



Black Country Chamber of Commerce

Sponsorship Opportunity

Title: Start-up Business Club Sponsor

Description: Exclusive Business sponsor of the Chamber Start-up Business Club; a tailored membership designed to support new businesses in their first 2 years of trading. Includes tailored workshops, networking, events & development programmes throughout their 2-year membership.

Assets included: The following assets are included as part of this opportunity:

Asset	Description	Value
Networking Events	Sponsor of bi-monthly start-up networking events (including opportunity to attend & meet attendees)	£3000.00
Workshop	Sponsor of bi-monthly start-up workshops (including opportunity to attend & meet attendees)	£3000.00
Business Development Programme	Named as sponsor of the 'Business Development Programme' for Start-up members; a programme to develop essential business skills	£2500.00
Dedicated Webpage	Sponsor of dedicated webpage for start-ups, including full page hyperlinked header, footer banners	£5000.00
Start-up Business Account Manager	Unique access to the dedicated account manager for the start-up businesses – including introductions to members + pre-start connections	£1500.00
Chamber PR Activities	Sponsor represented in press releases (print/web/social) relating to the start-up business club activities - minimum 6 press releases per year.	£2250.00
Start-up Newsletter	Sponsor branding on monthly start-up business club newsletter, plus hyperlinked banner, sent to all start-up members	£1500.00
Chamber Weekly mailer	Hyperlinked banner advert in 1 weekly mailer per quarter (distributed to all Chamber members)	£300.00
	TOTAL VALUE OF ASSETS	£19,050.00

(All figures are per annum and exclude VAT)

Sponsorship Investment: The investment level for this sponsorship opportunity is **£8,750.00 +VAT per annum**

Yielding a **return of 218%** per annum vs the total value of the assets included

Marketing Reach / Exposure:

- Start-up Membership - Approx 40-50 new members joining per annum
Approx 70-100 active members per annum
- Chamber Weekly Mailer - 1600+ subscribers per month
- Press release database - 400+ media contacts
- Press uptake - 76% usage rate
- Twitter (7500+ followers) - 96.5k average monthly impressions
- Linked IN (2500+ followers) - 32k average monthly impressions