

COMMERCE LEXINGTON INC.

EVENT SPONSORSHIPS



COMMERCE LEXINGTON INC. SPONSORSHIP OPPORTUNITIES

Many members value being identified with Commerce Lexington programs and events and view their sponsorship as a win-win opportunity for their company and for Commerce Lexington. For the sponsoring firm, our programs and events are a cost-effective way to target their marketing dollars. For Commerce Lexington Inc., sponsorships are an important source of non-dues income.

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These informal gatherings provide a topical presentation that is relevant to the success of small business owners and other business professionals. A Commerce Lexington member's only event, attendees gather for the purpose of discussing ideas, sharing best practices, and working through challenges faced by independent professionals and small business owners.

Date: Monthly Jan. - May; Sept. - Dec.

Presenting Sponsor at \$2,500

Gold Sponsor at \$750

Ambassador Appreciation Event

Each year a group of volunteers serve on the most active Commerce Lexington committee - the Ambassadors. Ambassadors are made up of member company representatives that make customer service calls on fellow Commerce Lexington members, assist at Commerce Lexington events, and represent the Chamber at new member business ribbon cuttings. Each year they gather with the incoming members of the committee to wish the outgoing members well, enjoy fellowship and networking time with their peers, and introduce the incoming Chair of the Ambassador Committee.

Date: December

Presenting Sponsor at \$500

Gold Sponsor at \$250

An Evening in the Bluegrass Legislative Reception

The focus of this event is to bring members of Commerce Lexington, Central Kentucky's elected officials, local chambers and economic development groups together to discuss and network the issues and needs of Central Kentucky. All state legislators and their staffs will be invited to the reception. Other invitees include the Governor's Office and staff, Commerce Lexington Board of Directors and Trustee Members, and regional business and government leaders. Reach a prestigious audience by becoming a sponsor of this special event.

Date: February

Presenting Sponsor at \$7,500

Platinum Sponsor at \$3,500

Gold Sponsor at \$1,000

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: February

Presenting Sponsor at \$15,000

Platinum Sponsor at \$7,500

Design Sponsor at \$7,500

Video Sponsor at \$5,000

Reception Sponsor at \$4,500

Gold Sponsor at \$3,500

Silver Sponsor at \$2,500

Bronze Sponsor at \$1,500

Entertainment Sponsor at \$2,000

Invitation and Program Print Sponsor at \$5,000 Value

Award Sponsors at \$3,500

Board of Directors & Trustees Luncheon

Commerce Lexington will recognize their outgoing and incoming board of directors at the Annual Board of Directors Luncheon. The December board meeting takes place during the event. This is a key opportunity to network and promote your company with a prestigious group of Commerce Lexington community leaders.

Date: December

Presenting Sponsor at \$5,000

Platinum Sponsor at \$2,500

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 nearly 150 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!

Dates: February, April, June, August, October & December

Host Sponsor at \$5,500 Cash or Cash/Trade Combination Available

Annual Calendar Poster Sponsor at \$3,500



For Information About Sponsoring A Commerce Lexington Program or Event, call (859) 254-4447.

COMMERCE LEXINGTON INC. SPONSORSHIP OPPORTUNITIES

Business on the Green

Whether you're networking with potential clients through a hole sponsorship, entertaining clients by playing, or just enjoying an afternoon outside the office, you won't want to miss Commerce Lexington Inc.'s Business on the Green event. The scramble format allows for maximum enjoyment and enough competition to make it interesting. Hole sponsors enhance the event by providing goodies and contests at nearly every stop.

Date: August

Presenting Sponsor at \$7,500

Platinum Sponsor at \$3,500

Gold Sponsor at \$2,500

Golf Ball Sponsor at \$1,500

Team Photo Sponsor at \$3,000

Practice Greens Sponsor at \$500

Snack / Beverage Cart Sponsor at

\$500 plus snacks

EMERGE

The EMERGE conference engages the next generation leaders of Central Kentucky – our young professionals – to leverage their thoughts, ideas, and strategies for the betterment of our community and region. This full-day event brings together young professionals and entrepreneurs with emerging leaders, business professionals, and community leaders from all walks of life. The day includes a variety of breakout sessions and panel discussions, keynote luncheon speaker, as well as a closing reception at the end of the day. An attendee emerging from this one day summit will have the tools needed to make a robust impact on the region and move forward with their passions and visions.

Date: Spring

Presenting Sponsor at \$10,000

Luncheon Sponsor at \$5,000

Reception Sponsor at \$3,000

Gold Sponsor at \$2,500

Silver Sponsor at \$1,500

Entertainment Sponsor at \$2,000

Good Morning Bluegrass

Throughout the year, topics and issues arise that impact our community and region. Commerce Lexington Inc. incorporates these timely issues/speakers – whether it's a new leader in our community, changes in educational standards for our young people, or something that may be occurring nationally that has far-reaching effects on the local level – into an interactive, talk show-style format entitled Good Morning Bluegrass. Participants not only benefit from this format by being able to ask questions about a particular topic, but sponsors also find great value in having their company's name attached to events that focus on the "hot topics" of the day.

