

Annual Dinner

Our biggest and most prestigious event, Commerce Lexington Inc. members, as well as community and regional leaders, gather for an evening of networking with colleagues, celebrating the prior year's accomplishments, and taking a look at upcoming priorities. The event also recognizes some of Commerce Lexington's most committed volunteers and young leaders, and provides sponsors with excellent visibility to our largest business-oriented audience of the year.

Date: January 2018

Projected Attendance: 1,000

Contact: Katie Hardwick, 859-226-1608, khardwick@commercelexington.com

Presenting Sponsor at \$15,000 *(limit one presenting sponsor)*

- The event will be referred to as "Sponsor Company" Presents the Commerce Lexington Annual Dinner.
- Recognition as the Presenting Sponsor in all event materials including:
 - Enhanced recognition in video produced for the event
 - Logo and live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
 - Full page ad in the Annual Dinner Program
 - Full color logo displayed in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- Two reserved tables of ten in a preferred location
- Exclusive opportunity to provide promotional items to be placed at each seat (item to be provided by company)
- Company representative introduced at the event and invited to make remarks
- Company provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

Platinum Sponsor at \$7,500 *(limit four platinum sponsors)*

- Recognition as a Platinum Sponsor in all event materials including:
 - Enhanced recognition in video produced for the event
 - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
 - Half page ad in the Annual Dinner Program
 - Listed as Platinum Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table of ten in a preferred location
- Company with a copy of the attendee list for future marketing efforts

Design Sponsor at \$7,500 Value (*limit one design sponsor*)

- Recognition as the Design Sponsor in all event materials including:
 - Recognition in video produced for the event
 - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
 - Half page ad in the Annual Dinner Program
 - Listed as Design Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table of ten in a preferred location
- Company with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Design Sponsorship opportunity

Video Sponsor at \$5,000 (*limit one video sponsor*)

- Recognition as Video Sponsor in all event materials including:
 - Recognition with logo on opening & closing screen of video
 - Recognition through the Annual Dinner video link on the Commerce Lexington website with link to sponsor company
 - Live link to company website included in Commerce Lexington's online event listings
 - ¼ page company ad included in the Annual Dinner Program
 - Listed as Video Sponsor in the *Business Focus* monthly magazine and printed invitation
- One reserved table for ten
- First right of refusal for the annual Video Sponsorship opportunity

Reception Sponsor at \$4,500 (*limit one reception sponsor*)

- Recognition as the Reception Sponsor in all event materials including:
 - Recognition in video produced for event
 - Company name and logo on reception signage
 - Live link to company website included in Commerce Lexington's online event listings
 - Listed as Reception Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table for ten in a preferred location
- Company name and logo printed on beverage napkins
- First right of refusal for the annual Reception Sponsorship opportunity

Gold Sponsor at \$3,500 (*multiple gold sponsorships available*)

- Recognition as a Gold Sponsor in all event materials including:
 - Recognition in video produced for event
 - Live link to company website included in Commerce Lexington's online event listings
 - Listed as Gold Sponsor in the *Business Focus* monthly magazine and printed invitation
- One reserved table for ten

Silver Sponsor at \$2,500 *(multiple silver sponsorships available)*

- Recognition as a Silver Sponsor in all event materials including:
 - Recognition in video produced for event
 - Live link to company website included in Commerce Lexington's online event listings
 - Listed as Silver Sponsor in the *Business Focus* monthly magazine and printed invitation
- Five tickets in a reserved location

Bronze Sponsor at \$1,500 *(multiple bronze sponsorships available)*

- Recognition as a Bronze Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Bronze Sponsor in Commerce Lexington online event listings
 - Listed as Bronze Sponsor in the *Business Focus* monthly magazine and printed invitation
- Five tickets in a reserved location

Entertainment Sponsor at \$2,000 *(limit one entertainment sponsor)*

- Company is recognized as the Entertainment Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Entertainment Sponsor in Commerce Lexington online event listings
 - Listed as Entertainment Sponsor in the *Business Focus* monthly magazine and printed invitation
- Five tickets in a reserved location
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Entertainment Sponsorship opportunity

Invitation and Program Print Sponsor at \$5,000 Value *(limit one print sponsor)*

