



2024 Sponsorship & Advertising Opportunities

GREATER NORTHAMPTON CHAMBER OF COMMERCE



VINCE JACKSON, EXECUTIVE DIRECTOR

TABLE OF CONTENTS



About the Chamber	02
-------------------	-----------

Mission and Vision	03
--------------------	-----------

Sponsorship Opportunities	4-7
---------------------------	------------

Advertising Opportunities	8-9
---------------------------	------------

Connect Today	10-11
---------------	--------------

ABOUT THE GREATER NORTHAMPTON CHAMBER OF COMMERCE

The Greater Northampton Chamber of Commerce (GNCC) is an investor-supported, nonprofit organization that creates meaningful connections and facilitates business learning opportunities. Through a shared vision for a thriving economy and community, our investors (members), volunteers, and staff are dedicated to the community where we live and do business.

Meet our team



VINCE JACKSON
EXECUTIVE DIRECTOR

CLAIRE KELLY
SENIOR MANAGER OF
INVESTOR AND
COMMUNITY RELATIONS

JACK BROWN
SENIOR MARKETING &
COMMUNICATIONS
MANAGER

JENNA LLOYD
OPERATIONS MANAGER

LAUREN HIRTH
PROGRAM ASSISTANT

VISION

A prosperous community distinguished by creativity, inclusion, caring, and stewardship of place – for the benefit of all.



MISSION

To be a catalyst for collaboration and innovation to foster a thriving economy and community, invigorated by diversity, equity, and inclusion.



VALUES



▶ CONNECTION

We create meaningful connections in and around the local business community.

▶ COLLABORATION

We facilitate mutually-beneficial collaborations that stimulate economic growth.

▶ COMMUNITY

We build community through our diverse network of stakeholders who share our vision.

EVENT SPONSORSHIP OPPORTUNITIES



ARRIVE@5 Event Sponsor

Share your message directly with chamber members/investors
Table at event attended by approximately 125 guests, on average
Featured in 3 issues of Community Connector e-newsletter with logo & link (8.5K subscribers)
Social media promotion across multiple channels
Promo on registration page at northamptonchamber.com
Special recognition and acknowledgment at event
1 exclusive sponsor or 3 shared sponsorships per event
Exclusive Sponsorship \$1,000
Shared Sponsorship \$350/each, 3 available per event
(Interested in hosting an Arrive@5 event at your place of business? Contact Claire Kelly at Claire@northamptonchamber.com to learn more!)

SOLD!

First Impression Sponsor - \$1,750/year

Frontline presence at all ARRIVE@5 networking events
Recognized with signage in registration area at every ARRIVE@5 event (11 events per year)
Logo featured on printed name badges at every ARRIVE@5 event (approx. 125 guests per event, on average)
Promotional or marketing material can be shared at name badge table

SOLD!

Warm Welcome Sponsor - \$1,000/event

Align your brand with our Ambassador Program prior to select ARRIVE@5 networking events
Become the sponsoring organization to extend a "warm welcome" to newcomers to the GNCC
Promoted along with ARRIVE@5 event sponsor as described above with logo & link
Social media promotion across multiple channels
Promo on registration page at northamptonchamber.com
Special recognition and acknowledgment at event
Opportunity to offer promotional material at Warm Welcome event
Opportunity to speak at Warm Welcome event
Opportunity to help shape networking prompts and activities at Warm Welcome event

**1 OF 4
SOLD!**

EVENT SPONSORSHIP OPPORTUNITIES



Annual Meeting Sponsorships

Support GNCC's annual celebration of economic growth and community prosperity

Benefits based on meeting program

Diamond/presenting \$5,000 (exclusive)

Platinum \$2,500 (unlimited)

Gold sponsors \$1,250 (unlimited)

Silver sponsors \$750 (unlimited)

Bronze sponsors \$250 (unlimited)

netWORK Sponsor - \$3,500/year

Align your business with the GNCC's commitment to the mission-critical work of our local, non-profit sector, which accounts for nearly one-fifth of GNCC's member base.

Sponsor the recurring netWORK event series (3/4 events annually) – meaningful, one-day projects to be completed by volunteers for the day while leveraging social media to highlight the mission of our non-profit partner and the work of our volunteers and their organizations.

12 weeks of premier placement in The Community Connector e-newsletter – 100K impressions

Social media marketing across Facebook/Instagram/LinkedIn – 134K impressions

Prominently acknowledged in the story telling video of the event, shared on GNCC site and social media channels

SOLD!

NEWSLETTER SPONSORSHIP OPPORTUNITIES



The Community Connector Headline Sponsor - \$2,500/year

Exclusive sponsorship of GNCC's weekly e-newsletter – an important source of news and community updates for the greater Northampton area
Reach over a quarter of million subscribers each year
Stay top of mind with an engaged readership (47% open rate vs 26% non-profit industry average)

SOLD!

Northamptonist Headline Sponsor - \$2,500/year

Exclusive sponsorship of the weekly Northamptonist e-bulletin, focused on premier, special events and offers from Northampton businesses
Reach over a quarter of million subscribers each year
Align your brand with exciting events in a must-read, weekly roundup of special offers and happenings for the greater Northampton community

SOLD!