Date: Three per year. Date based on guest availability, approximately one per quarter.

Presenting Sponsor at \$6,000

Gold Sponsor at \$2,500

Silver Sponsor at \$1,500

Small Business Sponsor at \$500

(Available to member companies with 10 or fewer employees)

Kentucky Regional Tour

In 2009, Commerce Lexington Inc. revived a long-ago tradition of visiting other areas of Kentucky to listen and learn from leaders across the state. Now named the Kentucky Regional Tour, we have made visits to far Eastern Kentucky, South Central Kentucky, Central Kentucky and Western Kentucky. During these bus trips, we hear from business and community leaders, mayors and county judges and learn about their communities and the challenges they face with the hopes of identifying common issues on which we can work together and support each other in areas such as economic development and public policy.

Date: Fall

Presenting Sponsor at \$6,000

Platinum Sponsor at \$3,000

Gold Sponsor at \$1,500

Reception & Dinner Sponsor at \$4,500

Luncheon Sponsor at \$3,000

Breakfast Sponsor at \$2,000

Leadership Lexington Sponsorships Adult Program

Leadership Lexington is an eleven month program which educates local professionals about the issues and concerns of the community. Approximately 50 leaders, including corporate professionals, non-profit managers, educators and more are chosen each year to participate in the program. Day sessions provide in-depth education and insight on a community topic such as Economic Development, Growth & Preservation, Education, Health & Human Services and more. Associate your company with this exceptional group for the duration of their Leadership Lexington experience by becoming a Leadership Lexington Sponsor. This is a great way to impact the community with your support of this program and your personal involvement with these emerging leaders.

Date: August - June

Presenting Sponsor at \$7,500

Platinum Sponsor at \$5,000

Bronze Sponsor at \$1,000

Leadership Lexington Youth Class Sponsorship

Leadership Lexington Youth is an eight month program which educates 45 local students about the issues and concerns of their community. Sponsors will be recognized with this class for the duration of their Leadership Lexington Youth experience. This is one of the most exclusive sponsorship opportunities with a maximum of four overall class sponsorships available. This is a highly visible and valuable sponsorship opportunity and a way to impact the community with your personal involvement with these emerging leaders.

Date: September - April

Presenting Sponsor at \$5,000

Platinum Sponsor at \$2,500

Bronze Sponsor at \$1,000

COMMERCE LEXINGTON INC. SPONSORSHIP OPPORTUNITIES

Leadership Visit

For over 70 years, Commerce Lexington's Leadership Visit has helped expose Central Kentucky's leaders to the best ideas of progressive, nationally recognized communities throughout the United States, yielding ideas and lessons that have been applied to the improvement of the Bluegrass Region. This three-day trip has become the most valuable opportunity to bring community leaders, decision makers, and ideas together in order to make positive changes in our community. This is a very unique opportunity that includes the foremost business, education, government, and community representatives of Central Kentucky.

Date: May/June

Presenting Sponsor at \$20,000
Platinum Sponsor at \$7,500
Opening Night Reception at \$8,500
Gold Sponsor at \$6,000
Silver Sponsor at \$3,000
Briefing Book Sponsor at \$4,500
Nametag Sponsor at \$4,500
Transportation Sponsor at \$4,500

Minority Business Development Program

Minority Business Development is becoming more important as the demographic trends, coupled with the implications of globalization continue to impact Lexington and Central Kentucky. With the creation of the Bluegrass Business Development Partnership, the Minority Business Development Department is on the cutting edge of what small businesses need to grow and prosper. Commerce Lexington is enhancing our program with the implementation of a Minority Business Accelerator. The accelerator will deliver a specific set of services to sizeable and scalable minority businesses, with the goal of improving their readiness for growth and opportunities within the overall marketplace. The one-on-one technical assistance, procurement opportunities, and business-model expertise has been a focus of this department for some time, and has yielded great results. Sponsors of the program are part of the effort to promote and sustain self-sufficiency of minority business owners and will reap the benefits of the new energy that has created a strong increase in minority business participation. Commerce Lexington's program has also been very instrumental in facilitating a wide range of procurement relationships between large companies and minority businesses.

Gold Sponsor at \$5,000
Silver Sponsor at \$3,000
Bronze Sponsor at \$1,000
Contributor at \$500

New Member Luncheon

An informal luncheon to welcome new members and show them how to maximize their membership benefits. Also an opportunity for new members to get acquainted with Ambassadors, board members, and Commerce Lexington staff.

