



YORK COUNTY
Economic Alliance

Chamber of Commerce & Economic Development Corp.

**SPONSORSHIP
EXPOSURE
Opportunities**

Start Here.



YORK COUNTY
Economic Alliance
Chamber of Commerce & Economic Development Corp.

For companies seeking a competitive edge, **we are the place to start.**

As York County's Official Chamber and Economic Development Organization, the York County Economic Alliance (YCEA) is the resource center that connects you to specialized funding, business services, advocacy programs and events that will help your business thrive.

Our mission is to lead economic growth, connect local businesses to resources and each other, and advocate for business and the community to create a prosperous York County.

Our vision is to be York County's recognized resource for leading business growth and economic development.

Sponsors of programs and events are able to gain access to the various connections available through the membership of the YCEA. **By sponsoring, your company can get exposure to your selected target audience of potential customers.**

- **Signature Events**
- **Series Events**
- **Alliance Academy**
- **Advocacy Events**
- **Workforce Events**

Economic Development Programs

Economic Development services of the YCEA encompass a broad spectrum of services and are a key component of York County's economic development strategy with the ultimate goal of creating and retaining jobs, addressing blight, providing for our diverse municipalities and increasing the tax base, while following the strategies set forth in the county-wide Economic Development Plan.

- **Redevelopment Projects**
- **Municipal Outreach Efforts**
- **Implementation of the County's Economic Development Plan**
- **Economic Development Financing Programs**
- **Site Selection Assistance**
- **Foreign Direct Investment**

BENEFITS FOR INVESTORS:

- **Recognized on website**
- **Recognized in Chamber Connect magazine**
- **Recognized in York County Economic Alliance Annual Report**

SIGNATURE EVENTS

- Annual Dinner
- Business Achievement Award Dinner
- Directors' DrawDown & Silent Auction
- Golf Outing
- Spirit of York County Awards

Annual Dinner

The Annual Dinner highlights YCEA's accomplishments and lays the groundwork for the coming year. Following a reception, the event features dinner, entertainment and an awards ceremony honoring the recipients of the Small Business of the Year, Ignite Young Professional, White Rose Appreciation and ATHENA awards.

Date: Friday, March 9, 2018

Prior Event Attendance: 390

Audience: YCEA Membership - Mid & Senior Level Professionals, Various industries

| | SPONSORSHIP LEVEL | | | | | | | | | |
|---|-------------------|---------------|----------------------------------|---------------------------------|--------------|-------------------------------|---------|---------|---------|---------------------------------|
| | \$10,000 | \$7,500 | \$4,000 | \$4,000 | \$4,000 | \$4,000 | \$4,000 | \$3,000 | \$1,500 | \$500 |
| | Presenting | Entertainment | Small Business of the Year Award | Ignite Young Professional Award | ATHENA Award | White Rose Appreciation Award | Media | Gold | Silver | Small Business (1-20 Employees) |
| Top billing on all event promotions | Logo | | | | | | | | | |
| Recognized on all entertainment promotions | • | • | | | | | | | | |
| Recognized on all award promotions | • | | • | • | • | • | | | | |
| Speak at event | • | • | • | • | • | • | | | | |
| Representative on the Annual Dinner Committee | • | | | | | | | | | |
| Listed in printed program | Logo | • | • | • | • | • | • | • | • | • |
| Listed on invitations | Logo | • | • | • | • | • | • | | | |
| Listed in email promotions | Logo | • | • | • | • | • | • | • | • | |
| Article in Chamber Connect | • | | | | | | | | | |
| Listed on event signage | Logo | • | • | • | • | • | • | • | • | |
| Listed on website | Logo | • | • | • | • | • | • | • | | |
| Recognized from podium | • | • | • | • | • | • | • | • | | |
| Number of seats at event | 24 | 16 | 8 | 8 | 8 | 8 | 8 | 8 | 4 | 2 |
| Number of sponsorships | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 5 | 15 | Unlimited |

CONTACT: **Mary Walker 717.771.4575 | mwalker@ycea-pa.org**

Business Achievement Award Dinner

The Business Achievement Award Dinner celebrates the career of an influential business individual who has made a lasting impact on the overall health of the community and economy.

