



celebrating  
**100**  
years

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**MISSOURI CHAMBER**  
OF COMMERCE AND INDUSTRY

# **EVENT MARKETING OPPORTUNITIES 2023**



**The Missouri Chamber has a prominent voice when business policy decisions are being made, and we use our influence to effect positive change for employees and employers of today and the future.**



### › Our Mission

*To protect and advance Missouri employers.*

### › What We Do

- Effective representation before the Missouri General Assembly, government agencies and the courts to reduce taxes, limit regulation, improve education and foster positive economic development opportunities for Missouri employers.
- Involvement in setting Missouri's long-term economic vision through future-focused research and statewide collaboration.
- Timely events, conferences and webinars — available to members at a discounted rate — focusing on emerging business issues and providing access to industry and governmental leaders.
- Proven support to help you grow your business, including valuable product discounts, market analysis services and assistance with regulatory issues.
- Extensive communication that keeps you up-to-date on legislative issues, policy changes and breaking news that could impact the way you do business.
- Valuable leadership and professional development opportunities for professionals and students.

Investing in a Missouri Chamber event marketing opportunity is a great way for organizations and businesses to raise awareness among state chamber members, the Missouri business community and federal, state and local elected officials.

Our integrated marketing campaigns reach thousands of business professionals via social media, e-mail, enhanced digital promotions, and earned media, in addition to the thousands of event participants.

### › Our Reach Includes:

- An average of 99,000+ social media impressions per year from live event coverage.
- E-mail campaigns that reach 4,000+ business professionals weekly.
- An average 300,000+ sponsor branded emails sent.

### › Investing Can Help:

- Strengthen your company's brand and spotlight its latest initiatives.
- Position your company as a leader on critical and timely issues for the business community.
- Create strategic relationships with business leaders within and across industries.
- Generate productive new leads.
- Gain access to elected leaders and policy influencers.
- Develop, recruit, and retain your employees.

### › Contact:

#### **Missouri Chamber of Commerce and Industry**

428 E. Capitol Ave. • Jefferson City, MO 65101

573-634-3511

[mochamber.com/events](http://mochamber.com/events)





# CENTENNIAL INVESTMENT LEVELS & BENEFITS

2023 marks the 100th anniversary of the Missouri Chamber of Commerce and Industry. In celebration of our centennial, we are offering a Centennial Investment Plan bundle to support six of our annual events beginning in March — with up to **\$7,400 worth of savings**.

Events included:

- Diversity, Equity & Inclusion • Pro Communicators • Women in Leadership
- Transportation Future Summit • Workforce2030 • Annual Meeting

Centennial Gold Sponsorship – \$25,000 | TOTAL VALUE: \$32,400

SAVINGS  
OF  
\$7,400

- Includes up to **10** event attendee registrations for each annual event listed above
- Organization's logo featured on event landing page, all pre-event email blasts, during introduction of the event and displayed in print throughout the event
- Detailed return on investment report following each event
- Event graphics provided for sponsor to share on own website, social media, etc.
- Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting at each event
- Opportunity to introduce a speaker during relevant events
- Opportunity for organization to provide video or static slide advertisement to be displayed during event lunch slideshows
- Shared registration lists from each event
- Full page advertisement in *Missouri Business* magazine (Summer 2023)
- **4 all-inclusive tickets** to the St. Louis Cardinals vs. Atlanta Braves game on April 5

Centennial Silver Sponsorship – \$15,000 | TOTAL VALUE: \$18,300

SAVINGS  
OF  
\$3,300

- Includes up to **6** event attendee registrations for each annual event listed above
- Organization's logo featured on event landing page, all pre-event email blasts, during introduction of the event and displayed in print throughout the event
- Detailed return on investment report following each event
- Event graphics provided for sponsor to share on own website, social media, etc.
- Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting at each event
- Half page advertisement in *Missouri Business* magazine (Summer 2023)
- **3 all-inclusive tickets** to the St. Louis Cardinals vs. Atlanta Braves game on April 5



