Greater Boston Chamber of Commerce

2021 Sponsorship Opportunities
High profile opportunities to get your brand in front of Greater Boston’s business community.

The Greater Boston Chamber of Commerce is the convener, voice, and advocate of our diverse and collaborative membership. In fulfilling our mission, we offer our members significant exposure through unique sponsorship opportunities. With an engaged membership base of 1,300+ businesses throughout Greater Boston, more than 80 events that attract 23,000 professionals at all career levels, and diverse media and communication channels, the Chamber can be a key part of your visibility strategy.

Right of first refusal is granted to sponsors from the prior year.

To inquire about the availability of the following sponsorships and to receive a comprehensive list of benefits associated with an opportunity, please contact Maureen Shea Baker, Senior Vice President, Membership at MSBaker@BostonChamber.com.
Premier annual events

ANNUAL MEETING

Our largest gathering of the year and the region’s premier business event creates a high-exposure, unique setting that celebrates the good work of the business community. Each year, an inspiring theme, a high-profile keynote speaker, and the induction of one or more accomplished Greater Boston citizens into the Academy of Distinguished Bostonians makes for a highly memorable evening that will significantly raise your company’s brand profile among Greater Boston’s business and civic leadership.

- Variety of levels
- May
- 1,800+ attendees

ANNUAL PINNACLE AWARDS

Our second largest, highly anticipated, and regularly sold-out celebration of the most influential women who are changing Greater Boston through leadership, excellence in entrepreneurship, management, and lifetime achievement, the Pinnacle Awards is one of our most inspiring events. Attendees include the region’s top business, nonprofit, and government leaders. Your company enjoys high impact and visibility.

- Presenting Sponsor: $25,000
- Platinum Sponsor: $15,000
- Past Honorees Sponsor: $10,000
- January 28 & 29
- 1,200 attendees on average
- Sponsors are industry-exclusive within category

CONFIRMED 2021 SPONSORS:

Morgan Stanley
Tailored to you; Member-exclusive events

CHAMBER NETWORKING GROUP

This free members-only event is where connections happen, and relationships develop. Set up as a speed-networking style round robin for attendees to leave with 20+ new contacts. Sessions are hosted at the Chamber, locations throughout Boston, as well as virtually.

- $5,000 full series
- $2,500 per event
- Quarterly
- 75 attendees on average

ECONOMIC OUTLOOK FORUM

This free, members-only event focuses on the outlook of Greater Boston’s economy for the year ahead, including a discussion of potential opportunities and challenges facing the business community. Past speakers include Eric Rosengren of the Federal Reserve Bank of Boston and Megan Greene of Harvard Kennedy School.

- $25,000 exclusive sponsorship
- January
- Average attendance of 200-300

CONFIRMED 2021 SPONSOR: People’s United Bank

Watch our virtual conversations on YouTube
The Executive Briefing Series provides a select group of senior executives the opportunity to hear from, meet, and interact with presidents, CEOs, and chairpersons from the region’s top companies in a curated, close setting. Your sponsorship will be associated with creating unique moments of interesting and interactive conversation.

CONFIRMED 2021 SPONSOR:  

HINCKLEY ALLEN

EXECUTIVE BRIEFING SERIES

- $15,000
- Three programs are planned
- Limited to 30 attendees

Can’t-miss speaker series

GOVERNMENT AFFAIRS FORUM

Your brand will stand alone in our series featuring the most prominent elected officials in our City and Commonwealth. Our Government Affairs series attendees are a who’s who of major Greater Boston business and civic leaders. Our speakers often use this opportunity to break news related to their plans to keep Greater Boston and the Commonwealth competitive. This series also provides extended reach outside of the event through our media partnership with Comcast via Xfinity on Demand.

