

2023 EVENT MARKETING OPPORTUNITIES



Sponsorship 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 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: March

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

Timing: December

Your City, Your County, Your State, & You

Anticipated Audience: 150+

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

Timing: April

Diversity Expo

Anticipated Audience: 200+

This multi-chamber 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, veteran, 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 where they are today.

Timing: October

Diversity Summit

Anticipated Audience: 75+

This half-day workshop will discuss strategic approaches on 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: 150+

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

