

# Leadership Visit

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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 to make positive changes in our community. This is a unique opportunity that includes the foremost business, education, government, and community representatives of Central Kentucky.

**Date:** May/June 2019

**Projected Attendance:** 185

## **Presenting Sponsor at \$20,000** (*limit one presenting sponsor*)

- Event will be referred to as "*Sponsor Company*" Presents Leadership Visit
- Recognition as a Presenting Sponsor in all event materials including:
  - Top billing on event signage, PowerPoints, etc. used throughout the trip
  - Company logo prominently displayed in all the trip's materials (briefing book, agenda, post-event report, etc.)
  - Logo and live link to company website included in Commerce Lexington's electronic marketing Full page company ad to appear in the briefing books provided to all attendees
  - Full color logo displayed in the *Business Focus* monthly magazine
- Company representative is invited to serve on the Leadership Visit Steering Committee
- Opportunity to send one representative complimentary on the trip
- Opportunity to send a second representative on the trip at half price
- Company representative invited to welcome the attendees at the opening session and make remarks on the closing day.
- Recognition and promotion for any pre and post trip events and planning meetings that take place
- First right of refusal for the annual Presenting Sponsorship opportunity

## **Platinum Sponsor at \$7,500** (*limited availability*)

- Recognition as a Platinum Sponsor in all event materials including:
  - Company logo on event signage, PowerPoints, etc. used throughout the trip
  - Company logo included in all trip materials (briefing book, agenda, post event report, etc.)
  - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company listed in the *Business Focus* monthly magazine
- Opportunity to send one representative complimentary on the trip
- Opportunity for one company representative to address the attendees at an assigned keynote/general session
- Recognition and promotion for any pre and post trip events and planning meetings that take place

## **Opening Night Reception Sponsor at \$8,500** *(limit one reception sponsor)*

- Recognition as the Opening Night Reception Sponsor in all event materials including:
  - Top billing on event signage and recognition on trip materials (briefing book, agenda, etc.)
  - Exclusive recognition on separate Opening Night Reception Invitation
  - Company name with a live link displayed on Commerce Lexington website
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company listed in the *Business Focus* monthly magazine
- Opportunity to send one representative complimentary on the trip
- Opportunity for one company representative to address the attendees at an assigned general session
- Beverage napkins printed with sponsor name
- Recognition and promotion for any pre and post trip events and planning meetings that take place
- First right of refusal for the annual Opening Night Reception Sponsorship opportunity

## **Gold Sponsor at \$3,500** *(limited availability)*

- Recognition as a Gold Sponsor in all event materials including:
  - Company logo displayed on event signage used throughout the trip
  - Company logo included on all trip materials (briefing book, agenda, etc.)
  - Company name with a live link displayed on Commerce Lexington website
  - Quarter page company ad to appear in the briefing books provided to all attendees
  - Company listed in the *Business Focus* monthly magazine
- Recognition as sponsor of a designated elective tour or breakout and opportunity to provide a promotional item for tour/breakout participants (item to be provided by sponsor)

## **Briefing Book Sponsor at \$4,500** *(limit one briefing book sponsor)*

- Recognition as the Briefing Book Sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company logo included on all the trip's materials (briefing book, agenda, etc.)
  - Enhanced recognition on briefing books provided to all attendees
  - Full page company ad to appear in the briefing books provided to all attendees
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- First right of refusal for the annual Briefing Book Sponsorship opportunity

## **Name Badge Sponsor at \$4,500** *(limit one name badge sponsor)*

- Recognition as the Nametag Sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company name on all nametags/lanyards worn throughout the trip by all attendees
  - Company listed on all the trip's materials (briefing book, agenda, etc.)
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- Opportunity to provide insert for back of nametag (insert to be provided by company)
- First right of refusal for the annual Name Badge Sponsorship opportunity

# Leadership Visit

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## **Wi-Fi – Text Alert Sponsor: \$4,500** *(limit one Wi-Fi – text alert sponsor)*

The Leadership Visit is all about producing the opportunity to make connections. As the 'official' Leadership Visit Wi-Fi – Text Alert sponsor, you'll not only be helping participants connect more quickly to information and materials during our sessions, but your company will gain great visibility throughout the trip in front of a very targeted audience.

- Recognition as the Wi-Fi – Text Alert sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company name will be used in the Wi-Fi password to obtain wireless connections. (Based on availability)
  - Wi-Fi log-in instructions include sponsor company name to be displayed in meeting room and in materials
  - Company recognized as sponsor on the Text Alert Registration Confirmation message and once each day during the trip
  - Company listed on all trip materials (briefing book, agenda, etc.)
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- First right of refusal for the annual Wi-Fi – Text Alert Sponsorship opportunity

## **Bank Dinner Sponsor at \$3,000** *(available to Commerce Lexington member banks only)*

The Bank Dinner is where our member banks join forces to sponsor a first-class event for the 200+ distinguished Leadership Visit attendees. The event is held on the second evening of the trip.

- Recognition as a Bank Dinner sponsor includes:
  - An invitation to the dinner will be included in attendee packets to promote participating Bank Sponsors
  - Recognition for your institution at the event
  - Company name displayed on print & electronic marketing materials
  - Company logo displayed on event signage
  - Company name included on all trip materials (binder/briefing book, agenda, etc.)
  - Company name with a live link displayed on Commerce Lexington website