Date: 2018

Prior Event Attendance: 175

Presenting Sponsor: Stock and Leader, Attorneys at Law (2017)

2017 Award Recipient: Michael Kochenour, York Traditions Bank

Audience: Business Leaders; Colleagues / Friends / Family of Award Recipient

| | SPONSORSHIP LEVEL | | | | | |
|-------------------------------------|-------------------|---------|---------|---------|-----------|---------------------------------|
| | \$5,000 | \$3,000 | \$2,500 | \$1,000 | \$500 | \$250 |
| | Presenting | Media | Gold | Silver | Bronze | Small Business (1-20 employees) |
| Top billing on all event promotions | • | | | | | |
| Speak at event | • | | | | | |
| Listed in printed program | Logo | • | • | • | • | • |
| Listed on invitations | Logo | | | | | |
| Listed in email promotions | Logo | | | | | |
| Article in Chamber Connect | • | | | | | |
| Listed on event signage | Logo | • | • | • | | |
| Listed on website | Logo | • | • | | | |
| Recognized from podium | • | • | • | • | | |
| Number of seats at event | 16 | 8 | 8 | 4 | 4 | 2 |
| Number of sponsorships | 1 | 1 | 8 | 10 | Unlimited | Unlimited |

CONTACT: **Mary Walker 717.771.4575 | mwalker@ycea-pa.org**

Directors' DrawDown & Silent Auction

Mix and mingle with over 300 top local business leaders and guests at the Directors' DrawDown & Silent Auction. This fun and exciting event features a buffet, a silent auction featuring items donated by YCEA members, and the opportunity to vie for the evening's top prize.

Date: Friday, November 3, 2017/November 2, 2018

Prior Event Attendance: 320

Presenting Sponsor: Harley-Davidson Motor Company - York Vehicle Operations (2017)

Location: Wyndham Garden York

| | SPONSORSHIP LEVEL | | | | | | |
|--|-------------------|---------|----------------|---------|---------|-----------|-----------|
| | \$10,000 | \$4,000 | \$3,000 | \$2,500 | \$1,000 | \$500 | \$300 |
| | Presenting | Media | Silent Auction | Chrome | Gold | Silver | Bronze |
| Top billing on all event promotions | • | | | | | | |
| Speak at event | • | | | | | | |
| Listed in printed program | Logo | • | • | • | • | • | • |
| Listed in email promotions | Logo | | • | | | | |
| Article in Chamber Connect | • | | | | | | |
| Recognized in PowerPoint | Logo | • | • | • | | | |
| Silent Auction Sponsor Signage in auction area | | | • | | | | |
| Listed on event signage | Logo | • | • | • | • | • | |
| Listed on website | Logo | • | • | • | | | |
| Recognized from podium | • | • | • | • | • | • | • |
| Number of DrawDown tickets | 8 | 6 | 5 | 5 | 3 | 1 | 1 |
| Number of Buffets | 16 | 12 | 10 | 10 | 6 | 4 | 2 |
| Number of sponsorships | 1 | 1 | 1 | 1 | 10 | Unlimited | Unlimited |

CONTACT: **Mary Walker 717.771.4575 | mwalker@ycea-pa.org**

Golf Outing

30 Year Anniversary

Swing into summer at the YCEA Golf Outing. The Outing begins with a lunch buffet followed by networking and golf. The day ends with dinner, awards and prizes.