Centennial Bronze Sponsorship – \$10,000 | TOTAL VALUE: \$12,200

SAVINGS  
OF  
\$2,200

- Includes up to **4** event attendee registrations for each annual event listed
- Organization's logo featured on event landing page, all pre-event email blasts, during introduction of the event and displayed in print throughout the event
- Detailed return on investment report following each event
- Event graphics provided for sponsor to share on own website, social media, etc.
- Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting at each event
- **2 all-inclusive tickets** to the St. Louis Cardinals vs. Atlanta Braves game on April 5

Centennial Supporter Sponsorship – \$5,000 | TOTAL VALUE: \$6,100

SAVINGS  
OF  
\$1,100

- Includes **1** event attendee registration for each annual event listed
- Organization's logo featured on event landing page, all pre-event email blasts, during introduction of the event and displayed in print throughout the event
- Detailed return on investment report following each event
- Event graphics provided for sponsor to share on own website, social media, etc.
- **1 all-inclusive ticket** to the St. Louis Cardinals vs. Atlanta Braves game on April 5



DIVERSITY, EQUITY & INCLUSION CONFERENCE

at Edward Jones

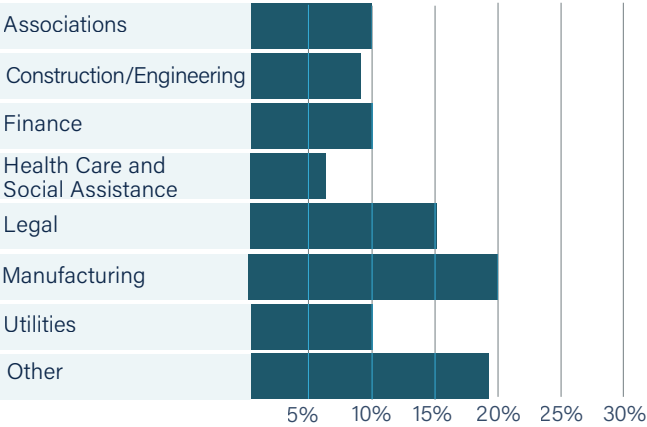
March 9, 2023

St. Louis

As employees and consumers alike are seeking out more socially responsible businesses, companies are taking intentional action to foster more diverse, equitable and inclusive work environments. Explore best practices with national experts and share frank discussion around these critical issues in an interactive, collaborative format. Showcase your support for diversity, equity and inclusion as a supporter of this important event.

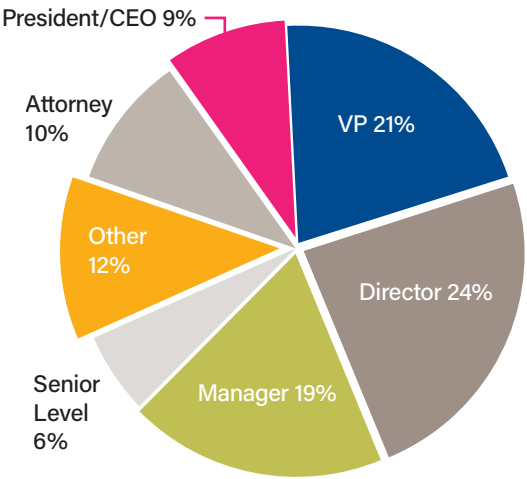
YOUR BENEFIT:

2021 Registrants by Industry (%)



Categories are not mutually exclusive.

2021 Registrants by Title (%)



Diversity, Equity & Inclusion Benefits	Presenting* \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Supporter \$1,000
Number of event attendees included for organization and/or organization's clients	10	6	4	2	1
Organization's logo featured on event landing page	•	•	•	•	•
Organization listed in pre-event email blasts and social media	•	•	•	•	•
Organization's logo displayed during introduction to the event	•	•	•	•	•
Detailed return on investment report following event	•	•	•	•	•
Event graphics provided for sponsor to share on own website, social media, etc.	•	•	•	•	•
Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting	•	•	•	•	
Opportunity to introduce a speaker	•	•			
Commercial spot (up to 60 seconds, provided by organization) played during event	•				
Opportunity to collaborate on segment topic and speaker selection	•				
First option to support similar event in 2024	•				

\*Only one (1) Presenting level is available for this event.

