

PARTNERSHIP PROGRAM

The Partnership Program is an annual investment that offers your company exposure daily throughout **2021!**

PLATINUM PARTNER - \$8,000



**GREATER
LOWELL**
CHAMBER OF COMMERCE

Everything listed below, plus:

- Inclusion in 2021 Platinum Partner Highlight email blast
- Logo displayed in the following places:
 - Popup banner on the GLCC website
 - Registration page for all events
 - Event programs emailed out to attendees
 - Zoom instructions emailed to attendees
 - Opening and closing slides of Chamber Chat via Zoom
 - Homepage of GLCC website with a link to your website
 - Facebook cover photo
- Partner thank you in the following places:
 - Event registration confirmation emails
 - Danielle McFadden's (President/CEO) email signature line, Out of Office reply during major events and personal LinkedIn profile (4,702 connections, 4,894 followers)
 - Zoom waiting room during events
 - On every GLCC calendar listing with a link to your website
 - Sponsor name with link to your website in the signatures of GLCC staff
- If desired, we will work together to come up with a schedule for the following, so you are the only Partner included for any given event/initiative:
 - Include a checkbox with registration for attendees to check off if they'd like your company to contact them.
 - Partner message included in pre-event and post-event emails
 - Opportunity to speak at an event
 - Interactive element presented by your company: ♦ Poll ♦ Q&A Session ♦ Ice Breaker ♦ Event Games ♦ Entertainment Breaks
 - Commercial at the end of Chamber Chat
 - Include a statement stuffer or flyer in our membership renewal invoices
 - Up to four exclusive email blasts
- Have your own page on our the GLCC website, under the Partners tab, that we can help you build or you can build yourself
- Event, Group or series presented by your company
 - W.I.S.E., Young Professionals, Chamber EDGE, Billerica Alliance, etc.
- Up to ten tickets to any in person events we are able to host in 2021

Contact: Danielle McFadden, President /CEO

GOLD PARTNER - \$5,000

Everything listed below, plus:

- Inclusion in 2021 Gold Partner Highlight email blast
- Company name displayed in the following places:
 - Popup banner on the GLCC website
 - Event programs emailed out to attendees
 - Zoom instructions emailed to attendees
 - Opening and closing slides of Chamber Chat via Zoom
 - New Member Welcome emails
 - New Member webpage (greaterlowellcc.org/newmember/)
- Unlimited inclusion in our Monthly Membership Showcase email blasts
- Feature a promotion on the homepage of the GLCC website for one month (one Partner per month, based upon availability)
- Up to five tickets to any in person events we are able to host in 2021

SILVER PARTNER - \$2,500

Everything listed below, plus:

- Inclusion in 2021 Silver Partner Highlight email blast
- Partner thank you in the following places:
 - At the beginning of each event major event
 - Weekly social media updates
- Co-host social media giveaways (Partner provides the prizes)
- 12 Monthly Member email blasts
- Up to Six Social Media spotlights
- Up to Six Instagram takeovers
- Up to two tickets to any in person events we are able to host in 2021

A La Carte:

- **Email Blasts - \$75-\$450**
 - \$450 (\$900 value): 24 email blasts to use anytime throughout the year
 - \$225 (\$450 value): 12 email blasts to use anytime throughout the year
 - \$75: Two email blasts
- **Instagram Takeover - \$125**
- **Member List - \$75**

BRONZE PARTNER - \$1,000

- Inclusion in 2021 Bronze Partner Highlight email blast
- Company name with link to your website on the Partners tab of the GLCC website
- 6 Monthly Member email blasts
- Up to Four Social Media spotlights
- Up to Four Instagram takeovers
- Unlimited updated member lists (in excel) upon request (email addresses not included)
- Ability to include something in Virtual Event Bags for our major events including a coupon, voucher, etc.
- One ticket to any in person events we are able to host in 2021

ANNUAL INVESTMENT CAN BE PAID UPFRONT, QUARTERLY OR MONTHLY.

SOCIAL STATS:

- Email List: 3,800+ contacts
- Facebook: 3,840+ likes | 4,700+ followers
- Twitter: 3,950+ followers
- Instagram: 1,360+ followers
- LinkedIn (Danielle's Stats): 4,700+ connections | 4,890+ followers
- Website: 37,000+ hits in 2020 by 27,000+ users

Contact: Danielle McFadden, President /CEO