentary reserved tables of seven (7) for a total of 14 attendees
- Logo appears prominently in all marketing materials and at event
- Logo appears on the Chamber's website
- Attendee mailing list provided upon request
- Company principal welcomes guest speaker

Gold Sponsor - \$3,000

- One (1) complimentary reserved table of seven (7)
- Logo appears in all marketing materials and at event
- Logo appears on the Chamber's website

Silver Sponsor - \$2,000

- Four (4) complimentary guests
- Logo appears in all marketing materials and at each event
- Logo appears on the Chamber's website

Bronze Sponsor - \$800

- Two (2) complimentary guests
- Name appears in all marketing materials and at each event
- Name appears on the Chamber's website

Summer in the City

Audience

150 Interns and Mentors

Occurs

June-August

2021 Format



Live, or virtual as announced

Sponsorship Opportunities

\$10,000 - \$1,000

Summer in the City is a unique opportunity for summer interns to connect with and explore the Toledo Region.

Designed to help interns build networks and show them what life would be like when they choose Toledo as their hometown, the program is geared towards college juniors, seniors and graduate student interns who are working in Toledo for the summer.

Benefits of the Summer in the City program include:

- Direct access to established young professionals and emerging leaders in the Chamber's EPIC Toledo program who will help tell and amplify the Toledo Region story to your interns.
- Engagement of your interns in pre-planned events that foster a positive connection between your intern, your company, and our region.
- A continual source of exciting and positive news in your intern's inbox via our weekly newsletter and social media.
- Talent attraction and retention resources that have proven success.
- Annually, 75% of our interns say the program makes them feel favorably about living and working in the Toledo region.

Cost to participate:

\$100 per intern

Sponsorship levels:

Title - \$10,000, Gold - \$5,000, Silver - \$3,000, Participating - \$1,000

For event and sponsorship information, contact Director of Talent Strategy Jeff Schaaf @ jeff.schaaf@toledochamber.com.



EPIC Signature Events:

EPIC Toledo Leadership Summit presented by Buckeye Broadband

Boss Talk

EPIC Socials

Board Member Accelerator

EPIC Toledo Leadership Golf Outing presented by Hylant

EPIC T-Town Dash

NonProfit Palooza

EPIC Toledo is the largest young professional organization in the Toledo Region. Created and designed by the Toledo Regional Chamber of Commerce in 2007, EPIC stands for "engaging people, inspiring change." Through their participation in EPIC Toledo, our members have a voice in the region, are leading within their companies, and providing the momentum to bring about positive change in our community.

EPIC Toledo is a great way to engage current and future employees and help them put down roots in the Toledo Region. It sends a clear message that your business supports the local young professional community.

For event and sponsorship information, contact Sara Swisher, Vice President of Talent and Workforce @ sara.swisher@toledochamber.com.