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5 Minutes for Business

5 Minutes for Business, which is written by Hendrik Brakel, our Senior Director, Economic, Financial and Tax Policy, is an important tool for educating our national network of businesses and chambers of commerce on key economic trends and their impact on Canadian business. Every two weeks, we tackle an economic challenge and provide insight on related public policy issues—issues such as pensions, infrastructure, trade agreements, economic stimulus and privacy legislation. Each article concludes with actionable recommendations for what Canada needs to do to be more competitive.

5 Minutes for Business is also a critical engagement tool for encouraging our members' participation in our policy process and consultations. Its messages have significant reach as many of our local chamber members publish the articles in their own newsletters or on their websites.

5 Minutes for Business is sent to approximately 3,000 contacts within our network and boasts an average open rate of 26.5%, which is above industry average.

Sponsorship Recognition

- Logo on *5 Minutes for Business*
- Logo on the *5 Minutes for Business*'s web page, email to members and blog post
- Recognition on social media
- Guest columns (editorial content to be agreed upon)
- Recognition during our YouTube episodes of *5 Minutes with Hendrik*. (Pilot project)

Options

Two issues: \$3,000

Six issues: \$8,500

Twelve issues: \$15,000

Editorial Issue: \$6,000 (four only in 2017)
This level will allow you to author a subject/topic for one issue

Additional Options (please call for pricing)

- Webinars with Hendrik and/or guest columnist
- Podcasts of Q&A with Hendrik and/or guest columnist (recorded with iPhone or telephone and posted to Spreaker)

For sponsorship opportunities or questions, please contact:

Chuck Wright, Director, Sponsorship and Business
cwright@chamber.ca
416.868.6415 (250) | M: 647.504.9769

Melissa McGee, Associate Director, Corporate Relations and Sponsorship | mmcgee@chamber.ca
416.868.6415 (236)