2027
VISIBILITY GUIDE

Everything You Need to Elevate Your Visibility Across the GRCC Network



WHY ADVERTISE

With GRCC, you don't just make an impression. You make a connection.

GRCC is the Rockford region's largest and most influential network of business owners and professionals: connectors, convenors, collaborators, and the unified voice of the region's business community. Our reach extends well beyond our membership. In a metro area of more than 500,000 spanning Northern Illinois and Southern Wisconsin, businesses read our publications, attend our events, and take our surveys—whether they're members or not.

Advertising with GRCC works differently than traditional media: less about broad reach, more about targeted credibility. Your brand sits alongside GRCC's mission and reaches the exact people most likely to buy, partner, or refer.



- **Targeted, not broad.** Every impression is intentional. You're not buying scale and hoping the right people are in it: you're reaching owners, executives, and decision-makers by design.
- **Credibility by association.** Advertising with GRCC carries an endorsement people trust.
- **Print cuts through.** In an inbox-saturated world, a physical publication is a rarity that gets noticed, and holds attention screens don't.
- **Longer shelf life.** Our publications are kept, shared, and revisited, long after a typical ad disappears.

The strongest presence uses both. A print ad builds credibility and staying power; a digital placement adds reach and repetition. Together they surround your audience in the two places they pay attention, and GRCC bundles them so you don't have to choose.

YOU'RE IN GOOD COMPANY.

Get started. Contact Director of Membership, Meredith MacKay, at mmackay@rockfordchamber.com to explore advertising and sponsorship opportunities with GRCC.

BUNDLE AND SAVE: THE PURCHASE OF ANY PRINT + DIGITAL PACKAGES = IMMEDIATE SAVINGS

the VOICE

Reach the Leaders of the Region's Business Community

EDITORIAL FOCUS. The VOICE is the Rockford region's only print and digital publication dedicated to business news and insight. Its editorial content targets the regional business community and includes original reporting, GRCC news, and thought leadership articles contributed by business owners, executives, and civic leaders.

PUBLICATION FREQUENCY. The VOICE is published 11 times a year: monthly, with a combined January/February issue.

AUDIENCE REACH. Each issue reaches a distribution of 6,000: roughly 3,000 mailed directly to GRCC members and another 3,000 distributed across the region in high-traffic locations like grocery stores, office lobbies, and business waiting areas. The VOICE reaches business professionals throughout Northern Illinois and Southern Wisconsin, members and non-members alike.

CUSTOM INSERTS. GRCC accepts up to two four-color inserts per issue. Copy and stock must be approved before the publication release date. Insert rate: $820 single, $740 each on a three-issue commitment.

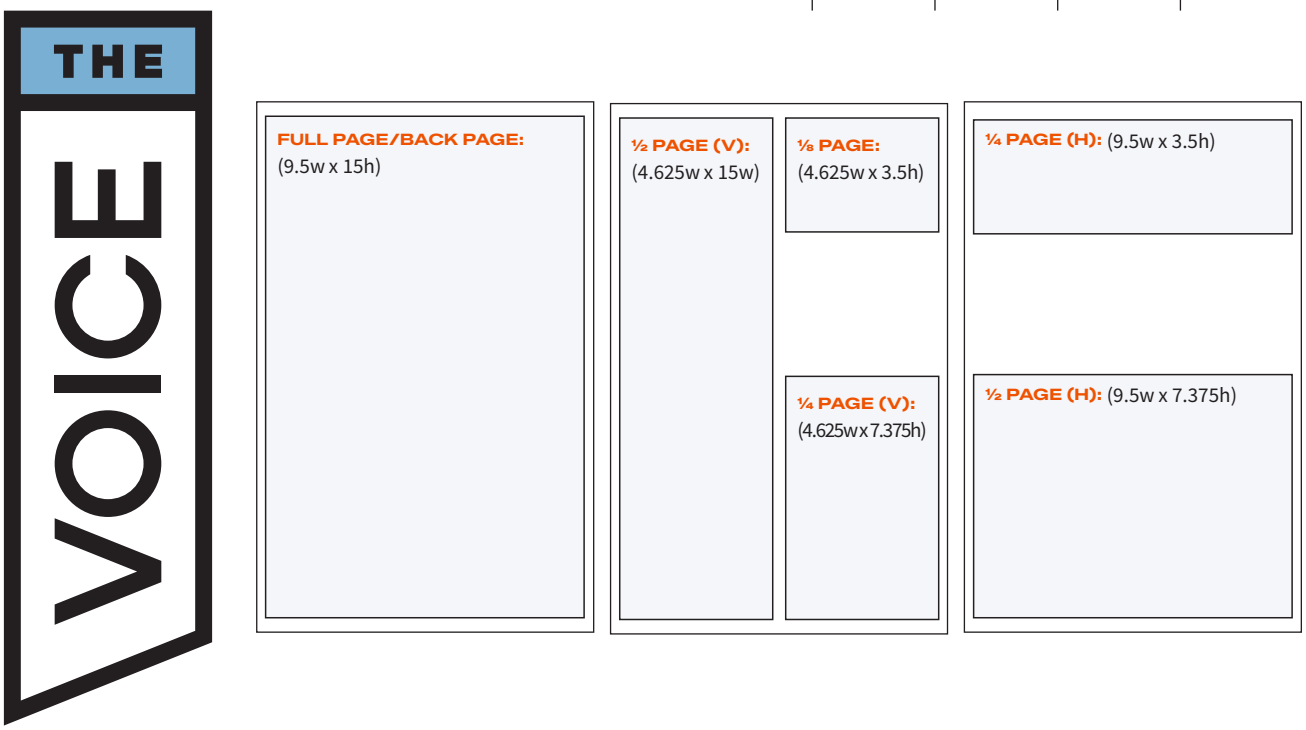
DEADLINES. Space reservation: **10th** of the month prior to publication. Materials: **15th** of the month prior to publication.