Date: Friday, June 1, 2018

Prior Event Attendance: 175

Presenting Sponsor: CORE Design Group LLC (2018)

Location: Briarwood Golf Clubs

| SPONSORSHIP LEVEL | | | | | | | | | | | | | | | |
|--|------------|---------|----------|---------|------------------|-----------|---------|---------------|--------------------|-------------------------------|---------------------|--------------------------|--------|--------------------------|-----------------------|
| | \$3,000 | \$2,500 | \$2,500 | \$2,000 | \$1,500 | \$1,500 | \$1,000 | \$750 | \$750 | \$500 | \$500 | \$500 | \$500 | \$175 / \$300 | \$100 |
| | Presenting | Tent | Pavilion | Media | Four-some Photos | Golf Cart | Eagle | Longest Drive | Closest to the Pin | Driving Range / Putting Green | Business on the Tee | Beverage Station Sponsor | Koozie | One Hole / Two for \$300 | Beverage Cart Sponsor |
| Top billing on all event promotions | • | | | | | | | | | | | | | | |
| Speak at event | • | | | | | | | | | | | | | | |
| Recognized in all advertising | • | | | | | | | | | | | | | | |
| Listed in email promotions | Logo | | | • | | | | | | | | | | | |
| Article in Chamber Connect | • | | | | | | | | | | | | | | |
| Listed in Rules of Day brochure | Logo | • | • | • | • | • | • | • | • | • | | | | | |
| Listed on event banner/signage | Logo | • | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Listed on website | Logo | • | • | • | • | • | • | | | | | | | | |
| Link to company website | • | • | • | | | | | | | | | | | | |
| Provide framed photos to each golfer of their foursome | | | | | • | | | | | | | | | | |
| Logo on all golf carts & beverage carts | • | | | | | | | | | | | | | | |
| Number of Golfers | 8 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Number of hole sponsorships | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 1 or 2 | 0 |
| Number of sponsorships | SOLD | 2 | 2 | 1 | 1 | 2 | 36 | 2 | 4 | 1 | 6 | 6 | 1 | Varies | 4 |

Spirit of York County Awards

The Spirit of York County Awards Breakfast honors York County volunteers, elected and appointed officials, and local organizations and individuals for their service to the community.

Date: Wednesday, September 26, 2018

Prior Event Attendance: 200

| SPONSORSHIP LEVEL | | | | | | | | | | |
|---|------------|---------|------------------|------------------------------------|--------------------------------------|-------------------------------|-------------------|-----------------------|-----------|---------------------------------|
| | \$3,000 | \$2,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$500 | \$250 |
| | Presenting | Media | Non-profit Award | Elected Official of the Year Award | Appointed Official of the Year Award | Education/ Workforce Advocate | Community Service | Volunteer of the Year | Gold | Small Business (1-20 employees) |
| Top billing on all event promotions | • | | | | | | | | | |
| Recognized on specific award promotions | • | | • | • | • | • | • | • | | |
| Speak at event | • | | • | • | • | • | • | • | | |
| Listed in printed program | Logo | • | • | • | • | • | • | • | • | • |
| Listed in email promotions | Logo | • | | | | | | | | |
| Article and ad in Chamber Connect | • | | | | | | | | | |
| Listed on event signage | Logo | • | • | • | • | • | • | • | | |
| Listed on website | Logo | • | | | | | | | | |
| Recognized from podium | • | • | • | • | • | • | • | • | • | • |
| Number of seats at event | 16 | 12 | 8 | 8 | 8 | 8 | 8 | 8 | 4 | 2 |
| Number of sponsorships | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | Unlimited | Unlimited |

SERIES EVENTS

- Business After Hours
- Economics Club Breakfast Series
- Member Orientation
- Ribbon Cuttings

Business After Hours

Business After Hours provides social and networking opportunities for YCEA members to meet other professionals and potential customers. This event is held from 5 - 7 pm at a member's place of business, allowing them to showcase their company to attendees. Event hosts provide beverages and hors d'oeuvres, and tours are encouraged. Host companies must have the ability to accommodate between 75 and 150 individuals at its location.

