

PROMOTE

2018

SPONSORSHIP GUIDE

THE GREATER CLEVELAND PARTNERSHIP



CONNECT YOUR BRAND WITH NORTHEAST OHIO'S LEADING BUSINESS ORGANIZATION

The Greater Cleveland Partnership (GCP), the primary advocate for metro Cleveland's eight-county business community, is dedicated to connecting and focusing Greater Cleveland's private-sector resources to build a stronger region.

With more than 10,000 members of all business sizes—Fortune 500 corporations, middle market companies and small businesses—we're one of the largest metropolitan chambers of commerce in the U.S.

As Northeast Ohio's leading business and economic development organization, we offer unique connections to business owners, C-suite executives, thought leaders and elected officials through a variety of sponsorship opportunities.

Through GCP sponsorship opportunities, you'll gain unmatched exposure to decision makers at the highest levels of the metro Cleveland business community.

Sponsorship opportunities include:

- Various speaking roles, participation on workshop panels and as discussion moderators
 - Premium logo recognition before, during and after the event, via print, digital and social media
 - A display table or exhibit booth to engage clients and distribute marketing collateral
 - Complimentary event registrations for your staff and/or guests
 - A complete contact list of all attendees
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For more information about our sponsorship portfolio, please call 216.592.2370 or email sponsorship@gcpartnership.com.

OUR TEAM

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SPONSORSHIP OPPORTUNITIES



The Greater Cleveland Partnership's portfolio of programs, events and marketing opportunities provides your company or organization with the ability to connect your brand with Northeast Ohio's most influential business organizations.

Through our corporate events, programs and communications outreach, you will be able to deliver targeted messaging to audiences ranging from 50 to 1,500 decision and policy makers face-to-face, as well as more than 7,000 economic development influencers and stakeholders that can be reached through our digital and social media channels.

GCP Internship Summit: February 27, 2018

The Internship Summit connects the educational community to valuable information that helps improve the experience and internship-readiness of their students by learning more about employer expectations. In its third year, the summit brings together business community representatives and educators to discuss how to better connect students to internship opportunities.

Sponsorship opportunities range from \$5,000-\$25,000.

GCP Washington, D.C. Fly-In: May 2018

Influencing and helping to shape public policy is one of GCP's key priorities. The Washington, D.C. Fly-In connects Greater Cleveland corporate executives with members of the Ohio congressional delegation and top staff for conversations about crucial business policies and issues that impact our city, region and state.

Sponsorship opportunities range from \$1,500 to \$10,000.

GCP Annual Meeting: May 2018

At this flagship event, GCP leadership presents the annual agenda for our organization's priorities in the areas of advocacy, business and economic development, physical development, education and workforce, and economic inclusion. More than 1,200 business executives and community leaders attend.

Sponsorship opportunities range from \$2,500 to \$15,000.

GCP Member Golf Outing: July 23, 2018

Held at an exclusive club, the golf outing is a place for C-suite business leaders from GCP member companies to connect on the course. The day features catered lunch and dinner, on-course challenges, prizes and more.

Sponsorship opportunities range from \$2,500 to \$25,000.

GCP Chairman's Forum: September 2018

This annual forum features an exclusive update and Q&A with the GCP Board Chair and GCP senior leadership. Members learn about the status of GCP's priorities, discuss opportunities on the horizon and network with more than 100 business leaders and influencers.

Sponsorship opportunity: \$5,500.

BizConCLE: November 1, 2018

BizConCLE is a networking and educational event uniquely created for small and middle market companies. The full-day convention features local and nationally recognized keynote speakers, workshops, a business-to-business trade show, and highly valuable networking opportunities.

Sponsorship opportunities range from \$2,500 to \$25,000.

GCP Public Officials Reception: November 16, 2018

This flagship event brings together the region's federal, state, and local elected officials with business and community leaders. The invitation-only attendance includes C-suite executives such as the GCP Board of Directors, GCP Government Affairs Council and other Northeast Ohio decision makers. The event is enjoyed by nearly 600 attendees.

Sponsorship opportunity: \$10,000.

GCP "Insight" Video Series

Our Government Advocacy team and elected officials discuss timely topics related to public policy issues and legislation that impact the Greater Cleveland business community. The content is shared with more than 7,000 GCP members through our weekly e-newsletter. Additional outreach to the community via our website and social media channels reaches an engaged audience of 15,000+ per month.

Sponsorship opportunities start at \$2,000.

GCP Morning Conversations: 8 Events Per Year

GCP Morning Conversations is a series of exclusive members-only programs, providing candid, off the record dialogue with political leaders, media executives and other key influencers on public policy issues that impact our city, region and state.

Sponsorship opportunity: \$20,000.

GCP Meeting Room Sponsorships

Located in the heart of Playhouse Square, the GCP's offices welcome more than 40,000 visitors a year. Our dynamic conference center offers GCP members and guests access to high-tech, state of the art facilities that accommodate meetings for groups with anywhere up to 150 attendees. Branding opportunities range from \$25,000 to \$75,000 with a five-year minimum commitment.

