

2021

# MANUAL & PRODUCT CATALOG

Catalog updated as of 3/10/22.

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Greetings Winner's Circle Volunteers,

It is hard to believe that it's almost time to begin another Winner's Circle journey together. I was honored to Chair last year's COVID-modified effort, which we were able to conduct in the midst of a pandemic and all of the uncertainty that came with it. The selflessness exhibited by our volunteers made all the difference, and I can't thank you enough for your support of this annual initiative. When all was said and done, the campaign produced nearly \$670,000 in membership and sponsorship sales. Given the circumstances, this was simply remarkable!

Thank you for participating in the upcoming 19th year of the Winner's Circle campaign. This program continues to be instrumental in the success of Commerce Lexington, enabling us to enhance programs and services for the members.

I'm very excited to return as Chair of the Winner's Circle in 2021, and I expect we'll get to have a lot of fun that we missed last year. On behalf of the Commerce Lexington Board and staff, thank you for your continued support.

I can't wait to get started, and I look forward to working with you.

Sincerely,



Becky Reinhold  
Bluegrass Sotheby's International Realty



## About Winner's Circle

Winner's Circle is our annual volunteer driven revenue (sales) campaign. Member volunteers recruit new members, upgrade existing members, and secure event sponsors, publication advertising and trade agreements. Volunteers are rewarded for their hard work in the campaign. The program is referred to as a "total resource campaign", meaning that it allows volunteers to promote the complete menu of Commerce Lexington's resources available to the business community; membership, upgraded membership (providing an extra level of exposure), and marketing through event and publication sponsorship. **Winner's Circle has produced \$12 million in the last 19 years.** The dollars raised in the annual Winner's Circle campaign represent 30% of the Chamber operating budget. Leading this year's initiative is Becky Reinhold of Bluegrass Sotheby's International Realty, who will serve a second term as Chair of the Winner's Circle program. The Winner's Circle program provides a great opportunity for member companies to find marketing opportunities and sponsorships that meet their promotional needs and budget. The 2021 Campaign will kick-off on August 20<sup>th</sup> and run until early December. The deadline for WC 2021 sales may vary based on progress to target.

### Winner's Circle 2021 Chair

Becky Reinhold  
Bluegrass Sotheby's International Realty  
Phone: (859) 338-1838

### 2021 Chairman of Commerce Lexington Inc. Board of Directors

Ray Daniels, President, Equity Solutions Group

### Full Board List

<https://www.commercelexington.com/board-of-directors1.html>

### COMMERCE LEXINGTON INC. STAFF:

Bob Quick, President and CEO  
Phone: (859) 226-1616

Lynda Bebrowsky, Executive VP, Membership & Engagement  
Phone: (859) 226-1611 | Fax: (859) 233-3304

### Full Staff List

<https://www.commercelexington.com/commerce-lexington-staff.html>

### 2021 Winner's Circle Program Volunteers

The following teams of volunteers help Commerce Lexington secure the memberships, event sponsorships and publication advertisers that will help secure the organization in 2022 and ensure our efforts; including programs and resources remain valuable to our members and our community.

### Winner's Circle Teams

5/3 Bank – Todd Sallee  
Ambassadors – Cheryl Eadens  
(Bluegrass Office Systems)  
Central Bank – Mark Ruddell  
City National – Victoria Carling  
Columbia Gas – Lisa Smith  
Community Trust Bank – Jeannine Petell  
Forcht Bank – Houston Hall  
Friends of Commerce Lexington – Kathy  
Edwards (Lexmark)  
Leadership Lexington Alumni – Tony Bonner  
(Dinsmore)  
PNC – David Kidd

Republic Bank – Tamara McCain/Camden  
Skidmore  
Stablemate Creative – Kelly Johns  
Unified Trust/American Trust – Abby Vaughn  
University of Kentucky – Lisa Greer  
WesBanco – Jeff Koonce



## Joining Commerce Lexington

### Our Story

For Commerce Lexington, it's a story that started over 135 years ago. Although it was incorporated in 1881, the origins of the chamber of commerce in Lexington have been traced back to 1797, when John Postlethwait convened a meeting of the Lexington Society for the Promotion of Emigration. Commerce Lexington Inc. was formed in January 2004 with the merger of the Greater Lexington Chamber of Commerce, Lexington United, and the Lexington Partnership for Workforce Development.

### Our Mission

Commerce Lexington Inc. seeks to promote economic development, job creation, and overall business growth in Lexington and its neighboring communities, while strengthening its existing businesses through the many programs and services that the organization offers. It was created to provide more continuity and enhanced focus in the areas of business, economic development, and workforce development.

### Who We Are

As a voluntary, non-profit organization, Commerce Lexington is dependent on the dues investments it receives from businesses and professional firms for most of its operating budget. Membership prospects include the large and long-established businesses and the many small and new businesses in our community.

### How Commerce Lexington Inc. Works for You

As a member of Commerce Lexington, not only do business owners receive benefits that help their business grow, but their investment also strengthens the organization's commitment to advancing the Bluegrass business community and the area's quality of life. From representation at all levels of government to informative small business targeted programs to great marketing opportunities in various publications to educational and professional development opportunities, and even networking events, Commerce Lexington seeks to provide members with the information they need to make their business a success.

### The First Step

Check to see if the company is already a member by consulting our [on-line directory](#). Before contacting member prospects, volunteers should email [dflickinger@commercelexington.com](mailto:dflickinger@commercelexington.com) or [dwilson@commercelexington.com](mailto:dwilson@commercelexington.com) to check the status of the account. Dawn or Diana will confirm if the account is already being actively worked by a fellow volunteer or an Account Executive. If it is already being worked, the volunteer will not need to work that prospect. If it is not, we will flag the account with the volunteer's name so that it is secure for the duration of the campaign. At the conclusion of the campaign dates, all volunteer names will be removed from the prospect so that it is available for sale by any representative.

### Dues Structure

Commerce Lexington's investment levels are based on the size of the company. This is determined by counting the total number of employees in a business. Membership investments must be paid in full at the time of application. See current structure below.

Level 1 – Entrepreneur (1-4 employees)	\$395 annually
Level 2 – Small Business (5-29 employees)	\$575 annually
Level 3 – Corporate (30-74 employees)	\$795 annually
Level 4 – Executive (75–100 employees)	\$1000 annually

Any business over 100 employees would automatically be calculated as a Premier Partner. Please contact a Commerce Lexington representative to learn more about the Premier Partner Program.

# Commerce Lexington Winner's Circle Membership Application

**Contact Information (as it should appear in the online directory)**

**Firm Name:** \_\_\_\_\_

**Main Contact: (Mr/Ms/Dr)** \_\_\_\_\_  
First MI Last

**Title:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_  
Suite

**City/State/Zip:** \_\_\_\_\_  
City State Zip

**Billing Address:** \_\_\_\_\_ **City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Toll Free:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Additional Representative** *(additional representatives will receive E-Mail news updates).*

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**#of Employees:** \_\_\_\_\_ **Business Website Address:** \_\_\_\_\_

**Online Business Directory Category:** \_\_\_\_\_

*\*For a complete listing of available categories, please go to [www.commercelexington.com](http://www.commercelexington.com), Business Directory, and select "All Categories" from the top menu. Listings must be specific to your business.*

**Please choose all that apply** (Optional--for internal tracking purposes & for inclusion in our Minority Business Directory)

Minority or Female owned: Yes      No      (choose only if more than 50% minority or female owned)

(please specify)

**Annual Dues:** \$ \_\_\_\_\_ Payment Method    Check    Visa    MC    AMEX    Discover

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_ Billing Zip: \_\_\_\_\_ CSV: \_\_\_\_\_

Name (on card) \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Dues to Commerce Lexington are not deductible as a charitable deduction but may be deductible as an ordinary and necessary business expense. A portion of dues, however, is not deductible as a business expense because of the organization's lobbying activity. The non-deductible portion is 5%. Commerce Lexington's federal tax ID number is 61-0258800. Please see your tax accountant for more information.

