

The Norfolk Chamber of Commerce organises **60+ events throughout the year**, attended by over **5,000 businesses** ranging from sole traders to multi-national blue-chip organisations, across a diverse range of sectors including manufacturing, professional services, retail, public sector and educational organisations.

Brand Exposure throughout the Cycle of the Event

Chamber event sponsorship offers a cost effective way for companies to gain valuable brand exposure and to create solid business leads. Benefits include:

- Publicity throughout the cycle of the event including exposure through all Chamber media channels, in addition to the business media at large
- Corporate branding on invitations, promotional flyers and delegate programmes
- Complimentary places
- Display space for company information at the event
- Opportunity to make a 5-minute presentation to the audience
- Hospitality opportunities

Chamber Media

In addition to exposure in the business media at large through an integrated public relations campaign, each event is publicised extensively through all Chamber media channels. Chamber media reaches over 2,500 companies in Norfolk and 89,000 individuals in business.

- Website: www.norfolkchamber.co.uk – averaging 35,000 visits per year
- Chamber Voice, a bimonthly, full-colour magazine, readership: 10,000
- Chamber e-newsletter – weekly, readership 2,500 plus
- HR e-newsletter – quarterly, readership: 500 plus
- Trade e-newsletter – six editions annually, readership: 750 plus
- Events e-newsletter – monthly, readership: **2,500** plus
- Direct Mail (number relevant to target audience of each event)

Event Formats

Throughout 2010 we shall be delivering a number of the following event formats. Please refer to the calendar at the end of this document. The following is an indication of the nature of each event as well as the indicative sponsorship packages available. More detailed packages are released 2-3 months in advance of each delivery, we also have the flexibility to customize packages for potential sponsors.

Business Breakfasts



Held on a bi-monthly basis in Norwich, King's Lynn, Breckland or Great Yarmouth, an opportunity for local businesses to network and share best practices. Each event comprises one to two presentations by business leaders, politicians or government entities followed by a Q&A.

Mix@Six



The flagship social event of The Norfolk Chamber of Commerce, held bi-monthly, where members can informally network over a cocktail, usually held at a luxury hotel or leading venue within Norwich.

HR Forum

Targeted at leading HR professionals, a half day forum held quarterly to present and discuss the latest employment laws and issues affecting personnel management.

Business Leaders

An invitation only event held quarterly for the business leaders of companies public and private with 50+ employees. Business leaders hear a topical presentation delivered by a guest speaker, which is followed by a lively, interactive debate

New Wave



Targeted at the under 35's in business, a casual social networking evening held bi-monthly. Past executions have and will include: a bowling night, NCFC tour, river cruise and ghost tour.



B2B Exhibition



The leading B2B business event in the county, taking up two floors of exhibit space at the Norwich City Football Club conference facilities with up to 90 exhibiting companies and featuring a series of presentations and workshops.

Specialist Conferences

We plan to hold a series of new specialist conferences in 2010. These events are very much in the planning stages (steering committees will be established) but will be either half or full-day events featuring hot industry topics affecting business in Norfolk.

Proposed Themes for 2010:

- Digital
- Sustainability 2010
- More TBC

International Trade

A mini conference targeted at The Chamber's International Trade clients – Exporters, with updates on the latest UK and EU trade laws and global export trends.

Government Events



Often the Norfolk Chamber of Commerce is contracted by the Government to deliver conferences and events on their behalf where policy needs to connect with business. These can range from a series of small **Business Growth Clubs** to large scale **Meet the Buyer Events** where individuals can have one-on-one meetings with Norfolk's largest purchasers from both the private and public sectors. Sponsorship opportunities are subject to the terms and conditions of each individual Government contract.

Cost Summary

Event Sponsorship Opportunities – 2010	Area	Target Audience	Type*	Cost (ex VAT)
Business Breakfast	Norwich	100 plus	Lead, non-exclusive	£750
	Great Yarmouth	70-100		£500
	West Norfolk	50-70		£500
	Breckland	50-70		£500
Networking at Six	Norwich	100 plus	Lead, non-exclusive	£500
HR Forum	Norwich	50	Lead, non-exclusive	£750
New Wave	Norwich	50	Lead, non-exclusive	£500
B2B Exhibition	Norwich	600-800	Lead, non-exclusive	£3,000
Specialist Conferences	Norwich	200-300	Lead, non-exclusive	Full Day £2,500
	Norwich	150-200	Lead, non-exclusive	Half Day £1,750
International Trade	Norwich	50 plus	Lead, non-exclusive	£1,000

**As a guideline, exclusive lead sponsorship is 2X the published rate. However, Rates and target audiences to be confirmed for each individual event. All lead sponsorships are sector exclusive.*

Savings

Sponsor more than 3 events a year and receive **20% discount** across the board!

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