



metrochamber

SACRAMENTO METROPOLITAN
CHAMBER OF COMMERCE

Bold Advocates. Authentic Connectors. Proven Leaders. For Business.

REPRESENTING BUSINESS
THROUGHOUT THE SIX COUNTY
GREATER SACRAMENTO REGION



metrobusiness center
SACRAMENTO METROPOLITAN BUSINESS CENTER



**metrochamber
FOUNDATION**

NOVEMBER 2021

127TH

Annual Dinner & Business Awards

FEBRUARY 11, 2022 · HYATT REGENCY, SACRAMENTO

Hosted first in 1895, the **Annual Dinner & Business Awards** is the Metro Chamber's longest running event.

The 2022 Annual Dinner & 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 to celebrate these distinguished business award winners.

	PRESENTING	PLATINUM	GOLD	SILVER	EXECUTIVE
BENEFITS	\$35,000	\$15,000	\$7,500	\$5,500	\$3,500
EXCLUSIVE "PRESENTED BY" STATUS	YES	NO	NO	NO	NO
PODIUM OPPORTUNITY	YES	NO	NO	NO	NO
BRAND RECOGNITION ON SELECT PRINTED MATERIALS	YES	YES	NO	NO	NO
BRAND RECOGNITION ON SOCIAL MEDIA CHANNELS	YES	NO	NO	NO	NO
BRAND RECOGNITION IN SELECT MARKETING MATERIALS	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON REGISTRATION WEBSITE	LOGO	LOGO	NO	NO	NO
RECOGNITION IN EVENT PROGRAM	FULL PG AD	½ PG AD	LOGO	NAME	NAME
BRAND RECOGNITION ON EVENT SLIDE SHOW	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON EVENT SIGNAGE	LOGO	LOGO	LOGO	NAME	NAME
PROMINENT VERBAL RECOGNITION	YES	YES	YES	YES	YES
TABLE SIGNAGE	YES	YES	YES	YES	YES
RESERVED TABLE OF 10 IN PRIORITY LOCATION	3	2	1	1	1
DRINK TICKETS FOR NETWORKING RECEPTION	30	20	10	5	2

Dates are subject to change. Metro Chamber event sponsorship does not guarantee exclusive industry representation unless otherwise noted. Eligibility is reserved for members only. For information on how to become a member visit metrochamber.org. Sponsorship contributions must be spent within the calendar year they are made. Unallocated funds are non-refundable.



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To reserve your sponsorship, please contact **Susan Harris Brazelton**

(916) 826-5410 · SHARRIS@METROCHAMBER.ORG

50TH ANNUAL Capitol-to-Capitol

APRIL 30 - MAY 4, 2022 · WASHINGTON D.C.

The largest regional chamber delegation in the nation to lobby Congress.

In its 50th year, the Metro Chamber's annual Cap-to-Cap program remains the largest delegation in the nation to lobby congress. This sell out program affords a unique opportunity to business and elected leaders to align around issues that affect the six-county Capitol Region, and work directly with congressional and administration representatives to organize board-based support for critical regional initiatives.

