

RANCHO CORDOVA AREA CHAMBER OF COMMERCE

2024 DIAMOND INVESTORS & SPONSORSHIP OPPORTUNITIES ~ MORE THAN 60 YEARS OF SERVICE

Our Diamond Investors represent those within our region's business community who are confident the Rancho Cordova Area Chamber represents the 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 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 area and region of influence.

**We develop a distinctive package meeting the needs of your company
~ a menu from which you choose elements that best suit your interests.**

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

The 2024 program included **Sadie St. Lawrence**, who spoke about "**Competing in the Age of AI**," **Dr. Sanjay Varshney** asked, "**Is the Sacramento Region Ready for a Recession?**" **The City of Rancho Cordova Economic Development team** shared "**Planning for Our Economic Development Future.**" And **Diann Rogers**, Chamber CEO, discussed the Chamber's efforts regarding "**Workforce Development.**"

Attendance: Nearly two hundred C-level, elected officials and regional leaders enjoyed the program. We successfully placed event details and photos in the *Sacramento Business Journal* and *Comstock's* magazine. Sponsorship offers an opportunity to have your message and commitment to this region affiliated with this exceptional event.

Sponsorships range: \$425 to \$5,000

Friday, February 2, 2024

- ❖ **Business Expo & Job Fair** ~ A "B2B & B2C" expo and a very popular job fair connecting our exhibitors with potential customers and employees. Reach your local target market by leveraging this opportunity.

Marketing Efforts: A targeted, paid social media campaign, outreach to local employers, banner advertising throughout the Rancho Cordova area, exclusive email blasts, ad and flyer placement in the *Grapevine*—as well as several non-English language publications, and for the past six years, this event has been branded on two Highway 50 electronic billboards for over 30 days.

Attendance & Reach: In 2023, we welcomed approximately 550 guests and over 80 vendors to our twelfth Expo.

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

June 20, 2024

- ❖ **Elected Officials Reception** ~ Over thirty elected representatives serve a thriving Rancho Cordova business region. Take advantage of the opportunity to share ideas and solutions to matters impacting our business community. The City alone is served by one member of Congress, one California State Senator, two State Assemblymembers, three county supervisors, a five-member City Council, three school districts, a park district, and more. Senior staff, as well as appointed local and regional representatives, often join us. A local business site serves as the host.

Attendance: In 2023, 24 elected officials and numerous senior staff joined over 140 regional and community business leaders at the **Stardust Vintage Emporium**. The date is based on the availability of our congressional representatives.

Sponsorships range: \$750 to \$4,000

Late Spring or Early Summer

❖ **Annual Golf Tournament** ~ A wonderful day for golf, networking, and fun, the annual "Rancho Cordova Scramble & Gamble" is a low-stress and entertaining tournament. Start with a light breakfast before a shotgun start, play a scramble, get your best hand in the poker run, join skills competitions, and more. Tee sponsors ensure all have a great day with activities and games. 2023 was the 25th anniversary of this event!

Attendance: We average 128 golfers from all types of businesses and industries. An elected official or two has been known to join us.

Sponsorships range: \$200 to \$5,000

September 27, 2024

❖ **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. This is a chance to hear about business projects, community events, and tourism outreach. The program is a joint project of the Rancho Cordova Area Chamber of Commerce, Visit Rancho Cordova, and the Cordova Community Council.

Attendance: Nearly 200 guests traditionally join us at this event showcasing our city

Sponsorships range: \$450 to \$2,500

November 6, 2024

❖ **Monthly Luncheons**

Our luncheons are where business and community come together. Guest speakers and topics have included Congressman Ami Bera, Mayor David Sander, Supervisor Rich Desmond, Sacramento County District Attorney and Sheriff, the Chief of Police, and Superintendent of Schools, and updates on real estate and local development.

Attendance: Approximately 75 community and business leaders

Third Friday of the Month

Sponsorship: \$550

❖ **Power Luncheons**

Initiated by the Rancho Cordova Area Chamber, the Highway 50 and Sunrise Corridor Power lunches bring together members of seven area chambers for networking. These collaborative events showcase local restaurants and offer a non-traditional opportunity for members to engage. Folsom, El Dorado Hills, and Rancho Cordova meet each month. Carmichael, Citrus Heights, Fair Oaks, Orangevale, and Rancho Cordova meet quarterly.

