

WINNER'S CIRCLE RENEWAL POLICY

One of the best things about Winner's Circle is the renewal policy for all things secured in the campaign. Volunteers are encouraged and rewarded for renewing their sales from the previous campaign. This is not only a benefit for the volunteer by providing a base of sales to build on year-to-year but it is a great benefit to the campaign in that it assures a great retention rate for our membership and our sponsorship sales.

Membership Renewals

We will automatically generate a renewal invoice for membership renewals on their renewal date, which is one year from their activation. This is for both regular as well as trustee upgrades. Contact with our members is very important. Members want to know that we value their participation and investment in Commerce Lexington. As the volunteer that enrolled or upgraded the member, we encourage you to contact them at renewal time to check-in, inquire if they have been pleased with their participation, thank them for their investment and invite them to renew. Dana Zinger, Assistant Vice President, Membership Development will provide you with the renewal date for each of your member sales and a copy of their renewal notice for you to use in your follow-up efforts.

Sponsorship/Publication and In-kind Renewals – *Deadline September 2, 2020*

We have also enjoyed a good retention rate for our sponsorship sales. The solid value of the marketing opportunity provided in these products and the great volunteer-prospect relationship have ensured a high occurrence of the sponsors re-contracting year to year. Our exclusive and limited sponsorship opportunities such as Presenting Levels, Platinum Levels, Business Link hosts and any other sponsorship, in-kind or advertising placement that is noted in the manual as exclusive or limited enjoy a first right of refusal until a designated deadline.

Last year's sponsors must renew by September 1, 2020 in order to secure their spot.

Volunteers must submit an updated contract by the renewal deadline. Please contact your sponsors as early as possible. Our sponsors value their sponsorships and do not want to miss their opportunity to exercise their first right of refusal. The manual indicates if there is a renewal pending on an event.

We will notify all volunteers when a sponsorship is either confirmed or becomes open for sale. Access the latest updates by visiting **www.clxwinnerscircle.com**.

If you have any questions concerning the renewal of your membership, sponsorship, publication or in-kind agreement – please contact Lynda Bebrowsky at lbebrowsky@commercelexington.com or 859-226-1611.