

# SPOTLIGHT

---

SPOTLIGHT (formerly known as Good Morning Bluegrass) is a series to inform, educate, and shed light on topics, key issues, and opportunities within the Bluegrass Region. Participants not only benefit 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, dates based on speaker availability

**Projected Attendance:** 150-175 per event

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

## **Presenting Sponsor at \$6,000** (*limit one presenting sponsor for the series*)

- The series will be referred to as "*Sponsor Company*"Presents SPOTLIGHT
- Recognition as the Presenting Sponsor in all event materials including:
  - Program produced for the event
  - Logo and live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Full color logo displayed in the *Business Focus* monthly magazine
- Opportunity to provide promotional items to be placed at each seat (item to be provided by company)
- Company representative introduced at each event and invited to make remarks
- Complimentary table of eight
- Company may display materials at each event on a sponsor display table
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

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

- Recognition as a Gold Sponsor in all event materials including:
  - Program produced for the event
  - Live link to company website included in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Four complimentary registrations to each event
- Company may display materials at each event on a shared sponsor display table

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

- Recognition as a Silver Sponsor in all event materials including:
  - Program produced for the event
  - Company listed as Silver Sponsor in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Two complimentary registrations to each event
- Company may display materials at each event on a shared sponsor display table

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

- Recognition as a Small Business Sponsor in all event materials including:
  - Program produced for the event
  - Company listed as Small Business Sponsor in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Two complimentary registrations to each event
- Company may display materials at each event on a shared sponsor display table

**Exhibitor Table at \$195** *(multiple exhibitor tables available)*

- Recognition as an Exhibitor in the program produced for the event
- 8 foot skirted table and two chairs provided
- One complimentary registration to each event

**In-Kind/Trade Sales Opportunities**

- Food and beverage. Estimated cost: \$3,500 per event
- Signage. Estimated cost: \$300