

Business Link

This is 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 over 100 people and are offered six times each year. It's a great way to share an enjoyable evening with your existing network and make new contacts too!

2018 Dates: February, April, June, August, October and December

Projected Attendance: 120+

Contact: Liz Bennett, 859-226-1615, lbennett@commercelexington.com

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 150+ people and one drink per person as well as an electronic invitation that is sent to 4,000 member contacts to promote the event.

Cash/Trade Option: The host sponsor may choose to provide in-kind food for 150+ people and one drink per person (\$4,000 value) and pay \$2,000 cash for the electronic invitation that Commerce Lexington will send to 4,000 member contacts to promote the event.

Other host sponsorship notes: Commerce Lexington Events/Communications Specialist must approve Business Link location prior to acceptance of Winner's Circle contract. With the approval of the host sponsor, Commerce Lexington may choose to offer table top exhibit space when space allows at a rate of \$175 per table payable to Commerce Lexington.

- Recognition as the Host Sponsor in all event materials including:
 - Recognition in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.) with logo and live link
 - Logo prominently displayed on electronic invitation emailed to 4000+ Commerce Lexington members prior to the event
 - 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
- First right of refusal for the annual Host Sponsorship opportunity

Gold Sponsor at \$1,500 *(limit one gold sponsor per event)*

PRESELLING NOTE: *The ideal gold sponsor is a company that compliments the host sponsor. No competitors will be considered. Contact Liz Bennett for approval. Host sponsor has the right to decline a supporting sponsor.*

- Company recognized as Gold Sponsor of event with:
 - Recognition in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.) with logo and live link
 - Recognition in *Business Focus* monthly magazine
 - Listing on electronic invitation emailed to 4000+ Commerce Lexington members prior to the event
- Complimentary exhibit table with two free admissions to the event

Silver Sponsor at \$750 (*limit two silver sponsors*)

PRESELLING NOTE: *The ideal silver sponsor is a company that compliments the host sponsor. No competitors will be considered. Contact Liz Bennett for approval. Host sponsor has the right to decline a supporting sponsor.*

- Company recognized as Silver Sponsor of event with:
 - Recognition in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.) with live link
 - Recognition in *Business Focus* monthly magazine
 - Listing on electronic invitation emailed to 4000+ Commerce Lexington members prior to the event
- Discounted exhibit table with two free admissions to the event

In-Kind/Trade Sales Opportunities

- Design electronic invitation. Estimated cost: \$500 per event
- Table rental. Estimated cost: \$600 per event