	PRESENTING	PRESIDENTIAL	SENATORIAL	CONGRESSIONAL	EXECUTIVE
BENEFITS	\$50,000	\$25,000	\$10,000	\$5,000	\$3,000
EXCLUSIVE "PRESENTED BY" STATUS	YES	NO	NO	NO	NO
PODIUM/VIDEO OPPORTUNITY	2	1	NO	NO	NO
BRAND RECOGNITION IN SELECT MARKETING MATERIALS	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON REGISTRATION WEBSITE	LOGO	LOGO	LOGO	LOGO	NAME
BRAND RECOGNITION ON MOBILE APP	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON SOCIAL MEDIA CHANNELS	YES	YES	NO	NO	NO
BRAND RECOGNITION ON EVENT SLIDE SHOW	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON EVENT SIGNAGE	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION IN DAILY NEWSLETTERS (PRINTED AND ELECTRONIC)	SOLD OUT	SOLD OUT	LOGO	NAME	NAME
BRAND RECOGNITION ON THUMB DRIVE	LOGO	NO	NO	NO	NO
RECEIVING LINE AT CHAIRS RECEPTION	YES	YES	NO	NO	NO
PROMINENT VERBAL RECOGNITION	YES	YES	YES	YES	YES
RESERVED SEATING AT APPROPRIATE VENUES	YES	YES	NO	NO	NO
AD IN PROGRAM MATERIALS	FULL PAGE	FULL PAGE	½ PG AD	¼ PG AD	NO
HOTEL SUITE UPGRADES	2	1	NO	NO	NO
ROOM DROP OPPORTUNITY	YES	NO	NO	NO	NO
TRIP ATTENDEES CONTACT INFORMATION	YES	YES	YES	NO	NO
POST EVENT SURVEY RECOGNITION	YES	YES	YES	NO	NO

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50TH ANNUAL Capitol-to-Capitol

APRIL 30 - MAY 4, 2022 · WASHINGTON D.C.

	LEGACY GALA	CHAIRS RECEPTION	OPENING BREAKFAST	HOSPITALITY SUITE (2)	LEADERSHIP LUNCHEON (4)	TEAM CENTER (4)	WELCOME RECEPTION (4)	NEWSLETTER (4)**
BENEFITS	\$30,000	\$30,000	\$15,000	\$10,000	\$5,000	\$3,000	\$2,500	\$1,500
PODIUM / VIDEO OPPORTUNITY (3 MIN. MAX)	1	NO	1	NO	NO	NO	NO	NO
BRAND RECOGNITION IN SELECT MARKETING MATERIALS	LOGO	LOGO	NAME	LOGO	LOGO	NAME	NAME	NO
BRAND RECOGNITION ON REGISTRATION WEBSITE	LOGO	NO	NO	NO	NO	NO	NO	NO
BRAND RECOGNITION ON MOBILE APP	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
BRAND RECOGNITION ON SOCIAL MEDIA CHANNELS	YES	NO SOLD OUT	NO	NO SOLD OUT	NO SOLD OUT	NO	NO	NO
BRAND RECOGNITION ON EVENT SLIDE SHOW	LOGO	LOGO	NAME	NAME	NAME	NAME	NAME	NO
BRAND RECOGNITION ON EVENT SIGNAGE	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NO
BRAND RECOGNITION IN DAILY NEWSLETTERS (PRINTED AND ELECTRONIC)	LOGO	NAME	LOGO	NAME	NAME	NAME	NAME	LOGO
ATTACHMENT TO NIGHTLY NEWSLETTER	NO	NO	NO	NO	NO	NO	NO	YES
RECEIVING LINE AT CHAIRS RECEPTION	NO	YES	NO	NO	NO	NO	NO	NO
PROMINENT VERBAL RECOGNITION	YES	YES	YES	YES	YES	YES	YES	NO
RESERVED SEATING AT APPROPRIATE VENUES	YES	NO	YES	NO	YES	NO	NO	NO

** NOTE: No buyout option for nightly newsletter

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50TH ANNUAL Capitol-to-Capitol

UNIQUE OPPORTUNITIES

MEDIA SPONSORSHIP

\$50,000 (SOLD OUT)

In partnership with KTXL FOX40, this comprehensive Media Sponsorship calculates to well over \$150,000 in value. Coverage includes Studio 40 live segments pre and post program, flight departure coverage, sponsored promos, social media (FOX40 and Metro Chamber), billboard sponsor messages, various live shots and interviews while in Washington D.C. Please call for specific details.

JOURNAL SPONSORSHIP

\$12,500 (1)

The journal sponsorship provides organizations an opportunity to provide custom logo'd journals to all program attendees. Attendees carry these journals throughout the program and throughout the year, with exposure going well beyond just those that are part of the Cap-to-Cap delegation and expanding your reach beyond program dates.

