Chambers of Commerce Lead The Way

- Catalyst for business growth.
- Convener for a diverse group of leaders, influencers and community partners.
- Champion for stronger communities.

44% of consumers are more likely to think favorably of businesses who are members of their local/regional chamber.

63% of consumers are more likely to buy products or services from businesses who are members of their local/regional chamber.

Consumers view Chamber of Commerce members as trustworthy and are 12% more likely to believe their products or services are better than competitors.

— American Business Magazine
Why Support The Metro Chamber?

• Associate your brand FOR BUSINESS in the Capital Region.
• Reach an engaged audience of employers, buyers, entrepreneurs and public partners.
• Reach the largest audience of young professionals in the region.

• Engage our Small Business Development Center with clients who range from nano-startup to actively-employing enterprises.
• Communicate across industries, sectors and demographics to tens of thousands in our region weekly.
• Be involved with Sacramento’s most effective catalyst for public-private partnership and activation.

• Access opportunities to elevate and position your executive leadership.
• Engage the Metro Chamber as an advocate for your business or industry.
• Access existing media relationships and other opportunities.
Joining the Metro Chamber demonstrates an organization’s commitment to the economic success of the Capital Region; and provides access to the following benefits that support business growth.

- Year-round advocacy for your business at all levels of government
- Year-round policy & political action platforms
- Metro Chamber Member portal
- Membership directory
- Metro Chamber communications
- Eligibility for Metro Chamber discount programs
- Year round Metro Chamber committees
- E-referrals + Member-to-member contact
- Participate in Metro Chamber programs & events at member rate
- Promote your events on community calendar
- Ribbon cutting ceremonies
- Attend networking events
- Hosting opportunity for Metro Chamber events
- Sponsorship & underwriting opportunities

Additional benefits depending on level of investment.
Our Sphere of Influence

The Sacramento Metro Chamber leads four of the most influential coalitions in the region:

- Business & Economic Task Force
- Chambers United
- City of Sacramento Business Coalition
- Public Policy Council

More than a thousand member businesses, representing over 200,000 employees.

70% of members are small business owners.

Digital reach of 150,000 individuals every month across the web, social media and email.

More than 600 active & engaged regional young professionals from across all industries.

FACEBOOK
- Page Likes: 4,897
- Impressions: 41,589

TWITTER
- Followers: 11,472
- Impressions: 102,837

INSTAGRAM
- Followers: 3,533
- Impressions: 17,444

LINKEDIN
- Followers: 4,688
- Impressions: 11,721

WEBSITES
- Visitors: 3,213

(Average monthly stats)
The 4-Point Business Promise

**strongbusiness**
Cultivate the environment business needs to succeed

**vibrantcommunity**
Benefit business health through community vitality

**connectedregion**
Connect people, place and commerce

**readyworkforce**
Link business with a skilled workforce
Web Properties

Metrochamber.org — Our flagship website

• Blog and long-form advertorial space to reach our audience of over 3,000 individuals a month from a position of trust.
• Underwriting or partnering on weekly editorial content.
• Display/video advertising across the site.

Rapid Response Hub — Our information resource

• Prioritized content tiers: lead a section or page with your messaging reaching hundreds seeking information monthly.
• Traffic driven daily via social media, outreach and email.

Investment Opportunities

DISPLAY ADS

Up to three per month.
Homepage slider placement:
• $2,000 per month (not exclusive)
• $7,000 per month (industry exclusive)

Partner provides ad and URL.
Social Media — Trusted Dialogue with the Region

• A growing audience of tens of thousands seeking informed, actionable guidance for business in the region.

• Content campaigns to bring your message to the Metro Chamber audience.

• Underwriting content from nonprofit partners.

• Platform takeovers to reach young and engaged audiences.

Investment Opportunities

HOSTED CONTENT

Single post across platforms; content posted in Metro Chamber’s voice.

• $200 per post; no more than two available per day

Partner provides content for Metro Chamber to edit/post.

SOCIAL TAKEOVER

Two available per week; one post per platform per day, up to five days.

• $2,500 per week; industry exclusivity applies

Partner provides content for approval (word count & call-to-action) for Metro Chamber to edit/post.
Online Media

**Tuesdays At 2 Webcast**

This popular weekly interview series, in partnership with the Sacramento Bee, is published on Facebook Live and is later cross-posted to the Metro Chamber’s Facebook profile. Live broadcasts reach thousands each week with additional views after posting. Topics and guests are aligned to address the region’s most critical issues from social topics to legislation, public health to economic development.

**Past guests have included:**
- Office of the Small Business Advocate Director Isabel Casillas Guzman
- California Chamber of Commerce president and CEO Allan Zaremberg
- California Insurance Commissioner Ricardo Lara
- Sacramento County Department of Health & Human Services Director Peter L. Beilenson, M.D., M.P.H.
- City of Sacramento Economic Investment Manager Leslie Fritzsche

**Investment Opportunities**

**TUESDAYS AT 2**

Up to two partners per episode
- $5,000 per episode
- Verbal recognition at the beginning of the session.
- Logo recognition on screen during each session.
- Social media recognition post-event.
- Opportunity to be a special guest/topic (a la carte $1,000).
Rapid Response Update eNews
Sent weekly to over 8,000 recipients, loaded with up-to-date information to help recipients navigate the ever changing landscape regarding COVID-19, social unrest, recovery and resiliency.