ARTWORK & PRINT QUALITY. The VOICE is printed via offset process on newsprint stock, which can cause registration and color shifting. For best results, avoid small or thin fonts, use solid black for body text, and be cautious with reversed or colored type. To protect print quality, GRCC reserves the right to reject artwork with fully-saturated black or dark blue backgrounds, which bleed on newsprint.

HOW TO ADVERTISE.
Contact Director of Membership, Meredith MacKay, at mmackay@rockfordchamber.com to reserve space or request specifications.

PER ISSUE RATES FOR GRCC MEMBERS
(NON-MEMBERS ADD 25%)

Price per issue	1 ISSUE Commitment	3 ISSUES Commitment	6 ISSUES Commitment	11 ISSUES Commitment
BACK COVER	$2,560	$2,300	$2,170	$1,915
FULL PAGE	$1,900	$1,750	$1,620	$1,430
1/2 PAGE	$1,100	$985	$920	$820
1/4 PAGE	$600	$540	$510	$450
1/8 PAGE	$360	$320	$300	$275
INSERT	$820	$740	–	–



2027
EDITORIAL THEMES

ISSUE	EDITORIAL THEME	ARTICLE DEADLINE	AD ART DEADLINE
JAN/FEB	A Fresh Start	1/10	1/15
MAR	Sales and Customer Service	2/10	2/15
APRIL	Leadership and Professional Development	3/10	3/15
MAY	Legal and Finance	4/10	4/15
JUNE	Marketing and Media	5/10	5/15
JULY	Recreation, Travel, and Hospitality	6/10	6/15
AUG	Celebrating the 815: Regional Collaboration and Success	7/10	7/15
SEP	Workforce and Talent	8/10	8/15
OCT	Manufacturing and Supply Chain	9/10	9/15
NOV	Innovation and Technology	10/10	10/15
DEC	The Business of Nonprofits	11/10	11/15

Calendar subject to change.

Contact editor@rockfordchamber.com to reserve article space in an upcoming issue.

For advertising information, contact Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com.

GUEST CONTRIBUTOR GUIDELINES

GRCC member companies may submit two, objective, thought leadership articles per year (Think TED Talk or LinkedIn feature) for publication in the VOICE. Our monthly editorial themes give contributors focused opportunities to share real-world experiences and offer insights that fellow business professionals would find beneficial.

WRITE AN ARTICLE

- Our readers are interested in stories that highlight best practices, help them solve problems, or share opinions on industry trends.
- This is an opportunity to add value, not a chance for self-promotion. Your story should establish your business as a trusted authority in your field while barely mentioning your particular product or service.
- Feel free to share experiences that personalize and localize your story. In fact, we encourage it.
- Write in a professional but conversational tone. The best articles are written in the authentic voice of the author, not AI. (And, yes, we can tell if it's AI.)
- Article submissions are not required to align with the monthly editorial theme.
- You may submit company blogs or articles produced by your corporate office. Please modify with local information whenever possible.
- All submissions are edited for style (AP), tone, grammar, and length when necessary.
- Contact editor@rockfordchamber.com to reserve article space in an upcoming issue.

MEMBERS IN THE NEWS SUBMISSIONS

Members may send announcements and press releases to editor@rockfordchamber.com, including new hires, retirements, promotions and awards. Photos may be included.

"Three-quarters (75%) of decision-makers say a strong piece of thought leadership prompted them to research a solution they weren't previously considering."

EDELMAN

JULY 31, 2025

ARTICLE SUBMISSION CHECKLIST

- ☐ Article length is 550-650 words.
- ☐ Article focus complies with the guidelines above.
- ☐ No footnotes or hyperlinks.
- ☐ Include a photo of the author and a brief bio *50-word max*.
- ☐ Include a company or organizational bio *50-word max*.
- ☐ Send articles as a Word or text doc to editor@rockfordchamber.com.
- ☐ Send photos as attached jpg or png files.
- ☐ Deadline for submissions is the 10th of the month prior to publication.