To secure your early registration and participation in the annual Cap-to-Cap and Study Mission programs, you may include a base rate in your annual agreement with a balance due upon registration opening should there be any difference.

Note: Checks for registration must be made separately and payable to I.S. Tours, Inc.

KEY SPONSORSHIP

\$6,500 (1)

Hotel guests customarily receive two keycards upon check-in, typically viewing these supplied keycards 8-12 times per day for the duration of their stay. This constant visibility raises brand or message awareness among a targeted and receptive audience. Keycard customization is a low-cost – yet highly impactful – solution, yielding an excellent return on investment.

PROMOTIONAL DISPLAY

\$2,500 (4)

Hotel guests customarily receive two keycards upon check-in, typically viewing these supplied keycards 8-12 times per day for the duration of their stay. This constant visibility raises brand or message awareness among a targeted and receptive audience. Keycard customization is a low-cost – yet highly impactful – solution, yielding an excellent return on investment.

MONUMENT TOUR

\$1,000 (SOLD OUT)

Don't miss an opportunity to be featured host of this popular annual drop-in guided nighttime Monument Tour.

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22ND ANNUAL Study Mission

FALL 2022 · SAN DIEGO, CA

Learn about the success and challenges of **another region** while addressing issues that affect Sacramento.

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 Capitol Region. Join us in sponsorship for an unparalleled opportunity to align around a common vision, which serves to advance the Sacramento region's business and economic development agenda.

	PRESENTING	CHAIR'S RECEPTION	DINNER	PLATINUM	RECEPTION	GOLD	SILVER
BENEFITS	\$35,000	\$10,000	\$10,000	\$7,500	\$5,000	\$5,000	\$2,500
EXCLUSIVE "PRESENTED BY" STATUS	YES	NO	NO	NO	NO	NO	NO
PODIUM OPPORTUNITIES	2	1	1	NO	NO	NO	NO
BRAND RECOGNITION ON OUR SOCIAL MEDIA CHANNELS	YES	NO	NO	NO	NO	NO	NO
BRAND RECOGNITION IN SELECT MARKETING MATERIALS	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON REGISTRATION WEBSITE	LOGO	LOGO	LOGO	LOGO	NAME	NAME	NAME
BRAND RECOGNITION ON MOBILE APP	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
AD IN EVENT PROGRAM	FULL PG AD	½ PG AD	½ PG AD	¼ PG AD	NO	NO	NO
BRAND RECOGNITION ON EVENT SLIDE SHOW	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
BRAND RECOGNITION ON EVENT SIGNAGE	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
PROMINENT VERBAL RECOGNITION	YES	YES	YES	YES	YES	YES	YES
POST EVENT SURVEY RECOGNITION	YES	NO	NO	NO	NO	NO	NO
HOTEL SUITE UPGRADES	2	NO	NO	NO	NO	NO	NO
ROOM DROP OPPORTUNITY	YES	NO	NO	NO	NO	NO	NO
TRIP ATTENDEES CONTACT INFORMATION	YES	YES	YES	NO	NO	NO	NO

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FOUNDATION

2022
SPONSORSHIP
OPPORTUNITIES



2022 PROGRAM

Sponsorship



*Committed to
Young Professionals
and the inclusive
+ equitable
economic growth
of the Capital Region*

ENGAGE

DEVELOP

GIVE

EMPOWER

IN 13 YEARS WE HAVE:

1,800+

Network of Members & Alumni

1,000+

Hours Provided For Professional Development

\$75K

Donated and Raised for
Regional Nonprofits

RESOURCES

Provided for Job Opportunities, Board Service,
Scholarships for Regional Programs

INVEST IN OUR FUTURE. INVEST IN EDGE.

