

# Salute to Small Business Luncheon

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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 2017

**Projected Attendance:** 350-400

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

## **Presenting Sponsor at \$7,500** (*limit one presenting sponsor*)

- The event will be referred to as "*Sponsor Company*"Presents the Salute to Small Business Luncheon
- Recognition as the Presenting Sponsor in all event materials including:
  - Recognition in video produced for event
  - Logo and live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Full page company ad included in the Salute to Small Business program
  - Full color logo displayed in the *Business Focus* monthly magazine
- Company representative is invited to serve as a judge for the Salute to Small Business awards
- Exclusive opportunity to provide promotional items to be placed at each seat (item to be provided by company)
- Company may display materials at the luncheon on a sponsor display table
- Company representative introduced at the event and invited to make remarks
- Company representative invited to present award to recipient onsite and at luncheon (onsite award presentation will be highlighted on event video)
- One reserved table for ten in a preferred location
- 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 \$4,500** (*limit 4 platinum sponsors*)

- Recognition as a Platinum Sponsor in all event materials including:
  - Recognition in video produced for event
  - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Half page company ad included in the Salute to Small Business program
  - Listing in the *Business Focus* monthly magazine
- Company representative is invited to serve as a judge for the Salute to Small Business awards
- Company may display materials at the luncheon on a sponsor display table
- One reserved table for ten in a preferred location
- Company provided with a copy of the attendee list for future marketing efforts

**Gold Sponsor at \$2,500** *(multiple gold sponsorships available)*

- Recognition as a Gold Sponsor in all event materials including:
  - Recognition in video produced for event
  - Company listed as Gold Sponsor with live link on Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- One reserved table for ten in a preferred location

**Silver Sponsor at \$1,500** *(multiple silver sponsorships available)*

- Recognition as a Silver Sponsor in all event materials including:
  - Recognition in video produced for event
  - Company listed as Silver Sponsor in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Five complimentary tickets to the luncheon

**Small Business Sponsors at \$500** *(Multiple small business sponsorships are available. Available to member companies with 10 or fewer employees)*

- Recognition as a Small Business Sponsor in all event materials including:
  - Recognition in video produced for event
  - Company listed as Small Business Sponsor in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Two complimentary tickets to the luncheon

**Video Sponsor at \$3,000** *(limit one video sponsor)*

- Recognition as Video Sponsor in all event materials including:
  - Recognition in video produced for event
  - Recognition through the Salute to Small Business video link on the Commerce Lexington website with link to sponsor company
  - Company recognized on opening & closing screen of video with company logo
  - Company listed as Video Sponsor with live link in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Five complimentary tickets to the luncheon
- First right of refusal for the annual Video Sponsorship opportunity

**Entertainment Sponsor at \$750** *(limit one entertainment sponsor)*

- Recognition as the Entertainment Sponsor in all event materials including:
  - Recognition in video produced for event
  - Company listed as Entertainment Sponsor in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Two complimentary tickets to the luncheon
- First right of refusal for the annual Entertainment Sponsorship opportunity

### **Invitation and Program Print Sponsor at \$3,000 Value** *(limit one print sponsor)*

- Printed invitations & envelopes, quantity: 2,500, 100# gloss cover, full bleed, two sides, full color plus varnish
- Programs, quantity: 450, 100# gloss TEXT, full bleed, full color, 8-12 pages

#### Benefits for sponsor:

- Recognition as the Invitation and Program Print Sponsor in all event materials including:
  - Recognition in video produced for event
  - Recognition on the back cover of both the invitation and program
  - Company listed as Invitation and Program Print Sponsor with live link in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Company representative invited to serve as a judge for the Salute to Small Business awards
- Five complimentary tickets to the luncheon
- First right of refusal for the annual Invitation and Program Print Sponsorship opportunity

### **Toast to the Winner Sponsor at \$3,500 cash or a cash/trade combination**

*(limit one Toast to the Winner sponsor)*

**Cash Option:** Company may pay the sponsorship fee (\$3,500) which includes upscale food and open bar (including Champagne Toast) for 75-100 people and other event expenses.

**Cash/Trade Option:** The host sponsor may choose to provide in-kind food and beverage as described above for 75-100 people and pay \$1,000 cash to Commerce Lexington for invitations, decorations and other event expenses.

- Recognition as the Toast to the Winner Sponsor in all event materials including:
  - Recognition in video produced for event
  - Logo prominently displayed on all event signage and printed invitation
  - Company listed as Toast to the Winner Sponsor with live link in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Company representative introduced at the Toast to the Winner Reception and invited to make welcome remarks
- Exclusive opportunity to provide a promotional item to the attendees at the Toast to the Winner Reception (item to be provided by company)
- Five invitations to attend the Salute to Small Business Luncheon
- First right of refusal for the annual Toast to the Winner Sponsorship opportunity

### **In-Kind/Trade Sales Opportunities**

- Audio visual equipment and setup. Estimated cost: \$5,000
- Awards. Estimated cost: \$1,000
- Invitation and program design. Estimated value: \$1,000
- Signage. Estimated cost: \$1,000
- Decorations – floral. Estimated cost: \$2,000
- Decorations – props. Estimated cost: \$1,500