**Volunteer:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**For Office Use Only**

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_



## Commerce Lexington 2021 Membership Investment Structure

Entrepreneur (1-4 employees)	\$395 annually
Small Business (5-29 employees)	\$575 annually
Corporate (30-74 employees)	\$795 annually
Executive (75-100 employees)	\$1000 annually
Premier Partner Program (100+)	Contact a Commerce Representative

**Any business with over 100 employees would automatically be calculated as a Premier Partner. Please contact a Commerce Lexington representative for more information on this investment level.**

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### **REMINDER:**

Before contacting member prospects, volunteers should email Dawn Flickinger at [dflickinger@commercelexington.com](mailto:dflickinger@commercelexington.com) or Diana Wilson at [dwilson@commercelexington.com](mailto:dwilson@commercelexington.com) to check the status of the account. Dawn or Diana will confirm if the account is already being actively worked by a fellow volunteer or an Account Executive. If it is already being worked, the volunteer will not need to work that prospect. If it is not, we will flag the account with the volunteer's name so that it is secure for the duration of the campaign. At the conclusion of the campaign dates, all volunteer names will be removed from the prospect so that it is available for sale by any representative.



@330

Held every other month | Projected Attendance: 30-40

These informal "members only" events provide a topical presentation relevant to the success of both small and large businesses. A presenter or panel will speak for about an hour and incorporate questions from participants throughout that time. These events have currently moved to a successful virtual format via Zoom. Virtual events have seen much success in reaching an even wider audience and will continue virtually for the foreseeable future. Topics may include: Marketing, Social Media, Personal Development, Sales, Networking and Management and more.



Sponsorship	Presenting	Gold
Sponsorship price	\$3,000	\$750
Number of sponsors	Limit 1	Unlimited
Opportunity to make remarks	✓	
Recognition on CLX website	Logo, live link	Company name, live link
Recognition on digital communications	Logo, live link	Company name, live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name
Event Contact: Liz Bennett – <a href="mailto:lbennett@commercelexington.com">lbennett@commercelexington.com</a> or 859-226-1615.		

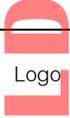


# An Evening with Commerce Lexington

April 2022 | Projected Attendance: 1,000



Our biggest and most prestigious event, Commerce Lexington Inc. members, as well as community and regional leaders, gather for an evening of networking with colleagues, celebrating the prior year’s accomplishments, and taking a look at upcoming priorities. It’s been called “the Super Bowl of networking and celebrating the business community.” The event also recognizes some of Commerce Lexington’s most committed volunteers and provides sponsors with excellent visibility in front of our largest business-oriented audience of the year.

Sponsorship		Presenting	Platinum	Gold	Silver	Bronze
Main Event Sponsorships	Sponsorship price	\$20,000	\$7,500	\$4,500	\$2,500	\$1,500
	Number of sponsors	Limit 1	Limit 4	Unlimited	Unlimited	Unlimited
	Recognition on event signage and video	Enhanced recognition	Enhanced recognition	Logo	Logo	Logo
	Recognition on Electronic Marketing	Logo and live link	Company name and live link			
	Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name and live link	Company name and live link	Company name
	Recognition in <i>Business Focus</i> monthly magazine and printed invitation & program	 Logo	Company name	Company name	Company name	Company name
	Representative on Planning Committee		✓			
	Opportunity to make remarks					
	Opportunity to provide promotional items	At each seat				
	Number of comp attendees	16	8	8	4	4
	Ad in event program	Full page	Half page			
	Company provided with attendee list	✓	✓			
	First right of refusal for future events	✓	✓			



An Evening with Commerce Lexington continued

	Sponsorship	Design	Video	Reception	Entertainment	Invitation & Program Print*
Specialty Sponsorships	Sponsorship price	\$7,500	\$5,000	\$6,000	\$2,500	\$5,000 value
	Number of sponsors	Limit 1	Limit 1	Limit 1	Limit 1	Limit 1
	Recognition on event signage and video	Logo	Enhanced recognition on video	Logo	Logo	Logo
	Recognition on Commerce Lexington website	Company name and live link	Enhanced recognition and live link	Company name and live link	Company name	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine and printed event invitation & program	Company name	Company name	Company name	Company name	Enhanced recognition
	Representative on Planning Committee	✓	✓	✓	✓	✓
	Number of comp attendees	8	8	8	4	4
	Ad in event program	Half page	¼ page			
	Company provided with attendee list	✓				
	First right of refusal for future events	✓	✓	✓	✓	✓
	Other sponsorship benefits				Company logo on beverage napkins at reception	Enhanced recognition during entertainment portion

	Sponsorship	Volunteer of the Year	Community Impact
Award Sponsorships	Sponsorship price	\$5,000	\$5,000
	Number of sponsors	Limit 1	Limit 1
	Recognition on event signage and video	Logo	Logo
	Recognition on Commerce Lexington website	Company name	Company name
	Recognition in <i>Business Focus</i> monthly magazine and printed event invitation & program	Company name	Company name
	Representative participates in award presentation	✓	✓
	Number of comp attendees	2	2
	Sponsor logo engraved on award	✓	✓
	First right of refusal for future events	✓	✓

Event Contact: Angela Carlos – [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com) or 859-226-1608



# Board of Directors & Trustees Luncheon

December 2022 | Projected Attendance: 100

Commerce Lexington recognizes outgoing and incoming board of directors at the Annual Board of Directors and Trustees Luncheon. The December board meeting takes place during the event. This is a key opportunity to network and promote your company with a prestigious group of Commerce Lexington community leaders. In addition, Trustee members of Commerce Lexington are invited to this event. This event can be sold for both years.



Sponsorship	Presenting	Platinum
Sponsorship price	\$5,000	\$2,500
Number of sponsors	Limited to 1	Limited to 4
Invitation to event	5	2
Opportunity to make remarks	✓	
Recognition on invitation	Logo	Company name
Recognition on event signage or PowerPoint slide show	Logo	Company name
Recognition on printed program	Logo	Company name
Opportunity to provide promotional products	✓	
Opportunity to display materials on a sponsor table	✓	✓
First right of refusal for future events	✓	✓
Event Contact: Angela Carlos – <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1618		



# Business Link

Held quarterly | Projected Attendance: 100+

Our most popular event where members enjoy food and networking in an informal social setting. When space allows, the event also includes a mini-tradeshow, allowing members to purchase a display table to market their products and services. Business Links run from 4:00 – 6:00pm and draw a crowd of approximately 100 people. They are offered quarterly (dates are decided on with the event sponsor), however Commerce Lexington reserves the right to change the number of available Business Links annually.



Sponsorship	Host*	Partner**
Sponsorship price	\$6,000	\$1,500
Number of sponsors	Limit 1	Limit 1
Opportunity to host 100+ guests	✓	
Opportunity to make remarks	✓	
Recognition on CLX website	Logo and live link	Company name, live link
Recognition on digital communications	Logo and live link	Company name, live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Logo
Recognition on electronic invitation	Logo	Logo
Exhibitor space	✓	✓
Complimentary registrations	10	2

Event Contact: Liz Bennett - [lbennett@commercelexington.com](mailto:lbennett@commercelexington.com) or 859-226-1615

**\*HOST SPONSOR NOTES:**

Cash Option: Company may pay the sponsorship fee (\$6,000) which includes food for 100+ people and one drink per person as well as an electronic invitation emailed to 4,000 CLX members.

Cash/Trade Option: Company may provide in-kind food and room rentals needed for 100+ people and exhibitors and provide one complimentary drink per person (\$5,000 value). Company will also pay \$1,000 cash for the electronic invitation emailed to 4,000 CLX members.