“This was the best DEI conference I have ever attended. The approach and the speaker list was fantastic. I left motivated and felt like I can be a part of the solution.”

— 2021 DE&I Conference attendee



PRO COMMUNICATORS CONFERENCE

at the University of Missouri

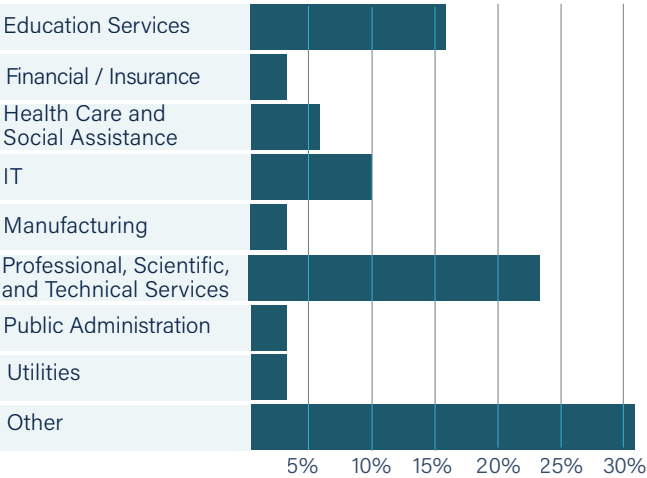
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April 12–13, 2023  Columbia

Are you a communications, marketing or public relations professional? If so, this conference is for you. The Missouri Chamber is back with the second annual statewide conference to bring together diverse practitioners across all industries. This interactive, multi-media focused event will give you tools you need to achieve peak performance and quantifiable results, all while making meaningful industry connections.

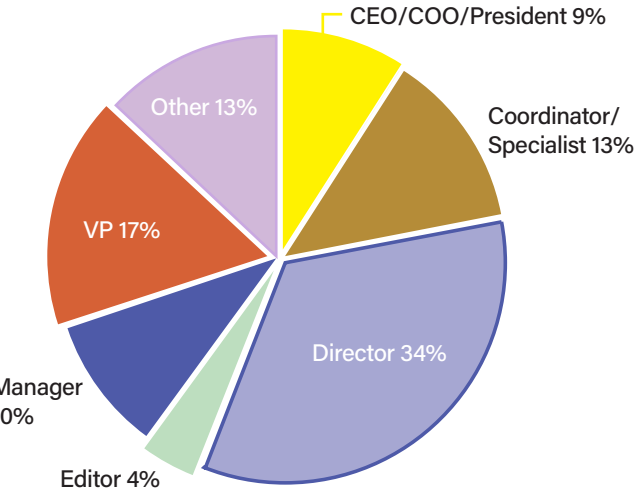
YOUR BENEFIT:

2022 Registrants by Industry (%)



Categories are not mutually exclusive.

2022 Registrants by Title (%)



Pro Communicators Benefits	Presenting* \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Supporter \$1,000
Number of event attendees included for organization and/or organization's clients	10	6	4	2	1
Organization's logo featured on event landing page	•	•	•	•	•
Organization listed in pre-event email blasts and social media	•	•	•	•	•
Organization's logo displayed during introduction to the event	•	•	•	•	•
Detailed return on investment report following event	•	•	•	•	•
Event graphics provided for sponsor to share on own website, social media, etc.	•	•	•	•	•
Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting	•	•	•	•	
Opportunity to introduce a speaker	•	•			
Commercial spot (up to 60 seconds, provided by organization) played during event	•				
Opportunity to collaborate on segment topic and speaker selection	•				
First option to support similar event in 2024	•				

\*Only one (1) Presenting level is available for this event.

