



Impact Update

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PrincetonMercerChamber.org

Creating A Network Of Opportunity

The Champions of the Region's Business Community

JOIN US!

Welcome to the **Princeton Mercer Regional Chamber**

As the oldest Chamber of Commerce in New Jersey (1868) we take special pride in the work we do. After all, it's tradition!

Our Chamber is truly the heartbeat of our business community. It's where ideas spark, connections are made, and local businesses find the support they need to grow and succeed.

Our Chamber brings people together—entrepreneurs, small businesses, and community leaders—creating opportunities that simply wouldn't happen on their own. It champions local businesses, opens doors through networking and education, and helps turn challenges into opportunities.

Through our Young Entrepreneur Academy, we are creating new businesses.

But the impact goes far beyond business. A strong Chamber means more jobs, a stronger local economy, and a community that thrives. When our businesses succeed, our entire community benefits.

That's why the Chamber of Commerce matters—it fuels growth, builds relationships, and helps shape a vibrant future for us all.

Thank you, and let's keep moving forward together,
Chamber Strong!

Hal English

Hal English
President & CEO
Princeton Mercer Regional Chamber



MEMBERSHIP HIGHLIGHTS

Access to the region's business leaders and decision makers.

Strategic networking opportunities through targeted business programs.

Opportunities to build your profile as an event or program Sponsor.

Educational events on the latest trends and most relevant topics.

Opportunities to advertise your business through the Chamber's digital and social media channels.

Participation on Chamber event and program committees.

Enhanced tools to promote your organization through Member News, Featured Blogs, and a Community Calendar.

Membership Listing on the Chamber's Website and Member Plus Mobile App.

Sustaining Sponsors have the ability to upload free 1 to 3 minute videos to the Buy Local Connection program on YourTownTube.

Individual mentorship opportunities through Client Strategy Sessions.

Complimentary promotional tables in the reception area at the Monthly Luncheon for our non-profit member organizations.

Opportunity for Non-Profit Members to participate in the Chamber's Non-Profit Benefit Exchange Program.

As Vice President of Membership and Business Development at the Princeton Mercer Regional Chamber, I'm often asked, "Why should I join?" The answer is simple.

The Chamber is a **catalyst for business growth**, creating **business-to-business connections** that lead to new opportunities every day. Our mission is to **drive economic activity**—not just for our members, but for the entire community, county, and region. We believe in the power of **local business** to strengthen and sustain a thriving economy.

As the **Champion for Business** in our region, we advocate for our members, foster collaboration, and provide the resources needed to **succeed and grow**. I personally invite you to **join us**, expand your network, and be part of a community that supports, promotes, and celebrates business success.

Let's build a stronger business community—together.

Christine Curnan

Christine Curnan
Vice President
Membership & Business Development



For more information and full list of member benefits, please call Christine Curnan, Vice President of Membership and Business Development at 609-924-1776 ext. 102 or email Christine@princetonmercer.org.

Our Values, Mission, and Vision

OUR Values

- We value our **Members**, earn their respect, and meet their needs.
- We value our **Staff**, our most important resource. We encourage, reward, and motivate them every day.
- We value **Integrity**. We adhere to the highest of ethical standards.
- We value **Diversity**. We respect the variety of people, businesses, and ideals in our community and consider this diversity to be an advantage.
- We value both **Innovation** and **Tradition**. As a proactive and forward-thinking organization, we create meaningful programs that add value and meet the needs of an ever-changing world. We embrace the possibilities of the future while preserving our region's rich history.
- We value our **Board of Directors**. They lead us with their integrity, their knowledge, and their excellence.

OUR Vision

The **Princeton Mercer Regional Chamber** aims to provide our members with indispensable business and networking resources vital to their growth and success. Our vision is to be an effective catalyst for improving the quality of life and business for those who visit, work and live in the greater Central New Jersey Region. This is put into action through our exceptional business programs, working with our civic leaders and promoting diversity in our region to facilitate the difference we aspire to.

OUR Mission

"Serve our members with opportunities to meet and do business with other members and to provide resources that will enhance their success."

Speak for Business: with a collective voice on public policy issues affecting business and our communities.

Promote environment for business growth: by encouraging economic development efforts that strengthen the Region's reputation and by enhancing the quality of life in over eighteen municipalities and five counties we serve in New Jersey.

Display excellence in all aspects of our operations: led by the Chamber's Board of community leaders, with support from a full-time professional staff, we will ensure that the skills, talents, and interests of our members are effectively utilized and supported and everyone's experience with the Chamber is positive and productive.



New Jersey's first YEA! cohort launched in the fall of 2025, providing an opportunity for Mercer County high school students to become real-life, confident entrepreneurs.

Brought to you by the Princeton Regional Chamber Foundation and The College of New Jersey, students selected through an application process spend 30 weeks generating business ideas, conducting market research, writing a business plan, pitching to a panel of investors, and launching their own business.



