



2019 Annual Luncheon
September 26, 2019
Marketing Opportunities
Brochure

Connecting you with key decision makers from across the state

ILLINOIS
CHAMBER
CENTENNIAL
1919 - 2019



[The Illinois Chamber] is a fantastic resource that has broadened our understanding of the global market and allowed us to make government and business connections at a very high level. As a small company with limited resources, we see the Chamber as a vital partner.

— Donato Ceres
Advanced Diamond Technologies

Why Sponsor?

The Illinois Chamber of Commerce is a recognized provider of programs on issues important to business professionals/employers in Illinois. These programs provide opportunities for networking and informing attendees about the important trends and concerns for their businesses. Businesses can expect to strengthen their business image, increase brand visibility, generate leads, provide audience insight on products, and help meet their goals.

Effective Key Opportunities

We want our programs to benefit both our attendees and sponsors as much as possible. Our marketing campaigns begin early and advertise through e-mail, website, and a strong social media program as well as distribution through print publications.

How We Market:

- Targeted e-mail campaigns sent to 3,000 to 15,000 high-level business professionals per program. We acquire a notable average open rate of 15-17% per event.
- Our event webpages attract thousands of unique online visitors for each program.

- We have a robust social media program, utilizing Twitter, Facebook, LinkedIn, Instagram, and SnapChat to reach a wide audience.

What Sponsorship Can Provide Your Business

- Put your business in front of our members and clients.
- Be visible to your target market.
- Increase brand awareness.
- Increase your reach and exposure to new clients, customers, and businesses.
- Reconnect with your customers and engage with an audience of business professionals.
- Generate leads.
- Deliver great ROI.

Annual Luncheon

September 26, 2019 | Chicago, IL

The Annual Luncheon is the IL Chamber's crown jewel program. In 2019, the IL Chamber is celebrating its 100th birthday and the annual luncheon will be the culminating event in the yearlong celebration. The day kicks off with the council reception networking cocktail party. The luncheon program will include our keynote speaker, Michelle Peluso, SVP Digital Sales and Chief Marketing Officer at IBM, along with presentation of the annual Edie Awards, honoring those who imagine, design, invest and build in Illinois, bringing jobs, growth and prosperity to our communities. Attendees and sponsors have the opportunity to connect with political leaders and influencers from across the state at our largest fundraiser of the year.



“Union Pacific’s employees, facilities and rail lines are deeply rooted in Illinois’ history and its future economic success. Our trains deliver the goods Americans use every day, and we safely carry more than 105,000 passengers throughout Chicagoland as part of our Metra operations. The Illinois Chamber of Commerce’s Annual Luncheon is an opportunity for us to connect with businesses across many sectors, building and strengthening our relationships while learning how we can work together to leverage our unique perspectives to support Illinois’ growth.”

— Lisa Stark, Assistant Vice President, Public Affairs, Union Pacific Railroad





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	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	PARTNER \$1,500	EXHIBITOR \$500	COUNCIL RECEPTION \$2500	CUSTOM LEVEL Make it yours	
Event registrations/seats included	24	16	8	8		2		
IL Chamber to post confirmation of sponsor's involvement to social media accounts	*	*	*	*	*	*		
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	*	*	*	*	*	*		
List of attendees, including name, title and company (provided the day after the event)	*	*	*			*		
Link to company landing page placed on the IL Chamber event page	*	*	*			*		
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	*	*	*					
Company listing on all event promotional materials, including e-mail blasts and press releases	*	*						
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	*	*				*		
Sponsor can contribute to IL Chamber LinkedIn and IL Chamber website. Content subject to IL Chamber approval	*	*						
60-second commercial spot (provided by sponsor) played during the event	*							
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover	*							
Half-page ad in the event program		*						
Quarter-page ad in event program			*					
Sixth-page ad in event program						*		
Opportunity to distribute promotional materials to attendees	*							
Opportunity to give welcome/introduction remarks	*							
Exhibitor table	*				*	*		
Signage recognizing contributions for reception refreshments						*		

Sponsorship and/or Exhibitor Selection

Type of Sponsorship Selected

SPONSOR CONTACT INFORMATION

Contact Name/Title _____

Company _____

Email _____ Phone _____

NAMES OF REGISTRANTS (\$100 per person extra if adding more than sponsorship includes)

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

PAYMENT METHODS

Check

Illinois Chamber of Commerce
PO Box 19258, Springfield, IL 62794-9258

Credit Card VISA Mastercard AMEX Discover

Name as on card _____

Number _____

Expiration Date _____ Security Code _____

To purchase a table or sponsorship contact

Laurie Silvey, Associate VP of Business Services | 217-5512 ext. 223 or lsilvey@ilchamber.org



www.ilchamber.org

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