Metro Chamber eNews
This twice-monthly email blast informs over 7,000 members and nonmember contacts on the actions of the Chamber, premiere programs, upcoming member events and special calls-to-action from regional partners.

Investment Opportunities
DISPLAY ADS
• $1,000 per month (non exclusive)
• $2,000 per month (industry exclusive)
Partner provides ad and URL to Metro Chamber specs.

SPONSORED CONTENT
• $2,500 per content piece
Partner provides copy for approval to Metro Chamber specs.
Communication & Advocacy Leadership

Business & Economic Task Force Briefings

The Metro Chamber leads this weekly early morning roundtable, often involving more than 50 representatives across all levels of government, industry and community leadership. This think tank includes local PBIDs, GSEC, Valley Vision, large employers, as well as representatives from our State and Federal elected officials. The information shared at this meeting is often the first time it is aired publicly, allowing attendees to be among the very first to know of emerging issues, imminent news and opportunities.

Attendees include:
- Offices of Congresswoman Matsui and Congressman Bera
- Small Business Administration
- Offices of Assemblymembers Cooley and McCarty
- Office of State Senator Pan
- County of Sacramento
- City of Sacramento
- Sacramento Employment and Training Agency

Investment Opportunities

BRIEFINGS PARTNER

$5,000 quarterly
- Verbal recognition at the beginning of the session.
- Logo recognition on notes distributed via email after each session.
- A seat on the call to ask questions and make announcements.
- Opportunity to be a special guest as relevant expert to the topic.

Partners provide logo.
Communication & Advocacy Leadership

Chambers United

The Metro Chamber coordinates a regular convening of all Chambers in the region to connect on issues of business advocacy, share resources to respond to the impacts of emerging challenges, and hear from speakers who can address specific concerns. No other meeting brings together the region’s business community, reaching a diverse audience.

General attendees include:

- Sacramento Metro Chamber
- Carmichael Chamber
- Elk Grove Chamber
- Folsom Chamber
- Lincoln Chamber
- Rancho Cordova Chamber
- Rocklin Chamber
- Roseville Chamber
- Sacramento Asian-Pacific Chamber
- Sacramento Hispanic Chamber
- Sacramento Rainbow Chamber
- Slavic-American Chamber
- Others

Investment Opportunities

CHAMBERS UNITED PARTNER

$2,500; one partner per month

- Verbal recognition at the beginning of the session.
- Logo recognition on notes distributed via email after each session.
- Item on the agenda and opportunity to make announcements.
- Opportunity to be a special guest.

Partners provide logo.
Advocacy Leadership

City of Sacramento Business Coalition

In the wake of COVID-19 and the resulting allocation of CARES Act funds, the Metro Chamber assembled a coalition of 24 business organizations in the City of Sacramento representing every council district and ensuring diversity of voice. This coalition has also focused on emerging needs from our business community as they surface.

Successes of this effort:

- Secured $21M for small business in City of Sacramento.
- Advised on and secured a $15M forgivable loan fund for Sacramento businesses.
- Ensured 75% of those funds went to small, minority owned business.
- Ensured those impacted by the civil unrest downtown had access to emergency funding.
- Secured $5M for technical assistance and personal protective equipment.
- Metro Chamber has personally distributed more than 60,000 masks to businesses in need.
- Negotiated new ordinance language at the Mayor’s Climate Commission to eliminate regulation that would have put more burden on in ill housing costs and commercial construction.
Advocacy Leadership

Coalition participants include:

- Sacramento Metro Chamber
- Del Paso Boulevard Partnership
- Downtown Sacramento Partnership
- East Sacramento Chamber
- Florin Road Partnership
- Franklin Blvd District
- Greater Broadway Partnership
- Greater Sacramento Vietnamese Chamber
- Handle District
- Mack Road Partnership
- Midtown Association
- Natomas Chamber

- North Sacramento Chamber
- Oak Park Business Association
- R Street Partnership
- River District
- Sacramento Asian-Pacific Chamber
- Sacramento Hispanic Chamber
- Sacramento Inclusive Economic Development Collaborative
- Sacramento Rainbow Chamber
- Slavic-American Chamber
- Stockton Boulevard Partnership

Investment Opportunities

COALITION PARTNER

$15,000; up to two partners per quarter when active

- Verbal recognition at the beginning of the session.
- Logo recognition on notes distributed via email after each session.
- A seat on the call to ask questions and make announcements.
- Opportunity to be a special guest.
- Social media follow up to share out publicly from the meeting.
As part of our ongoing advocacy efforts, the Metro Chamber convenes a monthly panel of subject matter experts, guided by the 4-Point Business Promise, in reviewing legislation and developing situations for the region, providing strategic direction to ensure local business thrives.