Attendance: We welcome 50-75 Chamber members from throughout the region

Sponsorship: \$500

First Friday of the quarter & Second Friday of the month

❖ **Business Connections Breakfast**

Rancho Cordova Chamber members and guests gather for networking on the first Thursday of each month. With five-minute "Member Spotlights" at each meeting and everyone sharing a "30-second commercial," - it's an excellent opportunity to stay connected, make new contacts, and build your network!

Attendance: Between 20 and 30 Chamber members

Sponsorship: \$325

First Thursday of the Month

❖ **Making the Most of Membership**

It's about taking advantage of all the Rancho Cordova Area Chamber has to offer our members. Members gather to learn about the Chamber's services, programs, and how we support your prosperity. Speakers share details regarding networking, advocacy, business resources, events, relationships, tools, and more.

Attendance: Between 20 and 30 Chamber members

Sponsorship: \$325

Once per quarter (February, May, August & November)

❖ **Seminars / Workshops**

Members may host in-person or virtual workshops and seminars. Topics may include "Impact of Retail Theft," "Small Business Disaster Preparedness," or "New Labor Laws"

Sponsorship: Depends on program details

As scheduled

Range— \$250 - \$3,000

❖ **EXPLORE Rancho Cordova** ~ This Chamber-developed project provides residents and local employees with a robust, flexible program to share information regarding our City and amenities. With a thousand new residents arriving each year, over 50,000 employees working in the City and the nearly 600,000 room nights spent annually in our hotels, **Explore** provides details on how to take advantage of all that's available to enjoy. **EXPLORE** hosts a website, supports an app, provides welcome bags, offers employers on-site visits, and more to promote businesses, amenities, and services.

Sponsorships: \$750—\$5,000 (opportunities vary extensively)

Audience: New residents & new employees

❖ **Special Events** ~ The Rancho Cordova Area Chamber often provides unique events or programs of interest to our business community. Examples include hosting multi-chamber mixers or a special guest speaker.

Sponsorship: Determined by the type and reach of the event

❖ **Banner/website advertising** ~ The Rancho Cordova Area Chamber offers a variety of banner and showcase ads throughout our site. Our directory averages over 3,500 hits per month. We maintain relevant tracking information.

Tracking (Jan. 2023-Dec. 202): Member Directory Queries: 24,046

Number of Member Exposures: Over One Million

Page Views: 44,696

Site Visits: 86,971

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

❖ **Dedicated Email Banners** ~ Sponsors are offered an opportunity to send a dedicated message to our carefully managed database of over 1,700 emails.

Sponsorship: Single emails \$175; packages are available

❖ **Rancho Cordova Chamber Foundation (501.c.3)** ~ is an independent but closely aligned charitable affiliate of the Chamber dedicated to developing a prosperous Rancho Cordova region business community. Our mission cornerstones include education enrichment, leadership development, economic progress, and community viability.

Diamond Investors:

- ❖ Are provided opportunities to attend exclusive events
- ❖ Logos are placed on 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 signage at our events
- ❖ Companies are recognized at events via our speakers, PowerPoint, or other means
- ❖ Company logos regularly rotate on our weekly emails to over 1,800 unique emails
- ❖ Company names are included in printed materials distributed at events

Single Diamond ~ \$2,500



Double Diamond ~ \$5,000



Triple Diamond ~ \$7,500



Quadruple Diamond ~ \$10,000



Platinum Investor ~ \$15,000 & above



Elements to enhance your Chamber investment

- ❖ We participate in the **United Chamber Advocacy Network**—a coalition of local chambers united in engaging in state-level policy on behalf of our 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 our events via Highway 50 digital **billboards**
- ❖ Continue to identify special programs and events structured to support the prosperity of our members, such as business watch and walk programs, dedicated web pages and apps for each member, and referral opportunities

A DIAMOND LEVEL INVESTMENT IN THE RANCHO CORDOVA AREA CHAMBER OF COMMERCE IS SIMPLE, EFFECTIVE, AND WELL-MANAGED BY YOUR CHAMBER TEAM. OUR GOAL IS TO SUPPORT YOUR PROSPERITY!

Please get in touch with Diann Rogers, President & CEO, at 916-273-5706 or DHRogers@RanchoCordova.org