Event contact must approve host location prior to acceptance the contract. With host's approval, Commerce Lexington may offer exhibit space at a rate of \$149 per table payable to Commerce Lexington.

\*\*The ideal partner sponsor is a company that compliments the host sponsor. No competitors will be considered. Before approaching a partner sponsor prospect, event contact must approve. Host sponsor has the right to decline a supporting sponsor.



# Central Kentucky Day at the Capitol

February 2023

The focus of this event is to provide an opportunity for advocacy, relationship building and issue education in Frankfort during the 2022 General Assembly. During the day-long event, business and community leaders from Central Kentucky, local and state elected officials, local chambers and economic development groups will come together in Frankfort to discuss state policy issues of importance to the region. During the visit, meetings will be held where attendees will interact with state legislators and top-level Executive branch officials and other issue experts. A lunch event will be hosted for attendees in the Capitol Annex. Other invitees to the special legislative lunch include the Governor's Office and staff, Executive Branch officials and all state legislators.



Sponsorship	Presenting	Platinum	Gold
Sponsorship price	\$7,500	\$3,500	\$1,500
Number of sponsors	Limited to 1	Limited to 3	Unlimited
Recognition on Sponsor slide show	Logo	Company name	Company name
Recognition on Invitation	Color logo	Company name	Company name
Recognition on event registration page/CLX website	Logo and live link	Company name, live link	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name
Complimentary attendees	10	5	2
Opportunity to make remarks	Opening & Closing	Speaker Intro	
Ad in briefing book	Full page	Half page	¼ page
First right of refusal for future events	✓	✓	
Event Contact: Angela Carlos - <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1608			



# The Collective Regional Summit

## November 2022

Successful communities have strong regional partnerships among business and community leaders. Regions that effectively work together toward common priorities are better positioned to successfully navigate the challenges of the future and to compete for jobs, talent and state/federal economic relief resources. The Summit provides a “convening event” for leaders interested in exploring the challenges and unique strengths of our region while improving collaboration and setting priorities that advance the regional economy. Many issues, such as infrastructure, workforce development, land accessibility, housing affordability and energy costs, impact Central Kentucky’s competitiveness without regard to county lines. Businesses and community leaders can come together to better understand issues and work toward positive change for the region.



Sponsorship	Presenting	Platinum	Gold	Silver
Sponsorship price	\$15,000	\$5,000	\$2,500	\$1,500
Number of sponsors	Limit 1	Limited Availability	Limited Availability	Limited Availability
Recognition on event signage or slides	Logo	Logo	Company name	Company name
Recognition on CLX website	Logo and live link	Company name and live link	Company name	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name	Company name
Opportunity to make remarks	Opening and closing sessions	Assigned Session		
Complimentary attendees	10	2	2	1
Opportunity to provide promotional items	At each seat			
Exhibitor table at event	✓	✓		
Serve on planning committee	✓	✓		
Ad in Summit Program	Full page	Half page	¼ page	¼ page
Copy of attendee list	✓			
First right of refusal for future events	✓			
Other sponsorship benefits				

Event Contact: Angela Carlos – [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com) or 859-226-1608



The Collective Regional Summit continued

Specialty Sponsorships	Sponsorship	Morning Keynote	Luncheon	Reception	Charging Station	Name Badge
	Sponsorship price	\$5,000	\$6,500	\$4,500	\$3,500	\$3,500
	Number of sponsors	1	1	1	1	1
	Recognition on event signage or slides	Logo	Logo	Logo	Logo	Logo
	Recognition on CLX website	Company name and live link	Company name and live link	Company name and live link	Company name and live link	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine	Company name	Company name	Company name	Company name	Company name
	Opportunity to make remarks	Introduce morning keynote	At luncheon	At reception		
	Complimentary attendees	5	2 conference 8 luncheon	2	2	2
	Opportunity to provide promotional items					
	Exhibitor table at event	✓	✓	✓		
	Serve on planning committee			✓		
	Ad in Summit Program	Half page	Half page	Half page	Quarter page	
	Copy of attendee list	✓				
	First right of refusal for future events	✓	✓	✓	✓	
Other sponsorship benefits				Charging station(s) in event space with sponsor branding	Company name on lanyard & promo insert in back of nametags	



# EMERGE

March 2023 | Projected Attendance: 300

The EMERGE conference engages the next generation leaders of Central Kentucky – our emerging leaders – to provide community education and professional development. This full-day event includes a variety of speakers and panel discussions, a headline keynote speaker, as well as other engaging activities. Attendees emerging from this one-day summit will gain the tools and knowledge needed to make a robust impact on the community and region as they move forward with their passions and visions. EMERGE boasts its own website at [www.emergelexington.com](http://www.emergelexington.com) as well as a Facebook group, Instagram page (@gogrowemerge) and hashtag (#GoGrowEmerge).



Sponsorship	Presenting	Platinum	Gold	Silver
Sponsorship price	\$12,500	\$5,000	\$2,500	\$1,500
Number of sponsors	Limit 1	Limit 3	Unlimited	Unlimited
Recognition on event signage or slides	Logo	Logo	Company name	Company name
Recognition on EMERGE website	Logo and live link	Logo and live link	Logo and live link	Logo and live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Logo	Company name	Company name
Opportunity to make remarks during event	Throughout the event	Introduce session speaker		
Number of comp attendees	8	8	5	2
Serve on planning committee	✓	✓		
Ad in Event Program	Full page	Full page	¼ page	
Copy of attendee list	✓	✓		
First right of refusal for future events	✓	✓		
Event Contact: Angela Carlos – <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1608				



EMERGE continued

Sponsorship		Speaker	Charging Station	After Party	Branding	Name Badge
Specialty Sponsorships	Sponsorship price	\$5,000	\$3,500	\$3,500	\$5,000	\$2,500
	Number of sponsors	Limit 2*	Limit 1	Limit 1	Limit 1	Limit 1
	Recognition on event signage or slides	Logo	Logo	Logo	Logo	Company name
	Recognition on EMERGE website	Logo and live link	Logo and live link	Logo and Live link	Logo and live link	Logo and live link
	Recognition in <i>Business Focus</i> monthly magazine	Company name	Company name	Company name	Company name	Company name
	Opportunity to make remarks during event	Introduce speaker		At after party	Podium recognition	
	Number of comp attendees	8	2	5	8	2
	Serve on planning committee			✓	✓	
	Ad in Event Program	Full page	Quarter page	Half page	Half page	
	Copy of attendee list	✓		✓	✓	
	First right of refusal for future events	✓	✓	✓	✓	✓
	Other sponsorship benefits		Charging station(s) at event will be branded with Sponsor name			Company name on all nametags worn during conference

\*Both Opening Session and Luncheon Speaker sponsorship are available



# Emerging Leaders of the Bluegrass (ELBG)

Commerce Lexington's new initiative focused on development opportunities for young professionals launched in 2020. Programs for Emerging Leader Annual Pass Holders are offered on a continuous basis throughout the year. In its inaugural year, the program flourished even when in-person events became virtual gatherings. ELBG will offer approximately twelve events spread out over the calendar year for young leaders, including professional development, interaction with Lexington's current leaders, networking, and opportunities to learn more about what is happening in our community. Associate your company with Central Kentucky's emerging leaders by becoming a sponsor. This is a great way to impact the community with your support of this program and your personal involvement with this generation.