DIGITAL ADVERTISING

Social Media, e-newsletter ads, website banner ads, and e-blasts

GRCC's digital channels put your brand in front of the owners, executives, and decision-makers who read the VOICE, attend our events, and shape the regional economy: online, in their inbox, and in their feeds.



GRCC WEBSITE BANNER ADS

Banner ads run across all pages of rockfordchamber.com, keeping your brand in front of every visitor researching the region's business community.

30 DAYS	$325
60 DAYS	$600

Ad size: 970×90 pixels.

Deadline: insertion order and art due the 20th of the month before placement.

GRCC CONNECT WEEKLY E-NEWSLETTER

Delivered every week to the region's business community, GRCC Connect is opt-in, engaged, and read. Four fixed banner positions are sold individually by placement, so you choose exactly where your ad lands.

Ad size: 800×175 pixels.

Deadline: insertion orders and art due by noon the Friday before publication.

POSITION	1 ISSUE Commitment	4 ISSUES Commitment	12 ISSUES Commitment
FIRST POSITION: *most prominent*	$125	$450	$1,250
CLOSER: *above Members in the News*	$100	$375	$1,000
MIDDLE: *each*	$75	$275	$850

SINGLE & MULTI-SPONSOR E-BLASTS

Own the whole message. A dedicated email to our full subscriber list of 3,000 regional business contacts, sent on your behalf with your creative and your call to action. You receive a post-send report identifying everyone who clicked, with email addresses: a ready-made list of warm leads. We automatically resend to non-openers after three days, extending your reach at no additional cost.

POSITION	MEMBER	NON-MEMBER
SINGLE SEND	$450	$562
SERIES OF THREE *one send per month, three consecutive months*	$1,100	$1,375

Dedicated e-blasts are limited to six per quarter to protect the subscriber experience: your send lands in an uncrowded inbox, never buried in a stack of sponsor emails. Multi-sponsor and custom audience segments available on request.

How to Advertise. Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to reserve space or request specifications.

DIGITAL ADVERTISING

Social Media, e-newsletter ads, website banner ads, and e-blasts

Put your brand in front of the region's most engaged business audience. GRCC social posts reach business owners, executives, and decision-makers across LinkedIn, Facebook, and Instagram: the same people who read the VOICE and attend our events. Please note, member pricing is reflected. Non-member pricing is at a 25% increase.

SPONSORED POST	One dedicated post featuring your business, published across all GRCC channels on a scheduled date. You supply the copy and image, or we build it for you. Best for a single announcement, launch, or offer.	**$100**
SPONSORED SERIES	Four posts over one month, spaced for sustained visibility. Built for a campaign, event push, or hiring drive	**$350**
BOOSTED FEATURE	A sponsored series plus paid amplification behind the two strongest posts, extending reach beyond our followers to a targeted business audience for seven days each. The only tier that reaches new prospects, not just our existing network.	**$600**
CREATIVE BUILD	We design the graphic and write the copy	**$75**

OUR SOCIAL REACH

Facebook: 7,100

Instagram: 750

LinkedIn: 4,200

WHO YOU'LL REACH

With an average monthly reach of 350,000 views, our social media channels are primarily engaged with by business professionals who live, work, learn or play in the Rockford region. Our LinkedIn audience specifically boasts engagement from those in Business Development (18%), Operations (14%) and Community & Social Services (10%) while our Facebook and Instagram audience serve Millennials who are decision makers in both their households and professions

BUNDLE AND SAVE: CONTACT US TO CURATE YOUR CUSTOM PACKAGE TODAY!

SPONSORSHIPS

GRCC 2027 Signature Events

GRCC produces 8, large scale, signature events across 2027, connecting sponsors with business owners, executives, and civic leaders throughout the Rockford region. Each event offers sponsorship opportunities; request the full packet on any of them for tiers, benefits, and audience detail.

DATE	EVENT	LOCATION
MAR 11	Remarkable By Design: From Forgotten to Unforgettable	Hard Rock Casino
APR 16	Celebration of Leadership	UMB Bank Pavilion
MAY 24	Golf Classic	Aldeen Golf Club
JUN 17	Pow(H)er Conference	Embassy Suites
JUL 13	Founders' Day Celebration	Anderson Japanese Gardens
AUG 12	Annual Dinner	Hard Rock Casino
SEP 16	40 Under 40	Cahoots
OCT 20–21	MAC2027	Embassy Suites

LEARN MORE & REGISTER:

GRCC members receive discounted registration and sponsorship pricing. Find our full events calendar at rockfordchamber.com.

GET THE PACKET.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com for sponsorship details on any GRCC event.

Remarkable By Design: From Forgotten to Unforgettable *Keynote by Dan Gingiss*

March 11, 2027 · Hard Rock Casino

We've been taught for decades that the way to win in business is simple: lower your price, add new features, or outspend the compentition on marketing. But what you've been taught is wrong. Why do some brands still rise above the noise while others fade into irrelevance? Because customers don't talk about transactions. They talk about experiences.