GCP Digital Opportunities

GCP allows you to connect your brand with Northeast Ohio's most influential business organizations through:

GCP Every Monday E-Newsletter

Our weekly digital publication provides news about, and related to, GCP priorities to an audience of over 7,000 senior-level staff and C-suite executives at GCP member companies. Readers are informed about business and economic development topics and public policy issues that impact the Northeast Ohio business climate.

GCP Website and Social Media

As a leading content provider of Greater Cleveland news and information about business issues and resources, our website attracts more than 8,000 visitors monthly, which translates into close to 30,000 page views. Our social media channels reach an even broader audience that's tuned into economic development news and trends.

Dedicated Member Email

Our email list consists of 7,000 senior-level staff and C-suite executives at GCP-member companies.

Please see the digital advertising brochure for more details.



The Commission on Economic Inclusion is the GCP's program that assists members with translating diversity and inclusion into better business outcomes. Primary efforts are aimed at including more minorities in the senior management and board leadership of companies and organizations, increasing access to jobs that pay well, and growing minority-owned businesses (MBEs) in the region.

Leadership Forum: March 12, 2018

This forum is tailored specifically for CEOs and select members of their senior leadership team. Programming is focused on implementation of diversity and inclusion best practices and initiatives from the perspectives of the C-suite.

Sponsorship opportunities range from \$5,000 to \$15,000.

Inclusion Conference: August 2018

Northeast Ohio's premier program for senior-level diversity and HR professionals, the Commission's annual conference features presentations from local, national and international companies and speakers recognized for strategic outcomes driven by diversity and inclusion. It also includes interactive sessions to help the 250+ attendees connect diversity management with setting and achieving organizational goals.

Sponsorship opportunities range from \$3,500 to \$15,000.

Commission Connection E-Newsletter

The Commission's bi-monthly e-newsletter includes local, regional and national updates about diversity management and workplace inclusion trends and best practices. Relevant workshops and events are included, as well. The publication reaches more than 7,000 GCP and Commission Economic Inclusion members with a focus on C-suite and HR executives. *Please see the digital advertising brochure for more details.*

Commission Dedicated Member Email

Target businesses with a wholly owned campaign that gives you flexibility of messaging, timing and your own call-to-action.

Please see the digital advertising brochure for more details.



Middle market companies—those with annual revenues between \$10M and \$1B—comprise the “market that moves America.” The Greater Cleveland Partnership's Middle Market Initiative focuses on providing resources and connections that our region's more than 3,000 middle market companies need to drive growth, increase competitiveness and create jobs. We're also working to ensure that Northeast Ohio's middle market businesses leaders are connected and contribute to our regional economic development agenda.

Middle Market Connections Sponsorship: \$45,000 per Year at a Minimum of Three Years

Sponsorship opportunities deliver a C-suite audience and other decision makers through several high-visibility channels. This includes category exclusivity for the Greater Cleveland Middle Market Forum, Quarterly Forums, Middle Market Update e-newsletter and the Middle Market Knowledge Center.

Greater Cleveland Middle Market Forum: April 25, 2018

Our annual signature event for middle market companies features thought leaders from the business community discussing topics that impact middle market company success. It also provides unparalleled networking opportunities for the region's middle market executives and decision makers.

Included in Middle Market Connections Sponsorship.

Quarterly Forums: February, August and November 2018

In addition to our annual forum, we offer quarterly programs that provide a deeper dive into topics and challenges that impact middle market companies. Subjects include innovation, exporting, talent retention and attraction, supply chain resiliency, cyber security, and economic trends.

Included in Middle Market Connections Sponsorship.

CEO Insights

These CEO-only sessions feature a Northeast Ohio company CEO sharing insights, experiences and ideas on how they have achieved success in business. These exclusive forums give attendees a chance to ask questions and dialogue with the presenting business leader in an intimate group format.

GCP Middle Market Update E-Newsletter

Distributed exclusively to the middle market audience, the Update explores timely topics, provides best practices and highlights research and events of interest to middle market leaders. Sponsors have an opportunity to contribute content on a monthly basis.

Included in Middle Market Connections Sponsorship.

GCP Middle Market Knowledge Center

Our online resource center offers—through one easy access point—information about products, services and business resources that support this dynamic segment of the economy, including those offered by our Middle Market sponsor companies.

Included in Middle Market Connections Sponsorship.

Dedicated Member Email

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Please see digital advertising brochure for details.



Founded in 1998, OHTec has hundreds of members within GCP representing all facets of information technology: software development, IT services, website design and development, custom application development, IT recruiters and more. OHTec offers signature programs as well as tech tools and resources to help tech firms continue to grow and thrive.