Taylor Toledo

2022 Metro EDGE Program Chair
209-598-4493 or taylor@3foldcomm.com

Andrea Ollanik

Metro Chamber Foundation
916-319-4260 or aollanik@metrochamber.org



2020-2021 challenged us as individuals, employees, employers, and community members. Over several months, regional and global issues made us stop and question what we're doing and how we're spending our time. We had the opportunity to work on our personal and professional identities and remembered how vital self-development is. We began reinventing ourselves.

In May 2021, in partnership with the UC Davis Graduate School of Management, the Metro Chamber Foundation launched a workforce survey that found the anecdotal "Great Resignation" is very present here in Sacramento, with approximately 23% of the workforce considering leaving the region. This period of time, and what we do with it, will define our business economy for years to come.

As we enter 2022 with plans to resume in-person events and gatherings, we are all eager for connection and learning. Sacramento's young professionals are looking for businesses and organizations investing in their wellbeing and livelihood, and they're finding the companies they want to grow with at Metro EDGE.

We are proud to serve hundreds of these young professionals every day by sharing relevant content, being the vessel for professional development, and connecting them to regional employers like you. To invest in Metro EDGE is to invest in your future workforce. Here are just a few of the business benefits you receive from sponsoring us:

- Professional development to acquire practical, 21st century skills that your employees can bring back to their work, clients, and team members
- Recruitment tools like job boards and board service opportunities
- Educational events to learn about regional issues, civic engagement opportunities, and business development
- Networking events to develop crucial business development skills and make essential regional connections
- Access to the coveted 18-40 demographic through communications and surveys
- A place for everyone to belong and feel connected

Metro EDGE has been an essential mechanism for economic growth and investing in our young professionals matters now more than ever. Now is the time to invest.

INVEST IN OUR FUTURE. INVEST IN EDGE

Taylor Toledo

2022 Metro Edge Program Chair
209-598-4493 or taylor@3foldcomm.com

Andrea Ollanik

Metro Chamber Foundation Executive Director
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SPONSORSHIP OPPORTUNITIES



Presenting Level
\$26,000

Metro EDGE inspires and empowers its members to drive the culture, development and conversations branding this region as the place for young professionals with a thriving environment for the next economy. Invest in Metro EDGE at the Presenting level, our highest level, to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Presenting sponsor we will allocate \$1,000 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	1 Dedicated e-Blast to Entire Membership	30 Tickets to Emerge	2 Sponsored Tables
Logo on Website	Quarterly Sponsored eNews Content	Opportunity to Speak at Emerge	6 Tickets
Logo on Signage at All EDGE Events	Quarterly Sponsored Social Media Content	First Opportunity to Provide 1 of the Following: Lanyard, Bag, Coffee Cups, Photobooth	12 Drink Tickets
Logo on All EDGE Event Registration Pages	4 Sponsored Blog Posts	Emerge Swag Bag Item	
		Full Page Ad in Emerge Program, Logo on All Emerge Signage & Program	

SPONSORSHIP OPPORTUNITIES



Platinum Level

\$16,000

Invest in Metro EDGE at the Platinum level to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Platinum sponsor, we will allocate \$1,000 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	2 Sponsored eNews Content	25 Tickets to Emerge	2 Sponsored Tables
Logo on Website	3 Sponsored Social Media Content	Opportunity to Provide 1 of the Following: Coffee Cups, Photobooth, Charging Station	6 Tickets
Logo on Signage at All EDGE Events	2 Sponsored Blog Posts	Emerge Swag Bag Item	12 Drink Tickets
Logo on All EDGE Event Registration Pages		1/2 Page Ad in Emerge Program	
		Logo on All Emerge Signage & Program	

