

THE
**BUSINESS GROWTH
& LEAD GENERATION
SUMMIT**

SPONSORSHIP OPPORTUNITIES



TPCOC

THE PEOPLE'S
CHAMBER OF
COMMERCE



LONG BEACH CALIFORNIA



TPCOC
THE PEOPLE'S
CHAMBER OF
COMMERCE

May 19, 2026

Dear Prospective Sponsor,

The People's Chamber of Commerce is pleased to invite your organization to partner with us for **The Business Growth & Lead Generation Summit**, taking place on **June 22, 2026**, in Long Beach, California. This high-impact summit is designed to bring together entrepreneurs, small business owners, corporate leaders, service providers, community partners, and professionals who are serious about expanding their visibility, strengthening their networks, and creating meaningful business opportunities.

At the heart of The People's Chamber of Commerce is a simple but powerful mission: **removing barriers, creating access, and building stronger business communities through the power of people.** Through free membership, networking opportunities, business visibility, vendor access, and community-centered programming, we help entrepreneurs and professionals connect with the relationships, resources, and exposure they need to grow.

The Business Growth & Lead Generation Summit extends that mission by creating a focused environment where attendees can learn practical growth strategies, generate qualified leads, build strategic partnerships, and discover new pathways to success. As a sponsor, your organization will be positioned as a visible leader in business growth, economic empowerment, and community advancement.

Your sponsorship is more than event support. It is an opportunity to place your brand in front of a motivated audience before, during, and after the summit through event promotion, onsite engagement, digital visibility, lead-generation tools, and post-event follow-up opportunities.

We invite you to review the sponsorship opportunities in this package and consider how your organization can be part of this important summit. Together, we can create a meaningful platform for business development, lead generation, collaboration, and long-term community impact.

Sincerely,

People's Chamber of Commerce Board of Directors

111 West Ocean Boulevard, Long Beach, California 90802 | Office: (562) 822-0965 | sharifah@peopleschamber.org
The People's Chamber of Commerce is a business organization recognized under Internal Revenue Code Section 501(c)(6).

www.PeoplesChamber.org

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OUR MISSION

To put people first by expanding opportunities, creating meaningful connections, and removing traditional financial barriers that keep everyday people and small business owners from participating in professional networks.

Why Sponsor The Business Growth and Lead Generation Summit

The Business Growth and Lead Generation Summit gives sponsors direct access to a values based business audience that is actively looking for trusted resources, practical solutions, and new relationships. The event is designed to help sponsors move beyond passive logo placement and into meaningful audience engagement.

Sponsors will have the opportunity to educate, consult, and connect with attendees who are seeking support in areas such as business funding, financial resources, housing and homeownership, AI tools and training, business services, grants, marketing, and lead generation.

Increase Qualified Local Visibility

Connect with Long Beach business community through strong local business organizations.

| Sponsor Value | What It Means for Your Organization |
|-------------------------------|--|
| Qualified Local Visibility | Place your brand in front of Long Beach-area entrepreneurs, professionals, community members, and resource seekers. |
| Lead Generation Opportunities | Use QR codes, sponsor offers, consultation forms, booth engagement, and digital campaigns to generate measurable interest. |
| Trusted Community Positioning | Align your brand with a Chamber focused on access, business growth, and economic empowerment. |
| Multi-Channel Promotion | Gain visibility through email, social media, event web pages, onsite signage, stage recognition, and digital marketing assets. |
| Extended Campaign Value | Continue sponsor visibility before the summit, onsite during the event, and after the event through recap content and follow-up campaigns. |

Event Overview

Sponsors will connect with an audience of entrepreneurs, small business owners, professionals, community members, service providers, and decision makers seeking funding, housing support, AI tools, business growth resources, and strategic partnerships. Expected attendance, email reach, social media reach, and campaign impressions will be shared with sponsors as part of the event marketing plan.

| Category | Event Detail |
|---------------------------------|--|
| Event Name | The Business Growth & Lead Generation Summit |
| Date | June 22, 2026 |
| Public Event Time | 11:00 AM–4:00 PM |
| Venue/Address | Sports Basement 2100 N. Bellflower Blvd., Long Beach, CA 90815 |
| Audience | Business owners, entrepreneurs, individuals, families, professionals, community members, and resource providers |
| Core Themes | Panel Speakers - Workshop Speakers Business funding, personal financial resources, housing and homeownership, business solutions, launch, grow, scale programs, AI tools and training, grants, and lead generation |
| Expected Attendance | 500 |
| Estimated Email Reach | Email Deployment City of Long Beach 450,000 Residents |
| Estimated Social Media Reach | 1,453 Media Outlets, 15 Business Groups 7,200 Local Businesses |
| Sponsorship Commitment Deadline | June 20, 2026 |
| Sponsor Asset Deadline | June 20, 2026 |

