

# 2021 SPONSORSHIP OPPORTUNITIES



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## About Us

Seattle Southside Chamber of Commerce is a non-profit business organization that has served the communities of Burien, Des Moines, Normandy Park, SeaTac, and Tukwila since 1988. We exist to create a vibrant region by advocating and building awareness for business.

The Chamber represents...

- 30+ years of credibility
- 430+ member businesses and organizations
- 140,000+ citizens in our 5 regional cities

We provide annual event programming to our region that offers...

- Networking and relationship building opportunities
- Educational, locally relevant content and business resources
- Community engagement

We are able to provide this consistent programming through the support and generosity of sponsoring businesses like yours.

**To secure your sponsorship, call the Chamber at (206) 575-1633 or send an email to [Membership@SeattleSouthsideChamber.com](mailto:Membership@SeattleSouthsideChamber.com)**

## Contact Us

### ADDRESS

**4800 South 188<sup>th</sup> Street, Suite 250  
SeaTac, WA 98188**

### PHONE

**(206) 575-1633**

### EMAIL

**Membership  
[@SeattleSouthsideChamber.com](mailto:Membership@SeattleSouthsideChamber.com)**



# Top 5 Reasons to Become a Sponsor

- 1) Reinforce your Brand and Message
- 2) Engage with your Community
- 3) Invest in Results
- 4) Rise above the Competition
- 5) Stay Top-of-Mind

Become a sponsor and help to create a more vibrant community!

A national study\* of 2,000 adults found consumer perceptions of active chamber members to be positive in many ways. When customers know a business is a part of the local chamber, they are:

- 66% more likely to believe the member company uses good business practices, cares about its customers, and is involved in the community
- 68% more likely to patronize a member franchise in the next few months
- 80% more likely to purchase goods or services from the member business in the future

\*Study conducted in 2012 by The Schapiro Group, an Atlanta-based strategic consulting firm ([Survey summary here](#))

Sponsors of Chamber events include...



Baker Commodities Inc.



Your Logo Here



# Our Switch to Virtual

When our community first was affected by the human and economic impacts of COVID-19, the Seattle Southside Chamber made the switch to all-virtual events. Since then, we have decided to remain all-virtual until Summer 2021, after which we will continue to provide virtual options to in-person events. Since our switch, we have continued to host the educational and networking events that are integral for Southside business and community members and continue to see great audience turnout.

We have hosted...

## 16 SMART Webinars



## 2 Summits



## 2 Annual Events



... for a total of 20 virtual events

As of September 2020, we have reached...

**1,032**

Zoom Attendees



**13,892**

Facebook Live Viewers



**746**

YouTube Viewers



... for a total of 15,670 virtual viewers

*\*Data collected from 3/27/20 through 9/23/20*



# 2021 Chamber Events

The Seattle Southside Chamber's 2021 programming includes a series of regular monthly and quarterly events that range in size, location, theme, and audience. Due to COVID-19 precautions, all Chamber events will be held remotely through June of 2021 and include virtual options through December 2021.

EVENT	OCCURRENCES	SPONSORSHIPS	AVERAGE IMPRESSIONS
<b><u>Morning Buzz</u></b> <i>Virtual &amp; In-Person</i>	2 <sup>nd</sup> Wednesday of every month*	Featured Member (\$200)	1,500+
<b><u>Chamber Mixers</u></b> <i>Virtual &amp; In-Person</i>	Member Appreciation (Feb) Young Professionals (March) Industry Night (May) Multi-Chamber Celebration (July) Women of Influence (Oct) Hospitality & Tourism (Nov)	Event (\$250) Host (In-Kind)	2,000+
<b><u>SMART Webinars</u></b> <i>All Virtual</i>	Every other Friday of every month*	Presenting (\$500) Event (\$250) Speaker (In-Kind)	2,300+
<b><u>Summits</u></b> <i>Virtual &amp; In-Person</i>	PNW Sustainability (Jan) PNW Education & Workforce (April) PNW Economic Equity (June) PNW Future of Retail (Sept)	Producing (\$3000+) Presenting (\$1500+) Event (\$500+) Host (In-Kind)	4,700+
<b><u>Annual Chamber Events</u></b> <i>Virtual &amp; In-Person</i>	Airport Luncheon (Aug) Government Affairs Reception (Sept) Annual Holiday (Dec)	Producing (\$3000+) Presenting (\$1500+) Event (\$500+) Host (In-Kind)	6,500+
<b><u>Business Awards &amp; Silent Auction</u></b>	November	Various levels <i>Contact us for details</i>	6,500+

\*Every month except August and December

**For event dates and additional details, visit:**  
[www.SeattleSouthsideChamber.com/Events/Calendar/](http://www.SeattleSouthsideChamber.com/Events/Calendar/)