Tech Week: April 16-20, 2018

OHTec launched Tech Week in 2011 with the mission of supporting, connecting, engaging and celebrating the regional IT community. Tech Week includes events hosted by OHTec and its parent company, the Greater Cleveland Partnership, as well as programs hosted by tech partners and collaborators like JumpStart, SIM, NASA, Global Cleveland and local universities. About 4,000 attendees participate each year.

Sponsorship opportunities range from \$5,000 to \$25,000.

OHTec Best of Tech Awards: April 19, 2018

Launched in 2006, these technology business awards shed light on innovative companies, leaders and ideas. Hundreds submit applications and more than 250 support honorees in categories like Best IT Services Company, Best Website, Most Promising Startup and Tech Team of the year.

Sponsorship opportunities range from \$5,000 to \$25,000.

CIO Symposium: October 11, 2018

Now in its 18th year, OHTec's CIO Symposium is the longest-running gathering of CIOs in the region. The 2018 Symposium will offer CIOs and their teams an opportunity to plan their organizational strategy. The event includes keynote speakers, breakout sessions, and tech talks focused on tech trends, insights on the future of tech, executive leadership strategies and more.

Sponsorship opportunities range from \$5,000 to \$25,000.

OHTec Dedicated Member Email

Target businesses with a wholly owned campaign that gives you flexibility of messaging, timing and your own call-to-action.

Please see the digital advertising brochure for details.

OHTec E-Newsletter:

The OHTec monthly email newsletter is delivered to 3,300 subscribers and is specifically designed for technology professionals, leaders and entrepreneurs providing weekly updates on the latest tech industry news, local success stories and trends.

Please see the digital advertising brochure for more details.



Small Business focused events and programs through COSE strengthen the small business community by connecting small businesses to opportunities to build relationships; guiding small business owners to the right resources; and providing small business owners and their employees with valuable knowledge and expertise.

COSE Annual Meeting: January 23, 2018

This must-attend annual event features a panel of well-known local small business owners who have succeeded in making their entrepreneurial dreams come to fruition. Speakers share their expertise and experiences and participate in the interactive networking reception following the presentation.

Sponsorship opportunities range from \$2,500 to \$20,000.

COSE Day at the Capitol: March 13, 2018

COSE members travel to Columbus to meet with policymakers to discuss how they can work together to enhance Ohio's small business climate and create strong relationships between policymakers and small business owners.

Sponsorship opportunities start at \$2,500.

Cleveland B2B Matchmaker: June 14, 2018

The B2B Matchmaker helps small business owners gain access to buyers who represent millions of dollars in purchasing. The goal is to create contract opportunities through one-on-one sessions between buyers and sellers. Attendees also have the opportunity to network with peers and participate in educational sessions throughout the day-long event.

Sponsorship opportunities start at \$2,500.

COSE Summer Member Networking Night: June 21, 2018

This informal back networking experience is a prime opportunity for business owners to connect with one another in a relaxed informal environment. This yearly event takes advantage of the beautiful Cleveland summer and is typically hosted outdoors at a local member venue.

Sponsorship opportunities start at \$1,500.

COSE Strategic Planning Course: September-February, 2018

The COSE Strategic Planning Course is a six-month, results-oriented process that delivers concentrated executive-level business education and exceptional networking opportunities. Based on the business type, each participant will be matched with a course alumnus who will serve as a mentor.

Various sponsorship opportunities available.

COSE WebEd Series: Monthly

This series of educational webcasts is held monthly and led by subject-matter experts on topics of importance to small business owners. Webcasts are presented live and recorded to be posted on the COSE website for additional viewing.

Sponsorship opportunities start at \$1,500.

Business Growth Boot Camp Series

This educational series features sales, marketing and strategic planning content that leads to overall business growth. Each session includes a panel of expert presenters sharing different perspectives on the various strategies and tactics small business owners can use to gain new customers, implement new product or service lines, and increase revenues.

Sponsorship opportunities range from \$2,500 to \$10,000.

COSE Digital Opportunities

COSE allows you to connect with thousands of small business owners, entrepreneurs and policymakers directly through:

COSE Event Alerts

COSE events connect small business owners and their employees with opportunities to build relationships and learn new skills. The weekly Event Alerts notify our list over 10,000 COSE subscribers of upcoming events and programs that may be of value to their business.

COSE Mind Your Business E-Newsletter

The Mind Your Business e-newsletter is a weekly email with content created specifically to address the needs, interests and challenges of small business owners. With the opportunity to reach over 10,000 business owners, sponsorship and advertising packages include overall newsletter sponsorship, advertisements and sponsored content.

COSE Mind Your Business Online

This online content repository includes articles, stories, infographics, reports and more on topics of importance to business owners. Areas of focus include technology, HR and employee management, marketing, sales and business development, strategic planning, and finance.

Please see the digital advertising brochure for more details.

COSE Dedicated Member Email

Target businesses with a wholly owned campaign that gives you flexibility of messaging, timing and your own call-to-action.

Please see the digital advertising brochure for more details.