“Really one of the best trainings/events I've been to! (and I go to a lot of these things as an attendee, speaker or vendor!)”

—

"This was one of the most helpful and informative conferences I've ever attended. I would love to attend annually assuming the topics change year to year. THANK YOU to all involved."

— 2022 Pro Communicators attendees



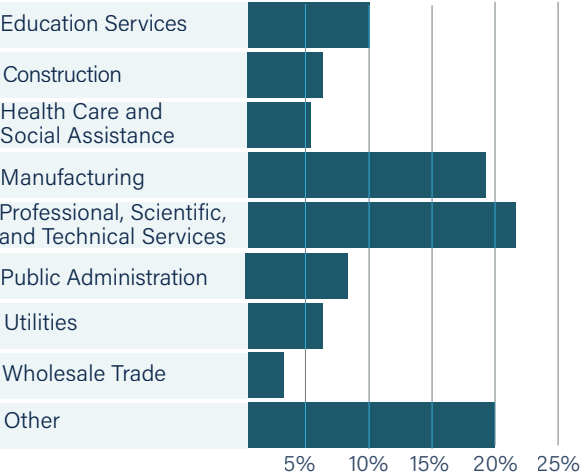
# WOMEN IN LEADERSHIP CONFERENCE

July 26–27, 2023  Hermann

Unite with a rising generation of women leaders. Learn how to inspire others. Discover strength in networking. Uncork your power to lead. Join women leaders from all across Missouri for our fourth annual statewide summit. This business-focused event is perfect for any businesswoman seeking to enhance her leadership skills and network for professional growth.

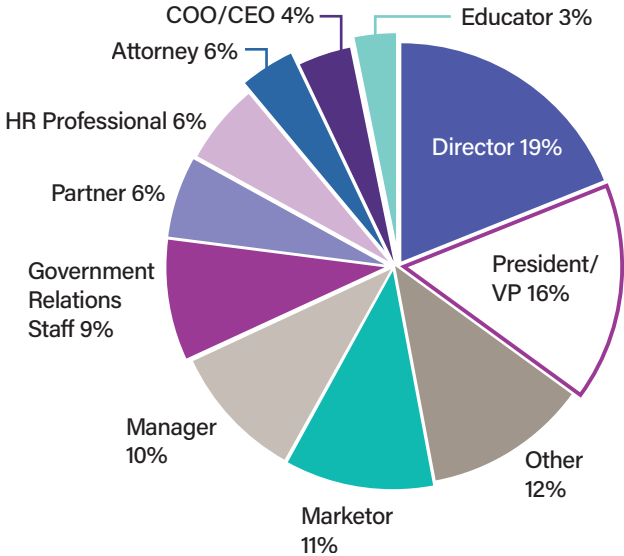
YOUR BENEFIT:

2022 Registrants by Industry (%)



Categories are not mutually exclusive.

2022 Registrants by Title (%)



Women In Leadership Benefits	Presenting* \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Supporter \$1,000
Number of event attendees included for organization and/or organization's clients	10	6	4	2	1
Organization's logo featured on event landing page	•	•	•	•	•
Organization listed in pre-event email blasts and social media	•	•	•	•	•
Organization's logo displayed during introduction to the event	•	•	•	•	•
Detailed return on investment report following event	•	•	•	•	•
Event graphics provided for sponsor to share on own website, social media, etc.	•	•	•	•	•
Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting	•	•	•	•	
Opportunity to introduce a speaker	•	•			
Commercial spot (up to 60 seconds, provided by organization) played during event	•				
Opportunity to collaborate on segment topic and speaker selection	•				
First option to support similar event in 2024	•				

\*Only one (1) Presenting level is available for this event.

“BRAVO! Well done! Cannot wait for next year! As a sponsor, I felt this was money (and time) well spent!"

