



**FORT WORTH  
CHAMBER.**★

# **FWC SPONSORSHIP PROSPECTUS 2024**



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# A MESSAGE FROM OUR PRESIDENT AND CEO

## **FWC MEMBERS, PARTNERS, STAKEHOLDERS,**

I am thrilled to embrace the role of President and CEO of the Fort Worth Chamber of Commerce. Your enthusiastic and supportive response to my appointment has filled me with tremendous excitement and motivation. At the heart of our renewed commitment is the focus on delivering greater value to you - our esteemed members. We recognize the importance of leadership, engagement, and advocacy as pillars of your membership experience. Our aim is to empower you, our members, with tools, resources, and opportunities that not only meet your expectations but exceed them.

The Fort Worth Chamber's events and programs serve as pivotal vehicles for advancing that aim. Contained within this 2024 Events and Programs Prospectus are an array of opportunities for our members and investors to identify sponsorship and marketing opportunities that resonate with their target audiences.

We trust that the information provided in the following pages will prove invaluable as you engage in budget planning for the year ahead. We eagerly anticipate collaborating with you to align sponsorship benefits with your goals for 2024.

It is my honor to embark on this incredible journey with you as we work together on behalf of our great city. Together, we will create a future where opportunities abound, businesses flourish, and our community thrives.

Thank you for all that you do for Fort Worth.



**STEVE MONTGOMERY**  
**PRESIDENT AND CEO**  
**FWC**



# SIGNATURE EVENTS



The FWC produces a variety of programs and events to educate, inform and connect members as they grow their businesses.

Enhancing business and community building efforts, the FWC hosts **three** signature events each year:

## ANNUAL MEETING

MARCH 27, 2024

Celebrate FWC’s wins with community leaders who make the Fort Worth region a vibrant place to live, work and do business.

## STATE OF THE COUNTY

SPRING 2024

This annual luncheon features remarks and a Tarrant County update from the Tarrant County Judge. The Vandergriff Award is presented at this event.

## STATE OF THE CITY

FALL 2024

This event features the Fort Worth Mayor on city challenges, accomplishments, and vision for the future of Fort Worth. The Small Business of the Year Awards are presented at this event.

	PRESENTING \$32,000, \$12,000, \$22,000	KEYNOTE \$15,000	VIP RECEPTION \$10,000, \$10,000	PLATINUM \$7,000, \$7,000, \$9,000	GOLD \$6,000, \$6,000, \$7,000	SILVER \$5,000, \$5,000, \$5,000	*SMALL BUSINESS \$1,500, \$1,500, \$1,500
BENEFITS							
Event registrations	10	10	10	10	10	5	5
Head table invite	1	1	1				
VIP reception invites	10	10	10	2	1		
Recognition during welcome remarks	★	★	★	★	★	★	★
Press release recognition announcing event	★	★					
CEO and logo feature in event promotional video	★						
Business mention on social media posts	★	★					
Logo recognition on select event signage	★	★	★				
Logo recognition on printed/digital sponsor signage	★	★	★	★	★	★	★
Logo recognition on event webpage, event invitation	★	★	★	★	★	★	★

\*15 full time employees or less, in operation for less than 3 years, less than \$500,000 in annual revenue.

# AUTOGRAPH EVENTS



The FWC produces a variety of programs and events to educate, inform and connect members as they grow their businesses.

Providing opportunities to develop a network, grow professionally and succeed in business, the FWC hosts two autograph events each year:

## YOUNG PROFESSIONALS' SUMMIT

SUMMER 2024

Fort Worth area young professionals have the opportunity to learn, connect and grow with fellow YPs. The Young Professional of the Year Award is presented at this event.

## WOMEN'S LEADERSHIP SUMMIT

FALL 2024

This event features a keynote speaker and opportunities to network with women in business in the metroplex.

## SALUTE TO SUCCESS: VETERANS IN BUSINESS

FALL 2024

Honor our local veterans who have transitioned into business. This event provides insights, tools and resources for veterans and business owners to support and empower the veteran workforce.

