

Programs Sponsor Guide

2027

Website
winterpark.org

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Location
**151 W. Lyman Ave.
Winter Park**



2027 SPONSORSHIP OPPORTUNITIES

The mission of the Winter Park Chamber of Commerce (WPCC) is to convene people and ideas for the benefit of our businesses and community. WPCC hosts over 100 events and programs annually with strategic partnerships in mind. Sponsorship of these events and programs offers businesses the opportunity to expose their brand to the most influential people of the Winter Park community.



RECURRING RECOGNITION

Increase brand awareness through promotion on multiple platforms, including website, e-newsletter, social media and print.



TARGETED AUDIENCE

Winter Park Chamber of Commerce event participants comprise the area's business owners and leaders, community changemakers and influencers.



BRAND COHESION

Specific brand alignment opportunities link your business priorities to events, resulting in highly relevant sponsor engagement.



IT'S MORE THAN DOLLARS

In addition to marketing, sponsorship aids the mission of convening people and ideas for the benefit of our businesses and community.

Trusted By Our Top Investors



To learn how sponsorship opportunities can align with your business goals, please contact:



Stacey Cox

Senior Director of Strategic Partnerships
Winter Park Chamber of Commerce
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407-599-3646

A WELCOME FROM VICE PRESIDENT OF PROGRAMS



Welcome to the 2027 Programs Sponsor Guide!

Investing in Leadership Winter Park, Youth Leaders and Relaunch is truly an investment into your community and our current and future leaders.

Through the LWP program, we carefully curate a class made up of advanced-level leaders and community trustees for Winter Park and our region. Each class is a true representation of all industries within our community.

What makes this program stand out:

- It's been around for 36 years with more than 1,400 graduates
- We're dedicated to professional development through our quarterly Leadership Refresh series featuring different thought leaders and topics
- The program connects business leaders and future leaders in our community
- We're dedicated to philanthropic work through our Legacy Fund Day of Giving and Annual Pancake Breakfast
- Our alumni stay connected through a monthly newsletter and engaging events throughout the year

In addition to LWP, we offer two other unique programs that help develop future leaders in our community:

- Our nationally recognized program, Relaunch: Career Reentry For Professional Women, is a workforce development program that transitions professional women who have taken a career pause back into the workforce. We've helped more than 150 women in six states relaunch their careers. This unique program also connects our Chamber members with potential candidates for job openings.
- Youth Leaders is Central Florida's premier leadership program for students entering their junior or senior year in high school. The program develops students' leadership skills and exposes them to opportunities for leadership within our community. Students build connections with senior community leaders and each other.

Check out our strong engagement numbers on the next pages. We're committed to staying engaged with all program graduates, and your sponsorship means you'll now be connected with them too.

Warmly,

Amie Morgan

Vice President of Programs

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THE CHAMBER'S REACH

PEOPLE

800+

Member Businesses

1,400+

Leadership Winter Park Alumni

175,000+

Annual Event Attendees

WEBSITE

20,000+

Average Monthly Visitors

78,000+

Average Monthly Directory Searches

NEWSLETTER

48

Yearly Issues

18,000+

Total Subscribers

16.8%

Average Open Rate

SOCIAL MEDIA

11,700+

Facebook Followers

18,000+

Instagram Followers

6,000+

LinkedIn Followers

26,000+

YouTube Subscribers

LEADERSHIP WINTER PARK AUDIENCE

1,400+

Instagram Followers

1,500+

Facebook Followers

730+

LinkedIn Followers

700+

Newsletter Subscribers

LWP Class 38



Leadership Winter Park (LWP) develops and connects local leaders through monthly sessions exploring key issues that shape our community. As the official sponsor of Class 38, your brand will gain maximum exposure and exclusive access to the area's top decision-makers and influencers.