Sponsorship	Presenting	Platinum	Gold	Silver
Sponsorship price	\$10,000	\$7,500	\$5,000	\$2,500
Number of sponsors	Limited to 1	Limited	Limited	Unlimited
Opportunity to make remarks	At each event	At one event	Verbal recognition at each event	Verbal recognition at each event
Complimentary passes to events	10 total	7 total	5 total	2 total
Recognition on ELBG website and all other digital marketing	Logo and live link	Live link	Live link	Live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name	Company name
Nametag recognition	Logo			
Opportunity to serve on steering committee	✓	✓		
First right of refusal for future events	✓	✓	✓	
Event Contact: Amy Stout – <a href="mailto:astout@commercelexington.com">astout@commercelexington.com</a> or 859-226-1610				



# Leadership Lexington

August 2022 – June 2023

Leadership Lexington is an eleven-month program which educates local professionals about the issues and concerns of the community. Approximately 35 leaders, including corporate professionals, non-profit managers and educators were selected to participate in this exclusive program. Day sessions provide in-depth education and insight on a community topic such as Economic Development, Public Safety, Education, Health & Human Services, Equine and more. Associate your company with this exceptional group for the duration of their Leadership Lexington experience by becoming a Leadership Lexington Sponsor. This is a great way to impact the community with your support of this program and your personal involvement with these emerging leaders. **NOTE: Alumni Celebration takes place on graduation day is for sale for the 2021-22 program year as well.**



Sponsorship	Presenting	Orientation	Breakfast & Welcome	Platinum	Name Badge	Gold	Alumni Celebration
Sponsorship price	\$7,500	\$7,000	\$4,500	\$3,500	\$2,500	\$1,000	\$3,500
Number of sponsors	Limit 1	Limit 1	Limit 1	Limit 5	Limit 1	Limit 10	Limit 1
Opportunity to make remarks	At special events and all day sessions	At orientation	At breakfast at all day sessions	At one day session	At orientation	At one day session	At celebration
Recognition on LL website and other digital media	Logo and live link	Logo and live link	Logo and live link	Logo and live link	Company name and live link	Company name and live link	Logo and live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Logo	Logo	Logo	Company name	Company name	Company name
Recognition at each special class event	✓	✓	✓	✓	✓	✓	✓
Recognition in LL Yearbook	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Ad in LL Yearbook	½ page	½ page	¼ page	¼ page			¼ page
Opportunity to help implement Class Project(s)	✓	✓		✓			
Receive copy of class roster for marketing efforts	✓	✓	✓	✓	✓	✓	✓
First right of refusal for future events	✓	✓	✓	✓	✓	✓	✓
<b>Other benefits</b>	Open invitation to attend any session	Send 2 reps to Orientation Retreat & offer leadership dev. content	Signage at breakfast table for each day session	Invitation to attend one day session	Provide nametag insert, logo on name badges		May provide signage at celebration
Event Contact: Amy Stout – <a href="mailto:astout@commercelexington.com">astout@commercelexington.com</a> or 859-226-1610							



# Leadership Visit

Spring 2022 | Projected Attendance: 185



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. The 2022 trip will take place in Tampa-St. Petersburg.

Sponsorship		Presenting	Platinum	Gold
Main Trip Sponsorships	Sponsorship price	\$20,000	\$8,500	\$3,500
	Number of sponsors	Limit 1	Limit 8	Unlimited
	Recognition on event signage or Sponsor slide show	Logo	Logo	Company name; Recognition at breakout/tour
	Recognition on Electronic Marketing	Logo and live link	Company name and live link	Company name and live link
	Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine	Logo	Company Name	Company Name
	Representative on Steering Committee	✓		
	Opportunity to make remarks	Opening session and closing day	Keynote/ general session	Elective Session
	Opportunity to provide promotional items	✓		
	Recognition on Attendee Name Badge	Logo		
	Number of comp attendees	1 & 1 half price	1	
	Ad in briefing book	Full page	Half page	Quarter page
	First right of refusal for future events	✓	✓	✓



Leadership Visit continued

Social Event Sponsorships	Sponsorship	Opening Night Reception	Bank Dinner
	Sponsorship price	\$10,000	\$3,000
	Number of sponsors	Limit 1	Unlimited to member banks
	Recognition on dinner/reception signage or Sponsor slide show	Logo	Logo
	Recognition on Commerce Lexington website	Company name and live link	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine	Company name	Company name
	Recognition on special invitation to trip attendees	Logo	Company name
	Opportunity to make remarks	✓	
	Number of comp attendees	1	
	Ad in briefing book	Half page	
	First right of refusal for future events	✓	
	Other Sponsorship Benefits	Beverage napkins printed with sponsor logo	Company name on trip and event promotional materials

Specialty Sponsorships	Sponsorship	Briefing Book	Name Badge	Wi-Fi / Text Alert Sponsor	Charging Station Sponsor
	Sponsorship price	\$4,500	\$4,500	\$4,500	\$4,500
	Number of sponsors	Limit 1	Limit 1	Limit 1	Limit 1
	Recognition on event signage or Sponsor slide show	Logo	Logo	Company name	Company name
	Recognition on Commerce Lexington website	Company name and live link	Company name and live link	Company name and live link	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine	Company name	Company name	Company name	Company name
	Recognition on trip materials	Logo	Company name	Logo	Logo
	Ad in briefing book	Enhanced recognition and full page ad	✓	Half page	Half page
	First right of refusal for future events	✓	✓	✓	✓
	Other Sponsorship Benefits		Company name on all lanyards worn throughout the trip and insert for back of nametag	Company name used in wi-fi password and Wi-Fi signage in meeting room; Recognized once each day during trip as sponsor via text alert	Enhanced recognition on charging station signage

Event Contact: Angela Carlos – [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com) or 859-226-1608

To include a trip registration with your sponsorship, contact Angela Carlos for pricing.



# Legislative Appreciation Breakfast

December 2021 | Projected Attendance: 75



The focus of this event is to provide an opportunity for Commerce Lexington members interested in public policy to interact with Central Kentucky state legislators prior to the upcoming General Assembly. During the event, state legislators will discuss issues important to the business community and preview issues likely to be on the agenda for the upcoming legislative session. Invitees include Central Kentucky legislative representatives, Commerce Lexington Board, Trustees and Policy Council Members.

Sponsorship	Presenting	Platinum	Gold
Sponsorship price	\$4,500	\$2,500	\$1,500
Number of sponsors	Limited to 1	Limited Availability	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Company name	Company name
Recognition on Invitation	Color logo	Company name	Company name
Opportunity to make remarks	✓		
Number of attendees invited (Applicable for in-person or hybrid only)	8	5	2
Ad in Legislative Priorities Report	Full page	Half page	¼ page
Copy of attendee list for marketing purposes	✓	✓	
First right of refusal for future events	✓	✓	
Event Contact: Angela Carlos - <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1608			



# Member Mixer

Held Every Other Month | Projected Attendance: 25

These informal “members only” events provide an opportunity for participants to network virtually via Zoom. Participants will introduce themselves and their businesses to one another followed by an opportunity for questions. Commerce Lexington staff will update participants on upcoming member opportunities and ways to get the most from their membership.



Sponsorship	Presenting	Gold
Sponsorship price	\$3,000	\$750
Number of sponsors	Limit 1	Unlimited
Opportunity to make remarks	✓	
Recognition on CLX website	Logo, live link	Company name, live link
Recognition on digital communications	Logo, live link	Company name, live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name
Sponsor recognition at each event	✓	✓
Recognition on social media	✓	✓
Event Contact: Kelly Bates, <a href="mailto:kbates@commercelexington.com">kbates@commercelexington.com</a> or 859-226-1612		



# Minority Business Development Program Sponsors



Minority Business Development is becoming more important as the demographic trends, coupled with the implications of globalization continue to impact Lexington and Central Kentucky. The Minority Business Development Department is on the cutting edge of what small businesses need to grow and prosper. Commerce Lexington has enhanced the program with the implementation of a Minority Business Accelerator. The accelerator delivers specific services to sizeable and scalable minority businesses, improving their readiness for growth and opportunities within the overall marketplace. The one-on-one technical assistance, procurement opportunities, and business-model expertise has been a focus of this department for some time and has yielded great results. The program has also gained notoriety through national seminars and special projects for small businesses during the Covid-19 pandemic. Sponsors of the program are part of the effort to promote and sustain self-sufficiency of minority business owners and will reap the benefits of the new energy that has created a strong increase in minority business participation. Commerce Lexington's program has also been very instrumental in facilitating a wide range of procurement relationships between large companies and minority businesses.