2018 Dates: Jan, Feb, March, April, May, June, July, Aug, Sept, Oct
(Month choice is subject to availability)

Average Attendance: 75 - 100

Presenting Sponsor: DOCEO Office Solutions (2017)

| SPONSORSHIP LEVEL | | | |
|-------------------------------------|---------------------------|----------------------|-------------------------|
| | \$3,000 | \$2,000 | \$500 |
| | Presenting Series Sponsor | Media Series Sponsor | Host Sponsor (1 month) |
| Top billing on all event promotions | • | | |
| Speak at each meeting | • | | • |
| Listed in email promotions | Logo | • | • |
| Promotional table at event | • | | • |
| Listed on event signage | Logo | • | |
| Listed on website | Logo | • | • |
| Provide promo item for drawing | • | | • |
| Number of attendees at event | Unlimited | Unlimited | Unlimited |
| Number of sponsorships | 1 | 1 | 10 total hosts per year |

CONTACT: Kate Gaudet 717.771.4576 | kgaudet@ycea-pa.org

Economics Club Breakfast Series

The Economics Club Breakfast Series are incisive monthly breakfasts featuring economic and business updates important to York County.

Date: Monthly (held on the last Wednesday of the month, excluding September and December)

Average Attendance: 125 per month

Presenting Sponsor: Murray Securus

| SPONSORSHIP LEVEL | | | |
|-------------------------------------|---------------------------|-----------------------------|-------------|
| | \$6,000 | \$2,000 | \$750/month |
| | Presenting Series Sponsor | Annual Table Series Sponsor | Gold |
| Top billing on all event promotions | • | | |
| Speak at each breakfast | • | | |
| Listed in email promotions | Logo | • | |
| Listed on event signage | Logo | • | |
| Listed on website | Logo | • | • |
| Recognized from podium | • | • | • |
| Commercial read by chair | | | • |
| Promotional table at breakfast | • | | |
| Number of seats at event | 9 | 8 | 6 |
| Number of sponsorships | 1 | Unlimited | 2/month |

Member Orientation

Member Orientation provides attendees with a comprehensive overview of YCEA events, programs and committees, as well as ways to get the most from their membership. Attendees will also have the opportunity to network with business owners and executives in an intimate and informal small group setting. Member Orientation is ideal for new members, those new to the member organization and anyone interested in reconnecting with the YCEA.

Date: Six meetings per year

Average Attendance: 30

Presenting Sponsor: CGA Law Firm, PC (2017)

| SPONSORSHIP LEVEL | | |
|-------------------------------------|---------------------------|---------------------|
| | \$1,500 | \$500 |
| | Presenting Series Sponsor | Gold Series Sponsor |
| Top billing on all event promotions | • | |
| Speak at each meeting | • | • |
| Listed in email promotions | Logo | |
| Listed on event signage | Logo | • |
| Listed on website | Logo | • |
| Promotional item at breakfast | • | • |
| Number of sponsorships | 1 | 6 |

Ribbon Cuttings

The YCEA hosts Ribbon Cutting ceremonies for its member businesses within the first year of operation and existing member businesses that have moved to a new location, recently remodeled or expanded current operations.

Date: As scheduled by business

Average Attendance: 10 - 20

Presenting Sponsor: Community Courier/Engle Printing & Publishing (2017)

| SPONSORSHIP LEVEL | | | |
|-------------------------------------|------------|---------|--------|
| | \$3,000 | \$2,000 | \$250 |
| | Presenting | Gold | Ribbon |
| Top billing on all event promotions | • | | |
| Listed on website | Logo | • | • |
| Listed in email invitation | Logo | • | |
| Participate in photo opportunities | • | • | |
| Number of sponsorships | SOLD | 3 | 1 |

ALLIANCE ACADEMY

- Alliance Academy Podcast
- Alliance Academy Resource Centers
- Young Professional Annual Sponsor
- Women's Business Center Organization (WBCO)

Alliance Academy Podcast

YCEA arranges a podcasting program for member experts to record an educational announcement that will benefit member businesses. The annual podcast sponsor will receive recognition in 24 annual podcast recordings. Podcast topics and member contributors will be arranged in advance by the YCEA. All recorded podcasts will be available on YCEA's webpage as an additional resource center for member education.

Audience: Small to medium size businesses of various industries

| SPONSORSHIP LEVEL | |
|---|---------|
| | \$5,000 |
| | Annual |
| Listed on podcast hosting webpage | Logo |
| 20-second commercial recorded on all podcasts | • |
| Top billing on webpage | • |
| Recognized in podcast promotions | • |
| Number of sponsorships | 1 |

Podcast Recordings by Member Companies are available for \$250 on an educational topic.