A task force within this group focuses on Sacramento City Council agendas on a weekly basis to monitor priority issues that affect business, rallying private and public partners to influence on behalf of our business community.

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**Investment Opportunities**

**COUNCIL PARTNER**

$10,000: One partner per quadrant

- Verbal recognition at the beginning of the session.
- Logo recognition on notes distributed via email after each session.
- Opportunity to be a special guest.

*Partners provide logo.*
Economic Development Initiatives Underwriting

Capital Region Small Business Development Center (SBDC)

The Capital Region Small Business Development Center (SBDC) strives to be Northern California’s premier platform for business partners to actively engage with small business owners and entrepreneurs to benefit the economic development of the Capital Region.

- 1:1 business consulting
- Workshops and business management training
- Access to capital

Investment Opportunities

Provide technical assistance hours for small business owners. Your investment is DOUBLED by matching SBA funding.

See SBDC sponsorship sheet.
Imagine Sacramento without its homegrown businesses. Local cafes and coffee shops. In-your-corner accountants or law firms. Big dreamers creating the next best things. Our local businesses create jobs and drive our economy all while creating the unique culture and spirit that makes this home. #AllForSmall shows them we’re in their corner!

Support from donors on this unrestricted fund development campaign enables the Sacramento Metro Chamber to boost the advocacy for and influence of our local businesses at the City, County, State, and National levels. Together, we can keep our businesses open and thriving and opportunities for new investment and innovation coming.

**Investment Opportunities**

**ALL FOR SMALL PARTNER**

$10,000; up to four partners

- Logo recognition on campaign microsite, plus all social and email mentions

*Partners provide company logo for recognition purposes.*
Online Media

Webinars & Virtual Events

The Chamber’s existing audience of business professionals from the six county region value actionable information and opportunities for business growth that our top tier partners can provide. Likewise, our member audience is a fount of information on the needs and agendas of small businesses, regional economic partners, and boots-on-the-ground insights on consumer trends by industry and geography. Our member audience is robust with influential decision makers and thought leaders, perfect for amplifying campaign calls-to-action, rallying support around a policy or movement, and other responsive actions.

Investment Opportunities

WEBINAR PARTNER

$5,000 per event (base price)

- Partner recognition in all collateral and promotional materials
- Collaborative content creation process with the Chamber to maximize the impact of your message
Online Media

Virtual Business Walks

Virtual business walks are presentations of the businesses and organizations that compose local economic corridors. These serve as rich opportunities for information gathering, partner and alliance building, as well as providing a chance to reach segments of the regional business community in a low-pressure, high-familiarity manner with your organization’s messages.

Investment Opportunities

VIRTUAL BUSINESS WALK PARTNER

$5,000 per report

• Partner recognition in all collateral and promotional materials
• Collaborative content creation process with the Chamber to maximize the impact of your message
Sponsored Blog Content

The Metro Chamber’s blog serves as a central hub for information keeping the Capital Region up to date on policy news, programmatic successes of the Chamber and partner organizations, and analysis of local issues as they emerge and evolve. Sponsored content on the blog is an excellent way to embed organization’s messaging and calls-to-action; positioning educational materials to inform our audience about your organization’s products, services, goals or initiatives; or begin a dialogue with our audience leveraging their trust in our brand to gain a relationship for your own.

Investment Opportunities

INDIVIDUAL BLOG POSTS

Begin at $1,000 per content piece

- Partner recognition in all collateral and promotional materials
- Partner-driven content can be provided, or developed in collaboration with the Chamber to maximize the impact of your message
126th Annual Business Awards

Hosted first in 1895, the Annual Business Awards is the Metro Chamber’s longest running event. Since then, members have annually gathered to commemorate the chair of the board of directors and welcomed their successor.

The 2021 Annual Business Awards will honor exemplary businesses and leaders in the Sacramento region through prestigious awards such as the Sacramentan of the Year, Businessman and Businesswoman of the Year, Young Professional of the Year and Hall of Fame Awards. Join your fellow members as we celebrate these distinguished business award winners in this year’s fast-paced, virtual format.

Investment Opportunities

See Annual Awards Sales Sheet
Featured Programs

Study Mission
For the last 21 years, the Metro Chamber has led regional leaders in community, business and government sectors on a Study Mission to another U.S. city as a unique way to learn about the success and challenges of another region, while addressing economic and regional issues that affect the quality of life in the Capital Region.

This unparalleled opportunity to align around a common vision will serve the Sacramento region for years to come. Join us in sponsorship of a virtual celebration of the program’s two decades of contributions to the future of the region’s business and economic development agenda.

Investment Opportunities
See Study Mission Sales Sheet
Special Opportunities

Mission Oriented Investment

The Metro Chamber advocates at the local, state and federal levels for policies and endorses candidates that support the growth of a ready and skilled workforce and strong business environment. We play an active role leading inclusive economic development in order to create the environment and conditions businesses need to operate and grow. Our efforts amplify the voices of our Members and speak collectively on behalf of the largest business community in Northern California.

Investment Opportunities

Interested in direct, mission oriented investment?
Contact us today about our large investment opportunities and custom packages!