Sponsorship	Gold	Silver	Bronze	Contributor
Sponsorship price	\$5,000	\$3,000	\$1,000	\$500
Number of sponsors	Unlimited	Unlimited	Unlimited	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Company name	Company name	Company name
Recognition in Minority Business Resource Guide	Half page ad	¼ page ad	Company name	Company name
Provided with Minority Business member contact list for marketing	✓	✓		
Opportunity to display promotional items at MBD events	✓	✓	✓	

Event Contact: Tyrone Tyra - [tyra@commercelexington.com](mailto:tyra@commercelexington.com) or 859-226-1625



2019 Minority Business of the Year – Synergy Coach



Opportunity Exchange Reception



# Net90

Spring and Fall 2022 | Projected Attendance: 60

If you don't schmooze, you lose! Commerce Lexington is reintroducing a roundtable networking event, resurrecting the former Mega Marketplace. This premier networking event for business professionals will give members an opportunity to meet prime business contacts in a unique format. This fast paced, intensive event uses a rotation schedule allowing participants to rotate around tables and give a 90 second pitch about their company to others. Participants will make valuable business contacts in a very brief period.



Sponsorship	Presenting	Table	Host*
Sponsorship price	\$3,500	\$300	\$3,500
Number of sponsors	Limit 1	Limit 7	Limit 1
Opportunity to make remarks	✓		✓
# of complimentary attendees	1	1 table moderator	1
Recognition on digital marketing and website	Logo		Logo
Recognition in <i>Business Focus</i> monthly magazine	Logo		Logo
Provide promotional items*	✓		✓
Copy of attendee list for marketing purposes	✓		✓
First right of refusal for future events	✓		✓
Other sponsorship benefits	Complimentary table sponsorship*	Provide table decor	
Event Contact: Angela Carlos - <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1608			



# Opportunity Exchange Reception

Date: Twice per year | Projected Attendance: 70 per event

These receptions, presented through Commerce Lexington's Minority Business Development Program, provide networking opportunities and a forum for an exchange of ideas. They connect minority business owners with procurement representatives of some of the largest companies in the region. As a sponsor you will support strategic partnerships between Bluegrass companies and minority-owned small businesses.



Sponsorship	Presenting	Gold	Silver
Sponsorship price	\$2,500	\$1,000	\$500
Number of sponsors	Limit 1	Unlimited	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Company name	Company name
Recognition on CLX website and registration page	Logo and live link	Company name & live link	Company name
Opportunity to make remarks	✓		
Complimentary attendees at each event	6	3	2
Exhibitor table (if in-person)	1	Shared table	Shared table
Provided with attendee list post-event	✓	✓	
First right of refusal for future events	✓		

Event Contact: Tyrone Tyra - [tyra@commercelexington.com](mailto:tyra@commercelexington.com) or 859-226-1625





# Public Policy Luncheon Series

Four times a year | Projected Attendance: 150-200 per event



This event series is a unique opportunity for members and guests to network over lunch and hear from leading State and National officials about current events and critical issues confronting our region, state, and country. Held four times yearly, featured speakers have ranged from U.S. Senate and House delegations, the Governor, and key members of the Kentucky General Assembly. Sponsorships and attendance provide a great opportunity to demonstrate your interest in policy advocacy and public discussion of important issues.

Sponsorship	Presenting	Platinum	Gold	Silver	Small Business*
Sponsorship price	\$10,000	\$6,000	\$2,500	\$1,500	\$750
Number of sponsors	Limited to 1	Limited to 4	Unlimited	Unlimited	Unlimited
Opportunity to make remarks	✓				
# of complimentary attendees	8	8	5	3	2
Seat at Head Table with speaker	1				
Recognition on digital marketing and/or website	Logo and live link	Live link	Company name	Company name	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name	Company name	Company name
Recognition in Event Program	Logo	Company name	Company name	Company name	Company name
Provide promotional items (in-person events only)	Each seat**	Shared table	Shared table	Shared table	Shared table
First right of refusal for future events	✓	✓			
Event Contact: Angela Carlos - <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1608					
*Small Business Sponsor company must employ 10 or fewer employees			**Items provided by sponsor		



# Salute to Small Business

September 2022 | Projected Attendance: 350-400

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.

Sponsorship	Presenting	Platinum	Gold	Silver	Small Business*	Video	Invitation, Program & Signage Design	Invitation & Program Print**
Sponsorship price	\$7,500	\$4,500	\$2,500	\$1,500	\$500	\$3,000	\$1,250	\$3,000
Number of sponsors	Limit 1	Limit 4	Unlimited	Unlimited	Unlimited	Limit 1	Limit 1	Limit 1
Recognition on event signage and video	Enhanced recognition	Logo	Logo	Logo	Logo	Enhanced recognition	Logo	Logo
Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name	Company name	Company name	Company name and live link	Company name	Company name and live link
Recognition in <i>Business Focus</i> monthly magazine and printed invitation & program	Logo	Company name	Company name	Company name	Company name	Company name	Company name	Enhanced recognition
Company representative invited to judge awards	✓	✓						✓
Opportunity to make remarks	✓							
Opportunity to provide promotional items	At each seat							
Complimentary exhibitor table	✓	✓						
Number of comp attendees	8	8	8	5	2	5	2	5
Ad in event program	Full page	Half page						
Company provided with attendee list	✓	✓						
First right of refusal for future events	✓					✓		✓
Other Sponsorship Benefits	Onsite award presentation to winner; video highlight							

Event Contact: Angela Carlos – [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com) or 859-226-1608

\*Sponsor company must employ ten or fewer employees.

\*\*Sponsor provides 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

SOLD

SOLD

PENDING RENEWAL



# SPOTLIGHT

Date: TBD. Two events per year | Projected Attendance: 100-125 per event

Casually known as the “hot topic” event, SPOTLIGHT 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 topic but sponsors also find great value in having their company’s name attached to events that focus on present relevant topics in the area.



Sponsorship	Presenting	Gold	Small Business*
Sponsorship price	\$5,000	\$1,500	\$500
Number of sponsors	Limit 1	Unlimited	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Company name	Company name
Recognition on CLX website and registration page	Logo and live link	Company name and live link	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name
Recognition in CLX digital marketing for event	Logo and live link	Company name and live link	
Opportunity to make remarks	✓		
Complimentary attendees at each in-person event	8	2	2
Provide promotional items/materials to be distributed at each in-person event	On display table and each seat	Shared table	Shared table
Recognition in event program	Logo	Company Name	Company Name
Provided with attendee list post-event	✓		
First right of refusal for future events	✓		
Event Contact: Angela Carlos - <a href="mailto:acarlos@commercelexington.com">acarlos@commercelexington.com</a> or 859-226-1608			
*Sponsor company must employ ten or fewer employees.			
Exhibitor tables also available for purchase (\$195) at SPOTLIGHT events and include one event registration.			



# Washington Fly-In

July 2022 | Projected Attendance: 50+

The Bluegrass Region's Annual DC Fly-In is comprised of Central Kentucky's leaders from the business community, non-profit sector, education institutions and local elected officials who travel to Washington, D.C. to meet with Kentucky's Congressional delegation to advocate on behalf of the region's federal legislative agenda. In addition to meeting with Kentucky's delegation, the DC Fly-In affords participants the opportunity to hear from various leaders and policy experts on Capitol Hill over a two-day period. The annual Fly-In is also highlighted by the "Kentuckians in Washington Annual Summer Reception" that gathers congressional staff members, colleagues and Central Kentuckians currently living in Washington, D.C. together for a time of networking and socializing.