Dan Gingiss is an international keynote speaker and customer experience expert with a dynamic and engaging speaking style that has captivated hundreds of audiences around the globe. Believing that a remarkable customer experience is the best competitive advantage, Dan shares insights from his 20-year professional career that included leadership positions at McDonald's, Discover, and Humana.

This high-energy, strategic kick-off to 2027 is an opportunity for every business leader to learn from a national expert on customer service. Bring your executive suite, sales team, your marketing team, your operations team- anyone who's integral to your organizations success - and set the tone for 2027 as the year of the experience.

WHO'S IN THE ROOM:

With an attendance goal of 400 to 500, the event is built for C-suite executives, senior leaders, high-performing managers, and high-potential talent. It's a strategic use of organizational time, and the ROI is highest when several people from one company attend, then debrief and put the ideas to work together.

WHY SPONSOR:

Sponsors share the stage's prestige, placing their name alongside a recognized business leader. The caliber of speaker draws wider promotion, extending your exposure well beyond the room.

SPONSORSHIPS:

From $750 to $5,000. Full tiers and benefits on the accompanying grid.

GET INVOLVED.

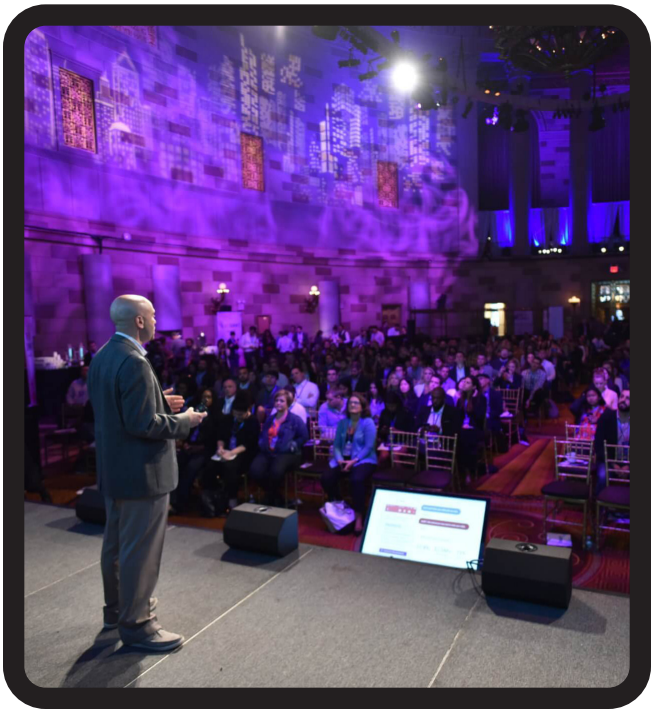
Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Sponsorship.



GRCC 2027 SPONSORSHIP BENEFITS
REMARKABLE BY DESIGN:
FROM FORGOTTEN TO UNFORGETTABLE
KEYNOTE BY DAN GINGISS

Member pricing is reflected. Non-member pricing is at a 25% increase.

	Presenting $5,000	Diamond $3,500	Gold $2,500	Silver $1,500	Bronze $750
ATTENDANCE & ACCESS					
Complimentary registrations	8	8	6	4	2
Opportunity to provide promotional items at tables	●				
PROGRAM & STAGE					
Remarks or commercial (1–2 min)	●				
Introduce keynote speaker	●				
Recognition in opening remarks	●	●	●	●	●
Recognition in closing remarks	●	●			
DIGITAL & PRINT MARKETING					
Linked logo on event registration page	●	●	●	●	●
Logo in GRCC Connect e-newsletter event ad(s)	●	●			
Linked logo on e-invitation (4,000+)	●	●	●	●	
Logo in pre-event VOICE ad(s)	Large	Medium			
Logo in event program	●	●	●	●	
Rotating logo on screen at event	●	●	●	●	●
Tagged social media recognition	●	●			





Celebration of Leadership

April 16, 2027 · UMB Bank Pavilion

The graduation celebration for GRCC's 72nd Leadership Rockford cohort: a feel-good brunch marking the class's accomplishments. Heartfelt, inspirational, and celebratory.

WHO'S IN THE ROOM:

Roughly 200 attendees: the graduating class surrounded by colleagues, family, and friends. Everyone is welcome, though most attendees have a connection to a graduate or to the Leadership Rockford program.

WHY SPONSOR:

Sponsorship fits organizations celebrating a specific graduate or looking to connect with high-potential leaders. Graduates post enthusiastically about the day, giving sponsors organic social-media exposure on top of their in-room presence.

SPONSORSHIPS:

From $750 to $5,000. Full tiers and benefits on the accompanying grid.

SECURE YOUR SPONSORSHIP

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Celebration of Leadership Sponsorship.



LEADERSHIP ROCKFORD 2025/2026 COHORT

GRCC 2027 SPONSORSHIP BENEFITS • CELEBRATION OF LEADERSHIP

Member pricing is reflected. Non-member pricing is at a 25% increase.