August 2027 - May 2028
Winter Park Chamber of Commerce

Projected Attendance: 50
Audience: Chamber Members, Community Leaders,
Business Professionals

Presenting Sponsor *(Limit 1)* **\$7,500**

- Full logo recognition (WPCC website, program social media, e-newsletters, class collateral & graduation program)
- Option to deliver a two-minute sponsor message at Welcome Reception and Graduation
- One (1) corporate table at graduation
- Option to participate with the class on up to three session-day lunches
- Opportunity to co-brand Class 38 program materials
- Invitation to speak at LWP Info Session
- Opportunity to distribute promotional materials to the class
- First right of refusal for the following year (expires June 30, 2027)

Supporting Sponsor *(Limit 1)* **\$3,500**

- Logo recognition (WPCC website, e-newsletters, class collateral & graduation program)
- Option to deliver a two-minute sponsor message at graduation
- One (1) corporate table at graduation
- Option to participate with the class on up to three session-day lunches
- Option to co-brand Class 38 program materials
- First right of refusal for the following year

LWP Class 38



Leadership Winter Park (LWP) develops and connects local leaders through monthly sessions exploring key issues that shape our community. As the official sponsor of Class 38, your brand will gain maximum exposure and exclusive access to the area's top decision-makers and influencers.

August 2027 - May 2028
Winter Park Chamber of Commerce

Projected Attendance: 50
Audience: Chamber Members, Community Leaders,
Business Professionals

■ Session Day Sponsor *(Limit 8) (7 Available)* **\$2,500**

- Full logo recognition (WPCC website, program social media, e-newsletters, class collateral & graduation program)
- Option to participate with the class on sponsored session day
- Exclusive option to give a one-minute sponsor message during breakfast or lunch
- Option to distribute promotional material during session day
- First right of refusal for the following year

■ Session Day Luncheon Sponsor *(Limit 8)* **\$850**

- Opportunity to share a one-minute sponsor message before lunch
- Invitation to visit with the class during lunch
- Logo recognition on social media
- Option to distribute promotional materials/items to class members
- Category exclusivity on session day
- First right of refusal for the following year

Welcome Reception

Kick off Leadership Winter Park Class 38 as class members have a chance to meet their fellow classmates and alumni over drinks and hors d'oeuvres.

August 12, 2027

Winter Park Chamber of Commerce

Projected Attendance: 85

Audience: LWP Class 37 and LWP Alumni

Presenting Sponsor *(Limit 1)*

\$1,000

- Full logo recognition (WPCC website, event social media, e-newsletters & event collateral)
- Exclusive option to deliver a one-minute sponsor message
- Four (4) invitations to the reception
- First right of refusal for the following year

Pancake Breakfast



Kick off the holiday season at the 28th Annual LWP Pancake Breakfast as class members serve a holiday breakfast to families in the community. All proceeds benefit Leadership Winter Park and Youth Leaders scholarships. The event is before and during the Winter Park Chamber of Commerce's Christmas Parade.

Saturday, December 4, 2027 | 7:00 a.m. - 10:00 a.m.
Downtown Winter Park

Projected Attendance: 1,200+

Audience: LWP Graduates, Community Members, Families

Presenting Sponsor *(Limit 3) (2 Available)* **\$2,000**

- Full logo recognition (WPCC website, event social media, e-newsletters, event collateral)
- Banner prominently displayed at event
- Option to co-brand promotional items
- Option to have marketing table at event
- Twenty (20) complimentary tickets to event
- First right of refusal for the following year

Gold Sponsor **\$1,000**

- Logo recognition (WPCC website, e-newsletters & event collateral)
- Ten (10) complimentary tickets to event
- First right of refusal for the following year

Silver Sponsor **\$500**

- Name recognition (WPCC website, e-newsletter & event collateral)
- Eight (8) complimentary tickets to event
- First right of refusal for the following year

Table Sponsor **\$300**

- Name recognition (WPCC website, e-newsletter & event collateral)
- Four (4) complimentary tickets to event
- First right of refusal for the following year

Youth Leaders Class 27

Youth Leaders is Central Florida's premier leadership program for rising juniors and seniors, offering hands-on learning in leadership, community engagement, and career exploration. Sponsors gain valuable exposure to a diverse group of students and families while supporting the next generation of leaders.