## Kentuckians in Washington Annual Summer Reception

The annual Fly-In is also highlighted by the "Kentuckians in Washington Annual Summer Reception" that gathers congressional members and staff, colleagues and Central Kentuckians currently living in Washington, D.C. together for a time of networking and socializing. This upscale reception attracts approximately 200 distinguished guests providing is a wonderful opportunity to network with a DC crowd with strong Central Kentucky ties.

Sponsorship	Presenting	Platinum	Gold		Presenting	Gold
Sponsorship price	\$7,500	\$4,500	\$2,000	Kentuckians in Washington Annual Summer Reception	\$7,500	\$3,500
Number of sponsors	Limit 1	Unlimited	Unlimited		Limit 1	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Logo	Logo		Logo*	Company name*
Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name		Logo and live link	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name		Company name	Company name
Opportunity to make remarks	Opening & Closing Session	Assigned session			Opening of reception	
Invitation to serve on planning committee	✓					
Complimentary registration	1	1 at half price			1	
Ad in briefing book	Full page	Quarter page	Quarter page		Full page	
Provide promotional item	✓				At reception	
First right of refusal for future events	✓				✓	
Other sponsorship benefits	Invited to serve on Regional Public Policy Council				Logo on reception invitations	Company name on reception invitations
Event Contact: Lynda Bebrowsky - <a href="mailto:lbewrowsky@commercelexington.com">lbewrowsky@commercelexington.com</a> or 859-226-1611						
*Benefit during reception time period only						



# Winner's Circle Campaign

## Annually in the Fall

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.

Sponsorship	Kickoff Event*	Reward Socials	Mid-Campaign Luncheon	Team Captain Luncheons	Victory Celebration*	Website
Sponsorship price	\$3,000	TBD by location	\$1,000	\$1,000	\$3,000	\$2,500
Number of sponsors	Limit 1	Limit 4	Limit 1	Limit 1	Limit 1	Limit 1
Listing on event signage and/or slides	Logo	Logo	Logo		Logo	
Opportunity to make remarks	✓	✓	✓	✓	✓	
Complimentary attendees at event	5	Unlimited	5		8	
Recognition on campaign website	Logo & live link	Company name	Company name		Logo & live link	Logo, live link on all pages
Recognition on digital event invitations	Logo & live link		Logo & live link		Logo & live link	
Opportunity to provide promotional products	✓		✓	✓	✓	
Other sponsorship benefits			Opportunity to display materials on a sponsor table			Enhanced directory listing on chamber website for a year
Event Contact: Lynda Bebrowsky – <a href="mailto:lbrowsky@commercelexington.com">lbrowsky@commercelexington.com</a> or 859-226-1608.						
*Company may be an in-kind sponsor by hosting the orientation and providing location, food, beverage, and equipment. NOTE: Must contact Angela Carlos before confirming sponsorship.						

Victory Trip Sponsorships	Sponsorship	Victory Trip Get Acquainted Event	Victory Trip Opening Night Dinner
	Sponsorship price	\$1,000	\$2,500
	Number of sponsors	1	1
	Logo on Invitation	✓	✓
	Opportunity to make remarks	✓	✓
	Provide promotional items to attendees	✓	✓
	First right of refusal for future events	✓	✓



## PROMOTIONAL PACKAGE

Cost: \$4,893 (\$5,392 Value)

A bundled package for businesses wanting a variety of means to promote themselves through their Commerce Lexington membership. Includes an enhanced online listing, Business Focus advertising, event sponsorship and an electronic membership list. Realize cost savings by purchasing in a bundled format!

**The Promotional Package includes the following:**

**1/3 Page Full Color Ad in *Business Focus Magazine* for One Quarter (four placements) | (\$2,393 value)**

Commerce Lexington's main communication with the membership is its *Business Focus* magazine, published monthly and featuring articles about upcoming events, programs, education, economic development and public policy. Commerce Lexington surveys have shown that 97% of the membership reads *Business Focus* magazine regularly. Mailed to 5,100 individuals the first week of each month with over 61,000 printed annually. Distributed to business, government, community and educational leaders across 41 Kentucky counties, displayed at Commerce Lexington, and posted on-line at [www.commercelexington.com/publications.html](http://www.commercelexington.com/publications.html). **Note:** Any ad copy design or alterations will be billed by Commerce Lexington Inc. at a rate of \$30 per hour.

Description	Ad Size
1/3 Page, Inside	(SQ) 4.813" x 5" (H) 7.5" x 3.313" (V) 2.5" x 10"

Contact: Mark Turner, 859-226-1606, [mturner@commercelexington.com](mailto:mturner@commercelexington.com).

**Silver Sponsorship – An Evening with Commerce Lexington | (\$2,500 value)**

Our biggest and most prestigious event, Commerce Lexington Inc. members, as well as community and regional leaders, gather once a year for an evening of networking with colleagues, celebrating the prior year's accomplishments, and looking at upcoming priorities. It's been called "the Super Bowl of networking and celebrating the business community." The event also recognizes some of Commerce Lexington's most committed volunteers and provides sponsors with excellent visibility in front of our largest business-oriented audience of the year. **Projected Attendance:** 1,000

**Silver Sponsor Benefits Include:**

- Recognition as a Silver Sponsor in all event materials including:
  - Recognition in video produced for event
  - Live link to company website included in Commerce Lexington's online event listings
  - Listed as Silver Sponsor in the *Business Focus* monthly magazine and printed invitation
- Four complimentary tickets

Contact: Angela Carlos, 859-226-1608, [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com)

### **Complimentary Enhanced Member Listing on [commercelexington.com](http://commercelexington.com) for one year | (\$149 value)**

Inside the on-line Business Directory, each CLX member has their own web directory page for better visibility & more exposure within search engines. Companies with enhanced on-line directory listings stand out more among others in each category.

#### **Features include:**

- Company logo or photo (245w by 160h pixels)
- Description of your business/organization
- Google map showing your business location

### **Complimentary Commerce Lexington Membership List in Electronic Format | (\$350 value)**

An excellent marketing tool, containing contact information for over 1700 member businesses, Commerce Lexington's membership list in an excel format. Includes company name, contact person, phone number, fax number, website address, physical address, employee count, and business category.

### **Complimentary Copy of Commerce Lexington's *Guide to Gaining Media Attention***

This publication is designed to assist businesses and non-profit organizations in utilizing the local media more efficiently. It includes everything from how to structure a news release to what's the best way to contact a media representative, as well as a list of local media outlets.

#### **Package Enhancement Opportunities:**

- **Complimentary** – Ribbon Cutting for new businesses
- **+ \$2,393** - Four additional 1/3-page full color ads in *Business Focus*
- **+ \$1,500** - Add Sponsorship of one of the following:
  - Public Policy Luncheon (Silver)
  - Salute to Small Business Luncheon (Silver)



## PUBLIC POLICY PACKAGE

Cost: \$5,500 (\$6,700 Value)

Public Policy advocacy is an important part of Commerce Lexington's work on behalf of our members and the Central Kentucky business community to be the economic driver for the region. Good economic development requires good public policies be in place at levels of government to enhance the region's competitiveness for jobs. By supporting each of these events, you are helping Commerce Lexington inform and engage its members in the public policy process, and influence officials at the local, state and federal levels of government to support pro-business policies.

### The Public Policy Sponsorship Package includes the following:

#### Public Policy Luncheon Gold Sponsor | (\$2,500 value)

This event series is a unique opportunity for members and guests to network over lunch and hear from leading State and National officials about current events and critical issues confronting our region, state, and country. Events are held 4 times per year and host around 150-200 attendees per event.