	Presenting $5,000	Diamond $3,500	Gold $2,500	Silver $1,500	Bronze $750
ATTENDANCE & ACCESS					
Complimentary registrations	8	8	6	4	2
Opportunity to provide promotional items at tables	•				
PROGRAM & STAGE					
Remarks or commercial (1–2 min)	•				
Introduce keynote speaker	•				
Recognition in opening remarks	•	•	•	•	•
Recognition in closing remarks	•	•			
DIGITAL & PRINT MARKETING					
Linked logo on event registration page	•	•	•	•	•
Logo in GRCC Connect e-newsletter event ad(s)	•	•			
Linked logo on e-invitation (4,000+)	•	•	•	•	
Logo in pre-event VOICE ad(s)	Large	Medium			
Logo in event program	•	•	•	•	
Rotating logo on screen at event	•	•	•	•	•
Tagged social media recognition	•	•			



GRCC Golf Classic

May 24, 2027 · Aldeen Golf Club

Mondays are always better on the golf course. The GRCC Chamber Classic is business on the greens - invite your top prospects, clients, or connections and take the boardroom outdoors.

WHO'S IN THE ROOM:

The outing typically sells out at 144 golfers, a field heavy with C-suite executives, senior leaders, and decision-makers.

WHY SPONSOR:

Sponsors can show up in person or through on-course logo exposure, depending on their resources. In-person spots offer rare one-on-one time with senior leaders, and the ROI climbs when sponsors engage golfers and follow up afterward. Logo sponsors gain repeat, hands-off visibility across the course: multiple touchpoints without tying up staff.

SPONSORSHIPS:

From $750 to $5,000. Full tiers and benefits on the accompanying grid.

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Golf Classic Sponsorship.







GRCC 2027 SPONSORSHIP BENEFITS • GRCC GOLF CLASSIC

Member pricing is reflected. Non-member pricing is at a 25% increase.

ENGAGEMENT ***Engagement opportunities include at-event requirements or benefits.***	**Presenting $5,000**	**Cart $4,000**	**Perk $3,000**	**Contest $1,750**	**Water Cart $750**	**Teebox $750**
ATTENDANCE & PROGRAM						
Complimentary foursome registration	2	1	1			
Branded "perk" provided to all golfers.*			•			
Luncheon Registrations				2	2	2
Recognition in shotgun remarks	•					
Table w/ tablecloth & two chairs at hole				•		•
Recognition in dinner opening remarks	•	•	•	•		
Sponsor remarks at dinner (1-2 minutes)	•					
DIGITAL & PRINT MARKETING						
Linked logo on event registration page	•	•	•	•	•	
Logo in GRCC Connect e-newsletter event ad(s)	•					
Linked logo in e-invitation (4,000+)	•	•	•	•		
Logo in pre-event VOICE ad(s)	•					
Logo on event signage	Large		•	•	•	•
Logo in event program	•	•	•	•	•	Name
Organization decal on golf cart		All Carts			Water Cart	
Tagged social media recognition	•	•	•	•		
Tagged social media recognition	•	•	•	•	•	•

EXPOSURE ***Exposure opportunities do not require physical presence at the event.***	**Sandtrap $1,500**	**Beverage $750**	**Greens $750**	**Water Hazard $750**
ON-SITE				
On-course logo sign	20	2	9	6
DIGITAL & PRINT MARKETING				
Linked logo on event registration page	•	•	•	•
Linked logo in e-invitation (4,000+)	•	•	•	•
Logo in event program	•	•	•	•

**Perk options include: Mulligan | Snack Bag | Golf Balls. Perk selected by organization; promotional item selected and ordered by GRCC.*

Pow(H)er Conference

June 17, 2027 · Embassy Suites

Pow(H)er is GRCC's conference for those who believe in, support, and champion the advancement of professional women. Each year it convenes leaders, allies, and rising talent from across the Rockford region for a day of candid conversation, development, and connection. The day opens with a keynote breakfast, moves into three breakout rounds of three topics each (nine in-depth development sessions in all), and culminates in the Women-in-Business Luncheon, featuring a local leader panel and the presentation of four Women-in-Business Awards. Networking is built in throughout, and the day welcomes professionals of every level and gender.

WHO'S IN THE ROOM:

Conference sessions draw about 100 emerging, high-potential, and established leaders focused on professional and personal development; senior leaders find strong ROI attending with peers and implementing takeaways together. The Women-in-Business Luncheon expands the audience to 200 to 300 (including conference attendees), adding community and organizational leaders there to support and celebrate professional women. The full event is open to all, though the luncheon skews more mixed-gender.

WHY SPONSOR:

Sponsoring Pow(H)er puts your brand publicly behind women's leadership, in front of an influential, engaged regional audience, one that drives both household and organizational spending decisions.

SPONSORSHIPS:

From $250 to $5,000. Full tiers and benefits on the accompanying grid.

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Pow(H)er Sponsorship.





GRCC 2027 SPONSORSHIP BENEFITS • POW(H)ER CONFERENCE

Member pricing is reflected. Non-member pricing is at a 25% increase.