BENEFITS	PRESENTING \$8,000, \$10,000, \$8,000	KEYNOTE \$5,000, 8,000	PLATINUM \$5,000, \$5,000, \$5,000	GOLD \$3,000, \$3,000, \$3,000	SILVER \$2,000, \$2,000, \$2,000	*SMALL BUSINESS \$1,500, \$1,500, \$1,500
Event registrations	10	10	10	10	5	5
Recognition during welcome remarks	★	★	★	★	★	★
Opportunity to provide remarks during program	★	★				
Press release recognition announcing event	★	★				
Business mention on social media posts	★	★				
Logo recognition on select event signage	★	★				
Logo recognition on printed/digital sponsor signage	★	★	★	★	★	
Logo recognition on event webpage, event invitation	★	★	★	★	★	★

YOUNG PROFESSIONALS' SUMMIT WOMEN'S LEADERSHIP SUMMIT SALUTE TO SUCCESS

\*15 full time employees or less, in operation for less than 3 years, less than \$500,000 in annual revenue.



# NETWORKING EVENTS

Gain exposure and recognition at FWC’s quarterly Business After Hours. This after hours networking event is held quarterly at various locations throughout Fort Worth. Registration is open to all membership levels.

Each event (4) sold as an individual sponsorship and cannot exceed one (1) sponsorship per calendar year.

BENEFITS	PRESENTING \$3,000
Event registrations	★
Opportunity to provide welcome remarks	★
Opportunity to provide promotional table set-up when available	★
Business mention on social media posts	★
Logo recognition on select event signage	★
Logo recognition on printed/digital sponsor signage	★
Logo recognition on event webpage, event invitation	★





# PROGRAMMED EVENTS



The FWC hosts two annual programmed events aimed at supporting and empowering local businesses in their growth journey.

These events offer valuable access to industry experts, providing insights and trends in key focus areas like workforce development and education, facilitating the advancement of local businesses.

## BUILD YOUR FORT WORTH: WORKFORCE

### SPRING 2024

This event brings the region together to identify issues, solve problems and align resources that enhance and support the workforce ecosystem.

## BUILD YOUR FORT WORTH: EDUCATION

### FALL 2024

This event bridges local businesses to educational institutions and homegrown talent to prepare them with the skills needed for the jobs of tomorrow.

BENEFITS	PRESENTING \$8,000	PLATINUM \$5,000	GOLD \$3,000	SILVER \$2,000	*SMALL BUSINESS \$1,500
Event registrations	10	10	10	5	5
Head table invite when applicable	1				
Recognition during welcome remarks	★	★	★	★	★
Opportunity to provide remarks during program	★				
Opportunity to ask questions to featured speakers/attend VIP reception when applicable	★	★			
Business mention on social media posts	★				
Logo recognition on select event signage	★				
Logo recognition on printed/digital sponsor signage	★	★	★	★	★
Logo recognition on event webpage, event invitation	★	★	★	★	★

\*15 full time employees or less, in operation for less than 3 years, less than \$500,000 in annual revenue.

# ADVOCACY EVENTS



The FWC hosts two annual series of advocacy events, bringing the region together to identify issues, solve problems, and align resources that enhance and support the workforce ecosystem. These events offer Fort Worth business leaders the opportunity to hear directly from elected officials on recent legislative and policy updates in an informal setting.

## LEADERS IN GOVERNMENT

### SPRING AND FALL 2024

This event brings the region together to identify issues, solve problems and align resources that enhance and support the workforce ecosystem. Each event (2) sold as an individual sponsorship.

## POLICY PULSE

### SPRING AND FALL 2024

Policy pulse offers Fort Worth business leaders the opportunity to hear directly from elected officials on recent legislative and policy updates in an informal setting.

BENEFITS	PRESENTING \$8,000, \$8,000	PLATINUM \$6,000, \$5,000	GOLD \$5,000, \$3,000	SILVER \$4,000	*SMALL BUSINESS \$1,500
Event registrations	10	10	10	5	5
Head table invite when applicable	1				
Recognition during welcome remarks	★	★	★	★	★
Opportunity to provide remarks during program	★				
Opportunity to ask questions to featured speakers/attend VIP reception when applicable	★	★			
Business mention on social media posts	★				
Logo recognition on select event signage	★				
Logo recognition on printed/digital sponsor signage	★	★	★	★	★
Logo recognition on event webpage, event invitation	★	★	★	★	★

LEADERS IN GOVERNMENT

POLICY PULSE

\*15 full time employees or less, in operation for less than 3 years, less than \$500,000 in annual revenue.



# FWC IMPACT DINNERS



Engage in open, vibrant, informal conversations with Fort Worth’s most influential leaders. Discuss business trends, challenges, ideas, and the future of Fort Worth’s business development and growth.