#### Gold Sponsor Benefits Include:

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

Contact: Angela Carlos, 859-226-1608, [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com)

#### Central Kentucky Day at the Capitol Gold Sponsor | (\$1,500 value)

During the day-long event, business and community leaders from Central Kentucky, local and state elected officials, local chambers and economic development groups come together in Frankfort to discuss state policy issues of importance to the region. During the visit, meetings are held where attendees interact with state legislators, top-level Executive branch officials and other issue experts. This event is held in February each year and hosts from 75-100 people.

#### Gold Sponsor Benefits Include:

- Recognition as a Gold Sponsor in all event materials including:
  - Company name included on event signage
  - Recognition on invitation
- ¼ company ad to appear in the briefing book provided to all attendees

Contact: Angela Carlos, 859-226-1608, [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com)

**Legislative Appreciation Breakfast Gold Sponsor | (\$1,500 value)**

The focus of this event is to provide an opportunity for Commerce Lexington members interested in public policy to interact with Central Kentucky state legislators prior to the General Assembly. Invitees include Central Kentucky legislative representatives, Commerce Lexington Board, Trustees and Policy Council Members. Approximately 100 people attend this December luncheon.

**Gold Sponsor Benefits Include:**

- Recognition as a Gold Sponsor in all event materials including:
  - Company name included on event signage
  - Recognition on printed invitation
- Two invitations to attend the event
- ¼ Page company ad to appear in the legislative priorities materials

Contact: Angela Carlos, 859-226-1608, [acarlos@commercelexington.com](mailto:acarlos@commercelexington.com)

**Complimentary Public Policy Email Updates/Action Alerts | (\$1,200 value)**

Commerce Lexington relies heavily on e-mail as a tool to get public policy information and alerts to its members and the public at-large. Its Public Policy E-mail Updates and Action Alerts provide timely information about legislative activities, policy decisions, surveys, and events throughout the year. These updates are sent out each Friday during the Legislative Sessions of the Kentucky General Assembly and periodically during the remainder of the year with event notices, action alerts, special sessions, surveys, and other announcements. Emails go out to around 5,000+ people, including local, state and federal officials.

Format: Ad must be in .jpg or .gif format. Ad may be animated. FLASH FILES NOT ACCEPTED.

<p><b>SQUARE BANNER</b> – Side panel of Public Policy Update – and Action Alerts the banner may also include a link to your company’s web site.</p>	<p>Square Banner 200 pixels wide x 200 pixels tall</p>
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Contact: Mark Turner, 859-226-1606, [mturner@commercelexington.com](mailto:mturner@commercelexington.com) for specifications

**Package Enhancement Opportunities:**

- **+ \$2,500** – The Collective – Gold Sponsor

Higher level sponsorships may be available on all policy events, ask your Commerce Lexington representative for details.



# ACCESS Loan Program Brochure

Annual | Updated throughout the year

Since its inception in 2001, Commerce Lexington's ACCESS Loan Program has led to more than \$24 million in financing for the expansion of small and minority-owned businesses in Central Kentucky. It has received regional, statewide, and national recognition. Different than traditional applications for loans, the ACCESS Loan Program brings the financial institutions to the client. Applicants know exactly where they stand when it comes to financing for a business. The ACCESS Loan Brochure is the program's main marketing tool and reaches a regional audience.

Brochure measures 8.5 x 11 inches (folded in half). Over 1,000 are distributed to financial institutions, local and state government economic development offices, including area Chambers of Commerce, Small Business Development Centers, Community Ventures, and organizations throughout the Bluegrass Region participating in the program, which in turn distribute them to potential loan applicants. The program and brochure are targeted to minority, women-owned, and small business entrepreneurs.



Description	Price (per issue)	Ad Size
Ads on outside back cover	\$150 each (full color)	5.0" x 1.5"
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606		

**Access Loan Program**

**Contact:**  
**TYRONE TYRA, VICE PRESIDENT**  
**COMMUNITY & MINORITY**  
**BUSINESS DEVELOPMENT**

**COMMERCES LEXINGTON INC.**  
**ACCESS LOAN PROGRAM**  
**PHONE: (859) 226-1621**  
**FAX: (859) 225-5008**

**The Mission**  
 The Access Loan Program's mission is to provide easier access to the financing and helpful business advice that you need to start or grow your business. This program is committed to fostering economic growth and enhancing business opportunities for minorities, women, and small businesses.

This innovative program has been responsible for about \$18.8 million in financing for the start or expansion of area small businesses since its inception in 2001.

**What is it?**  
 Commerce Lexington and the area's leading banks and financial institutions have teamed up in the Access Loan Program to improve your odds of getting approval for a loan that matches your business needs. There are no guarantees, but you will know what your chances are of securing the credit you desire. The Program will provide valuable feedback from experts in the lending community to assist you in putting together a business plan and gathering information that is important to your success.

**Qualifications:**

- Your business must be in the Greater Lexington area.
- Your business must be for profit.
- Pursuing a loan for a business start-up, an expansion of your current business, the purchase of a franchise, or the purchase of an existing business.
- There is a \$5,000 loan minimum.
- Use of funds must be for working capital, inventory, leasehold improvements, and equipment for commercial use only.

**How to apply:**

- Loan packages available to be picked up and drop off at the Commerce Lexington Inc. office at 330 East Main Street, Lexington, KY 40502.
- There is a \$69.00 application processing fee. (Payable to Commerce Lexington)
- All information provided to the Access Loan Program will be kept confidential.
- Business planning assistance is available FREE through the Bluegrass Small Business Development Center. Call (859) 252-7666 or toll-free 1-888-475-5555 for an appointment.

**Participating Entities:**

- Bank of the Bluegrass & Trust Co.
- Bank of the Bluegrass
- BBBT
- Central Bank & Trust Company
- Chase / J.P. Morgan
- City National Bank
- Community Trust Bank
- Community Ventures Corporation
- Cumberland Valley National Bank
- Field and Main Bank
- Fifth Third Bank
- First State Bank
- Kentucky Bank
- LFUCC Mayo Economic Development
- Limestone Bank
- Park Community Bank
- PNC Community Bank
- Republic Bank
- Small Business Development Center
- South Central Bank
- Town & Country Bank
- Traditional Bank
- US Small Business Administration
- U.S. Bank
- WesBanco

[www.CommerceLexington.com](http://www.CommerceLexington.com)

**ACCESS Loan Program**

PRESENTED BY **TOYOTA**

**KENTUCKY**

A PROGRAM OF **Commerce Lexington**



ADVERTISE

commerce  
lexington  
Winner's Circle

# Business Focus Monthly Magazine

Monthly | Mailed to 5,000 members per month

Commerce Lexington's main communication with the membership is its *Business Focus* magazine, published monthly and featuring articles about upcoming events, programs, education, economic development and public policy. Commerce Lexington surveys have shown that 97% of the membership reads *Business Focus* magazine regularly. With over 60,000 printed annually, this publication is distributed to business, government, community and educational leaders across 41 Kentucky counties, displayed at Commerce Lexington, and posted on-line at [www.commercelexington.com/publications.html](http://www.commercelexington.com/publications.html).

Any ad copy design or alterations will be billed by Commerce Lexington Inc. at a rate of \$30 per hour.

Frequency and Agency discounts must be calculated at the time of purchase/contract in order to apply.

Only Commerce Lexington member agencies are eligible for the agency discount.

Agency: 15% to member agencies only Frequency: 20% for 4- time insertions, 30% for 12-time insertions.