June 7-11, 2027 | 8:30 a.m. - 4:00 p.m.
Winter Park Chamber of Commerce

Projected Attendance: 50
Audience: High School Students, Professionals Across All Industries

Presenting Sponsor *(Limit 1)* **\$3,500**

- Full logo recognition (WPCC website, program social media, e-newsletters & class collateral)
- Option to have a marketing table at graduation celebration
- Option to distribute promotional materials/items to class members
- Option to display your corporate banner at all sessions and graduation celebration
- Opportunity to present a one-minute sponsor message at graduation celebration
- Category exclusivity
- First right of refusal for the following year (expires October 31, 2027)
- Tax-deductible donation through the Winter Park Improvement Foundation.

Session Day Sponsor *(Limit 5)* **\$2,000**

- Logo recognition (WPCC website, e-newsletters & class collateral)
- Opportunity to welcome class at the opening of the session day
- Option to distribute promotional materials to class on the sponsored session day
- First right of refusal for the following year
- Tax-deductible donation through the Winter Park Improvement Foundation.

Relaunch

Relaunch is an award-winning career reentry program for professional women returning to the workforce, offering hands-on training in resume building, confidence, networking and personal branding.

January 2027 - December 2027
Winter Park Chamber of Commerce

Projected Reach: 200+

Audience: Prospective and current Relaunch participants, 150 Relaunch Alumnae members

Presenting Sponsor *(Limit 1)*

\$8,000

- Full logo recognition (WPCC website, program social media, e-newsletters & class collateral) at all Relaunch programs during the sponsored year
- Sponsor recognition in all WPCC announcements and articles promoting the program/events
- Recognition on program page of WPCC website and e-newsletters
- Option to give a 30-second sponsor message at start of each program session/event
- Option to display banner at all program sessions/events
- Option to distribute promotional materials at all program sessions/events
- Option to participate as Relaunch program mentors
- Option for your corporate recruiters to assist/present during Relaunch
- Each class graduates at the annual Women of Influence Luncheon
- Brand awareness for Relaunch & Relaunch alumnae job seekers
- Category exclusivity
- First right of refusal for the following year (expires September 30, 2027)

WINTER PARK PROFESSIONAL



A new chapter is unfolding in our Chamber and it's one that I'm genuinely thrilled to share with you.

Over the past year, I've had the privilege of sitting down with young professionals in the early stages of their careers, as well as with the employers who are investing in them. Across those conversations, one thing became unmistakably clear: both early-career professionals and employers are navigating the same shared challenge of bridging generational expectations in a workplace that has rapidly changed for everyone. And that's exactly what inspired the creation of **Winter Park Professional**.

Winter Park Professional is a fresh take on professional development. It was shaped directly by the voices of emerging leaders and through ongoing dialogue with business owners and executives across Winter Park and Central Florida. What has emerged is an experience grounded in real stories, real needs, and the lived realities of today's evolving workforce.

For sponsors who choose to be part of this, this is an opportunity to be part of something meaningful, not just something visible. It's about engaging with and supporting the next generation of talent. This is your chance to align your brand with the development of future leaders, to engage directly with emerging talent, and to contribute to a stronger, more connected business community.

The initiative brings together three core experiences:

- **The Skills Studio:** A 6-week professional development experience for early-career professionals, designed to integrate personal development and professional readiness, helping participants become more effective, self-aware and resilient contributors in the workplace.
- **IRL Collective:** Interactive, "In Real Life" gatherings that foster connection, shared learning, and real conversations about work and life.
- **The Leader Workshop:** Practical sessions that help employers better understand and support early-career talent.

Built with intention, and in partnership with the employers and leaders who shape our region, these new offerings create a connected pathway that benefits both the emerging leaders and the organizations they serve.