— 2022 Women In Leadership sponsor

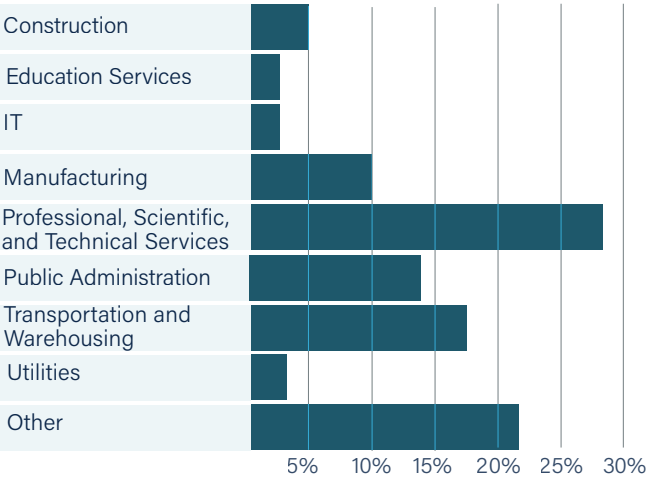
# TRANSPORTATION FUTURE SUMMIT

September 21-22, 2023  Columbia

The road to stronger transportation infrastructure begins at Transportation Future Summit. The Missouri Chamber, state leaders and industry stakeholders are united in the goal to drive Missouri's future as a logistics hub — from roads and bridges, to airports, rail and waterways. Take a front seat on this critical business issue and learn from top transportation officials, get updates on current efforts and discuss fresh solutions.

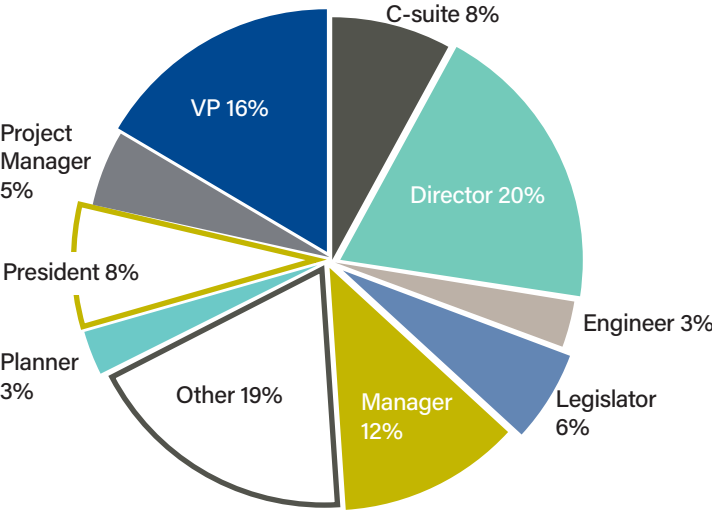
YOUR BENEFIT:

2022 Registrants by Industry (%)



Categories are not mutually exclusive.

2022 Registrants by Title (%)



Transportation Future Summit Benefits	Presenting* \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Supporter \$1,000
Number of event attendees included for organization and/or organization's clients	10	6	4	2	1
Organization's logo featured on event landing page	•	•	•	•	•
Organization listed in pre-event email blasts and social media	•	•	•	•	•
Organization's logo displayed during introduction to the event	•	•	•	•	•
Detailed return on investment report following event	•	•	•	•	•
Event graphics provided for sponsor to share on own website, social media, etc.	•	•	•	•	•
Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting	•	•	•	•	
Opportunity to introduce a speaker	•	•			
Commercial spot (up to 60 seconds, provided by organization) played during event	•				
Opportunity to collaborate on segment topic and speaker selection	•				
First option to support similar event in 2024	•				

\*Only one (1) Presenting level is available for this event.