# Sponsorship Packages

*Higher brand exposure, lower investment*

## **2021 Grand Investor Sponsor**

Event Sponsor or equivalent for every 2021 event  
+ upgrade to Presenting Sponsor at 3 events of your choice  
Value: \$14,000+ | **Cost: \$10,000**

## **2021 Chamber Events Sponsor**

Event Sponsor for all 6 Mixers, all 3 Annual Events, all 4 Summits  
+ upgrade to Presenting Sponsor at 3 events of your choice  
Value: \$8,000 | **Cost: \$6,000**

## **2021 SMART Sponsor**

Event Sponsor for all 20 SMART webinars and all 3 annual Chamber Events  
+ upgrade to Presenting Sponsor at 1 event of your choice  
Value: \$6,500 | **Cost: \$4,900**

## **2021 Summit Series Sponsor**

All Event Sponsor for all 4 Summits  
+ upgrade to Presenting Sponsor at 1 event of your choice  
Value: \$3,000 | **Cost: \$2,200**

## **2021 Annual Events Sponsor**

All Event Sponsor for all 3 Annual Chamber Events  
+ upgrade to Presenting Sponsor at 1 event of your choice  
Value: \$2,500 | **Cost: \$1,900**

## **Custom Packages Available**

We are committed to helping our members achieve their goals.  
Contact the Chamber for more information

**To secure your sponsorship, call the Chamber at (206) 575-1633  
or send an email to [Membership@SeattleSouthsideChamber.com](mailto:Membership@SeattleSouthsideChamber.com)**



# MORNING BUZZ

The Morning Buzz is our monthly morning event. Here we bring together decision-makers looking to build stronger professional connections, as each attendee is able to briefly talk about their business. Networking is followed by a featured member—usually a new or small business member—who provides insight into local resources. Typically, these events attract 10-20 attendees. The Morning Buzz takes place on the 2<sup>nd</sup> Wednesday of every month, except August and December.

## Featured Member

\$200

- Company name in event title
- Company logo on event image
- Opportunity to give a 20 minute presentation
- Ability to distribute materials
- Post-event email with attendee information

## Marketing Example



### **Morning Buzz with [Your Name Here]**

Date: Wednesday, ##, Month, 2021

Time: 8:30am to 9:30am

Location: Virtual via Zoom Meeting



# CHAMBER MIXERS

Chamber Mixers bring together the dynamic members of our business community for peer engagement and networking. Our 2021 themes include...

- **Member Appreciation** (February)
- **Young Professionals** (March)
- **Industry Night** (May)
- **Multi-Chamber Celebration** (July)
- **Women of Influence** (October)
- **Hospitality & Tourism / Port of Seattle** (November)

Each month features a different member venue and typically draws 40-60 attendees.

<b>Event Sponsor</b> \$500	<b>Host*</b> <i>In-Kind Services</i>
On-stage/on-screen mention	Event hosted (physical and/or virtually) at your location
Ability to distribute materials	Ability to address the audience for up to 5 minutes
Company logo included on online event listings	Ability to distribute materials
Mention in event communications and social posts	Company logo included in the Event Square and on online event listings
Post-event email with attendee statistics	Mention in event communications and social posts
2 complimentary admission tickets	Post-event email with attendee statistics

*\*The Chamber Mixer Host sponsorship opportunity is open to Classic or Premier level members only*





# SMART WEBINAR SERIES

The SMART Webinar series brings together experts to discuss and explain topics that are vital during economic recovery and beyond as we confront the human and economic impacts of COVID-19. These all-virtual events are hosted via Zoom Webinar and are also broadcasted live on Facebook, drawing an average of 600 live viewers. After production, a recording of each event is posted on our website, drawing even more post-event viewers. Select SMART Webinars will be upgrade to SMART Roundtables, more details to come.

<p style="text-align: center;"><b><u>Presenting Sponsor</u></b></p> <p style="text-align: center;">\$500</p> <p>Ability to address the audience for up to 5 minutes, either live or via recording and/or inclusion of a video</p> <p>Company logo included on event listings and in the Event Presentation</p> <p>Mention in event communications and social posts</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p>	<p style="text-align: center;"><b><u>Event Sponsor</u></b></p> <p style="text-align: center;">\$250</p> <p>On-screen mention</p> <p>Company logo included on event listings and in the Event Presentation</p> <p>Mention in event communications and social posts</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p>
<p style="text-align: center;"><b><u>Speaker</u></b></p> <p style="text-align: center;"><i>In-Kind Services</i></p> <p>Ability to present on the webinar's topic during the 50-minute speaker portion</p> <p>Participation in a Q&amp;A Session</p> <p>Ability to distribute materials</p> <p>Speaker headshot and company logo included in Event Presentation</p> <p>Speaker mention in event communications and on event listings</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p>	

