

# 2022 EVENT MARKETING OPPORTUNITIES



Sponsor opportunities with Troy Chamber of Commerce can provide your company with the tools to educate and engage your target audience. Whether you are looking to sponsor a single event or multiple events, our team will work with you to customize a package that fits your company's marketing goals.

## TC Business Excellence Awards

**Anticipated Audience: 600+**

The Troy Chamber's annual awards celebrating the individuals and businesses who have excelled this past year. The event features a wide variety of categories to recognize achievements in every facet of the workplace. Join us as we celebrate and give recognition to the achievements and positive contributions of organizations and working professionals in the business community.

**Timing: February**

## Tee Off FORE Troy

**Anticipated Audience: 150+**

This annual golf outing provides a full day of fun and networking with a wide range of business professionals and community leaders. With an 18-hole scramble format, this outing is held at a private country club and includes breakfast, lunch, and an after-glow.

**Timing: June**

## Holiday Luncheon

**Anticipated Audience: 400+**

The holiday luncheon is by far the most popular and largest attended Troy Chamber annual event. The luncheon features a moderated panel comprised of executives representing well-known Michigan brands, products, and services.

**Timing: December**

## Your City & You

**Anticipated Audience: 150+**

Your City & You is the annual government relations event bringing Troy businesses and government leaders from the City, County, and State together to discuss the future of our cities and the businesses. This panel event provides networking opportunities understand the role of government in business.

**Timing: April**

## Diversity & Women Owned Business Expo

**Anticipated Audience: 150+**

This new event expo provides the perfect opportunity for business owners and professionals to share their products and services, promote their business, and network with other diverse and women-owned businesses.

**Timing: July**

## Top of Troy: Women of Influence

**Anticipated Audience: 100+**

Meet the area's top female business leaders for breakfast and a panel discussion. Learn about the challenges they've faced on their paths to success, the key tools they used to remain focused along the way, the hard decisions they are faced with daily, and how being a woman has affected the choices they made to get here.

**Timing: October**

## Diversity Summit

**Anticipated Audience: 75+**

This half-day workshop will discuss strategic approaches to creating a diverse and equitable workplace, how to foster an inclusive environment for our employees, and steps one should take in building a business community free of racism and discrimination.

**Timing: May**

## Nonprofit Management Conference

**Anticipated Audience: 130+**

This affordable, day-long management conference is designed for nonprofit professionals, board members, and volunteers. Attendees can choose a variety of seminars to help them improve their operations in seven core areas specifically geared toward nonprofit organizations.

**Timing: November**

# 2022 SIGNATURE EVENT SPONSORSHIP OPPORTUNITIES



Sponsor opportunities with Troy Chamber of Commerce can provide your company with the tools to educate and engage your target audience. Whether you are looking to sponsor a single event or multiple events, our team will work with you to customize a package that fits your company's marketing goals.

## Outdoor Summer Event

**Anticipated Audience: 200+**

A classic outdoor, summer event! Join us on a beautiful Michigan summer day for good food, drinks, games, and networking

**Timing: August**

## CEO Series

**Anticipated Audience: 75+**

This quarterly series features prominent CEOs located in and around Troy that have impacted the business community. CEOs range from industry leaders, nonprofit organizations, and Troy-based corporations.

**Timing: January, May, August, October**

## Troy Restaurant Week

**Anticipated Audience: Greater Oakland Area**

A week-long event highlighting the delicious and unique eateries in Troy. The prix fixe menus include 3 courses and range from \$15 to \$45 for lunch and dinner.

**Timing: August**

## Economic Development Forum

**Anticipated Audience: 35+**

This quarterly series highlights organizations and businesses that engage in economic development activities within our region. Topics vary from workforce development, business attraction, economic growth, the creative industries, and more.

**Timing: March, June, September, November**

## Off the Clock

**Anticipated Audience: 50+**

Clock out from work at the end of the day and connect with fellow Chamber members in a relaxed atmosphere with appetizers and a cash bar. No charge for members.

**Timing: June, July, August, September**

## Morning J.A.M. (Just A Minute) & Coffee, News, & Networking (CNN)

**\*Included in the monthly sponsorship package\***

**Anticipated Audience: 40+**

Start your business day networking with other Chamber members! At Morning J.A.M., each attendee will have the opportunity to announce themselves and any noteworthy item in just a minute. For CNNs, hear from our Ambassador committee about the benefits of Chamber membership. Both events include open networking.

**J.A.M. Timing: Jan., March, May, July, Sept. Nov.**

**CNN Timing: Feb., April, June, Aug., Oct., Dec.**

## Step Up to the Plate

**Anticipated Audience: Greater Oakland Area**

This partnership between the Troy Chamber and the Troy School District helps support Troy schools and local eateries. Participating restaurants offer diners 20% off their food purchases if they bring in a "Step Up to the Plate" promotional piece. Diners then turn in their receipts to the TSD school of their choice. The school receiving the most money in receipts will win a \$1,000 cash prize!

**Timing: May, November**

## Troy Young Professionals Network

The YP hosts events to support career professionals 35 and younger. Their goal is to create a relaxed environment where YP members can connect and learn from others in the same stage of their careers and thrive in the workforce.

**Timing: Jan., March, May, July, September, November**

## Women's Business Forum

This committee is focused on empowering women in business. The Women's Business Forum meets to plan events and programs that are relevant to businesswomen.

**Timing: Varies, roughly 4 events per year, with signature events in July and October.**