Chamber News Sponsor - \$1,500/year

Advertise to our community and business leaders
Align your brand with the mission-driven work of the GNCC
A quarterly e-newsletter direct from the desk of GNCC's executive director
30K impressions across 4 issues annually.

SOLD!

PROGRAM SPONSORSHIP OPPORTUNITIES



Greater Northampton Gift Card Sponsor - \$5,000/year

Up to 3 co-presenting sponsorships

Demonstrate your investment in Northampton's local economy and small business community

Accepted at over 115 retail shops, restaurants, salons and other service providers

Over \$365K in gift cards are sold annually on average

Sponsors are featured in all advertising (website, print, radio, social media, digital newsletters), on gift card merchant lists given at point of sale, and with signage on our gift card kiosk at Thornes Marketplace (over 1MM visitors annually)

Link & Learn Sponsorship - \$2,500/year

Align your brand with our educational programming series (training, workshops, roundtable discussion, and informational sessions)

Promotion on Northamptonchamber.com, on social media, and in our e-newsletters

Logo and acknowledgement in welcoming/closing remarks of each seminar

Opportunity to welcome audience and introduce subject experts or guest(s) at sessions

Post-event "thank you" e-Blast with logo to participants

Visit Hampshire County Tourism Newsletter Headline Sponsor - \$2,000/year

Stay top of mind with readers looking to travel to Hampshire County

8K subscribers and growing

Reach potential visitors across New England and priority markets in the Mid-Atlantic region

Be featured alongside a curated list of premier cultural events and attractions in Hampshire County



The Hampshire County Regional Tourism Council (HCRTC) is a partnership of the Amherst Area, Greater Easthampton, South Hadley & Granby, and Greater Northampton Chambers of Commerce. The HCRTC promotes tourism to local and regional visitors, while building industry and legislative support for its efforts.

NEWSLETTER ADVERTISING OPPORTUNITIES



Community Connector Inline Advertising - \$300/quarter

Quarterly advertising opportunities

Stay top of mind with the greater Northampton community

Reach over 8.5K subscribers per week

Inline ad of your design with link and call to action

Limited slots available

Available only to GNCC investors

SOLD!

Northamptonist Newsletter Advertising - \$100/week

Ad in the weekly Northamptonist newsletter, focused on special events and offers from Northampton businesses

Reach over 8.5K engaged subscribers

Only 4-5 events per newsletter – stand out from the crowd!

Available only to GNCC investors

Dedicated Marketing eBlast - \$250/eBlast

Market directly to the GNCC's newsletter subscribers

Email devoted solely to your marketing needs

8.5K+ engaged subscribers

Choose your publication date to complement existing marketing efforts

Limited e-blasts available each month

Available only to GNCC investors

TRAVEL & TOURISM ADVERTISING OPPORTUNITIES



VisitHampshireCounty.com Advertising - \$600/quarter

The home page of the area's premier tourism site

Reach tourism visitors from outside Hampshire County while they're still planning their trip

Over 160k pageviews in 2023

Home to the online version of the Hampshire County Regional Tourism Council's official 2023 travel guide

3 months of ad space for one low cost

Update your ad at any time!

Visit Hampshire County Tourism Newsletter Advertising - \$600/quarter

Our monthly newsletter highlighting Hampshire County's best arts, culture, and event offerings

Reach visitors before they leave home

3 months of ad space for one cost

Update your ad design at any time!

Deliver your ad directly to over 8K subscribers

Hampshire County Regional Tourism Council Visitor Guide Advertising

Advertising opportunities in the area's premier tourism guide, with 30K copies distributed in MA, CT, NY, RI, PA, and Washington, D.C.

Offered at hotels, museums, attractions, businesses, and visitor centers

Inclusion in the online digital guide, with your ad linked to a URL of your choice

Ad rates beginning at \$400



LET'S CONNECT!

Greater Northampton Chamber of Commerce

- 🌐 www.northamptonchamber.com
- ✉ claire@northamptonchamber.com
- 📞 413-584-1900
- 📍 99 Pleasant St., Northampton MA 01060



ARRIVE@5



**ARRIVE@5
NETWORKING**

CLICK HERE TO REGISTER
FOR OUR ARRIVE@5
EVENTS!
CONNECT WITH
YOUR COMMUNITY!

JOIN US!

**FREE TO
ATTEND!**

Our monthly networking
get-together is the perfect
place to expand your circle
of connections in the
business community!

NEW TO NETWORKING?

**JOIN US FOR OUR
WARM WELCOME
PRE-PARTY AT 4PM
FOR TIPS AND TRICKS
TO GET YOU STARTED!**





@GreaterNorthamptonChamberOfCommerce



@GreaterNorthamptonChamber



@GreaterNorthamptonChamber



@GreaterNorthamptonChamberOfCommerce

FOLLOW US ON SOCIAL!

Greater Northampton Chamber of Commerce

🌐 www.northamptonchamber.com

✉ claire@northamptonchamber.com

📞 413-584-1900

📍 99 Pleasant St., Northampton MA 01060