WORKFORCE2030 CONFERENCE

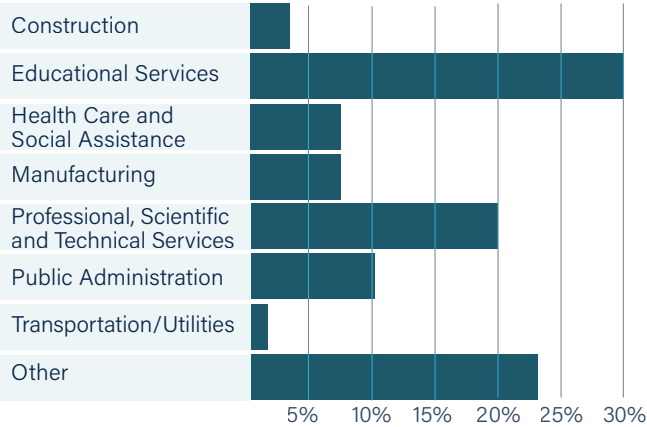
October 17–18, 2023 St. Charles

Workforce is today’s most effective tool for attracting jobs and business investment. Companies locate themselves where they have access to a top-quality workforce. We want to be sure Missouri is that place — and we are continuing the discussion toward achieving that goal.

The fifth annual Workforce2030 Conference will explore the many strategies and programs that Missouri’s employers, educators and organizations can implement leading up to the year 2030 to make our state the home of a thriving, vibrant workforce.

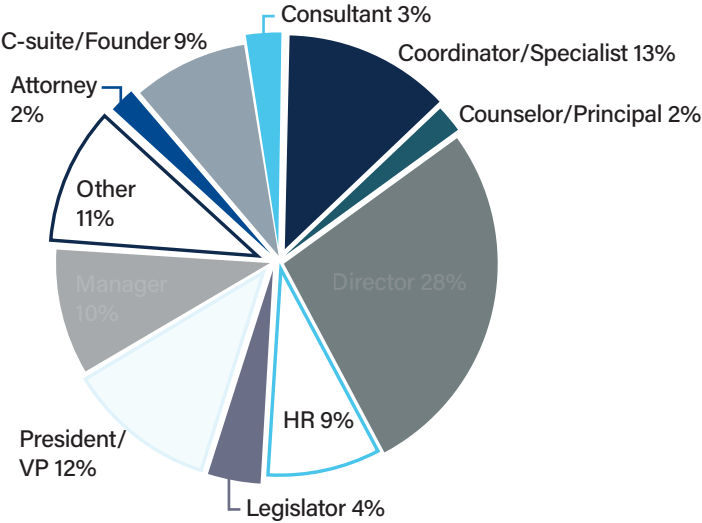
YOUR BENEFIT:

2022 Registrants by Industry (%)



Categories are not mutually exclusive.

2022 Registrants by Title (%)



Workforce2030 Benefits	Presenting* \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Supporter \$1,000
Number of event attendees included for organization and/or organization's clients	10	6	4	2	1
Organization's logo featured on event landing page	•	•	•	•	•
Organization listed in pre-event email blasts and social media	•	•	•	•	•
Organization's logo displayed during introduction to the event	•	•	•	•	•
Detailed return on investment report following event	•	•	•	•	•
Event graphics provided for sponsor to share on own website, social media, etc.	•	•	•	•	•
Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting	•	•	•	•	
Opportunity to introduce a speaker	•	•			
Commercial spot (up to 60 seconds, provided by organization) played during event	•				
Opportunity to collaborate on segment topic and speaker selection	•				
First option to support similar event in 2024	•				

\*Only one (1) Presenting level is available for this event.

“I left there so fired up, inspired and excited for next year.”