Audience and Sponsor Fit

This summit is especially relevant for organizations that want to reach business owners, professionals, and community members who are actively seeking resources that can help them grow, stabilize, launch, finance, promote, or expand their businesses and households.

| Sponsor Category | Strong Fit Because Attendees May Be Seeking |
|--|---|
| Banks, credit unions, CDFIs, and lenders | Business funding, personal financial resources, credit education, grants, and capital access. |
| Real estate, mortgage, and housing organizations | Homeownership support, mortgage readiness, housing education, and credit improvement. |
| AI, software, and technology providers | Productivity tools, automation, marketing technology, AI training, and business workflow solutions. |
| Insurance, legal, tax, and professional services | Trusted advisors for business protection, compliance, planning, and operational growth. |
| Workforce, education, and training providers | Professional development, business education, upskilling, and entrepreneurship support. |
| Marketing, media, and lead-generation companies | Brand visibility, sales growth, digital campaigns, content creation, and customer acquisition. |
| Health systems, civic programs, and community organizations | Community engagement, resource access, and economic impact visibility. |

Marketing and Technology Assets Available to Sponsors

As a sponsor of The Business Growth & Lead Generation Summit, your organization receives more than event-day recognition. Sponsors can gain access to a combination of marketing and technology assets designed to increase visibility, support engagement, and extend sponsor value across the full event cycle.

The sponsorship package is designed to help your brand connect with entrepreneurs, small business owners, professionals, service providers, and decision-makers before, during, and after the summit. Depending on the sponsorship level, sponsor promotion may include digital advertising, email marketing, social media recognition, event web placement, onsite signage, QR-code lead capture, paid media opportunities, creative asset support, and performance reporting.

| Available Asset | Sponsor Benefit |
|--|---|
| Digital Advertising Promotion | Increase sponsor awareness through targeted display, social, video, paid search, streaming media, or related digital campaigns when included in the selected tier. |
| Sponsor Email Features | Gain visibility through event announcements, registration reminders, sponsor spotlights, and post-event follow-up emails. |
| Social Media Recognition | Receive sponsor highlights, tagged posts, event countdowns, live coverage, and recap content. |
| Video and Streaming Opportunities | Extend sponsor visibility through premium video placements such as connected TV, OTT, YouTube, pre-roll video, or other streaming opportunities when included. |
| Geofencing and Location-Based Targeting | Reach event attendees and nearby business audiences through location-based campaign strategies when included. |
| QR Code and Lead Capture Tools | Drive attendees to sponsor offers, booking pages, downloadable resources, consultation forms, event giveaways, or special promotions. |
| Creative Asset Support | Support sponsor campaigns with digital ad units, video creative, audio creative, HTML email design, and branded promotional materials when included. |
| Performance Reporting | Receive available campaign insights such as impressions, clicks, engagement, email performance, QR activity, traffic, and other measurable results based on campaign scope. |






Before the summit, sponsors can be promoted through digital advertising, email marketing, social media, and registration campaigns that build awareness and anticipation.

During the summit, sponsors can receive event-day recognition through signage, stage mentions, booth activations, QR codes, live social content, and attendee engagement opportunities.

After the summit, sponsor visibility can continue through recap emails, social media highlights, retargeting campaigns, lead follow-up, and performance summaries.

Event Sponsorship Tiers

The following sponsorship tiers are designed to meet a range of marketing objectives, visibility needs, and budget levels. Each tier provides a different level of brand exposure, onsite engagement, digital promotion, and sponsor recognition.

