



GUERNSEY CHAMBER OF COMMERCE

2027 Promotion, Sponsorship & Partnership Opportunities

Raise your profile. Reach the people who matter. Support the business community you're a part of.

500+

MEMBER COMPANIES

2,000+

EVENT ATTENDEES / YR

4,000+

NEWSLETTER SUBSCRIBERS

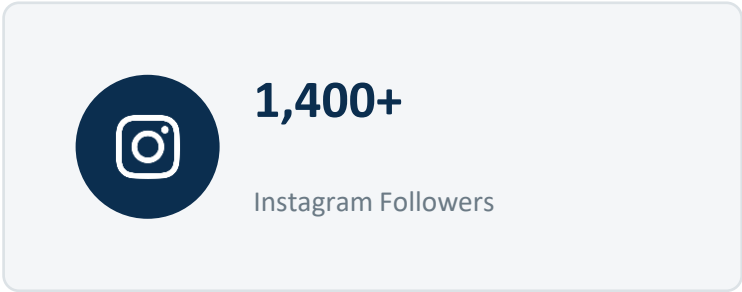
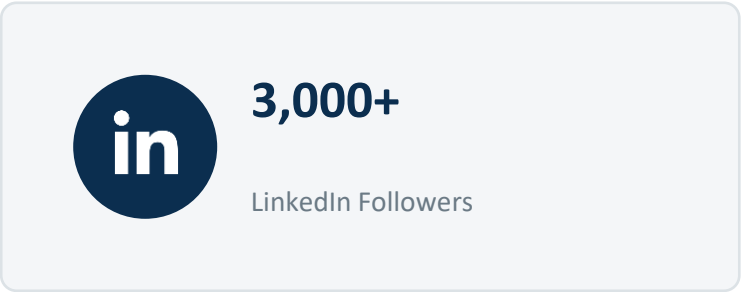
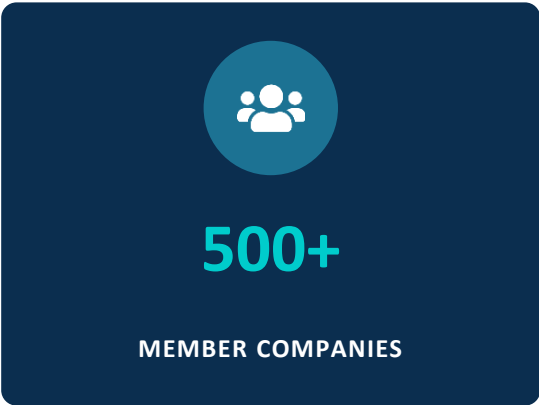
35%

NEWSLETTER OPEN RATE

BY THE NUMBERS

Guernsey's Largest Business Network

Sponsor with us and you're not just buying a logo slot — you're in the room with decision-makers, on the page in front of thousands, and part of the events that shape Guernsey's business calendar.



THE OPPORTUNITY

Why Partner With Chamber



Raise your business profile among the island's decision-makers



Reach a specific, engaged audience — from SME founders to senior leaders



Create new business partnerships and open doors that stay open



Launch a new product or service in front of a ready-made audience



Support the business community that supports you — and much more



Our team are experts in helping you reach your goals — a ready-made package, or something bespoke around who you want to reach and what you want people to feel when they leave the room.

EVERY PACKAGE, AS STANDARD

Proof of Value: What You'll Get Back

Every sponsorship in this pack comes with a short post-event report. Within a week of your event or placement, we'll send you:



Attendance numbers

Who was in the room — an anonymised sector / seniority breakdown



Newsletter data

Reach and click-through data for any digital placement



Social performance

Reach and engagement for anything related



Photography & press

Event photography, plus any press coverage we secured



It's a small thing to add, but it means every renewal conversation starts from evidence, not just goodwill.

Packages at a Glance

A quick view of everything on offer this year — full details follow.