CONFIRMED 2021 SPONSOR:  

BANK OF AMERICA

- $100,000
- Seven programs per year
- 250 attendees on average
WOMEN’S NETWORK BRIEFINGS

Our Women’s Network provides networking programs and career enrichment and development for women at all professional levels and spotlights the accomplishments and positive influence women have on our region. These popular and often sold-out monthly programs feature speakers from a wide variety of professions. Speakers share their insights, expertise, and stories of success with attendees from a broad cross-section of career levels and industries, providing your brand exposure among a wide audience.

CONFIRMED 2021 SPONSORS:

- Liberty Mutual
- MFS
- PwC

• $25,000 per series of three forums
• 200+ attendees

LEADING WOMEN BRIEFINGS

The Leading Women Briefings have quickly become a natural complement to our Women’s Network Briefings that are ideal for high touch, targeted visibility. Greater Boston’s top female business and civic leaders address an invitation-only group of women executives from our diverse membership.

• $5,000 per program
• Leading Women Briefings are limited to 30 attendees

InfluenceHER WORKSHOPS

To complement the extensive programmatic offerings of the Women’s Network and harness the audience of InfluenceHER, the Chamber offers skills-based learning opportunities through personal and professional development workshops. Sessions will alternate between the personal and professional, supporting and meeting women where they are in their lives and careers. Participants will leave the sessions with practical feedback they can implement immediately and an expanded network, and sponsors gain exposure to a diverse talent pool.

• $5,000 per workshop
• 25-50 attendees
Engaging the next generation

CITY AWAKE

City Awake, a program of the Greater Boston Chamber of Commerce, empowers the next generation of leaders to engage in dialogue around the most pressing issues facing our region. Through monthly programming, young professionals strengthen their roots to the broader business and civic communities while building connections across sectors. City Awake makes it easier for businesses to empower, invest in, and retain emerging talent by recognizing, celebrating, and engaging their young professionals in an exciting portfolio of community building events and topical discussions.
As a City Awake Sponsor, your brand will play an integral role in empowering, celebrating, engaging, and retaining emerging talent within the Greater Boston region. Our City Awake platform focuses on topics relevant to our community including, but not limited to, civic engagement, personal and professional development, and community activation and involvement.

As an Executive Sponsor, you will also receive visibility through City Awake’s two premier events: Fierce Urgency of Now Festival (as follows) and the Ten Outstanding Young Leaders Awards. The awards are designed to highlight leaders under 40 who are changing Boston and the world. Past recipients include President John F. Kennedy, Senator Mo Cowan, TJ Parker, and Latoyia Edwards.

CONFIRMED 2021 SPONSOR:

Barr Foundation

FIERCE URGENCY OF NOW FESTIVAL

Fierce Urgency of Now is a one-of-a-kind annual festival hosted by City Awake. The five-day, decentralized festival welcomes anyone who is passionate about rewriting the narrative of Boston – making it a more inclusive and equitable city than ever before. The Fierce Urgency of Now Festival facilitates important conversations about the experiences and challenges for young professionals of color, with the common goal to make Boston a better place for all to live, work, and thrive. This Festival is the largest City Awake event of the year, convening over 6,000 attendees throughout the 40+ events hosted by local businesses of all sizes. We’ve already begun planning for our 2021 Fierce Urgency of Now hybrid festival which will focus on access, belonging, and recovery. Join us in building a stronger Boston.

MORE PHOTOS...
Developing talent

LEADERSHIP AND TALENT DEVELOPMENT PROGRAMS

Our leadership development programs connect participants with the skills and networks they need to contribute to the success of organizations and to make Greater Boston the most welcoming and inclusive place to work.

The Chamber’s talent development programs consist of cohort-based and certificate programs, meeting talent and organizations where they are.

CONFIRMED BOSTON’S FUTURE LEADERS & WOMEN’S LEADERSHIP PROGRAM 2021 SPONSOR:

BOSTON’S FUTURE LEADERS (65 participants)

Boston’s Future Leaders equips emerging leaders with the skills and networks they need to lead Boston into the future. This year-long program offers curriculum presented in collaboration with Harvard Business School, a hands-on project with one of the most influential institutions in the region, networking, and speaker programs.