	Presenting $5,000	Diamond $3,500	Gold $2,500	Bronze $750
ATTENDANCE & ACCESS				
Complimentary conference registrations	4	4	1	
Complimentary luncheon registrations	8			2
Remarks or commercial (1–2 min)	•			
Recognition in opening remarks	•	•	•	•
Recognition in closing remarks	•			
Expo table at event	•	•		
DIGITAL & PRINT MARKETING				
Linked logo on event registration page	•	•	•	•
Logo in GRCC Connect e-newsletter event ad(s)	•	•		
Linked logo on e-invitation (4,000+)	•	•	•	
Logo in pre-event VOICE ad(s)	Large	Medium		
Logo in program booklet	•	•	•	•
Rotating logo on screen at conference & luncheon	•	•	•	•
Tagged social media recognition	•	•		
Full page ad in program booklet	•			

Specialty Opportunities	Takeaway* $3,000	Awards* $2,500	Refreshment $2,000	WI-FI $1,000	Advertiser $250
ATTENDANCE & PROGRAM					
Complimentary conference registrations	3	1	1	1	
Complimentary luncheon registrations		2	1		
Opportunity to introduce award honoree	•	•			
Logo on promotional item	•				
Recognition in opening remarks	•	•	•	•	
Expo table at event	•	•			
Wi-Fi password name				•	
DIGITAL & PRINT MARKETING					
Linked logo on event registration page	•	•	•	•	
Logo in event program	•	•	•	•	
Rotating logo on screen at conference & luncheon	•	•	•	•	
Linked logo on event registration page	•	•	•	•	
Linked logo on e-invitation (4,000+)	•				
Logo in event program	•	•	•	•	
Logo on award nomination form		•			
Full page ad in program booklet					•

**Awards include Women Business Owner of the Year, Excellence in Leadership, Emerging Leader of the Year, and Community Hero.*

**Takeaway opportunities include a branded notebook, pen, business card holder, or tote.*

Founders' Day Celebration

July 13, 2027 · Anderson Japanese Gardens

The biggest networking event of the summer, Founders' Day gives professionals at every level the chance to connect and grow their business in a relaxed, celebratory setting.

WHO'S IN THE ROOM:

A diverse mix of business professionals there to connect: small-business owners, entrepreneurs, young professionals, and nonprofit leaders and board members.

WHY SPONSOR:

Sponsors gain exposure to a large, varied crowd of business leaders in a light-hearted but intentional setting, ideal for those who want to ride the summer energy into fall and keep relationships growing.

SPONSORSHIPS:

From $750 to $5,000. Full tiers and benefits on the accompanying grid.

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Founders' Day Sponsorship.





GRCC 2027 SPONSORSHIP BENEFITS • FOUNDERS' DAY CELEBRATION

Member pricing is reflected. Non-member pricing is at a 25% increase.

	Presenting $5,000	Diamond $3,500	Gold $2,500	Silver $1,500	Bronze $750
ATTENDANCE & ACCESS					
Complimentary registrations	8	8	6	4	2
Opportunity to provide promotional items at tables	•				
PROGRAM & STAGE					
Remarks or commercial (1–2 min)	•				
Recognition in opening remarks	•	•	•	•	•
Recognition in closing remarks	•	•			
DIGITAL & PRINT MARKETING					
Linked logo on event registration page	•	•	•	•	•
Logo in GRCC Connect e-newsletter event ad(s)	•	•			
Linked logo on e-invitation (4,000+)	•	•	•	•	
Logo in pre-event VOICE ad(s)	Large	Medium			
Logo in event program	•	•	•	•	
Rotating logo on screen at event	•	•	•	•	•
Tagged social media recognition	•	•			



GRCC Annual Dinner

August 12, 2027 · Hard Rock Casino

The bold business event of the year. The Annual Dinner is both a fundraiser for GRCC's mission to lead business growth and a celebratory kickoff to 8-1-5 Day. High-class, highly strategic, and genuinely fun, it's a party with a message: a fluid program that spotlights GRCC's work and celebrates the region in a way that leaves an impression. The evening also crowns the Citizen of the Year and the Made for Rockford Impact Award Honoree.

WHO'S IN THE ROOM:

600 to 700 business leaders representing the highest level of leadership in the region.

SPONSORSHIPS:

From $500 to $14,000. Full tiers and benefits on the accompanying grid.

WHY SPONSOR:

The Annual Dinner draws the highest-caliber organizations in the community. Stepping up to this level signals leadership and community pride and earns your organization real prestige: the event is memorable, the exposure is high, and your commitment fuels GRCC's mission.

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Annual Dinner Sponsorship.







GRCC 2027 SPONSORSHIP BENEFITS • ANNUAL DINNER

Member pricing is reflected. Non-member pricing is at a 25% increase.

