



## DIAMOND INVESTORS & SPONSORSHIP OPPORTUNITIES

Our Diamond Investors represent those within our region's business community who have the confidence the Rancho Cordova Chamber represents the very best a business association can offer.

Region: City of Rancho Cordova, Gold River, Mather, Rancho Murieta and Rosemont  
The vision of a Diamond Investor is one who:

- ❖ **Leads** the way in improving economic opportunities for all businesses, large & small
- ❖ **Creates** a climate of growth and success ensuring prosperity for years to come
- ❖ **Keeps** businesses connected to issues affecting the economy and lifestyle of our community
- ❖ **Provides** a platform of opportunity where individuals and businesses make a difference

Our staff creates a generous sponsoring partnership for your company. We provide opportunities to present your business before community leaders, elected officials, business executives and other decision makers throughout the Rancho Cordova community and region of influence.

**We develop a distinctive package serving the unique needs of your company ~ a menu from which you choose sponsorship opportunities.**

❖ **Business Outlook & Economic Forecast** ~ As the geographic center and employment hub of the Sacramento region, our Rancho Cordova business community prospers through familiarity with economic essentials advocating local success. A must attend event for business leaders who value well-researched information and insight into economic growth, our program provides analysis of markets within the region and dynamic views on national trends, regional perspectives and local indicators.

Our 2019 speakers: **Scott Kubie, Chief Investment Officer, the Carson Group**, who analyzed *international, national, and regional economic trends and forecasts*. **Andrew Rogers, Advisor Solutions Manager, the Carson Group**, discussed *"The Future Ready Business"*. And, the City of Rancho Cordova's shared Strategies & Goals for 2019. Finally, the Chamber presented the **"2019 Rancho Cordova Business Index and Confidence Survey"**.

**Attendance:** Over 250 significant business, community and elected leaders attend the breakfast. Our guests are CEO's and senior executives from the Rancho Cordova and surrounding business community. Sponsorship offers a unique opportunity to have your message and commitment to this community affiliated with this exceptional event.

**Sponsorships range:** \$375 to \$3,000

January 31, 2019

❖ **Best In Business Awards & Installation Luncheon** ~ Providing over a half century of dedicated service to the prosperity of our members, this newly revised installation luncheon is the perfect opportunity to celebrate! In March of each year, the Chamber hosts a formal luncheon recognizing our extraordinary board of directors, both incoming and outgoing. And, we honor chamber members with the "Best in Business" awards. In 2019, we inaugurated two members in to the Rancho Cordova Business Hall of Fame.

**Attendance:** Over 200 guests each year

March 21, 2019

**Sponsorships range:** \$375 to \$2,500

❖ **Elected Officials Reception** ~ In late spring of 2019, we present our eighth annual reception. A thriving area, the Rancho Cordova business region is represented by nearly two dozen elected representatives. The City alone is served by one member of Congress, three California State Senators, one State Assembly member, five members of the City Council, four school districts, a park district and more. Senior City staff as well as appointed local and regional representatives also join us. Take advantage of the opportunity share ideas and solutions to events and issues impacting our business community. We also showcase a local business site serving as the host for the event.

**Attendance:** In 2018, 18 elected officials and numerous senior staff joined over 140 regional and community business leaders at a local event facility. The date is reserved based on the availability of our congressional representatives.

**Sponsorships range:** \$500 to \$3,000

April 24, 2019

❖ **Business Expo** ~ a “business to community” and “business to business” expo. Reach your local target market by leveraging this opportunity to be in front of potential customers and their employees.

*Marketing Efforts:* Special outreach to local large employers, banner advertising throughout the Rancho Cordova area, exclusive email blasts to chamber members, ad and flyer placement in the *Grapevine*, Rancho Cordova’s local paper and, for the past four years, this event has been branded on two Highway 50 electronic billboards for over 30 days in addition to a targeted, paid Facebook campaign.

**Attendance & Reach:** The Expo has grown substantially each year. In 2018, we welcomed approximately 730 guests and nearly 100 vendors to our eighth event.

**Sponsorships range:** \$400 to \$2,500

August 15, 2019

❖ **Annual Golf Tournament** ~ A great day for golf, networking and fun, the 21st Annual “Rancho Cordova Scramble” is a low stress, fun and entertaining golf tournament. Start with a light breakfast before a shotgun start and then join everyone back at the clubhouse for a late lunch, raffles and awards. Tee sponsors ensure a great day is had by all with activities, games, and a libation or two.

**Attendance:** We average 130 golfers from all types of businesses and industries. An elected official or two has been known to join us. In 2018, nearly all the tees were sold and connections were provided for over a dozen other sponsors.

**Sponsorships range:** \$400 to \$3,000

September 20, 2019

❖ **State of the City** ~ The **State of the City** event is a civic gathering at which the Mayor of Rancho Cordova delivers a “State of the City Address.” ~ an opportunity to take stock of where we are as a city and hear about plans for our future, and the opportunity to hear from the Chamber, Community Council as well as Rancho Cordova Travel & Tourism. The reception and the program are projects of both the Rancho Cordova Chamber of Commerce and the Cordova Community Council.