WOMEN’S LEADERSHIP PROGRAM (2 cohorts of 65)

Presented in partnership with Simmons University, this seven-month program empowers women at all stages in their careers with the skills and network they need to excel in their own careers and to create the conditions for other women to thrive. Throughout the program, participants are also integrated into the Chamber’s Women’s Network, the largest women’s network in New England.

$75,000 for exclusive sponsorship

2021 Sponsorship Opportunities

SOLD

CONFIRMED BOSTON’S FUTURE LEADERS & WOMEN’S LEADERSHIP PROGRAM 2021 SPONSOR:

MASSACHUSETTS
TRANSFORMATIONAL DEI CERTIFICATE

Fluency in diversity, equity, and inclusion is critical for business success in our increasingly complex and networked worlds, and the urgency has never been more clear. We are making the business case to invest in diversity, equity, and inclusion. This is a six-session leadership development series, offered in partnership with Diversity@Workplace Consulting Group, participants at any level of their organization will be equipped with actionable tools and techniques to bring back to their workplace. This sponsorship offers an unmatched opportunity to demonstrate your company’s dedication to diversity, equity, and inclusion. As a sponsor, your company will have the opportunity to send up to four program participants from your organization.

CONFIRMED 2021 SPONSOR: COMCAST

INCLUSIVE MANAGERS CERTIFICATE

It is more important now than ever for managers to be able to lead equitably, inclusively, and effectively. In this four-part leadership development series, participants will learn essential competencies for successfully managing diverse teams. This sponsorship offers an unmatched opportunity to demonstrate your company’s dedication to effective management and diversity, equity, and inclusion. As a sponsor, your company will have the opportunity to send participants from your organization.

CULTURE CHANGE PROGRAM

Launching in 2022. Most businesses want to create equitable workplaces, but far too often, office cultures fall short of being truly inclusive due to both conscious and unconscious behaviors. Our Culture Change Program, presented in partnership with Babson College, supports organizational influencers to design and implement pilot programs to make their organizations the most inclusive place to work.
Supporting small business

SMALL BUSINESS PARTNER

At the Chamber, more than half of our members fall into our small business membership tier. We support them through public policy initiatives, programs, and events designed to connect small business leaders to their peers and larger companies. Your sponsorship of these initiatives elevates your brand among our small business members and establishes you as a supporter of small business development in the Greater Boston region. The Small Business Partner also receives visibility as the Small Business of the Year Awards sponsor.

- Logo featured as Small Business Partner on all promotional emails to small business email list of 1,500
- Serve as a table host for 10 new small business members at 10 events throughout the year

Exclusive small business partnership available for $50,000, or take advantage of one of the options offered on page 13.
Our Small Business of the Year Awards recognize the region’s leading small businesses that display commitment to managing and improving their organizations, employees, and communities. These awards have continued strongly for over 35 years, and have honored small businesses such as B. Good, Lovepop, Cruz Companies, BSC Group, and more. Honorees receive virtual visibility and promotion to help create business opportunities and elevate their brands.

- **$15,000**
- **June-July**
- **Exclusive Sponsorship**

What better way to demonstrate your commitment to small business than to host small business members at our events? You’ll have dedicated virtual rooms to connect with small business guests at our monthly Women’s Network and Government Affairs forums.

- **$10,000**
- **Host 10 small business members at 10 events per year**
City to City: A dynamic experience

The very best of Greater Boston’s business, nonprofit, and civic leadership hit the road together to explore exciting regional and U.S. metro areas to exchange knowledge with their counterparts, create dialogue, and bring back best practices to apply here in Greater Boston. Your participation as a sponsor with City to City puts your brand front and center with Boston’s business and civic leaders, as well as leaders in other major cities.

