



CHAPTER ENGAGEMENT 2019 - 2020

GET LOCAL! Chapter engagement is a reinvisioned approach to connecting with the business' closest to your backyard. Our four chapters, Ballantyne, Central, North, and South will connect you in your immediate community with small businesses and corporate stakeholders alike. Whether you're looking to build relationships, grow your business' visibility or engage to make a difference in your business community's footprint- We've got you covered!

Our four geographic chapters are the gateway to the Alliance and provide firsthand business-to-business connectivity. In addition to providing a great networking platform, chapter events are used to inform Alliance members about critical public policy and economic development issues in their chapter's area.

Join us by engaging locally in a chapter near you!



2019 CHAPTER LEADERSHIP

Ballantyne Chapter Chair

Matt Acampora | Physician | PartnerMD

Central Chapter Chair

Pedro Velazquez | Service Manager | Bank of America Merrill Lynch

North Chapter Chair

John Searby | Sales Manager | Adams Outdoor Advertising

South Chapter Chair

Jessica Helms | Director of Sales and Marketing | Hampton Inn & Suites SouthPark

STRATEGIC MARKETING OPPORTUNITIES:

CONNECT.

- Network with neighboring industry peers
- Meet key decision makers

INNOVATE.

- Visionary speakers
- Take ideas to action in your business' back yard

GROW.

- Learn "how-to" strategy from *your* industry leaders
- Broaden brand visibility & create unique impressions



PLATINUM
ALL CHAPTERS

GOLD
ALL CHAPTERS

SILVER
ONE (1) CHAPTER

SPONSORSHIP BENEFITS

	PLATINUM ALL CHAPTERS	GOLD ALL CHAPTERS	SILVER ONE (1) CHAPTER
Complimentary admission(s) to chapter luncheon(s) and signature event(s)	4	3	2
Chapter website sponsorship recognition	Logo	Logo	Name
Inclusion in pre-event marketing emails	Logo	Logo	Name
Intermission slide branding	Logo	Logo	Name
Sponsor designation on name badges	●	●	●
Opportunity to distribute leave behind. Item must be approved	●	●	●
Exhibit table at chapter programs when available	●	●	●
Exhibit table at signature event(s)	●		●
Dedicated promotion and mentions on social media channels	●	●	●
Speaking opportunity for company representative to offer opening remarks for up to three (3) minutes at one (1) luncheon	●		
Opportunity for (1) person to serve on signature event planning committee	●		

INVESTMENT: \$10,000 \$5,000 \$2,500