Chamber **Conferences & Programs**

The Princeton Mercer Regional Chamber is proud to bring **five** statewide conferences to our members and the region's business community, each providing educational opportunities, the ability to promote their business, network, and gain visibility statewide and beyond.

- The New Jersey Conference For Women
- Central New Jersey Real Estate Forecast
- Central New Jersey Regional Healthcare Symposium
- Central New Jersey Young Professionals Summit
- The Albert Einstein Memorial Lecture Series



The Chamber also includes **eight** distinct programs which bring unique events to our members.

- Central NJ Nonprofit Council
- Independent Business Alliance
- Real Estate Business Alliance
- Trenton Economic Development Program
- Legislative Committee
- Princeton Mercer Young Professionals
- Social Responsibilities & Workplace Cultures Forum
- Women in Business Alliance

Sustaining Sponsors are the lifeblood of our Chamber, allowing us to provide all members with opportunities to learn, connect, and build their business. In exchange, these sponsors receive tailored benefits packages that build their visibility and brand reputation in our region.

Chairman's Executive Leadership Council

- Bristol Myers Squibb
- PSE&G
- NJM Insurance Group
- First Bank
- Withum
- Northfield Bank
- RWJ University Hospital Hamilton
- Capital Health
- Penn Medicine Princeton Health
- BAPS Swaminarayan Akshardham
- TD Bank
- Philadelphia Lexus Dealers

Platinum Sponsors

- Fox Rothschild, LLP
- Bank of America/Merrill Lynch
- Rue Insurance
- Integris
- Johnson & Johnson
- Szaferman Lakind
- Trenton Ironhawks

Gold Sponsors

- Studio Hillier
- Princeton University
- Blank Rome
- Cure Insurance Arena
- Thomas Edison State University
- Primepoint HR & Payroll
- RWK Consulting, LLC
- Trenton Thunder
- Provident Bank
- VHB
- Mercer County Community College
- Imbue Creative
- 107.7 The Bronc

Silver Sponsors

- Leigh Visual Imaging Solutions
- The Mercadien Group
- Nottingham Insurance
- Engineers Labor-Employer Cooperative
- The Ross-Dulan Group
- Diamond Business Communications
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Bronze Sponsors

- CFO Consulting Partners
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- PNC Bank
- United Way of Greater Mercer County
- CBIZ Borden Perlman
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- Morgan Stanley
- Clark Hill
- The College of New Jersey
- Sharbell Development Corp.
- Hamilton Area YMCA
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- Buy Rite Liquor, Beer & Wine
- CentraState Healthcare Systems
- Santander Bank
- NRG
- Credit Union of New Jersey
- Western Pest Services Princeton
- Bryn Mawr Trust
- New Century Financial Group
- OceanFirst Bank
- Hutchinson

Board of Directors



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United Way of Greater Mercer County



ANGIE TSIRKAS
Senior Vice President
Government Banking
Northfield Bank



DEBORAH VISCONTI, MBA
Chief Revenue Officer
Capital Health

As the oldest regional Chamber in New Jersey, the Princeton Mercer Regional Chamber is primarily focused in five Central New Jersey counties. Membership stretches as far as New York, Pennsylvania, Washington DC, and Canada.

The Princeton Mercer Regional Chamber is committed to supporting our businesses, our community, and our members, and we will continue to do so each day with your support.

Join us, and be a *Champion for Business!*
Together we will succeed!

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Sustaining Program & Event Sponsorship



Princeton Mercer Regional Chamber Annual Sustaining Sponsor Partnership Opportunity

The Sustaining Sponsorship Program is our year-long recognition program for our most important member companies. Limited to a select number of companies at each sponsorship level, recognition is for twelve months in US 1, our website, banner representation, and visibility at all Chamber Membership Luncheons.

Chairman's Executive Leadership Council

This exclusive sponsorship level is limited to companions who are cornerstone organizations leading the Chamber's growth. These select companies provide the Chamber with outstanding funding support, and executive leadership resources.

Prerequisites for membership include:

- **A minimum of \$20,000 in total sponsorship funding for the Chamber**
- **A strong growth commitment to the Central New Jersey Region**

Benefits include all Platinum level benefits **PLUS:**

- ▶ Company individually recognized as Leadership Council Member by Chairman at all Monthly Luncheons
- ▶ Banner Recognition at all thirty-four Chamber core events: **Business before Breakfast, Membership luncheon** and evening **Business after Business**
- ▶ Tickets to attend all thirty-five Chamber core events
- ▶ Prime placement on the home page of the website
- ▶ Enhanced Chairman's Executive Business Circle listing in Chamber directory
- ▶ Complimentary year-round Chamber Member direct mail list and one update
- ▶ Rider University reduced fee MBA credential program for company employees
- ▶ Highlighted in at least 1 monthly feature in Chamber's US 1 spread as **Spotlighted Business**
- ▶ Article in at least one edition of the Chamber's digital magazine, **Modern Business**
- ▶ Free weekly marketing video placement on The Buy Local Connection, powered by YourTownTube
- ▶ Logo listed on All Core Monthly Event webpages
- ▶ Featured News story on one E-Newsletter yearly
- ▶ One dedicated E-blast
- ▶ A seat at the Monthly Executive CEO Roundtable