| Sponsorship Benefit |  COMMUNITY BUILDER |  OPPORTUNITY PARTNER |  BUSINESS GROWTH CHAMPION |  ECONOMIC IMPACT PARTNER |  LEGACY PRESENTING |
|--|---|--|---|--|---|
| Sponsorship Investment | \$2,500 | \$5,000 | \$10,000 | \$25,000 | \$50,000 |
| Logo on event flyer and red-carpet backdrop | Included | Included | Premium | Major | Presenting |
| Sponsor listing on event web page | Standard | Enhanced | Featured | Premium | Presenting |
| Website business directory placement | Standard | Enhanced | Featured | Premium | Presenting |
| Onsite booth exhibitor area | 8' x 8' | 8' x 10' | 10'x10' | 10' x 15' | 10' x 20' |
| Event stage verbal recognition | Group | Individual | Individual | Priority | Opening & Closing |
| Email campaign sponsor banner | 1 Campaign | 2 Campaign | 3 Campaign | 5 Campaign | 8 Campaign |
| Social media recognition | 1 post | 2 posts | 4 posts | 6 posts | 10 posts |
| VIP lounge in-person admission tickets | 2 | 4 | 6 | 12 | 20 |
| Media magnet tool access | Included | Included | Included | Included | Included |
| Workshop/seminar speaker opportunity | — | 5 Minutes Spotlight | 10 Minutes Spotlight | Featured Presentation | Keynote Presenting Remarks |
| Company name added to press release | — | Business Name | Quote | Introduction | Paragraph |
| Website homepage banner advertising | — | — | 1 Month | 3 Months | 6 Months |
| Retractable banner design and print | — | — | Premium | Major | Presenting |
| Chamber Community Network visibility | — | — | — | Included | Included |
| Geofencing during event/retargeting | — | — | — | Included | Included |
| FLX Streaming Audio Sponsor audio messaging can run across premium streaming audio and podcast publishers with targeting by audience, geography, device mix, daypart, frequency, and flight dates. (Pre/Post Event)‡ | — | — | — | Included | Included |
| Sponsor Commercial or Video Spot Used for CTV, OTT, Tubi, pre-roll, and audience extension campaigns. (Pre/Post Event Available)‡ | — | — | — | — | Included |
| FLX Connected TV and OTT Advertising Sponsor messaging can appear across connected TV and streaming environments through premium full-episode player inventory and access to 150+ premium publishers, including FOX-owned properties. (Pre/Post Event Available)‡ | — | — | — | — | Included, based on availability |
| FLX Live Sports Sponsor campaigns may align with live sports inventory, including major sports categories such as MLB, college football, college basketball, NBA, NHL, tennis, motorsports, soccer, and golf, based on availability. (Pre/Post Event Available)‡ | — | — | — | — | Included, based on availability |
| First right of category exclusivity | | | | Available upon request | Included, subject to confirmation |

‡ Benefit Available pre/post event, this is a dual sponsorship benefit. for world cup games reserve prior June 22, 2026



Tier Descriptions

The following sponsorship tiers are designed to meet a range of marketing objectives, visibility needs, and budget levels. Each tier provides a different level of brand exposure, onsite engagement, digital promotion, and sponsor recognition.

Community Builder Sponsor – \$2,500

BECOME A SPONSOR



The Community Builder Sponsor tier is designed for organizations that want a meaningful presence at the summit while demonstrating support for local entrepreneurs, families, and community members. This tier is ideal for professional service firms, local businesses, nonprofit organizations, consultants, and community resource providers that want to gain visibility and show support for business access and economic opportunity.

Best for: Local businesses, consultants, nonprofit partners, small professional service firms, and community resource organizations.

Opportunity Partner Sponsor – \$5,000

BECOME A SPONSOR



The Opportunity Partner Sponsor tier provides stronger sponsor identity and expanded lead-generation support. It is appropriate for organizations offering business services, funding resources, homeownership support, insurance, financial education, workforce resources, professional training, or local programs that want to be seen as active partners in helping people move forward.

Best for: Financial educators, insurance providers, workforce partners, training organizations, lenders, and business-service providers.

Business Growth Champion – \$10,000

BECOME A SPONSOR



The Business Growth Champion tier is built for sponsors seeking a highly visible role in the event experience. It is recommended for organizations that want to be recognized as active contributors to entrepreneurship, business growth, and lead generation in Long Beach. This tier provides stronger digital visibility, expanded social promotion, a larger onsite presence, and a more prominent speaker opportunity.

Best for: Marketing companies, software providers, business consultants, banks, lending partners, professional service firms, and growth-focused organizations.

Economic Impact Partner – \$25,000

BECOME A SPONSOR



The Economic Impact Partner tier gives major sponsors a leadership position in the summit. It is appropriate for banks, credit unions, real estate organizations, health systems, education partners, enterprise service providers, civic programs, and major community partners that want premium visibility, priority recognition, expanded digital promotion, and stronger onsite engagement.

Best for: Banks, credit unions, health systems, education institutions, real estate organizations, enterprise service providers, and civic partners.