- Printed invitations & envelopes, quantity: 2,500, 100# gloss cover, full bleed, two sides, full color plus varnish
- Programs, quantity: 1,300, 100# gloss TEXT, full bleed, full color, 10-15 pages

Note: *Due to planning schedule of the event, Commerce Lexington requests a **one week turn-around time for the invitation and program printing from final proof to delivery.***

Benefits for sponsor:

- Company is recognized as the Invitation and Program Print Sponsor in all event materials including:
 - Recognition on the back cover of both the invitation and program
 - Live link to company website included in Commerce Lexington's online event listings
 - Company listed as Invitation and Program Print Sponsor in the *Business Focus* monthly magazine
 - Recognition in video produced for event
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table for ten in a preferred location

In-Kind/Trade Sales Opportunities

- Audio Visual rental. Estimated cost: \$10,000
- Decorations, props, themes. Estimated cost: \$7,500
- Floral arrangements for podium and tables. Estimated cost: \$5,000 Signage. Estimated cost: \$2,000
- Invitation and program design. Estimated cost: \$1,500

Annual Dinner Award Sponsorships

Ambassador of the Year Award Sponsor at \$4,500 *(limit one Ambassador of the Year Award sponsor)*

Commerce Lexington's Ambassador Program is a selective committee of individuals, which serves as a liaison between the staff and the nearly 1,800 member businesses. The award recipient is chosen by their fellow Ambassadors.

- Recognition as Award Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Award Sponsor on Commerce Lexington online event listings
 - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in presenting the award at the dinner
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- First right of refusal for the annual Ambassador Award Sponsorship opportunity

Volunteer of the Year Award Sponsor at \$4,500 *(limit one Volunteer of the Year Award sponsor)*

Commerce Lexington depends a great deal on its volunteers to achieve its goals and objectives throughout the year. The Commerce Lexington Volunteer of the Year honor is presented annually to the person who best demonstrates the volunteer spirit, in both their participation and the effectiveness and outcome of their effort.

- Recognition as Award Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Award Sponsor on Commerce Lexington online event listings
 - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in presenting the award at the dinner
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- First right of refusal for the annual Volunteer Award Sponsorship opportunity

Public Policy Advocate of the Year Award Sponsor at \$4,500 *(limit one Public Policy Advocate Award sponsor)*

The Public Policy Advocate of the Year Award will be given to up to two people at the Commerce Lexington Annual Dinner. The purpose of the award is to highlight the individual(s) who have made a significant investment of their time to advocate at a grassroots level on behalf of Commerce Lexington and its members throughout the year at a local, state and federal level.

- Recognition as Award Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Award Sponsor on Commerce Lexington online event listings
 - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in presenting the award at the dinner
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- First right of refusal for the annual Public Policy Award Sponsorship opportunity

Leadership Lexington Adult Program – Distinguished Leader Award at \$4,500 *(limit one Leadership Lexington Distinguished Leader Award sponsor)*

Members of the current Leadership Lexington class vote for a fellow class member to receive the annual Distinguished Leadership Award. A plaque with the sponsor's name will be presented at the graduation ceremonies in May and will be recognized again at the following Annual Dinner with a presentation by the sponsor. The award also includes a paid registration to the Annual Leadership Visit.

- Recognition as Award Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Award Sponsor on Commerce Lexington online event listings
 - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in presenting the award at the dinner
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- Participation in presenting the award at the Leadership Lexington Graduation event
- First right of refusal for the annual Leadership Lexington Award Sponsorship opportunity

Leadership Lexington Youth Program – Distinguished Leader Award at \$4,500

(limit one Leadership Lexington Youth Distinguished Leader Award sponsor)

Members of the current Leadership Lexington Youth class vote for a fellow class member to receive the annual Distinguished Leadership Award. A plaque with the sponsor's name will be presented at the graduation ceremonies in May and will be recognized again at the following Annual Dinner with a presentation by the sponsor. A \$1,000 scholarship will be funded in sponsor's company name for the recipient of the award. The scholarship funds will be released to the student once he/she graduates from high school.

- Recognition as Award Sponsor in all event materials including:
 - Recognition in video produced for event
 - Listed as Award Sponsor on Commerce Lexington online event listings
 - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in presenting the award at the dinner
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- Participation in presenting the award at the Leadership Lexington Youth Graduation event
- First right of refusal for the annual Leadership Youth Sponsorship opportunity