

# POLICY Sponsorship

Throughout our history, the Guelph Chamber has played a significant role in bringing together business and community leaders to advocate to all levels of government for policies that further enhance our city's social and economic prosperity. As we continue to expand our advocacy efforts, we believe the unique opportunities below, paired with your expertise and understanding of the issues affecting your organization, can help influence decision-makers.

Sponsoring a policy project allows your organization to move the needle on critical issues, enables you to become leaders on the issue, while providing brand exposure for your organization.

## Research/ Industry Report - \$1000

A customizable 1-to-2-page report including key information on a certain sector, industry, or factors affecting businesses. This report is designed to be a highly specific version of the policy brief; while not providing recommendations, the report is designed to help give you and/or your intended audience a greater understanding of local needs.

### *Benefits:*

- A PDF version of the customized report

## Policy Brief - \$2,500

A 2-to-4-page brief, supported by research, that outlines a specific policy issue. The document includes a brief overview or background of the issue and a set of recommendations to the responsible level(s) of government and/or other stakeholders.

### *Benefits:*

- A PDF version of the completed policy brief, featuring your organization's logo
- Promotion of the brief in 1 (one) e-newsletter, sent to over 5,000 contacts
- Minimum of 2 (two) designed social media posts
- Brief featured on the Advocacy page of our website, including your organization's logo and a link to your website

## Policy Project - \$6,500

A 5-to-8-page report, supported by research, that outlines a specific policy issue. The project includes an extensive exploration into the background, development and overview of the issue and a comprehensive set of recommendations to the responsible level(s) of government and/or other stakeholders.

### *Benefits:*

- A PDF version of the completed project, featuring your organization's logo and a brief profile of your organization
- Your organization's logo featured on the designed project cover page
- 1 (one) designed e-blast, featuring your organization's logo and link to your website sent to over 2,500 contacts
- Promotion of the project in 2 (two) e-newsletters, sent to over 5,000 contacts
- Minimum of 4 (four) designed social media posts
- A news release, sent out by the Guelph Chamber of Commerce to local media partners
- Project featured on the Advocacy page of our website including your organization's logo and a link to your website