



2020 EDC Sponsorship Benefits

Annually, EDC conducts targeted marketing activities that provide its members with an opportunity to get their logo in front of companies and individuals actively engaged in retaining, expanding and attracting businesses to Lancaster County. These marketing activities include EDC's signature Annual Meeting in the Fall, an invitation-only Member Briefing in June, along with on-going electronic communication. In 2019, EDC continued to extend its reach with record levels of membership support and attendance at its two primary events.

Annual Meeting Sponsor

\$7,500

- Logo prominently featured on all materials related to EDC's 2020 Annual Meeting (anticipated attendance ~400 people), including on the electronic invitation, website, signage at the event, event program and highlighted in speakers' remarks
- Eight (8) complimentary tickets and a table with signage located at the front of the room
- Up to three minutes of remarks by a company representative at the beginning of the Annual Meeting program
- Logo included on e-blasts to approximately 3,000 recipients with an average 30% open rate
- Logo featured on home page and sponsorship page of www.edclancaster.com
- Logo prominently listed in publications and programs, including the 2020 Annual Report, distributed to approximately 1,000 business leaders
- Special recognition and featured logo at EDC's Member Briefing (approx. 150 attendees)
- Recognition at EDC's Break to Educate forums with two anticipated for 2020

Champion Level

\$5,500

- Eight (8) complimentary tickets to EDC's 2020 Annual Meeting
- Logo included on e-blasts to approximately 3,000 recipients with an average 30% open rate
- Logo featured on home page and sponsorship page of www.edclancaster.com
- Logo prominently listed in publications and programs, including the 2020 Annual Report, distributed to approximately 1,000 business leaders
- Special recognition and featured logo at EDC's Member Briefing (approx. 150 attendees) and Annual Meeting (approx. 400 attendees)
- Recognition at EDC's Break to Educate forums with two anticipated for 2020

Benefactor Level

\$3,000

- Four (4) complimentary tickets to EDC's 2020 Annual Meeting
- Logo included on e-blasts to approximately 3,000 recipients with an average open rate of approximately 30%
- Logo featured on home page and sponsorship page of www.edclancaster.com
- Logo listed in publications and programs, including the 2020 Annual Report, distributed to approximately 1,000 business leaders
- Special recognition and featured logo at EDC's Member Briefing (approx. 150 attendees) and Annual Meeting (approx. 400 attendees)
- Recognition at EDC's Break to Educate forums with two anticipated for 2020

Advocate

\$1,500

- Two (2) complimentary tickets to EDC's 2020 Annual Meeting
- Logo included on e-blasts to approximately 3,000 recipients with an average open rate of approximately 30%
- Logo featured on home page and sponsorship page of www.edclancaster.com
- Logo listed in publications and programs, including the 2020 Annual Report, distributed to approximately 1,000 business leaders
- Special recognition and featured logo at EDC's Member Briefing (approx. 150 attendees) and Annual Meeting (approx. 400 attendees)
- Recognition at EDC's Break to Educate forums with two anticipated for 2020