

Winner's Circle Campaign Sponsors

Commerce Lexington's Winner's Circle total resource development program enlists business professionals as volunteers to actively promote the organization's programs, events and services. Volunteers secure new memberships, renewals, event & publication sponsorships, and in-kind support. During the Winner's Circle Campaign, the volunteers gather at special events including training sessions, Kickoff, Reward Socials, 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.

Sales opportunities for upcoming and future campaigns

Contact: Lynda Bebrowsky, 859-226-1611, lbebrowsky@commercelexington.com

Winner's Circle Campaign Manual and Website at \$2,500 *(limit one sponsor)*

- Recognition with a four-color one-page advertisement on back and spine of the manual
- Company logo displayed on each webpage of the campaign website, hyperlinked to company website
- Enhanced directory listing on Commerce Lexington online business directory for one year (\$149 value)
- First right of refusal for the annual Campaign Manual and Website Sponsorship opportunity

Kickoff Event Sponsor at \$3,000 *(limit one kickoff event sponsor; Approximately 100 attendees)*

Company may be an in-kind sponsor by hosting the kickoff event and providing location, food, beverage, and equipment. NOTE: Must contact Katie Hardwick before confirming sponsorship.

- Recognition as the Kickoff Event Sponsor in all event materials including:
 - Logo included on invitation sent to 200 volunteers and Commerce Lexington leadership
 - Company recognized on event signage
- Company representative introduced at the event and invited to make remarks
- Company brochure or item may be placed at each seat (item provided by sponsor)
- 5 company representatives invited to the Kick-Off Event.
- First right of refusal for the annual Kickoff Event Sponsorship opportunity

Volunteer Orientation Event Sponsor at \$1,500 *(limit one orientation sponsor; approximately 60-75 attendees)*

Company may be an in-kind sponsor by hosting the orientation and providing location, food, beverage, and equipment. NOTE: Must contact Katie Hardwick before confirming sponsorship.

- Recognition as the Volunteer Orientation Event Sponsor in all event materials
- Company representative introduced at the event and invited to make remarks
- Company brochure or item to be placed at each seat (item provided by sponsor)
- Company recognized on event signage
- First right of refusal for the annual Volunteer Orientation Sponsorship opportunity



Multiple
years
available.

Reward Social Sponsor (Breakfast - \$500; After-hours - \$2,000. Five reward social sponsorships available; approximately 40-50 attendees per event)

Company may be an in-kind sponsor by hosting the reward socials and providing location, food, beverage, and equipment. NOTE: Must contact Katie Hardwick before confirming sponsorship.

- Recognition as the Reward Social Sponsor in all event materials
- Company representative introduced at the event and invited to make remarks
- Company brochure or item to be placed at each seat (item provided by sponsor)

Team Captain Luncheon Series Sponsor at \$1,000 (limit one luncheon sponsor; Approximately 30 people)

Team Captains will meet three-four times during the campaign to discuss challenges, leads, issues, and strategies. We are seeking hosts or cash sponsors for these events. A great way to show off your place of business!

- Recognition as the Team Captain Luncheon Sponsor in all materials developed for the Campaign
- Company representative introduced and invited to make welcome remarks
- Company brochure or promotional item may be placed at each seat (item provided by sponsor)
- First right of refusal for the annual Team Captain Luncheon Series Sponsorship opportunity

Mid Campaign Luncheon Catering Sponsor at \$1,000 (limit one catering sponsor)

Company will provide food and beverages for approximately 100 attendees.

- Recognition as the Mid Campaign Luncheon Catering Sponsor in all event materials including:
 - Logo included on printed invitation
 - Logo included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
- Exclusive opportunity to provide a promotional item to the attendees (item provided by sponsor)
- Company representative introduced at the event and invited to make welcome remarks
- Five invitations to attend the event
- Company may display materials on a sponsor table
- First right of refusal for the annual Mid Campaign Luncheon Catering Sponsorship opportunity

Victory Celebration Sponsor at \$3,000 (limit one victory event sponsor; Approximately 100 attendees)

Company may be an in-kind sponsor by hosting the Victory Celebration and providing location, food, beverage, and equipment.

Volunteers and guests attend the Victory Celebration as representatives from Commerce Lexington congratulate the group on a job well done. Campaign trip winners are announced and final totals and achievements are revealed.

- Recognition as the Victory Celebration Sponsor in all event materials including:
 - Logo included on invitation sent to 200 volunteers and Commerce Lexington leadership
 - Company recognized on event signage
- Company representative introduced at the event and invited to make remarks
- Company brochure or item may be placed at each seat (item provided by sponsor)
- Reserved table of ten at the event
- First right of refusal for the annual Victory Celebration Sponsorship opportunity

Trip Get Acquainted Event Sponsor at \$1,000 *(limit one dinner sponsor; approximately 50-60 attendees)*

The event is held about 2 weeks prior to departure and allows attendees to get acquainted and pick up trip materials. Company may be an in-kind sponsor by hosting the Get Acquainted Event and providing location, food, beverage, and equipment.

- Recognition as the Trip Get Acquainted Event Sponsor in all materials produced for the campaign with:
 - Logo included on Event Invitation
- Company representative introduced at the event and invited to make remarks
- First right of refusal for the annual Trip Get Acquainted Sponsorship opportunity

Trip Opening Night Dinner Sponsor at \$2,500 *(limit one dinner sponsor; approximately 50-60 attendees). This event is held onsite at selected resort.*

- Recognition as the Trip Opening Night Dinner Sponsor in all materials produced for the campaign with:
 - Logo included on Dinner Invitation that is delivered upon arrival
 - Exclusive opportunity to provide favor/gift at each seat (item provided by sponsor)
- First right of refusal for the annual Trip Opening Night Dinner Sponsorship opportunity