Thank you for your continued investment in our community, and in the people who will carry it forward. Your belief in what's possible truly makes a difference.

Minette Marcial

Sr. Director of Programs

Winter Park Chamber of Commerce

Winter Park Professional

Winter Park Professional is the Chamber's professional development platform designed to attract, develop, and retain the next generation of business and civic leaders in Winter Park, while supporting emerging professionals and helping employers strengthen their talent pipeline.

August 2026 - May 2027

Winter Park Chamber of Commerce

Projected Reach: 600+

Audience: Winter Park Professional participants

Presenting Sponsor *(Limit 1)* **\$6,000**

- Exclusive presenting sponsorship benefits for all curriculum models (The Skills Studio, IRL Collective, The Skills Studio: Leader Workshop)
- Top billing logo recognition (WPCC website, program specific social media, e-newsletters, class collateral, certification ceremony)
- Sponsor recognition in all WPCC announcements and articles promoting the program
- Recognition on program page of WPCC website and e-newsletters
- Option to give a 1-minute sponsor message at start of each program session
- Option to display banner & marketing table at all program sessions
- Option to distribute promotional materials at all program sessions
- Option to participate as program mentors
- Option to participate as a Career Journey panelist in Week 6
- Full page ad in The Skills Studio curriculum notebook (due July 1)
- Two (2) Participants to attend The Skills Studio (6-week professional development program)
- Two (2) Participants to attend The Skills Studio: Leader Workshop (companion to The Skills Studio)
- Category exclusivity
- First right of refusal for the following year

The Skills Studio Professional Development Experience:

- **Week 1 Foundations:** Personal & Professional Assets
- **Week 2 Showing Up:** Professional Presence & Communication
- **Week 3 Navigating:** Conversations, Feedback & Boundaries
- **Week 4 Contributing:** Influence & Collaboration
- **Week 5 Building Relationships:** Connection & Community
- **Week 6 Looking Ahead:** Direction, Growth & Next Steps
- **Week 7 Celebrating:** Certification Recognition

IRL Collective

IRL Collective are “In Real Life” gatherings that combine short presentations, table discussions, and interactive activities that encourage participants to exchange perspectives, learn from one another, and build meaningful professional relationships.

August 2026 - May 2027

Winter Park Chamber of Commerce

Projected Reach: 300+

Audience: IRL Collective participants



Co-Sponsor

Limit 2 (1 available)

\$2,500

- Logo recognition (WPCC website, program social media, e-newsletters)
- Option to give a 1-minute sponsor message at start of each program session
- Option to display banner & marketing table at all program sessions
- Option to distribute promotional materials at all program sessions
- Option to participate as program mentors
- Category exclusivity
- First right of refusal for the following year

Leader Workshop

The Skills Studio: Leader Workshop helps employers better understand and support early-career professionals, offering practical strategies to clarify expectations, strengthen communication, and develop professional habits.

August 2026 - May 2027
Winter Park Chamber of Commerce

Projected Reach: 40-50
Audience: The Skills Studio: Leader Workshop participants

Sponsor

Sole: **\$5,000** Shared, Limit 2: **\$2,500**

- Logo recognition (WPCC website, program social media, e-newsletters, event collateral)
- Option to give a one-minute sponsor message at event
- Option to display a banner & marketing table at event
- Option to distribute promotional items at event
- Two (2) participants to attend The Skills Studio: Leader Workshop
- Category Exclusivity
- First right of refusal for the following year



THANK YOU FOR READING THE 2027 PROGRAMS SPONSOR GUIDE

INTERESTED IN A SPONSORSHIP?

Our team is ready to connect you with the sponsorship opportunities that align with your business goals.



Stacey Cox

Senior Director of Strategic Partnerships

Winter Park Chamber of Commerce

scox@winterpark.org

407-599-3646

TRANSFORMING BUSINESSES THROUGH EXTRAORDINARY RESOURCES