To learn more about the SMART Webinar Series and watch past webinars, visit:  
[www.SeattleSouthsideChamber.com/SMART-Webinar](http://www.SeattleSouthsideChamber.com/SMART-Webinar)



# SUMMIT SERIES

The newest category in our event lineup, Summits combine the best of our programming together into power-packed experiences. Themes include:

- **PNW Sustainability Virtual Summit** (January)
- **PNW Education & Workforce Virtual Summit + Career Fair** (April)
- **PNW Economic Equity Summit\*** (June)
- **PNW Future of Retail Summit** (September)

We bring panels of industry experts, allow time for Q&A, breakout discussions, and an element of community engagement. This multifaceted platform allows for increased value to our attendees as well as targeted opportunities for sponsorship. Summits typically draw up to 300 attendees.

<p style="text-align: center;"><b><u>Producing Sponsor</u></b></p> <p style="text-align: center;">\$3000+</p> <p>Ability to address the audience for up to 10 minutes, including a welcome</p> <p>Ability to distribute materials</p> <p>Company logo included on online event listings, Event Presentation, and any printed materials</p> <p>Mention in event Press Releases, communications, social posts, etc.</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p> <p>8 complimentary admission tickets</p>	<p style="text-align: center;"><b><u>Presenting Sponsor</u></b></p> <p style="text-align: center;">\$1500+</p> <p>Ability to address the audience for up to 5 minutes</p> <p>Ability to distribute materials</p> <p>Company logo included on online event listings, Event Presentation, and any printed materials</p> <p>Mention in event Press Releases, communications, and social posts</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p> <p>4 complimentary admission tickets</p>
<p style="text-align: center;"><b><u>Event Sponsor</u></b></p> <p style="text-align: center;">\$500+</p> <p>Company logo included on online event listings, Event Presentation, and any printed materials</p> <p>Mention in event Press Releases, Chamber communications, and social posts</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p> <p>2 complimentary admission tickets</p>	<p style="text-align: center;"><b><u>Host</u></b></p> <p style="text-align: center;"><i>In-Kind Services</i></p> <p>Ability to address the audience for up to 5 minutes</p> <p>Ability to distribute materials</p> <p>Company logo included on online event listings, Event Presentation, and any printed materials</p> <p>Mention in event Press Releases, communications, and social posts</p> <p>Post-event email with attendee statistics</p>

*\*Those interested in sponsoring the Economic Equity Summit—which will be produced in partnership with the Kent and Renton Chambers—individually (not as a part of a Sponsorship Package) should contact the Chamber for specific sponsorship information.*



# ANNUAL CHAMBER EVENTS

These yearly events have been Seattle Southside staples for many years. Chamber Annual Events include...

- **Airport Luncheon** (August)
- **Government Affairs Reception, AKA Mayors Reception or Candidates Night** (September)
- **Annual Holiday Luncheon** (December)

Each event brings together a company of minds to hear about important aspects of our community: Sea-Tac International Airport and travel, local government officials and their policies, as well as the Chamber's yearly progress, respectively. Hosted and catered by varying member venues, these annual events typically gather 80-100 guests.

<p style="text-align: center;"><b><u>Producing Sponsor</u></b></p> <p style="text-align: center;">\$3000+</p> <p>Ability to address the audience for up to 10 minutes, including a welcome</p> <p>Ability to distribute materials</p> <p>Company logo included on online event listings, Event Presentation, and any printed materials</p> <p>Mention in event Press Releases, communications, social posts, etc.</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p> <p>8 complimentary admission tickets</p>	<p style="text-align: center;"><b><u>Presenting Sponsor</u></b></p> <p style="text-align: center;">\$1500+</p> <p>Ability to address the audience for up to 5 minutes</p> <p>Ability to distribute materials</p> <p>Company logo included on online event listings, Event Presentation, and any printed materials</p> <p>Mention in event Press Releases, communications, and social posts</p> <p>Post-event email with attendee statistics</p> <p>Digital copy of the live stream footage</p> <p>4 complimentary admission tickets</p>
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## BUSINESS AWARDS & SILENT AUCTION

Each year, we formally celebrate the business and nonprofit members who were recognized by their peers as being exceptional in their field. The evening includes the awards ceremony, a remarkable dinner from our member host, as well as the presentation of this year's Education & Workforce Development efforts through our Success Foundation. Throughout the event, guests will be able to participate in a silent auction to benefit the Foundation and its future programs. This highly anticipated event gathers 150-200 guests.

**For Business Awards details, please contact the Chamber Office or visit:**  
[www.SeattleSouthsideChamber.com/Sponsorship](http://www.SeattleSouthsideChamber.com/Sponsorship)