SPONSORSHIP OPPORTUNITIES



Gold Level
\$11,000

Invest in Metro EDGE at the Gold level to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Gold sponsor, we will allocate \$1,000 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	1 Sponsored eNews Content	20 Tickets to Emerge	1 Sponsored Table
Logo on Website	2 Sponsored Social Media Content	Emerge Swag Bag Item	4 Tickets
Logo on Signage at All EDGE Events	1 Sponsored Blog Post	1/4 Page Ad in Emerge Program	8 Drink Tickets
Logo on All EDGE Event Registration Pages		Logo on All Emerge Signage & Program	

SPONSORSHIP OPPORTUNITIES



Invest in Metro EDGE at the Silver or Support level to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Silver or Support level sponsor, we will allocate \$500 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Silver Level \$5,500

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	1 Sponsored Social Media Content	10 Tickets to Emerge	1 Sponsored Table
Logo on Website		Logo on Select Emerge Signage	2 Tickets
Logo on Signage at All EDGE Events			4 Drink Tickets

Support Level \$2,500

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Website	1 Sponsored Social Media Content	4 Tickets to Emerge	2 Tickets
Logo on Signage at All EDGE Events		Logo on Select Emerge Signage	4 Drink Tickets



inspire giving

Every year Inspire Giving provides a \$10,000 grant and in-kind services to a local nonprofit. People in the Capital Region contribute individual donations to collectively give a donation larger than they could give on their own.

What is an Endowment Fund?

An endowment fund is a permanent fund that is pooled for maximum benefit and invested to achieve long-term capital growth.

Why Be A Donor?

Donors collectively select the priority giving area and local nonprofit that will receive the grant. In 2022, the Priority Giving Area is Community and Economic Development and Affordable Housing.

How Can You Help?

Donate to the Inspire Giving Endowment, get involved with one of our committees, volunteer with our current or past grant recipients, and find us on social media to stay up to date on what we are doing!

Funded Projects

- 2021 Improve Your Tomorrow**
- 2020 Children's Receiving Home of Sacramento**
- 2019 Department of Sound**
- 2018 GRID Alternatives**
- 2017 Lilliput Families**
- 2016 Sacramento Food Bank and Family Services**
- 2015 916 Ink**
- 2014 Saint John's Program for Real Change**
- 2013 Roberts Family Development Center**
- 2012 Soil Born Farms**
- 2011 River City Food Bank**

Program Sponsorship

A LITTLE IS ENOUGH, IF ENOUGH PEOPLE DO IT

Every year, Inspire Giving provides a \$10,000 grant to help fund a project for a local nonprofit. Through our leadership team, donors and participants, Inspire Giving also provides in-kind services, donations and support, depending on the project needs. In nine years, Inspire Giving has supported nonprofits through \$115,000 in grants and over \$1,000,000 in in-kind support and services.

Benefits	Leadership Council Retreat \$2,500	Endowment & Foundation Giving (50/50) \$2,500	Endowment & Foundation Giving (50/50) \$5,000	Big Day of Giving Match \$1,000 - \$10,000
Linked logo on web page	Yes	Yes	Yes	Yes
Linked logo on quarterly newsletter	No	No	Yes	No
Sponsor profile on website	1	1	1	1
Sponsor profile in Inspire Giving quarterly newsletter	No	No	1	1
Sponsor profile in Metro Chamber Foundation newsletter	No	No	No	1
Facebook social mentions	1	1	3	2
Opportunity to present to leadership council	Yes	No	Yes	No
Recognition on Giving Edge profile	No	No	No	Yes



2021 Leadership Sacramento Class



GROWING LEADERS SINCE 1985

Founded in 1985, Leadership Sacramento is a program of the Sacramento Metro Chamber Foundation that develops community-minded business and civic leaders of tomorrow. This year-long interactive program provides a behind-the-scenes view of the issues that impact the region's economy. Leadership Sacramento is available to a limited number of participants each year, with monthly day-long sessions and culminates in the completion of a community betterment project.

