

Business Link

Our most popular event where members enjoy food and fun in an informal social setting. When space allows, the event also includes a mini-tradeshow, allowing members to display their products and services. These are after work events from 4:30-6:30 that draw a crowd of approximately 100 people and are offered six times each year. Share an evening with your existing network and make new contacts!

2019 Dates: February, April, June, August, October and December

Projected Attendance: 100+

Host Sponsors at \$6,000 cash or a cash/trade combination

Cash Option: Company may pay the sponsorship fee (\$6,000) which includes food for 100+ people and one drink per person as well as an electronic invitation emailed to 4,000 CLX members.

Cash/Trade Option: Company may provide in-kind food for 100+ people and one drink per person (\$4,000 value) and pay \$2,000 cash for the electronic invitation emailed to 4,000 CLX members.

Host sponsorship notes: Contact Liz Bennett (859) 226-1615 for location approval prior to acceptance the contract. With host's approval, Commerce Lexington may offer exhibit space at a rate of \$195 per table payable to Commerce Lexington.

- Recognition as the Host Sponsor in all event materials including:
 - Recognition in Commerce Lexington's electronic marketing with logo and live link
 - Logo prominently displayed on electronic invitation emailed to 4000+ CLX members
 - Full color logo in the *Business Focus* monthly magazine
- Opportunity to host 100+ Commerce Lexington members to promote company
- Ten complimentary admissions for sponsor company representatives and guests

RENEWAL POLICY: In an effort to highlight the many businesses in our membership area we have updated our Business Link renewal policy. Business Links are renewable once, providing the sponsor the opportunity to host this high profile event for 2 consecutive years. Current (2018) host sponsors will be renewable in 2019 only. If an open host sponsorship is not sold within 90 days after the event, the previous sponsor will be given the first opportunity to host for an additional year.

Partner Sponsor at \$1,500 (*limit one partner sponsor per event*)

The ideal partner sponsor is a company that compliments the host sponsor. No competitors will be considered. Before approaching a partner sponsor prospect, contact Liz Bennett for approval. Host sponsor has the right to decline a supporting sponsor.

- Company recognized as Partner Sponsor of event with:
 - Recognition in Commerce Lexington's electronic marketing
 - Recognition in *Business Focus* monthly magazine
 - Listed on electronic invitation sent to all Commerce Lexington members prior to event
 - Complimentary exhibit table with two free admissions to the event