Contact Kate Gaudet for more information.

Alliance Academy Resource Centers

Women’s Business Center Organization (WBCO) - As a program of the YCEA, the Women’s Business Center Organization’s mission is to provide opportunities for professional growth through education, mentorship, and advocacy for women to thrive in York County.

Small Business Resource Center - The Small Business Resource Center offers one stop access to various opportunities to help small businesses grow. In recognizing the tremendous impact that small businesses have on our community and economy, the YCEA offers resources, events, programs, and services specifically aimed toward the interests of our small business members to foster an environment that facilitates business connections and growth.

Advocacy Action Center - As a division of the YCEA Alliance Academy, the Advocacy Action Center offers one stop access to information regarding elected officials, positions taken by the YCEA, upcoming advocacy events, news stories that affect member businesses, and access to informational podcasts.

Professional Development Resource Center (Launching in late 2017) - The Professional Development Resource Center will offer one stop access to various training, educational, professional, and leadership development opportunities for employees of member companies at any stage in their career. A specific emphasis of promotion of this will be geared towards young professionals via the strategic partnership with the York Young Professionals and the Building the Future Leaders of York County Conference.

| SPONSORSHIP LEVEL | | | | |
|--|----------------------|--------------------------------|--|--------------------------|
| | \$2,000 | \$2,000 | \$2,000 | \$2,000 |
| | WBCO Website Sponsor | Small Business Website Sponsor | Professional Development Website Sponsor | Advocacy Website Sponsor |
| Top billing on Resource Center page | • | • | • | • |
| Logo on Resource Center page | • | • | • | • |
| Logo in Email Newsletter | • | • | • | • |
| Recognized in Chamber Connect Articles | • | • | • | • |
| 35 word description in Alliance Academy email newsletter | • | • | • | • |
| Seats at Related Events | 2 | 2 | 2 | 2 |
| Number of sponsorships | 1 | 1 | 1 | 1 |

Young Professional Annual Sponsor

The Young Professional Annual Sponsorship will support and enhance the strategic partnership between the YCEA and York Young Professionals (YYP). The partnership of these organizations further engages young professionals from the business community in both organizations through networking and professional development opportunities. YYP members have access to YCEA events and programs, often at a discount; and the YCEA promotes YYP membership and is involved in YYP events and efforts. YYP and YCEA also collaborate together to offer one large young professional-focused event per year.

This sponsorship will be split between the YCEA (\$2,000) and YYP (\$1,000) to cover costs of the partnership and events.

Date: Multiple events during the year

Estimated Average Attendance: 15 – 300 based on the event

| SPONSORSHIP LEVEL | |
|---|-----------|
| | \$3,000 |
| | Annual |
| Top billing on collaborative event promotions | • |
| Speak at the collaborative event | • |
| Representative on the collaborative event committee | 1 |
| Listed in email promotions | • |
| Listed on event signage | • |
| Listed on website | • |
| Listed in YYP newsletters | • |
| Recognized at all joint meetings/events | • |
| Number invited to participate in events | Unlimited |
| Number available | SOLD |

Women's Business Center Organization

As a program of the YCEA, the Women's Business Center Organization (WBCO) serves as the leading resource to inspire and empower women in business and the community. WBCO provides opportunities for professional development, education, advocacy and mentorship to women in business in York County.

A membership to the WBCO provides women access to educational events, networking opportunities, mentorship and advocacy efforts within the community. The annual membership runs from September through August each year. The WBCO is committed to having their membership reflect the broad spectrum of diverse and talented women in York County.

