



Sponsorship Opportunities

The Greater Wilkes-Barre Chamber of Commerce Wednesday Wisdom series is a bi-weekly public webinar on timely topics and business resources relevant to the community's COVID-19 response. Attendees join by Zoom for an informational session with business and subject-matter experts. Attendees will also have the opportunity for Q&A to support business connectivity and sustainability. Webinar episodes are held bi-weekly on Wednesday. Visual materials and a live recording of each call are posted following the event on the Chamber's website and social platforms for public access.

Businesses seeking to enhance their visibility among business leaders may benefit from sponsoring this series. Each session drive an average of 30 attendees and 800 plus impressions on the Chamber's social media platforms.

Timeframe: Sponsorship is for four weeks (2 Session) of the series.

Disclaimer: While each webinar in the series is limited to 100 participants on the Zoom platform, the Chamber livestreams each Wednesday Wisdom session to the public. The Chamber markets and promotes the Wednesday Wisdom Series among its general membership and the broader regional business community. The Chamber may not guarantee a minimum number of attendees per session.

Wisdom Sponsor(s): \$500 (4 Available): Please email Ahmad.Ali@wilkes-barre.org if interested. Sponsor will receive logo recognition in advance publicity and marketing promotion to the Chamber's member companies through ElevateGWB newsletters and standalone emails.

- Name recognition in advance publicity and marketing promotion to the broader business community on the Chamber's social media platforms (Facebook, Instagram, LinkedIn, Google)
- Logo recognition on the Chamber's website on Wednesday Wisdom registration page
- Opportunity for business representative to welcome attendees and/or introduce speaker on both webinars during the bi-weekly sessions
- Inclusion of a 30 second spot for the sponsor at the end of the webinar to ask a question of the speaker
- Logo recognition on the uploaded recording on YouTube
- Logo recognition on Zoom Virtual Background