Sustaining Program & Event Sponsorship

Platinum Level

Prerequisites for membership include:

- **A market value \$15,000 in total sponsorship funding for the Chamber coupled with savings of \$7,500 leaves you paying only \$7,500 for your investment.**

Benefits of the Platinum-Level include:

- ▶ Industry Level Platinum recognition on Chamber banner at all regular scheduled monthly breakfast & lunch events with verbal recognition for your company and acknowledgement from podium
- ▶ Platinum Sponsorship with link prominently placed on website homepage, sponsorship page and US 1 with over 100,000 impressions.
- ▶ Monthly Luncheon attendance for one member with three guests
- ▶ Business Before Business attendance for one member with three guests
- ▶ Business After Business attendance for one member with three guests
- ▶ Company sponsorship level prominent & highlighted monthly in US1
- ▶ Enhanced Platinum listing & prominent placement in Chamber directory
- ▶ Rider University reduced fee MBA credential program for company employees
- ▶ Premium listing on Chamber web directory & direct links to your website
- ▶ Platinum Sponsorship logo (with link) highlighted on Sponsorship page
- ▶ Complimentary Chamber Member direct mail list with one update
- ▶ Free weekly marketing video placement on The Buy Local Connection, powered by YourTownTube
- ▶ One dedicated Eblast
- ▶ A seat at the Monthly Executive CEO Roundtable
- ▶ Logo listed on All Core Monthly Event Webpages

Gold Level

Prerequisites for membership include:

- **A market value \$8,600 in total sponsorship funding for the Chamber coupled with savings of \$3,100 leaves you paying only \$5,500 for your investment.**

Benefits of the Gold-Level include:

- ▶ Gold Sponsorship logo on Chamber Banner at monthly lunch events with company recognition from podium
- ▶ Gold Sponsorship logo with enhanced link on homepage and US 1
- ▶ Monthly Luncheon attendance for one member with two guests
- ▶ Business Before Business attendance with one member with two guests
- ▶ Business After Business attendance for one member with two guests
- ▶ Bolded Gold listing recognition in Chamber Directory
- ▶ Rider University reduced fee MBA credential program for company employees
- ▶ Enhanced Gold listing in Chamber online directory (with links)
- ▶ Gold level sponsorship prominently highlighted monthly in US 1
- ▶ Complimentary Chamber Member direct mail list with one update
- ▶ Free weekly marketing video placement on The Buy Local Connection, powered by YourTownTube
- ▶ Logo listed on All Core Monthly Event Webpages

Sustaining Program & Event Sponsorship

Silver Level

Prerequisites for membership include:

- **A market value \$5,590 in total sponsorship funding for the Chamber coupled with savings of \$1,450 leaves you paying only \$4,500 for your investment.**

Benefits of the Silver-Level include:

- ▶ Silver Sponsorship logo on Chamber Banner at Lunch
- ▶ Silver Sponsorship logo with enhanced link on web sponsorship page
- ▶ Monthly Luncheon attendance for one member with one guest
- ▶ Business Before Business attendance for one member with one guest
- ▶ Business After Business attendance for one member with one guest
- ▶ Upgraded Silver level listing in Chamber Directory
- ▶ Rider University reduced MBA credential program for company employees
- ▶ Enhanced listing in Chamber online directory (with links)
- ▶ Silver Sponsorship level acknowledged monthly in US 1
- ▶ Chamber Membership one-time direct mail list
- ▶ Free weekly marketing video placement on the Buy Local Connection, powered by YourTownTube.
- ▶ Logo listed on All Core Monthly Event Webpages

Bronze Level

Prerequisites for membership include:

- **A market value \$3,000 in total sponsorship funding for the Chamber coupled with savings of \$500 leaves you paying only \$2,500 for your investment.**

Benefits of the Bronze-Level include:

- ▶ Bronze Sponsorship level on Chamber banner at Luncheons
- ▶ Bronze Sponsorship logo with enhanced link on web sponsorship page
- ▶ Monthly Luncheon attendance for one member
- ▶ Chamber online directory listing with direct links to your website
- ▶ Business Before Business attendance for one member
- ▶ Business After Business attendance for one member
- ▶ Bronze level acknowledgement in Chamber Directory
- ▶ Chamber Membership one-time direct mail list
- ▶ Free weekly marketing video placement on The Buy Local Connection, powered by YourTownTube
- ▶ Logo listed on All Core Monthly Event Webpages