Date: February, April, June, August, October, December.

Presenting Sponsor at \$3,500
Gold Sponsor at \$1,500
Food Sponsor at \$3,000

Opportunity Exchange Reception

These receptions, presented through Commerce Lexington's Minority Business Development Program, provide networking opportunities and a forum for an exchange of ideas. These events connect minority business owners with procurement representatives of some of the largest companies in the region. As a sponsor you will support strategic partnerships between Bluegrass companies and minority-owned small businesses.

Date: Two per year

Presenting Sponsor at \$2,500
Gold Sponsor at \$1,000
Silver Sponsor at \$500

Public Policy Luncheons

This event series is a unique opportunity for members and guests to network over lunch and hear from leading State and National officials about current events and critical issues confronting our region, state, and country. Held four times yearly, featured speakers have ranged from U.S. Senate and House delegations, the Governor, and key members of the Kentucky General Assembly. Sponsorships and attendance provide a great opportunity to demonstrate your interest in policy advocacy and public discussion of important issues.

Date: 4 per year

Presenting Sponsor at \$10,000
Platinum Sponsor at \$6,000
Gold Sponsor at \$2,500
Silver Sponsor at \$1,500
Small Business Sponsor at \$750
(Available to member companies with 10 or fewer employees)

Salute to Small Business

Commerce Lexington Inc. began honoring the contributions that small businesses have on our economy in 1986, and since that very first Salute to Small Business event, the impact of small businesses on the global economy has become greater than ever before. In fact, small business owners have accounted for more of the job growth in our country over the last decade than large companies. Be a part of this opportunity to honor these successful businesses by becoming a sponsor.

Date: Fall

Presenting Sponsor at \$7,500
Platinum Sponsor at \$4,500
Gold Sponsor at \$2,500
Silver Sponsor at \$1,500
A Toast to the Winner Sponsor at \$3,500 cash or a cash/trade combination
Video Sponsor at \$3,000
Entertainment Sponsor at \$750
Small Business Sponsor at \$500
(Available to member companies with 10 or fewer employees)
Invitation and Program Print Sponsor at \$3,000 Value

Washington Fly-In

The Bluegrass Region's Annual DC Fly-In is comprised of Central Kentucky's leaders from the business community, non-profit sector, post-secondary institutions and local elected officials who travel to Washington, D.C. to meet with Kentucky's Congressional delegation to advocate on behalf of the region's federal legislative agenda. In addition to meeting with Kentucky's delegation, the DC Fly-In affords participants the opportunity to hear from various leaders and policy experts on Capitol Hill over a two-day period. The annual Fly-In is also highlighted by the "Kentuckians in Washington Annual Summer Reception" that gathers DC friends and Central Kentuckians currently living in Washington, D.C. together for a time of networking and socializing.

Date: July

Presenting Sponsor at \$7,500
Platinum Sponsor at \$4,000
Gold Sponsor at \$2,500
Silver Sponsor at \$1,500

Kentuckians in Washington Annual Summer Reception

Event attracts approximately 200 distinguished guests including our DC Fly-In delegates, congressional Members and their staffs, members of the Kentucky Society of Washington and other friends of Central Kentucky. This upscale reception is a wonderful opportunity to network with a DC crowd with strong Central Kentucky ties.

Date: July (event held during the Washington Fly-In)

Presenting Sponsor at \$7,500

Platinum Sponsor at \$5,000

Gold Sponsor at \$3,500

The Winner's Circle Campaign Sponsors

Commerce Lexington's Winner's Circle total resource development program is an innovative program that enlists nearly 100 business professionals as volunteers to actively promote the organization's programs, events and services. Volunteers seek to bring in new memberships, renewals, event sponsorships, in-kind support, and publication sponsorships. During the Winner's Circle Campaign, the volunteers will gather at special events including training sessions, Kickoff, Roundups, and a Victory Celebration at the end of the campaign. Sponsors will find a variety of opportunities to show their support for The Winner's Circle volunteers.

**Date: August-November,
February (Victory Trip)**

Campaign Manual at \$1,500

Volunteer Gift Sponsor at \$1,500

Weekly E-Mail Newsletter Sponsor at \$2,500

Victory Edition Brochure at \$1,500

Volunteer Training Sponsor at \$1,500

Kickoff Event Sponsor at \$3,000

Team Captain Luncheon Series Sponsor at \$1,000

Mid Campaign Luncheon Sponsor at \$2,500

Victory Celebration Sponsor at \$3,000

Victory Trip Get Acquainted Dinner Sponsor at \$1,000

Victory Trip Opening Night Dinner Sponsor at \$1,000



For Information about Sponsoring A Commerce Lexington Program or Event, Contact Lynda Bebrowsky at (859) 226-1611 or lbebrowsky@CommerceLexington.com.