MARQUEE *Top-billing leadership tiers*	Presenting $14,000	Raise a Glass $7,500	Executive $6,000	Citizen of the Year $5,500	Made for Rockford $5,500	Business $4,000
ATTENDANCE & PROGRAM						
Complimentary registrations	22	10	10	10	10	5
Remarks or commercial (1–2 min)	●					
Introduce the Award Honoree				●	●	
Opportunity to give the evening toast		●				
Logo on event glassware	●	●	●			
Recognition in opening remarks	●	●	●	●	●	●
Recognition in closing remarks	●					
DIGITAL & PRINT MARKETING						
Logo rotating on screens (networking & dinner)	●	●	●	●	●	●
Logo on print invitations (4,000+)	●	●	●	●	●	●
Logo on electronic event reminders	●	●	●			
Logo in event program	●	●	●	●	●	●
Logo in pre-event VOICE ad(s)	Primary · 3+ issues	Large · 2+	Large · 2+	2+ issues	2+ issues	Large · 2+
Linked logo on rockfordchamber.com	●	●	●	●	●	●
Logo on event web banner	●					
Logo in GRCC Connect e-newsletter	●	●	●			
Tagged social media recognition	●	●	●	●	●	●

SIGNATURE *Own a single branded moment*	Cheers $3,500	Centerpiece $3,000	Champagne $2,500	Countdown $1,500	Confetti $1,000	Chamber Champion $500
ATTENDANCE & PROGRAM						
Complimentary registrations	2	2	2	2	1	
Signature branded element	Wine bottle tags	Centerpiece signage	Champagne towers	Countdown call-outs		
Recognition in opening & closing remarks	●	●	●	●	●	Opening
DIGITAL & PRINT MARKETING						
Logo rotating on screens (networking & dinner)	●	●	●	●	●	●
Logo on print invitations (4,000+)	●	●	●	●		
Logo on e-invitation	●	●	●			
Logo in event program	●	●	●	●	Name	●
Logo on event webpage				●		●
Tagged social media recognition				●	●	

**Chamber Champion is an advertising opportunity; complimentary registrations are not included.*

Cheers Sponsor receives one red or one white per table. Availability is limited on Business, Cheers, Centerpiece, Champagne, Countdown, and Confetti — confirm before selling.

40 Under 40

September 16, 2027 · Cahoots

The GRCC's 40 Under 40 honor celebrates rising business and professional leaders under the age of 40 who are shaping the Rockford region through ambition, creativity, and leadership. Honorees are recognized for their professional growth, community involvement, and the fresh perspectives they bring to their organizations and industries. At this awards ceremony, each honoree is announced and recognized. Celebration, networking, and champagne abound.

WHO'S IN THE ROOM:

40 Under 40 honorees invite their friends, family, co-workers and peers to celebrate with them. Typically 200-250 business professionals from across the region join in celebration.

WHY SPONSOR:

Sponsors of 40 Under 40 recognize the need to continually develop rising talent. By supporting the 40 Under 40 honors, companies signal not only support for honorees they know and work with, but for young professionals in the Rockford region. The exposure aligns sponsors with the next generation of talent - an important place to be for those organizations continually looking to hire and grow.



SPONSORSHIPS:

From $750 to $5,000. Full tiers and benefits on the accompanying grid.

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your 40 Under 40 Sponsorship.





GRCC 2027 SPONSORSHIP BENEFITS • 40 UNDER 40

Member pricing is reflected. Non-member pricing is at a 25% increase.

	Presenting $5,000	Diamond $3,500	Gold $2,500	Silver $1,500	Bronze $750
ATTENDANCE & ACCESS					
Complimentary event registrations	8	8	6	4	2
40 Under 40 honoree mailing list (no emails)	•				
Opportunity to provide promotional items at tables	•				
PROGRAM & STAGE					
Remarks or commercial (1–2 min)	•				
Introduce honorees or present certificate	•				
Recognition in opening remarks	•	•	•	•	•
Recognition in closing remarks	•	•			
DIGITAL & PRINT MARKETING					
Linked logo on event registration page	•	•	•	•	•
Logo in GRCC Connect e-newsletter event ad(s)	•	•			
Linked logo on e-invitation (4,000+)	•	•	•	•	
Logo in pre-event VOICE ad(s)	Large	Medium			
Logo in event program	•	•	•	•	
Rotating logo on screen at event	•	•	•	•	•
Tagged social media recognition	•	•			



REV. 10/2026

MAC2027

October 20–21, 2027 · Embassy Suites

A two-day conference celebrating the Aerospace and Defense industries. Industry-specific breakout sessions, immersive tours of aerospace companies, and supplier-to-prime matchmaking make MAC a strategic, intentional stop for anyone in the sector.

WHO'S IN THE ROOM:

Aerospace and Defense professionals from across the Midwest, from CEOs and senior leaders at international companies to practitioners and engineers. The audience is deliberately curated and highly industry-specific; past participants include international organizations such as Boeing, who have attended, spoken, and joined matchmaking.

WHY SPONSOR:

Sponsors signal their expertise and connect directly with industry leaders. The two-day format widens the networking window, and MAC's Midwest reach extends relationships well beyond the region.