	Package	Best For	Investment
Digital	Digital Classified	A single product, offer or vacancy in front of members	£150 / newsletter
	Digital Mid-Tier Advert	Announcing a new service or event	£250 (1) or £450 (2)
	Digital Top-Tier Banner	Long-term brand visibility across the newsletter	£350 / two placements
#GrowMySME	Event Partner	Reaching SME owners and employees directly	£650 / event
Chamber Lunch	Tech Partner	Low-cost, high-visibility logo presence	£500 / event
	Community Connection Partner	Sponsoring a free table for emerging business	£375 / event
	Event Partner	Naming rights and top-table access	£1,475 / event
Summer & Christmas Party	Event Partner	Free member socials — big, relaxed exposure	£2,500
Gala Dinner	Event Partner	Maximum exposure across all platforms	£12,000
	Drinks Reception	Sole branding of the opening drinks reception	£6,750
	Awards Partner	Naming rights on our awards moment	£6,000
	Community Champion	Subsidises SME & start-up attendance	£5,500
	Profile Package	High-impact brand exposure with a table	£4,000
	Carbon Balancing	Demonstrate your environmental commitment	£3,500
	SME: Shine Bright	Premium entry-level exposure for growing businesses	£1,000
	Pay It Forward	Sponsor a free table for entrepreneurs & young people	£1,000
	Bespoke Partnership	Fully tailored	POA

Newsletter Advertising

Our fortnightly newsletter reaches 4,000 contacts with a 35% open rate — a direct line to the people who matter, on any budget. We can schedule around your own marketing calendar.



Top Tier Banner

Banner image, prominent placement, your link, your choice of destination.

£350

for two placements



Mid Tier Advert

A dedicated image and paragraph, linked to the Chamber website, placed mid-newsletter — ideal for a new service or event.

£250 / £450

one newsletter, or two



Classified

Image and link through to a member news article — promote a product, offer or vacancy.

£150

per newsletter

SOCIAL EVENTS

Summer Party & Christmas Party

Business success goes beyond skill and experience — it's about the connections you make. Free for members to attend, with 200+ guests and some of the best exposure on our calendar.

- Sole sponsorship of the event, with branding across all social communications
- Invite-only pre-event for members, led by the sponsor — we handle the organisation
- 'Meet the Member' article in the newsletter, reaching 4,000+ subscribers
- Logo and contact details on the post-event thank-you email
- A short post-event report — attendance, engagement and reach

2027 dates: Summer Party — Thu 24 June · Christmas Party — Thu 2 December

£2,500 per event



Where Conversations Start

Up to 120 senior leaders and decision-makers together — three tailored packages so you can pick the level of visibility that's right for your business.



Event Partner

Two top-table seats · sponsor speech · logo on invites, tickets & signage · feature article to 4,000+ subscribers.

£1,475

per event · £9,500 for all events



Community Connection

Sponsor a free table of up to 8 for emerging businesses & community groups. Branding, logo on registration page, social shout-out.

£375

per event · £2,500 for all 7



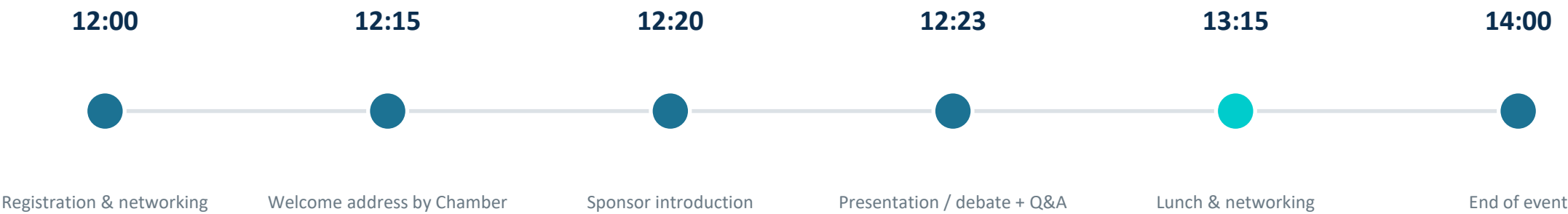
Tech Partner

Powers the tech that makes the event work. Two tickets, branding on comms & registration, social shout-out.

£500

per event · £3,100 for all 7

Event Structure & 2027 Dates



2027 CHAMBER LUNCH DATES

20 January · 17 February · 24 March · 28 April · 16 June · 6 October · 6 December

Practical, Bitesize, Built for Business Owners

Monthly breakfast sessions with real, usable takeaways. New for 2027, events are grouped into themes so your sponsorship sits alongside directly relevant content.

Theme	Sessions	2027 Dates
Business Hygiene	Import & Export Advice · Cyber Security & Data Protection · Inclusivity & Diversity	12 Jan · 16 Feb · 9 Mar
Management & Leadership	Recruitment Process · Mentoring & Leadership · Project Management Skills	20 Apr · 11 May · 8 Jun · 13 Jul
Data & AI	Getting the Most from AI Tools · Agentic AI for Business	14 Sep · 12 Oct
Sales & Marketing	Selling Your Product · E-Marketing and Social Media	24 Nov

What's Included

- ✓ Sole sponsorship, with branding across all social communications
- ✓ Opportunity to open or close the event
- ✓ Banner on the event website, advert on the ticket
- ✓ 'Meet the Member' article in the newsletter, reaching 4,000+ subscribers
- ✓ Unlimited in-room branding, seat-drops with branded merchandise
- ✓ Logo and contact details on the post-event thank-you email
- ✓ A post-event report — attendance, engagement and reach

£650 per event · £6,000 as full-series annual Partner

One of our most accessible ways to reach SME decision-makers directly.

