Pacesetters



PACESETTERS · 2027 PARTNERSHIP & MEMBERSHIP GUIDE

More Ways to Grow With Pacesetters

Standard Membership, the Chapter Council, chapter partnerships, the Mid-Atlantic Business Summit and the Pacesetters Retreat

Category-exclusive in every chapter: one company per industry

ABOUT PACESETTERS

Pacesetters is a business development group of 170+ member companies across four chapters: Annapolis, Baltimore, Washington DC and Frederick. The group is built around what business owners can do for each other's bottom lines, not just each other's networks.

◆ DIRECT BUSINESS

Members give each other a legitimate chance to win business.

◆ AMPLIFICATION

Members expand awareness of each other's businesses across their networks.

◆ SAVINGS

Members use the group to reduce costs across vendors and services.

Each chapter meets monthly: Baltimore, Annapolis and Frederick at 8:30–10:00 AM, and DC at 10:30 AM–12:00 PM. Three times a year, all four chapters come together at the Mid-Atlantic Business Summit, and twice a year at the Pacesetters Retreat.

170+	4	3	2
member companies	Mid-Atlantic chapters	Summits in 2027	Retreats in 2027

AT A GLANCE: YOUR OPTIONS IN A CHAPTER

Every 2027 option builds on Standard Membership. From there, companies grow their role and visibility in a chapter as Council members or partners.

Presenting Partner — **$5,000 / yr**
The face of the chapter: address every meeting, display table, Council seat, 15% referral share

Breakout Partner — **$3,500 / yr**
Address every meeting, social mentions, Best Practices features, Council seat, 15% referral share

Chapter Council — **$2,500 / yr**
Help lead the chapter: quarterly dinners, a voice in its direction, 12.5% referral share

Standard Membership — **from $900**
Tier 1 $900 · Tier 2 $1,500 · Tier 3 $2,500 (Council seat included) · additional chapters 50% off

STANDARD MEMBERSHIP

Standard Membership is the foundation: a category-exclusive seat in a chapter, priced by company size.

TIER 1

$900 / yr per chapter

Start-ups, solopreneurs and companies under 10 employees

TIER 2

$1,500 / yr per chapter

Companies with 10–49 employees

TIER 3

$2,500 / yr per chapter

50+ employees, or a multi-location or national brand. Chapter Council seat included.

EVERY STANDARD MEMBERSHIP INCLUDES

- ✓ Category exclusivity in the chapter: the only company in your industry
- ✓ Monthly chapter meetings
- ✓ The opportunity to address the group when you join
- ✓ A listing on the chapter's member page and inclusion in the weekly chapter update
- ✓ Complimentary attendance at all three Mid-Atlantic Business Summits
- ✓ A company pass, not a single seat: send whoever makes sense for a given meeting

ADDITIONAL CHAPTERS: 50% OFF

A Tier 1 member in two chapters pays $900 + $450.

TWO-YEAR COMMITMENT: 10% OFF

A two-year Tier 1 membership is $1,620 instead of $1,800. Applies to Standard Membership only.

CHAPTER COUNCIL

The Chapter Council is for companies and organizations that want a hand in leading their chapter. Each chapter aims for a Council of about 8, including its Presenting and Breakout Partners.

WHAT THE COUNCIL RECEIVES

- ◆ Standard Membership, included
- ◆ Four quarterly dinners or happy hours, the evening before a chapter meeting
- ◆ A voice in chapter direction: topics, format and guest speakers
- ◆ A 12.5% share of the first-year fee for each new member the company refers and closes
- ◆ Early access to Summit speaking and panel nominations
- ◆ "Chapter Council" designation on chapter materials

THE INVESTMENT

$2,500 / yr

Per company or organization, Standard Membership included. Tier 3 members hold a Council seat as part of their membership.

UPGRADING

Current Standard members can upgrade at any time, with membership already paid put toward the cost. The seat belongs to the company, not an individual.

CHAPTER PARTNERS

Each chapter has one Presenting Partner and one Breakout Partner. Both include Standard Membership, a Chapter Council seat, a 15% referral share, and the chance to address the group at every meeting.

◆ IN FRONT OF THE ROOM

Address the group at every chapter meeting, with a social media mention after each one.

◆ A SEAT AT THE TABLE

A Chapter Council seat: quarterly dinners and a voice in the chapter's direction.

◆ REWARDED FOR GROWTH

15% of the first-year fee for each new member you refer and close, plus a host seat at each Retreat.

PRESENTING PARTNER

$5,000 / yr

The face of the chapter, with a display table and top billing at every meeting.

BREAKOUT PARTNER

$3,500 / yr

Leads with expertise, through Best Practices features shared with the full chapter.

What's Included	Presenting Partner	Breakout Partner
Seats per chapter	1	1
Standard Membership	Included	Included
Chapter Council seat	Included	Included
Referral share	15% of the first-year fee for each new member referred and closed	15% of the first-year fee for each new member referred and closed
Address the group	At every meeting	At every meeting
Post-meeting visibility	Social media mention after every meeting	Social media mention after every meeting
Display table	At every meeting	—
Weekly chapter update	Featured placement	Regular Best Practices features
Meeting materials	Named as the chapter's Presenting Partner	Featured placement in materials for members and guests
Pacesetters Retreat	One seat per Retreat, as a table host	One seat per Retreat, as a table host
Renewal	First right of refusal	—

Partnerships run two years, with a portion due at signing and the balance in monthly installments. A current member upgrading mid-term is credited for the unused months of their membership.

MID-ATLANTIC BUSINESS SUMMIT

Three times in 2027, all four chapters and invited guests meet in Columbia, MD, for a morning of panels, roundtables and cross-market networking: 250–300 business owners and senior leaders per event.