PRESENTING SPONSOR

Your organization will be recognized as an industry-exclusive sponsor for a virtual City to City program. Opportunities include company logo and name visibility, a speaking role, and connections to business and civic leaders from Greater Boston and the selected “host” city.

CONFIRMED 2021 SPONSOR: PNC BANK

- $10,000 (three available)
- 75 attendees on average
- One sponsor per day
Advertising directly to the Boston business community

The Chamber’s brand is highly respected and reaches deep into the business community. Our newsletters and website are regularly visited by our 1,300 members and their tens of thousands of employees, as well as the broader business community. Integrating your brand with ours provides your company with a unique way to connect with Greater Boston’s businesses. Your logo will be featured prominently at the top of each email.

MONTHLY CALENDAR OF EVENTS

Distributed 12 times each year, our Monthly Calendar reaches a highly engaged audience, with an average open rate of approximately 35 percent. This functional resource features our monthly events and allows for easy event registration. Sponsors receive logo placement in all monthly email campaigns.

CONFIRMED 2021 SPONSOR: 

THE ROUND-UP

Published on the second and fourth Monday of each month, the Round-Up is your go-to for Chamber news, in short snippets. This sleek email features important announcements, upcoming events, public policy updates, Chamber news, and member news. The Round-Up was created due to a demand for a high-level summary of all we do. It’s ideal for busy professionals looking to minimize their inbox without sacrificing important updates. Sponsors receive logo placement in bi-monthly email campaigns, plus the opportunity to add-on a dedicated section featuring pertinent news and information related to your company if applicable.

CONFIRMED 2021 SPONSOR: 

SOLD

SOLD

CONFIRMED 2021 SPONSOR:
Through the Pacesetters program, procurement practices emerge as an equity tool and a runway for action on creating systemic and economic opportunity to close the racial wealth gap. Companies participating as Pacesetters understand the economic case for equity by reporting and increasing spend and contracts with businesses of color across local, state, and national lines of business with an increased focus on MA-based business of color. Sponsors receive visibility across programming initiatives and reports, including monthly Doing Business events featuring corporations presenting to and meeting with minority business-enterprises to increase the transparency of their purchasing processes. Sponsors align with the Pacesetters mission of greater economic opportunity across the Commonwealth of Massachusetts.

CONFIRMED 2021 SPONSORS:
New to the Chamber

MITX

Founded in 1996, MITX (The Massachusetts Innovation and Technology Exchange) is a community of restless knowledge seekers who collaborate and drive how technology is shaping the future of customer experiences. MITX curates and develops content, experiences and interactions that keep members ahead of the pace of change. With hundreds of organizations in our community across a variety of industries, MITX sponsorship is an effective way to engage with the most compelling companies in New England.

CONFIRMED 2021 SPONSOR: mad*pow

• Variety of levels
• More available
BIMA

BIMA, the Boston Interactive Media Association, is New England’s largest digital media-focused community, comprised of over 3,000 digital media buyers, planners and publishers with business interests in the New England market.

By sponsoring BIMA events (such as our annual Trivia Night or Holiday Gala), you’ll increase your visibility and commitment to Massachusetts’ thriving digital media industry, with opportunities for thought leadership recognition and to reach key decision makers at scale.

CONFIRMED 2021 SPONSOR: GasBuddy

FUTUREX

FutureX is a program that unites marketing and media professionals with industry titans and quiet giants in content-rich, knowledge-sharing environments. The forward-thinking brands of the MITX community converge with BIMA’s intimate digital media community for events that dive into what’s next in digital marketing and media.

FutureX Discover events and half-day Summits bring media and marketing professionals together, in an intimate setting, to share knowledge, expand perspectives, and make new friends—all while utilizing a fraction of the time.

CONFIRMED 2021 SPONSORS:
Interested? Please contact:

MAUREEN SHEA BAKER
Senior Vice President, Membership
MSBaker@BostonChamber.com