EVENT STRUCTURE

● **7:45am**

Doors open & networking

● **8:00 – 9:00**

Presentation (inc. sponsor intro/close) & Q&A

● **9:00am**

End — networking for those who wish to stay

LIMITED TO THREE PARTNERS

Strategic Partner Membership

A membership upgrade, not a sponsorship package — it replaces standard membership with the deepest relationship a business can have with us: shaping conversations, embedded in our work all year round.



Unrivalled Visibility

- Permanent recognition across all major Chamber communications
- Prominent logo at Chamber HQ and on the website homepage
- One month's free newsletter sponsorship
- A dedicated 'Partner Spotlight' article



Influence & Access

- Bi-annual roundtables with business and political leaders
- Early access to Chamber research, surveys & policy work
- A seat in our annual strategy-setting session
- Two tickets to every Chamber Lunch; top table at the Gala Dinner



Thought Leadership

- Amplification of your press releases and thought-leadership content
- Quarterly meeting with the Chamber team on shared priorities

Investment: **£6,000 per year, two-year commitment** · strictly limited to three members, with exclusivity within your sector

This is a significant commitment for both sides, so we only ever discuss it in person. · director@guernseychamber.com · 01481 727483

GALA DINNER

Guernsey's Premier Business Event

Our annual flagship event and the highlight of Guernsey's business calendar — recognising achievements, sharing insights, and bringing together 470+ industry leaders, entrepreneurs and professionals for an unforgettable evening. Now in its 12th+ year.

PAST KEYNOTE SPEAKERS

Steph McGovern · Alastair Campbell · Ant Middleton · Ruby Wax · Dave Fishwick · Mary Portas



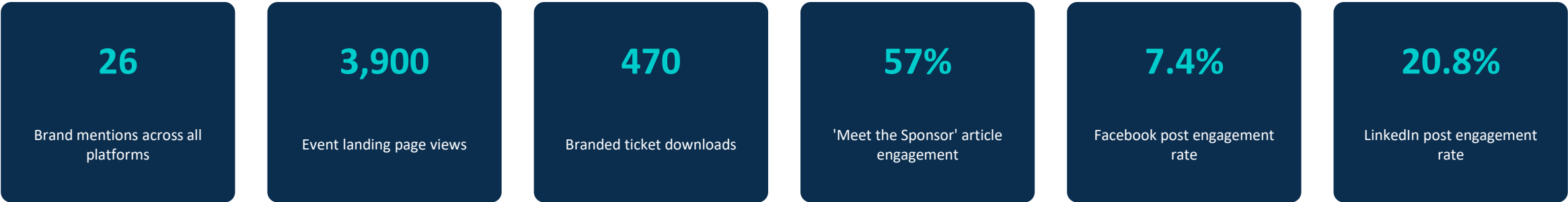
TYING IN WITH THE AI SPRINT

Building on the momentum of Guernsey's island-wide AI Sprint — a guest speaker reflecting on progress, and a celebration of a community that achieved something remarkable, together.



Proof of Value: 2025

The kind of reporting every package in this pack now includes as standard — here's what it looked like for our Gala Dinner sponsors last year.



IN THEIR WORDS

“

A brilliant evening — a fantastic chance to connect with local businesses.

Philip Le Pelley, Guernsey Private Banking

“

Huge thanks — events like this simply don't happen without your support.

Diane de Garis, Xero Platinum Partner

“

A great night — the guest speaker was funny, knowledgeable and inspiring.