Date: Multiple events during the year

Estimated Average Attendance: 15 – 300 based on the event

| SPONSORSHIP LEVEL | | | |
|--|---|--|---|
| | \$2,500 | \$2,000 | \$750 |
| | WBCO Series Sponsor (1 year, Sept-Aug) | WBCO Resource Center Sponsor (For 1 year) | WBCO Lunch Event Sponsor (1 month, Sept-May) |
| Logo on all promotions of the WBCO Lunch Series, including event's printed program (9 Total) | • | • | |
| Logo on all promotions of the selected WBCO Lunch, including event's printed program | | | • |
| Minutes to speak at Lunch Event | 2 per event | | 1 |
| WBCO Memberships | 2 | | |
| Logo recognition and a 40-word description on the WBCO Resource Center | | • | |
| Number of sponsorships | 1 | SOLD | 1 per month |



ADVOCACY EVENTS

- Legislative Luncheon
- State of the City
- State of the County

Business Advocacy Program

The YCEA actively participates in monitoring the legislative climate on a local, state and national level in order to offer members access to important information and opportunities to meet with elected officials.

Your financial support will be channeled into our efforts to advocate on business/economic development issues and community advocacy of behalf of YCEA members; including:

- **Advocacy initiatives – follow/research/advocate the legislative/regulatory/judicial issues that affect the business community in general and the practice of business, as well as impacts on economic development and the health and well-being of York County**
- **Providing timely and thorough information to members by monitoring those issues and researching, gathering information and presenting it in a fact based, non-partisan manner**
- **Provide member interaction with elected and appointed officials through events such as Advocacy Days on the Hill in Harrisburg and DC, candidate meet & greets, elected official/candidate forums, Advocacy speakers at Economics Club, etc.**
- **Solicitation of member input/survey and provide engagement opportunities - "action alerts" for feedback on issues, or calls to action**
- **Lobbying activities**
- **Annual bus trip to Washington, D.C.**
- **Complimentary invitations to elected officials to attend YCEA events**

BENEFITS FOR INVESTORS:

- **Recognized on website**
- **Recognized in Chamber Connect magazine**
- **Recognized in York County Economic Alliance Annual Report**

Legislative Luncheon

At the Legislative Luncheon, business professionals and legislators from Washington, Harrisburg and York discuss the importance of fostering a healthy business climate. The luncheon draws York’s political elite and socially-conscious residents. Separate sponsorships are available for each program at all levels.

Date: Spring and Fall 2018

Prior Event Attendance: 180

| SPONSORSHIP LEVEL | | | | | | |
|-------------------------------------|-------------|-------------|-------------|--------------|--------------|--|
| | \$3,000 | \$2,000 | \$1,500 | \$1,000 | \$500 | \$250 |
| | Presenting | Media | Gold | Silver | Premier | Small Business (less than 20 employees) |
| Top billing on all event promotions | • | | | | | |
| Speak at event | • | • | | | | |
| Listed in email promotions | Logo | • | | | | |
| Listed on event signage | Logo | • | • | • | • | • |
| Listed on website | Logo | • | • | • | • | |
| Number of seats | 8 | 6 | 6 | 4 | 2 | 2 |
| Number of sponsorships | 1 per event | 1 per event | 5 per event | 10 per event | 10 per event | 10 per event |

State of the City

The State of the City brings elected officials and community leaders together with the business community. Participants discuss pivotal issues affecting the local economy and community of the City of York.

Date: Spring 2018

Prior Event Attendance: 300+

| SPONSORSHIP LEVEL | | | | | |
|-------------------------------------|------------|---------|---------|---------|---------|
| | \$3,000 | \$2,500 | \$2,000 | \$1,000 | \$350 |
| | Presenting | Media | Gold | Silver | Premier |
| Top billing on all event promotions | • | | | | |
| Speak at event | • | | | | |
| Listed in email promotions | Logo | • | | | |
| Listed on event signage | Logo | • | • | • | • |
| Listed on website | Logo | • | • | • | |
| Number of seats | 8 | 8 | 8 | 4 | 2 |
| Number of sponsorships | 1 | 1 | 5 | 5 | 10 |

State of the County

The State of the County brings elected officials and community leaders together with the business community for an exciting update on the status of the county. The Commissioners also recognize and celebrate successes of County Employees by presenting awards.

