



Support Small Entrepreneurs



Position Yourself as a Thought Leader



Connect Your Brand With a Hard-to-Reach Audience



BUSINESS LITERACY SERIES SPONSORSHIPS

The Chamber's Business Literacy Series is a nine month educational initiative designed to empower minority and women owned businesses. The program provides participants with practical, hands-on instruction in core business areas such as banking, financial literacy, marketing, human resources, strategic planning, and effective communication. Sponsoring the Business Literacy Series allows organizations to align their brand with a high-impact, mission-driven program that builds real-world business capacity, strengthens the local economy, and helps shape a future where all businesses can flourish.



Scan to Reserve a Package

dscott@chattanooga-chamber.com
423.488.6546

SPONSORSHIP PACKAGES

Presenting Sponsor: \$10,000 (Limit 1)

- Co-Branding of the program—for example, “Leadership Chattanooga presented by X Company”
- Recognition on all program materials
- Logo featured in promotional video for program
- Opportunity to speak at two program sessions
- Opportunity to host a special gathering of the cohort
- Dedicated email sent on your behalf to all program participants and alumni
- Sponsor recognition on program web page
- Opportunity to donate to a “swag bag” given to program participants
- Opportunity to speak at program completion event
- Verbal recognition at completion event

Program Partner: \$3,000

- Recognition on all program materials
- Opportunity to speak during a program session
- Sponsor recognition on program web page
- Opportunity to donate to a “swag bag” given to program participants
- Opportunity to speak at program completion event
- Verbal recognition at completion event

Session Sponsor: \$1,000 (Limit 9)

- Session established in name of sponsor—for example, “This session sponsored by X Company”
- Featured in email invite sent to attendees
- Opportunity to speak at sponsored session
- Verbal recognition at sponsored session
- Available sessions listed below

Sponsor a specific program session

- Mindset and Communication - Cohort Introduction Session
- Developing A Business/Growth Plan:
- Small Business Banking Services
- Small Business Financial Statements
- How Businesses Obtain Credit
- How Businesses Use Credit
- Developing a Marketing Strategy
- How to “Pitch” Your Business
- HR 101 Human Resource Training