Each event (6) sold as an individual sponsorship and cannot exceed one (1) sponsorship per calendar year.

BENEFITS	PRESENTING \$3,000
Event registrations	2
Opportunity to provide welcome toast	★
Opportunity to cultivate invite only guest list	★
Logo recognition on event invitation	★





BENEFITS	HOST \$5,000
Event registrations (hotel stay, ground transportation and meals)	2
Opportunity to introduce a featured speaker	★
Opportunity to ask question to featured speakers	★
Business mention on social media posts	★
Logo recognition on select event signage	★
Logo recognition on printed/digital sponsor signage	★
Logo recognition on event webpage, event invitation	★

Benefits are tailored specifically to each trip. Event sponsors will have exclusive access to any special programming during the trip.

## DC FLY-IN

FEBRUARY 26-28, 2024

This exclusive experience, in partnership with the Dallas Regional Chamber, connects the DFW business community with federal elected officials and other governmental leaders at our nation's capital.

## TARRANT COUNTY DAYS

SPRING 2025

Travel with FWC and Tarrant County leadership to Austin to meet with Texas Senators and State Representatives during the Texas State Legislative Session. This event is Hosted alternating years in conjunction with the Texas State



BENEFITS	SIGNATURE PRESENTING \$15,000, \$10,000, \$6,000, \$6,000	AUTOGRAPH PRESENTING \$5,000
Event registrations	10	10
VIP reception invites	4	
Opportunity to host elected official at sponsor table when available	★	
Recognition during welcome remarks	★	★
Press release recognition announcing event	★	★
Business mention on social media posts	★	★
Logo recognition on select event signage	★	★
Logo recognition on printed/digital sponsor signage	★	★
Logo recognition on event webpage, event invitation	★	★

SIGNATURE | SPIRIT OF ENTERPRISE AWARD

The Spirit of Enterprise Award recognizes a local company that has made significant contributions to the development of the Fort Worth community. This award is presented annually at FWC’s Annual Meeting.

SIGNATURE | SMALL BUSINESS OF THE YEAR AWARDS

The Small Business of the Year Awards recognize and honor four Fort Worth small businesses demonstrating best practices in business. These awards are presented annually at State of the City.

SIGNATURE | VANDERGRIFF AWARD

The Vandergriff Award recognizes a legacy individual/organization whose contributions have and will continue to positively impact Tarrant County on a national scale. This award is presented annually at FWC’s State of the County.

SIGNATURE | SUSAN HALSEY EXECUTIVE LEADERSHIP AWARD

The Susan Halsey Executive Leadership Award recognizes and honors presidents, principals or chief executive officers, demonstrating leadership excellence in business in the Fort Worth area. This award is presented annually at FWC’s Annual Meeting.

AUTOGRAPH | YP OF THE YEAR AWARD

The Young Professional of the Year Award recognizes a YP who is trailblazing a path forward in Fort Worth. The recipient of this award exemplifies leadership in their industry, organization and/or community. This award is presented annually at FWC’s YP Summit.



# DIGITAL MARKETING AND EXPOSURE

# YOU SPONSORS!

FWC★

## FWC WEEKLY UPDATE

The FWC Weekly Update, with approximately 5,000 subscribers, includes news headlines, FWC events, and direct links to FWC resources. The newsletter, emailed on Mondays, averages a 29% open rate and a 17% click-through rate. Prices reflect a full year of advertising. Sponsorships can also be purchased for six months upon request. Prices are based on sponsor size and placement.

- ★ **PRESENTING BANNER: \$5,000**
- ★ **CALENDAR BANNER: \$4,000**
- ★ **NEWS BANNER: \$3,500**
- ★ **BOTTOM BANNER: \$2,500**
- ★ **COMMUNITY EVENT: \$350 (*per week*)**

## FRIDAY BUSINESS BRIEF

The Business Brief, with approximately 4,000 subscribers, delivers Fort Worth news, Fort Worth EDP updates, and valuable insights into the FWC's business retention and expansion efforts. Emailed weekly on Fridays, the Business Brief averages a 34% open rate and a 4% click through rate. Prices reflect a full year of exposure. Sponsorships can also be purchased for six months upon request. Prices are based on sponsorship size and placement.

- ★ **PRESENTING BANNER: \$5,000**
- ★ **BOTTOM BANNER: \$2,500**







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