SPONSORSHIPS:

From $500 to $5,000. Full tiers and benefits on the accompanying grid.

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your MAC2027 Sponsorship.







GRCC 2027 SPONSORSHIP BENEFITS • MAC2027

Member pricing is reflected. Non-member pricing is at a 25% increase.

	Prime $5,000	Tier One $3,500	Tier Two $1,500	Exhibitor $1,000
ATTENDANCE & ACCESS				
Complimentary conference registration(s)	6	4	2	1
Exhibit booth*	Discounted	Discounted	Discounted	●
Recognition in opening remarks	●	●	●	●
Recognition in closing remarks	●			
Opportunity to introduce event speaker	●	●		
DIGITAL & PRINT MARKETING				
Linked logo on event registration page	●	●	●	●
Logo in GRCC Connect e-newsletter event ad(s)	●	●		
Linked logo on e-invitation (4,000+)	●	●		
Logo in pre-event VOICE ad(s)	Large	Medium		
Logo in program booklet	●	●	●	
Rotating logo on screen at conference & luncheon	●	●	●	●
Tagged social media recognition	●	●		●
Logo on welcome card for overnight guests	●	●	●	

Specialty Opportunities	Bus $4,000	Lunch $4,000	Happy Hour $3,000	Rooftop Mixer $3,000	WI-FI $1,000	Welcome $500
ATTENDANCE & PROGRAM						
Complimentary conference registration(s)	2	2	2	2	1	
Opportunity to welcome event attendees (2-3min)	●		●	●		
Opportunity to provide promotional items	●	●				●
Recognition in opening remarks		●	●	●		
Wi-Fi password name					●	
DIGITAL & PRINT MARKETING						
Strategic logo placement at specific event	Bus window clings	Lunches	Happy Hour	Rooftop Mixer	Registration	
Linked logo on event registration page	●	●	●	●		
Logo in event program	●	●	●	●	●	
Rotating logo on screen at conference & luncheon	●	●	●	●	●	
Linked logo on e-invitation (4,000+)	●	●	●	●		
Logo on welcome card for overnight guests	●	●	●	●	●	●

**Exhibit booth space includes rectangular table (6' x 30" x 30"), two chairs & tablecloth as well as company name, contact information and brief description included in program booklet*

COFFEE & CONNECTIONS

Our Coffee & Connections events are intimate opportunities for business professionals to connect with intention. Each event provides attendees a curated connection list as well as a full-listing of attendees' contact information. Perfect for business development, fundraising curation, and small-business growth. Each event is capped at 50 attendees and all attendees are required to complete networking questionnaires to ensure a fruitful experience for all.

DATES:

- January 21
- February 25
- April 1
- May 6
- September 30
- October 28
- November 18

All Coffee & Connection events are held at the GRCC Office from 8:30-10:00am. Each date is sponsored individually.

Coffee & Connections Sponsorship: $250 per date.

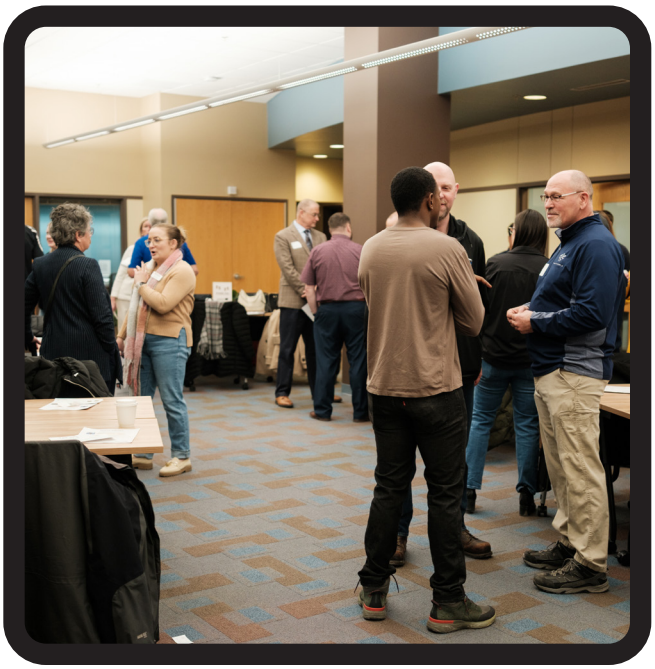
SPONSOR BENEFITS:

- One (1) complimentary registration.
- Opportunity to introduce yourself or your business briefly (30–60 seconds) to attendees.
- Logo on the GRCC's event webpage with a link to your website, event marketing emails, social media posts, event signage.
- One table at the event to display branded promotional items and/or handouts (promo items must be supplied by the sponsor).

GET INVOLVED.

Contact Director of Membership Meredith MacKay, at mmackay@rockfordchamber.com to secure your Coffee & Connections date.





GREATER ROCKFORD
CHAMBER OF COMMERCE

Greater Rockford Chamber of Commerce
308 W State St, Ste 190
Rockford, IL 61101
rockfordchamber.com

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