Lisa Evans, Director / Commissioner NED

Package Comparison

Benefit	Event Partner	Drinks Rec.	Awards Partner	Community Champion	Profile	Carbon Balancing	SME Shine	Pay It Forward
Table / tickets	Table+2	Table	Table	Table	Table	Table	2 tkts	Table
Digital comms branding	✓	✓	✓	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓	✓	✓	✓
Social media mentions	6	2	2	2	2	2	1	1
E-newsletter article	2	1	1	1	1	1	1	1
Standalone member email	✓	–	–	✓	–	–	–	–
'Sponsored by' on room deck	✓	–	✓	✓	✓	✓	✓	–
Speech to the room	✓	–	–	–	–	–	–	–
SME / start-up subsidy	–	–	–	✓	–	–	–	✓
Investment	£12,000	£6,750	£6,000	£5,500	£4,000	£3,500	£1,000	£1,000

Choose Your Level of Presence

 £12,000 Event Partner <i>Promote and build upon your reputation</i>	 £6,750 Drinks Reception <i>Power up your brand with this superb networking opportunity</i>	 £6,000 Awards Partner <i>Supporting our activity celebrating success</i>	 £5,500 Community Champion <i>Supporting our SME community — supporting our future</i>
 £4,000 Profile Package <i>Strong digital and on-night brand presence with a table</i>	 £3,500 Carbon Balancing <i>Demonstrate your commitment to reducing environmental impact</i>	 £1,000 SME: Shine Bright <i>Premium entry-level exposure for growing businesses</i>	 £1,000 Pay It Forward <i>Sponsor a table for entrepreneurs, young people and start-ups</i>

In-Kind Partnerships

Not every valuable partnership starts with a cheque. Several of our sponsors support us with services instead of cash — and receive the same recognition in return. We'll assess the commercial value of what you're offering and match it to the nearest package in this pack.



Same recognition, no cash outlay



Matched to the nearest package



A natural fit for specialist SMEs

Often the most natural way for a smaller, specialist business to become a visible Chamber partner without a cash outlay.

Get in touch: events@guernseychamber.com

WHAT THIS CAN LOOK LIKE



A printer covering event signage and materials



A caterer providing lunch or refreshments at cost



A photographer covering our events



A venue hosting a #GrowMySME session or members' evening



Drinks, print, AV equipment, or another relevant service



Got an Idea for Something?

We work in partnership, not off a menu. If you've got a speaker, a topic, or a concept that isn't on the calendar yet, we want to hear it. Tell us what you're trying to achieve, and we'll build a package around it — impactful, relevant, and the right fit for your business.

events@guernseychamber.com • 01481 727483

Market Buildings, St Peter Port, GY1 1HE

January – June

Date	Event	Category
06 Jan	Newsletter	Newsletter
12 Jan	Grow My SME #1	Grow My SME
20 Jan	Chamber Lunch — January	Chamber Lunch
20 Jan	Newsletter	Newsletter
02 Feb	Grow My SME #2	Grow My SME
03 Feb	Newsletter	Newsletter
17 Feb	Newsletter	Newsletter
17 Feb	Chamber Lunch — February	Chamber Lunch
03 Mar	Newsletter	Newsletter
09 Mar	Grow My SME #3	Grow My SME
17 Mar	Newsletter	Newsletter
24 Mar	Chamber Lunch — March	Chamber Lunch
31 Mar	Newsletter	Newsletter

Date	Event	Category
14 Apr	Newsletter	Newsletter
20 Apr	Grow My SME #4	Grow My SME
28 Apr	Chamber Lunch — April	Chamber Lunch
28 Apr	Newsletter	Newsletter
11 May	Grow My SME #5	Grow My SME
12 May	Newsletter	Newsletter
26 May	Newsletter	Newsletter
08 Jun	Grow My SME #6	Grow My SME
09 Jun	Newsletter	Newsletter
16 Jun	Chamber Lunch — June	Chamber Lunch
23 Jun	Newsletter	Newsletter
24 Jun	Summer Party	Summer Party

July – December

Date	Event	Category
07 Jul	Newsletter	Newsletter
13 Jul	Grow My SME #7	Grow My SME
21 Jul	Newsletter	Newsletter
01 Aug	Summer holidays	—
08 Sep	Newsletter	Newsletter
14 Sep	Grow My SME #8	Grow My SME
15 Sep	Newsletter	Newsletter
29 Sep	Newsletter	Newsletter
06 Oct	Chamber Lunch	Chamber Lunch
13 Oct	Newsletter	Newsletter
20 Oct	Grow My SME #9	Grow My SME

Date	Event	Category
27 Oct	Newsletter	Newsletter
04 Nov	Option A — Gala Dinner	Garlic Dinner
10 Nov	Newsletter	Newsletter
11 Nov	Option B — Gala Dinner	Garlic Dinner
24 Nov	Grow My SME #10	Grow My SME
24 Nov	Newsletter	Newsletter
02 Dec	Christmas Party	Christmas Party
06 Dec	Chamber Lunch	Chamber Lunch
08 Dec	Newsletter	Newsletter