Date: Fall 2018

Prior Event Attendance: 300+

| SPONSORSHIP LEVEL | | | | | |
|-------------------------------------|------------|---------|---------|---------|---------|
| | \$3,000 | \$2,500 | \$2,000 | \$1,000 | \$350 |
| | Presenting | Media | Gold | Silver | Premier |
| Top billing on all event promotions | • | | | | |
| Speak at event | • | | | | |
| Listed in email promotions | Logo | • | | | |
| Listed on event signage | Logo | • | • | • | • |
| Listed on website | Logo | • | • | • | |
| Number of seats | 8 | 8 | 8 | 4 | 2 |
| Number of sponsorships | 1 | 1 | 5 | 5 | 10 |

WORKFORCE EVENTS

- Talent Attraction Sponsor
(Creativity Unleashed)
- Manufacturing Days

Workforce Development Program

The YCEA Office of Workforce Development works to engage employers, educators and community partners to create a life-long learning environment that attracts and retains strong businesses and a diverse, talented workforce critical for sustaining a vibrant community and a growing, innovative economy.

- **Develop the workforce pipeline with partners**
- **Expand talent recruitment and retention activities**
- **Support employers to increase existing workforce skills and education**

BENEFITS FOR INVESTORS:

- **Recognized on website**
- **Recognized in Chamber Connect magazine**
- **Recognized in York County Economic Alliance Annual Report**

Talent Attraction Sponsor

Creativity Unleashed (CU) is a Talent Attraction marketing campaign developed for the purpose of assisting local employers in “selling” the benefits of living and working in York County when they are recruiting skilled professionals to positions at their firms.

A Talent Recruiting Package is provided at no cost for employers to send or give to prospective employees, this package includes:

- A copy of YRK magazine featuring a “Creativity Unleashed” article about a young professional who relocated to York for their career and loves living here.
- A 8G USB with links to key attraction features of York County, highlights of living, playing, and working here, as well as Employee Videos of young professionals in a variety of career sectors, each talking about why they chose to move to York and what they love about living here. The website Work Here page lists top employers in each industry sector by employee count.

| SPONSORSHIP LEVEL | | | | |
|--|-----------------------------------|-----------------------------------|------------------------|---------------------------|
| | \$3,000 | \$750 | \$200 | \$100 |
| | Employee Video Sponsor* | Talent Recruiting Package Sponsor | Prime Employer Listing | Enhanced Employer Listing |
| Company Logo on Talent Recruiting Package welcome letter | | • | | |
| Company Logo and website link on USB Flash Drive | | • | | |
| Company logo and “thank you” at end of employee video | • | | | |
| MP4 file of the employee video to use for recruiting purposes | • | | | |
| Company employee featured in one(1) quarterly YRK article | • | | | |
| Company logo and web link on employers page of Creativity Unleashed website for 1 year | • | | | |
| Logo on Creativity Unleashed website Work Here page links to company website (URL of choice) | • | | • | |
| Name on Creativity Unleashed website Work Here page links to company website (URL of choice) | • | | | • |
| Number of sponsorships | 4 <i>1 per industry sector</i> | 1 | Unlimited | |

Note: Featured employee must meet Creativity Unleashed criteria for this sponsorship.

CONTACT: Kim Lentz 717.771.4580 | kjlentz@ycea-pa.org

Manufacturing Days

Over the course of this week-long event, high school students visit participating manufacturing sites to learn about careers in manufacturing.

Date: October 2 - 6, 2017

Audience: About 300 total students / 18 Manufacturing facilities in York County

| SPONSORSHIP LEVEL | |
|--|------------|
| | \$3,000 |
| | Presenting |
| Logo recognition on all Manufacturing Days materials | • |
| Ability to send a representative on each of the tours with the students | • |
| Ability to speak to the students during each tour | • |
| Ability to speak during a launch/press event prior to the Manufacturing Days | • |
| Ability to give a promo item to the students | • |
| Exposure to participating Manufacturing sites | • |
| Social Media promotions | • |
| Number of sponsorships | 1 |



YORK COUNTY

Economic Alliance

Chamber of Commerce & Economic Development Corp.

717.848.4000 | ycea-pa.org