MARCH 30TH, 2027
Sales Training, Executive Coaching & Personal Development

JUNE 8TH, 2027
Business Development

OCTOBER 5TH, 2027
Spotlight on Non-Profits

Each Summit runs 8:30–11:00 AM. Members attend free; non-members register at $40. Sponsorship is capped at 10 sponsors per event, each category-exclusive at its tier.

SUPPORTING SPONSOR

$2,500 / event

All three events: $6,000. Up to 5 per event. A single-event sponsorship includes Standard Membership in one chapter.

PRESENTING SPONSOR

$5,000 / event

All three events: $12,500. Up to 4 per event.

TITLE PARTNER

$10,000 / event

All three events: $25,000. 1 per event.

What's Included	Title Partner	Presenting Sponsor	Supporting Sponsor
Event communications	Named as the event title	Named	Named
At the event	Formal introduction and closing remarks	Acknowledged at opening	Acknowledged
On-site presence	Display throughout the event	Display table during networking	Collateral at registration
LinkedIn after the event	Co-branded content	Mention	—
Renewal	First right of renewal	—	—
Pacesetters Retreat	$495 Retreat seats	$495 Retreat seats	$495 Retreat seats

SUMMIT + STANDARD MEMBERSHIP

For companies that value Pacesetters but can't attend monthly. A Supporting Sponsorship at a single Summit ($2,500) includes Standard Membership in one chapter: your name in front of all four chapters, and a seat at chapter meetings when you can make it.

PACESETTERS RETREAT

Twice a year, Pacesetters brings peer advisory, executive coaching and sales training together in one working day, open to members and to business leaders outside Pacesetters.

THURSDAY, SEPTEMBER 9, 2027
9:00 AM – 3:00 PM

THURSDAY, NOVEMBER 4, 2027
9:00 AM – 3:00 PM

COLUMBIA, MD
Merriweather Lakehouse (placeholder; venue TBD)

Time	Session	Led by
9:00–9:30 AM	Open networking	
9:30–9:45 AM	Opening remarks	
9:45–10:30 AM	Sales Training Presentation 1	Kyla O'Connell
10:30–11:15 AM	Executive Coaching Presentation 1	Krista Darrell
11:15 AM–12:00 PM	Peer portion: roundtables of 6–8	All four facilitators
12:00–1:00 PM	Lunch remarks and keynote speaker	Keynote speaker
1:00–1:45 PM	Sales Training Presentation 2	Larry Van Sant
1:45–2:30 PM	Executive Coaching Presentation 2	Alexandra Walker
2:30–3:00 PM	Continued networking	

A WORKING DAY, NOT A LONG SUMMIT

- About 60 people, at one assigned peer table all day
- Every presentation is a workshop: 30 minutes of teaching, 15 minutes applying it
- Each attendee brings a current business challenge, submitted at registration
- A 30-day follow-up with your table

Facilitators: Krista Darrell (Verus Vita Advisory), Kyla O'Connell (WIN WIN Sales Training), Alexandra Walker (A Leadership Experience) and Larry Van Sant (Sandler Training).

Seats	Per Retreat
Member	**$595** ($495 early)
Non-member	**$895** ($795 early)
Chapter Council member or Summit sponsor	**$495**
Presenting or Breakout Partner	**Included**

Sponsorship	Per Retreat
Title Retreat Sponsor (1)	**$10,000**
Session Sponsor (up to 3: sales training, executive coaching, peer portion)	**$5,000**
Lunch & Keynote or Networking Sponsor (1 each)	**$2,500**

Early registration closes 30 days before each Retreat. Non-members who join a chapter within 60 days of a Retreat have the $300 difference credited toward their first-year membership. Presenting and Breakout Partners host a peer table at each Retreat.

HOW THE OPTIONS DIFFER

The options differ on two things: how far your name reaches (one chapter or all four), and how often you're in front of the room.

Option	Investment	Reach	In the room	Your voice	Best for
Standard Membership	**from $900 / yr**	1 chapter	Monthly meetings	Address the group when you join	Companies that will show up and build relationships
Chapter Council	**$2,500 / yr**	1 chapter	Monthly, plus quarterly dinners	Shapes chapter direction	Companies and organizations who want to lead
Breakout Partner	**$3,500 / yr**	1 chapter	Every meeting	Address every meeting, plus Best Practices features	Experts who win business by teaching
Presenting Partner	**$5,000 / yr**	1 chapter	Every meeting, display table	Address every meeting, with top billing	Companies that want to be the face of a market
Summit + Standard Membership	**$2,500 / event**	4 chapters, 1 event	Chapter meetings when you can make it	Acknowledged at the Summit	Companies that can't attend monthly
Summit Presenting / Title	**$5,000 / $10,000 per event**	4 chapters, 250–300 attendees	Per event	Opening or closing remarks	Brands wanting cross-market exposure
Retreat Seat	**$595 / seat** $495 early · $895 non-member · $495 Council or Summit sponsor	Members and non-members	One working day, twice a year	Your challenge, worked through by peers	Leaders who want coaching and sales training without a monthly commitment
Retreat Lunch & Keynote or Networking Sponsor	**$2,500 / Retreat**	About 60 leaders, members and non-members	Lunch and keynote, or the networking sessions	Introduces the keynote, or welcomes the networking	Companies wanting a focused, senior audience
Retreat Session Sponsor	**$5,000 / Retreat**	About 60 leaders, members and non-members	Their session, plus one seat	Introduces their sessions	Firms tied to sales, coaching or leadership
Title Retreat Sponsor	**$10,000 / Retreat**	About 60 leaders, members and non-members	All day, display throughout, two seats	Opening and closing remarks	Brands that want to own the day

Ready to find your place in Pacesetters?
Let's talk about which option fits your growth plans for 2027.

Chris Stoner
Pacesetters