CURRENT CLASS

Each month, Leadership Sacramento explores a new subject. The goal for each day is to give class participants a unique behind-the-scenes experience that furthers their knowledge of each subject, demonstrating the impact the subject has on the region and providing information and connections to enable immediate community action. Each class works collectively to select and complete a community service project to benefit a nonprofit organization, project or cause.

Monthly sessions have included:

- Regional History
- Law & Order
- Health & Wellness
- Arts, Culture & Entertainment
- Government
- Business & Innovation
- Communications
- Education
- Nonprofit

ALUMNI ASSOCIATION

With over **1200 alumni** of the Leadership Sacramento program, we launched the Leadership Sacramento Alumni Association in 2021. Alumni of the program continue to network amongst classes, participate in exclusive community education opportunities, and engage in community service projects that build upon their LS experience.

"Leadership Sacramento is a phenomenal program to learn more about regional issues, connect with community leaders and expand your network."

JENNIFER ABLOG
2021-2022 METRO CHAMBER
FOUNDATION BOARD CHAIR





Leadership Sacramento

ANNUAL PROGRAM – MEETS MONTHLY

Since 1985 the Metro Chamber's Leadership Sacramento program has graduated over 1,200 civic and community leaders. This year-long interactive study of the Sacramento region provides participants with a behind the scenes understanding of issues that impact the region's economic prosperity and quality of life. The year-long community betterment project, included in the program, has resulted in long-term beneficial impacts on local member non-profits in our region. Don't miss a chance to sponsor this exemplary program.

Benefits	Presenting \$10,000	Legacy \$5,000	Retreat \$3,500	Alumni Mixer \$2,500	35th Anniversary \$2,500	Graduation \$2,500	Day Sponsor \$2,000
Brand recognition on class application	Logo	Logo	No	No	No	No	No
Brand recognition on monthly class materials	Logo	Yes	Yes	No	No	Yes	Yes
Brand recognition on LS website	Logo	Logo	Logo	No	No	Logo	No
Brand recognition on appropriate signage	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Prominent verbal recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to distribute marketing info during sponsored event	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Speaking opportunity to current class	Yes	Yes	No	Yes	Yes	Yes	Yes
Invitation to attend retreat	Yes	No	No	No	No	No	No
Invitation to attend Alumni Mixer	4	2	No	5	No	No	No
Invitation to attend 35th Anniversary Celebration	4	2	No	No	5	No	No
Invitation to attend graduation event & luncheon	2	2	No	No	2	2	No
Social Media Recognition	4	2	1	1	1	1	1
Positioned as Class Mentor	Yes	No	No	No	No	No	No
Business Space for Class Day (as necessary)	Yes	No	No	No	No	No	No



Leadership Sacramento Alumni Association

For over 36 years, Leadership Sacramento has provided an opportunity for leaders in our region to network, get civically engaged, and to hone and craft their leadership skills. In 2021, we launched the Leadership Sacramento Alumni Association to guarantee consistent programming and networking for alumni of the program. Sponsoring this program gives you access to this influential group of individuals.

Benefits	Tower Bridge \$10,000	Capitol \$5,000	American River \$2,500	Leadership \$1,500	Scholarship Investment \$10,000-\$1,000
Brand recognition on alumni portal	Yes	Yes	Yes	Yes	Yes
Brand recognition on signage at events	Yes	Yes	Yes	Yes	No
Brand recognition on event registration page	Yes	Yes	No	No	No
Brand recognition on select marketing material	Yes	Yes	No	No	No
Recognition on E-blasts	Yes	No	No	No	No
Social Media Recognition	6	4	2	1	1
Speaking opportunity	2	1	No	No	No
Opportunity to host an event	Yes	No	No	No	No
Invitation to join current class graduation	Yes	No	No	No	No



Our mission is to help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow...one lemonade stand at a time!

