

2022 PROGRAM

Sponsorship



*Committed to
Young Professionals
and the inclusive
+ equitable
economic growth
of the Capital Region*

ENGAGE

DEVELOP

GIVE

EMPOWER

IN 13 YEARS WE HAVE:

1,800+

Network of Members & Alumni

1,000+

Hours Provided For Professional Development

\$75K

Donated and Raised for
Regional Nonprofits

RESOURCES^{Yes}

Provided for Job Opportunities, Board Service,
Scholarships for Regional Programs

INVEST IN OUR FUTURE. INVEST IN EDGE.

Taylor Toledo

2022 Metro EDGE Program Chair
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Andrea Ollanik

Metro Chamber Foundation
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2020-2021 challenged us as individuals, employees, employers, and community members. Over several months, regional and global issues made us stop and question what we're doing and how we're spending our time. We had the opportunity to work on our personal and professional identities and remembered how vital self-development is. We began reinventing ourselves.

In May 2021, in partnership with the UC Davis Graduate School of Management, the Metro Chamber Foundation launched a workforce survey that found the anecdotal "Great Resignation" is very present here in Sacramento, with approximately 23% of the workforce considering leaving the region. This period of time, and what we do with it, will define our business economy for years to come.

As we enter 2022 with plans to resume in-person events and gatherings, we are all eager for connection and learning. Sacramento's young professionals are looking for businesses and organizations investing in their wellbeing and livelihood, and they're finding the companies they want to grow with at Metro EDGE.

We are proud to serve hundreds of these young professionals every day by sharing relevant content, being the vessel for professional development, and connecting them to regional employers like you. To invest in Metro EDGE is to invest in your future workforce. Here are just a few of the business benefits you receive from sponsoring us:

- Professional development to acquire practical, 21st century skills that your employees can bring back to their work, clients, and team members
- Recruitment tools like job boards and board service opportunities
- Educational events to learn about regional issues, civic engagement opportunities, and business development
- Networking events to develop crucial business development skills and make essential regional connections
- Access to the coveted 18-40 demographic through communications and surveys
- A place for everyone to belong and feel connected

Metro EDGE has been an essential mechanism for economic growth and investing in our young professionals matters now more than ever. Now is the time to invest.

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SPONSORSHIP OPPORTUNITIES



Presenting Level
\$26,000

Metro EDGE inspires and empowers its members to drive the culture, development and conversations branding this region as the place for young professionals with a thriving environment for the next economy. Invest in Metro EDGE at the Presenting level, our highest level, to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Presenting sponsor we will allocate \$1,000 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	1 Dedicated e-Blast to Entire Membership	30 Tickets to Emerge	2 Sponsored Tables
Logo on Website	Quarterly Sponsored eNews Content	Opportunity to Speak at Emerge	6 Tickets
Logo on Signage at All EDGE Events	Quarterly Sponsored Social Media Content	First Opportunity to Provide 1 of the Following: Lanyard, Bag, Coffee Cups, Photobooth	12 Drink Tickets
Logo on All EDGE Event Registration Pages	4 Sponsored Blog Posts	Emerge Swag Bag Item	
		Full Page Ad in Emerge Program, Logo on All Emerge Signage & Program	

SPONSORSHIP OPPORTUNITIES



Platinum Level

\$16,000

Invest in Metro EDGE at the Platinum level to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Platinum sponsor, we will allocate \$1,000 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	2 Sponsored eNews Content	25 Tickets to Emerge	2 Sponsored Tables
Logo on Website	3 Sponsored Social Media Content	Opportunity to Provide 1 of the Following: Coffee Cups, Photobooth, Charging Station	6 Tickets
Logo on Signage at All EDGE Events	2 Sponsored Blog Posts	Emerge Swag Bag Item	12 Drink Tickets
Logo on All EDGE Event Registration Pages		1/2 Page Ad in Emerge Program	
		Logo on All Emerge Signage & Program	

SPONSORSHIP OPPORTUNITIES



Gold Level

\$11,000

Invest in Metro EDGE at the Gold level to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Gold sponsor, we will allocate \$1,000 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE's goal to create an inclusive environment.

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	1 Sponsored eNews Content	20 Tickets to Emerge	1 Sponsored Table
Logo on Website	2 Sponsored Social Media Content	Emerge Swag Bag Item	4 Tickets
Logo on Signage at All EDGE Events	1 Sponsored Blog Post	1/4 Page Ad in Emerge Program	8 Drink Tickets
Logo on All EDGE Event Registration Pages		Logo on All Emerge Signage & Program	

SPONSORSHIP OPPORTUNITIES



Invest in Metro EDGE at the Silver or Support level to receive a year of exposure to the coveted 40-and-under demographic of business professionals and civic leaders. As Silver or Support level sponsor, we will allocate \$500 of your investment towards EDGE memberships, Leading EDGE, and/or Emerge in alignment with Metro EDGE’s goal to create an inclusive environment.

Silver Level \$5,500

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Weekly e-Newsletters	1 Sponsored Social Media Content	10 Tickets to Emerge	1 Sponsored Table
Logo on Website		Logo on Select Emerge Signage	2 Tickets
Logo on Signage at All EDGE Events			4 Drink Tickets

Support Level \$2,500

Brand Exposure	EDGE Communications	Emerge Summit	Executive Insight
Logo on Website	1 Sponsored Social Media Content	4 Tickets to Emerge	2 Tickets
Logo on Signage at All EDGE Events		Logo on Select Emerge Signage	4 Drink Tickets