**Attendance:** Over 200 community, business leaders and residents

November 7, 2019

**Sponsorships range:** \$400 to \$1,200

❖ **Monthly Luncheons** ~ Our monthly luncheons are “where Business and Community come together.” We present updates from the Chamber, Cordova Community Council and other community news. 2018 guests included: Mayor Linda Budge, District Attorney Ann Marie Schubert, Police Chief Chris Pittman, Congressman Ami Bera, and a variety of other elected officials.

**Attendance:** Approximately 75 community and business leaders

Third Friday of the Month

**Sponsorship:** \$500

❖ **Power Luncheons** ~ initiated by the Rancho Cordova Chamber, the Highway 50 and Sunrise Corridor Power lunches bring together members from six different chambers for networking. Folsom, El Dorado Hills and Rancho Cordova meet once a month. Carmichael, Citrus Heights, Fair Oaks and Rancho Cordova meet quarterly. These are collaborative events designed to showcase local restaurants and offer a non-traditional opportunity for members to engage with members beyond our chamber.

**Attendance:** Between 60 and 100 Chamber members from throughout the region

**Sponsorship:** \$500

First Fridays of the quarter & Second Fridays of the month

❖ **Networking Breakfast** ~ Rancho Cordova Chamber members and guests gather for networking & breakfast the first Thursday of each month at Casa Ramos Mexican Restaurant. We offer one “Member Spotlight” each meeting and everyone shares a “30 second commercial” - great opportunity to stay connected, make new contacts and build a network!

**Attendance:** Between 18 and 25 Chamber members

**Sponsorship:** \$250

First Thursday of the Month

❖ **EXPLORE Rancho Cordova** ~ The Chamber provides residents, visitors and local employees with a robust, flexible program designed to share all types of information regarding our City and it's amenities. With over a thousand new residents arriving each year, over 64,000 employees who work in Rancho Cordova and the over 600,000 room nights spent annually in our hotels, it is critical these folks are provided with information to take advantage of what our region has to offer. **EXPLORE** Rancho Cordova hosts a website, supports an app, provides welcome bags, offers employer on-site visits and more to promote local businesses, amenities and services.

**Sponsorships:** \$250 to \$10,000 (opportunities are extensive)

❖ **Banner/website advertising** ~ With a recently updated and revitalized website, the Rancho Cordova Chamber offers a wide variety of banner and showcase ads throughout our website. We have data on traffic, clicks and other tracking information. Our directory averages over 3,500 hits per month.

**Tracking:** Member Directory Queries: 37,577 Number of Member Exposures: 2,283,542

**Sponsorship:** Depends on the location, rotation, and length of placement

❖ **Dedicated Email Blasts** ~ Sponsors are provided an opportunity to send a dedicated message to our database of over 2,200 emails.

**Sponsorship:** Single emails \$125, packages are available

❖ **Special Events** ~ The Rancho Cordova Chamber provides unique or one-time events, projects or programs that may be of interest. Examples include presenting seminars, multi-chamber mixers, hosting special guests or an event.

**Sponsorship:** Determined by the type and reach of the event

❖ **Rancho Cordova Chamber Foundation** ~ is an independent but closely aligned, charitable affiliate of the Chamber dedicated to the development of a prosperous Rancho Cordova business community. Education enrichment, leadership development, economic progress and community betterment/viability are the cornerstone components of our mission.

### **Diamond Investors (*in addition to specific sponsorship benefits*):**

- ❖ Are provided opportunities to attend exclusive events
- ❖ Logos are placed upon the wall of the chamber office with diamond enhancements
- ❖ Logos appear on and throughout our website on hi-traffic pages (RanchoCordova.org)
- ❖ Logos are included on chamber signage placed at our events
- ❖ Companies are recognized at events via our speakers, PowerPoint or other means
- ❖ Company logos rotate regularly on our weekly emails to over 2,200 unique emails
- ❖ Names are included in printed materials distributed at events

**A DIAMOND LEVEL INVESTMENT IN THE RANCHO CORDOVA CHAMBER OF COMMERCE IS SIMPLE, EFFECTIVE AND WELL-MANAGED BY YOUR CHAMBER TEAM. OUR DESIRE IS TO CONTRIBUTE TO YOUR PROSPERITY IN 2019!**

**Please contact Diann Rogers, President & CEO at 916.273.5706 or [DHRogers@RanchoCordova.org](mailto:DHRogers@RanchoCordova.org)**

 Single Diamond ~ \$2,500     Double Diamond ~ \$5,000

 Triple Diamond ~ \$7,500     Quadruple Diamond ~ \$10,000

### **We added a number of new elements to your Chamber investment**

- ❖ Joined the United Chamber Advocacy Network—a coalition of local chamber of commerce organizations united to engage on state level policy on behalf of their members
- ❖ Dedicated landing pages for each event—generating additional logo or company name impressions
- ❖ Successfully executed targeted social media campaigns for our events and programs
- ❖ Promoted a number of events via the two Highway 50 digital billboards
- ❖ Continue to identify special programs and events structured to support the prosperity of our members such as: 2018 Inaugural Barrel District Experience, support for a PBID along Folsom Blvd., dedicated web pages and apps for each member