27

Sites in the greater Sacramento region

**Nearly
1800
Young Entrepreneurs**

**Money invested
back into the
community**

Lessons learned
Entrepreneurship
Financial literacy
Social & Emotional Learning
Charitable giving



"Lemonade Day brought brightness through COVID and provided a great opportunity for us to re-connect with the students and the community. Lemonade Day sparked not just interest within the girls, but enthusiasm. We did a lot of role playing and through the lessons and actual business implementation, it was a great way for the kids to express themselves."

-The Glass Slipper, Jackie Guzman

"The kids loved Lemonade Day and would nonstop talk about the lessons and their business ideas. We enjoyed participating in the springtime as it was a very positive way to the end the school year. The curriculum was great, and we really loved the guest speakers. We look forward to participating again next year."

-YMCA West Sacramento, Alexis Gomez

"Our classes were able to make the lemonade model their own and add some ideas of making different businesses like: A boba stand, popcorn, snacks, iced tea and water stands. For the most part each class had their students work in groups within their class. I think this curriculum was great and really allowed our students to think about their future and if business is something they would like to do."

- Abraham Lincoln Elementary, Marissa Cedeno



Lemonade Day

Lemonade Day is an educational initiative that introduces youth to entrepreneurship, teaching them how to start, own, and operate their own business – a lemonade stand. Lemonade Day teaches skills that will prepare youth for both business and life. Join us in shaping our future workforce and economy.

The success of Lemonade Day relies on members of the community coming together for a common purpose – to train the next generation of entrepreneurs, civic leaders and engaged citizens. Thank you for your support.

Benefits	Fresh Squeeze \$10,000	Lemondrop \$5,000	Spoonful \$2,500
Logo displayed on workbooks	Large	Medium	Small
Recognition on select marketing materials	Yes	Yes	No
Recognition on website	Logo	Logo	Logo
Social Media Recognition	6	2	1
Opportunity to include company promo item to students	Yes	Yes	No
Opportunity to work with students and present a Lemonade Day Lesson	2	1	No
Opportunity to participate in Pitch Competition	Yes	No	No
Develop Volunteer Program Opportunities to Mentor Youth	Yes	Yes	Yes
Opportunity to serve on Lemon Council	Yes	No	No
Logo on Completion Certificate	Yes	No	No

IMPACT NUMBERS

750

**YOUTH
EMPLOYED**

50,000

**HOURS
WORKED**

\$550,000

**WAGES
EARNED**

Employer Perspectives



“We were able to mentor and develop multiple young leaders in the community and give them experience in working with young children. One student in particular showed tremendous leadership potential and hired her on to our preschool staff. Over a year later, she is still a member of our core team and enrolled in her first college classes to study Early Childhood Education!”

-LESLIE BOSSERMAN, THE MAKERS PLACE

“The Metro Chamber Foundation has made it possible for 16-18 year old youth to experience paid employment through employer partnership across the region. Their impact is driving increased employment and workforce readiness in our marginalized youth populations.”

-TIM ALDINGER, FOUNDATION FOR CALIFORNIA COMMUNITY COLLEGES



Student Success Story



Jordan and Alayna Smith are sisters that participated in Thousand Strong. Jordan interned in the first and second years of the program. She was the first in her family to attend college and is now a Junior at UCSB. Alayna interned in the fourth and fifth years of the program and will be attending UCLA this Fall. Both recognize that Thousand Strong has given them experience and connections that they would not have been able to receive anywhere else. Additionally, their dollars earned went towards both overall household income and towards their own personal savings for future expenses.

Sponsor a Student: \$5,000 / Host a Student

Benefits:

- Ability to access hundreds of Sacramento youth trained to start work
- Fully managed payroll system, easing onboarding and processing of student wages and employment benefits
- Employer training offered to review the best practices for creating a project-based internship
- Additional partner support for youth by career coaches to ensure their success
- Up to 300 hours paid work experience at local employer



metrochamber

WE ARE FOR BUSINESS.

**Bold Advocates.
Authentic Connectors.
Proven Leaders.
For Business.**