— 2022 Workforce2030 sponsor





ANNUAL MEETING

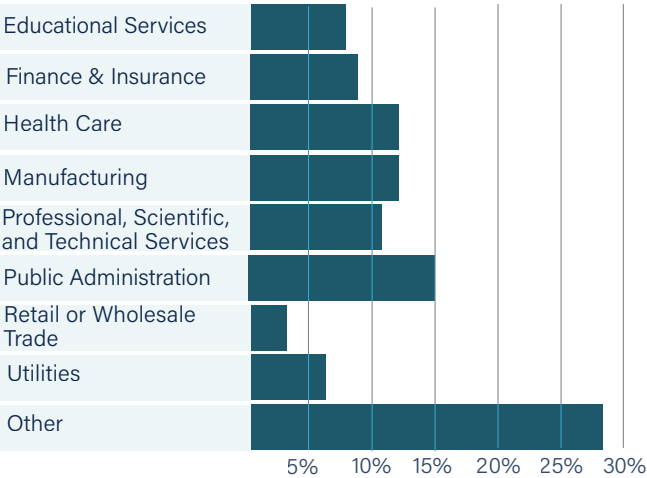
November 9, 2023 Kansas City

Our members are proud of their chamber and this event is designed to tap into that pride by showcasing the work and results of the Missouri Chamber of Commerce and Industry. This celebration highlighting our 100th year will be extra memorable. Attended by the Missouri Chamber board of directors, members, associations, legislators and statewide elected officials, this meeting is the “must attend” event of the year.

Market your organization in front of Missouri’s most influential businesses and associations through the Annual Meeting. Sponsorship of this event demonstrates your commitment to the mission of the Missouri Chamber.

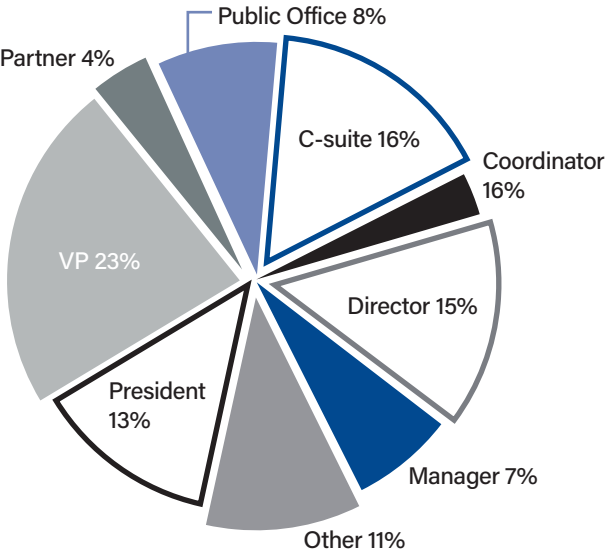
YOUR BENEFIT:

2022 Registrants by Industry (%)



Categories are not mutually exclusive.

2022 Registrants by Title (%)



Annual Meeting Benefits	Presenting* \$10,000	Awards Sponsor \$7,000	Gold \$5,000	Silver \$3,000	Bronze \$2,000	Supporter \$1,000
Number of event attendees included for organization and/or organization's clients	10	4	6	4	2	1
Preferred seating with <i>Award Recipient</i> :		Elected Official Awardees**				
Organization's logo featured on event landing page	•	•	•	•	•	•
Organization listed in pre-event email blasts and social media	•	•	•	•	•	•
Organization's logo displayed during introduction to the event	•	•	•	•	•	•
Detailed return on investment report following event	•	•	•	•	•	•
Event graphics provided for sponsor to share on own website, social media, etc.	•	•	•	•	•	•
Opportunity for organization to provide one piece of promotional material to be included in registration packet or at attendee place setting	•	•	•	•	•	
Opportunity to introduce a speaker	•	•	•			
Commercial spot (up to 60 seconds, provided by organization) played during event	•					
Opportunity to collaborate on segment topic and speaker selection	•					
First option to support similar event in 2024	•					

\*Only one (1) Presenting level is available for this event.  
\*\*Preferred seating will be on first come, first served basis.



# WE LOOK FORWARD TO WORKING WITH YOU



**MISSOURI CHAMBER**  
OF COMMERCE AND INDUSTRY

428 E. Capitol Ave. • Jefferson City, MO 65101  
573-634-3511 • [mochamber.com/events](http://mochamber.com/events)