Legacy Presenting Sponsor – \$50,000+

BECOME A SPONSOR



The Legacy Presenting Sponsor tier provides premier sponsor positioning and the highest level of visibility across the summit. This opportunity includes presenting-level recognition, top logo placement, opening and closing recognition, keynote or presenting remarks, a premier onsite activation area, dedicated post-event visibility, full sponsor lead workflow planning, and first right of category exclusivity subject to confirmation.

Best for: Major brands, corporate partners, financial institutions, enterprise sponsors, foundations, civic leaders, and organizations seeking presenting-level market visibility and community leadership.

Summit Sponsorship Booth includes

- 6' Table • 2 chairs • Black table cover
- Wi/Fi and Electricity
- Event Spotlight, occurs at stage.

Sponsor Add-On Opportunities — \$1,500

BECOME A SPONSOR

Add-on opportunities allow sponsors to customize their event visibility and create more direct engagement with attendees. Add-ons may be limited and should be reserved early to ensure placement and production availability.

| Available Asset | Sponsor Benefit |
|--|---|
| Retractable Banner Presenting Panel | Your business retractable banner will be placed near the presenting panel seating area. This add-on includes banner design, printing, and a sponsor lead-generation form that can be forwarded to your email. It also includes an advertising banner on the event web page for three months. |
| Attendee Badge Connection • Limited availability (2) | Your company name, logo, and QR code will be placed on the back of each attendee summit badge. The QR code may link to your offer, booking page, lead form, downloadable resource, or sponsor landing page. This add-on also includes an advertising banner on the event web page for three months. |

Sponsor Add-On Opportunities — \$3,000

BECOME A SPONSOR

These featured engagement add-ons are designed to create direct interaction with attendees around high-interest business and community topics. Each add-on can be positioned as a branded resource area, demonstration station, or consultation point depending on sponsor goals and event logistics.

| Available Asset | Sponsor Benefit |
|--|--|
| Sponsored Lead Generation Station • Limited availability (2) | A branded area where attendees can scan QR codes, request consultations, enter giveaways, download resources, or receive business resource recommendations. This is ideal for sponsors that want measurable engagement and direct follow-up opportunities. |
| AI Tools and Training Lab • Limited availability (2) | A sponsor-supported demonstration area focused on AI tools, productivity, marketing automation, and business growth workflows. This is ideal for technology companies, consultants, software providers, and training organizations. |
| Funding and Grant Resource Desk • Limited availability (2) | A resource station for business funding, personal financial resources, grant information, lender introductions, and capital-readiness support. This is ideal for banks, credit unions, lenders, CDFIs, grant consultants, and financial education partners. |
| Housing and Homeownership Help Desk • Limited availability (2) | A sponsor-supported station for homebuyer education, housing support, mortgage readiness, credit improvement, renter-to-owner pathways, and related services. This is ideal for mortgage companies, real estate organizations, housing nonprofits, credit educators, and financial institutions. |

Sponsor Deliverables and Asset Checklist

To ensure sponsors receive full promotional value, sponsor assets should be submitted by [Insert sponsor asset deadline]. Earlier submission is recommended for sponsors seeking inclusion in pre-event digital campaigns, printed materials, press releases, badge placement, or custom creative.

| Available Asset | Sponsor Benefit |
|---------------------------------|--|
| High-resolution logo | Event flyer, web page, signage, sponsor graphics, badge placement, and promotional materials. |
| Sponsor website URL | Event web listing, directory placement, QR-code destination, and digital advertising. |
| Sponsor contact person | Production coordination, approval, reporting, and event-day communication. |
| Short sponsor description | Website listing, email features, directory placement, and sponsor spotlights. |
| Preferred call-to-action | Lead forms, QR-code campaigns, sponsor offers, booking pages, or consultation requests. |
| Ad creative or brand guidelines | Digital advertising, streaming campaigns, video spots, email banners, and social media graphics when applicable. |

Reserve Your Sponsorship



Sponsorship commitments are requested by June 10, 2026 to ensure full inclusion in event promotions, printed materials, digital campaigns, signage, and sponsor recognition opportunities.

To reserve your sponsorship, contact:

Sharifah Hardie

Founder, The People's Chamber of Commerce

Email: sharifah@peopleschamber.org

Phone: (562) 822-0965

Address: 111 West Ocean Blvd., Long Beach, CA 90802

Website: www.PeoplesChamber.org

Once your sponsorship level is confirmed, The People's Chamber of Commerce will provide a sponsor invoice, asset submission instructions, and next-step coordination for promotional placement, onsite engagement, and event-day activation.



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