Description	Price (per issue)	Ad Size
Full Page, Inside	\$1,265 b/w \$1,485 color	7.5" x 10" live image area 8.625" x 11.125" w/bleed
Sponsored Content: Advertorial, color *Exclusive to 1 per industry per issue	\$1,485 Full page \$980 Half-page	7.75" W x 9.0" H live image area 7.5" x 4.813" Horiz. only
1/2 Page, Inside	\$760 b/w \$980 color	(H) 7.5" x 4.813" (V) 4.813" x 7.5"
1/3 Page, Inside	\$528 b/w \$748 color	(SQ) 4.813" x 5" (H) 7.5" x 3.313" (V) 2.5" x 10"
1/4 Page, Inside	\$450 b/w \$670 color	(H) 5" x 3.75" (V) 3.75 x 5"
1/6 Page, Inside	\$305 b/w \$495 color	(H) 4.813" x 2.5" (V) 2.313" x 5"

Event Contact: Mark Turner - [mturner@commercelexington.com](mailto:mturner@commercelexington.com) or 859-226-1606



# E-Newsletter Update

Weekly | Emailed to 5,100+ per week



Commerce Lexington's E-Newsletter Update is an electronic marketing piece delivered each week to approximately 5,100+ people. This communication tool provides timely information about upcoming events, policy decisions, programs and services. Intermingled with Commerce Lexington's latest news and events are ads from member businesses. These ads are full color, may be animated and hyperlinked to the advertiser's website.

The E-Newsletter is sent weekly with the exception of weeks containing a holiday in which Commerce Lexington is closed. Ad must be in .jpg or .gif format. Ad may be animated. FLASH FILES NOT ACCEPTED.

Description	Price	Ad Size
TOP BANNER of E-news Weekly provides maximum visibility and can be seen upon entering member's inbox. The banner may also include a link to your company's web site. <b>SOLD</b>	\$7,200 per year \$1,800 per 12 weeks \$600 per month	Full Banner near Top of Page 600 pixels wide x 100 pixels tall
TOWER BANNER in the side bar of E-News- the banner may also include a link to your company's web site	\$1,500 for 12 weeks	Tower Banner 200 pixels wide x 400 pixels tall
SQUARE BANNER on the left side of E-News – the banner may also include a link to your company's web site	\$1,200 per 12 weeks	Square Banner 200 pixels wide x 200 pixels tall
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606		



# Guide to Gaining Media Attention

Published Annually in February | 500 distributed annually to new members and upon request



Measuring 8.5" x 11" this booklet is designed to assist businesses and non-profit organizations in utilizing the local media more efficiently. It includes everything from how to structure a news release to what's the best way to contact a media representative, as well as a list of local media outlets. Notably, promotion of Ribbon Cuttings and Grand Openings is detailed as well as several no-cost marketing options provided as complimentary benefits through chamber membership. Also posted on-line at [www.commercelexington.com/publications.html](http://www.commercelexington.com/publications.html).

Description	Price (per issue)	Ad Size
Outside Back Cover	\$750	8.5" x 11.0" (no bleed)
Inside Front Cover	\$650	8.5" x 11.0" (no bleed)
Inside Back Cover	\$625	8.5" x 11.0" (no bleed)
Half-page ad inside	\$300	7.5" x 5.0" (Horizontal only)

Event Contact: Mark Turner - [mturner@commercelexington.com](mailto:mturner@commercelexington.com) or 859-226-1606



Front Cover



Back Cover

# Guide to the Bluegrass Newcomers Publication

Annual | March 2022

Commerce Lexington Inc.'s Guide to the Bluegrass is focused on making a family's transition to the area an easier one. The COVID-19 pandemic has changed everything, including the information that people need when looking to relocate to a city or community. Not only do people want to know about the cost of living in an area, the quality of schools, housing options, health care, recreational activities and other amenities, but now it will be important to know how a particular city has dealt with and adapted to the pandemic to ensure that both residents and businesses are safe. In addition to the typical important topics of education, housing, health care, and living here, Commerce Lexington Inc.'s 2022 Guide to the Bluegrass newcomer publication will also adapt to the changing time to provide readers with pertinent information related to COVID testing options locally, health and wellness guidance, and resources available to residents for basic needs.



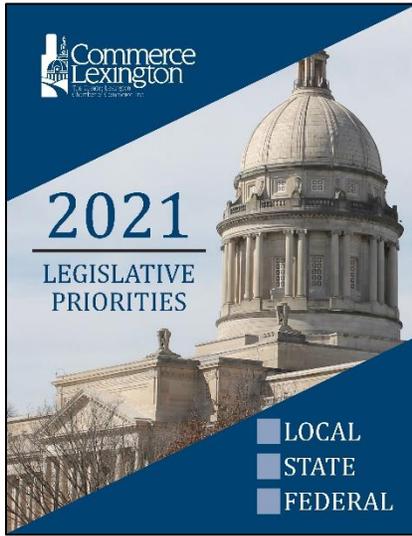
This full-color book is circulated to 6,000 businesses, visitors, and newcomers annually. It is also posted online for download at [www.commercelexington.com/community.html](http://www.commercelexington.com/community.html). Commerce Lexington Inc. member agencies eligible for 15% agency discount on the sale when billing through the agency on behalf of a client. Please apply agency discount at time of contract. Any ad design or alterations done by Commerce Lexington Inc. will be billed at a rate of \$30 per hour.

Description	Cost	Cost if Reserved by Nov. 1	Ad Size(s)
<b>COVERS: (All prices include color)</b>			
Outside Back Cover <b>SOLD</b>	\$3,500	\$3,150	8.5" x 11" Trim size
Inside Front Cover <b>SOLD</b>	\$3,300	\$2,970	8.75" x 11.25" Bleed size
Inside Back Cover	\$3,100	\$2,750	8" x 10.5" Live image area
Full Page Inside	\$2,995	\$2,695	8.5" x 11" Trim size 8.75" x 11.25" Bleed size 8" x 10.5" Live image area
2/3 page	\$2,295	\$1,995	4.688" wide x 10" tall
Half-page (Horizontal only)	\$1,795	\$1,500	7.5" wide x 4.875" tall
1/3 page	\$1,195	\$ 995	(Square) 4.688" x 4.875" (Vertical) 2.25" x 10"
1/4 page	\$ 875	\$ 750	3.75" wide x 4.875" tall
1/6 page	\$ 600	\$ 525	(Horiz.) 4.688" x 2.375" (Vertical) 2.25" x 4.875"
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606			



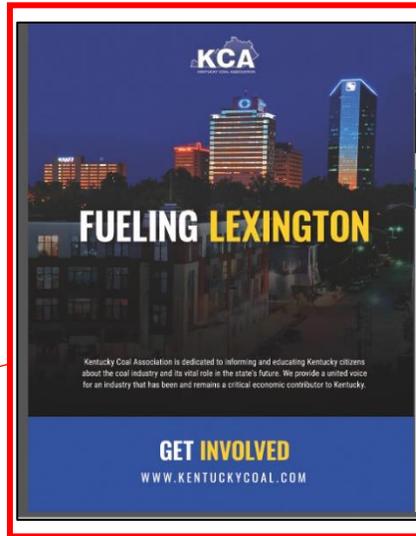
# Legislative Focus

December/January Annually | Circulation: 5,100



Measuring 8.5" x 11" Commerce Lexington's Legislative Guide and Public Policy Statements booklet outlines the organization's policy statements for the upcoming Legislative Session. Each year, Commerce Lexington's Public Policy Council meets to formulate the organization's policy positions on a number of issues – from education to workforce development to taxes and more. Published in the *Business Focus* magazine in December or January, and additional copies are distributed to key leaders in the community as well as those interested in the political and policy-making process. Printed and electronic version available on [www.commercelexington.com](http://www.commercelexington.com).

Example of full page inside front cover ad



Description	Price (per issue)	Ad Size
Outside Back Cover	\$1,500	8.625" x 11.125" (includes bleed)
Inside Front Cover	\$1,250	8.625" x 11.125" (includes bleed)
Inside Back Cover	\$1,100	8.625" x 11.125" (includes bleed)

Event Contact: Mark Turner - [mturner@commercelexington.com](mailto:mturner@commercelexington.com) or 859-226-1606

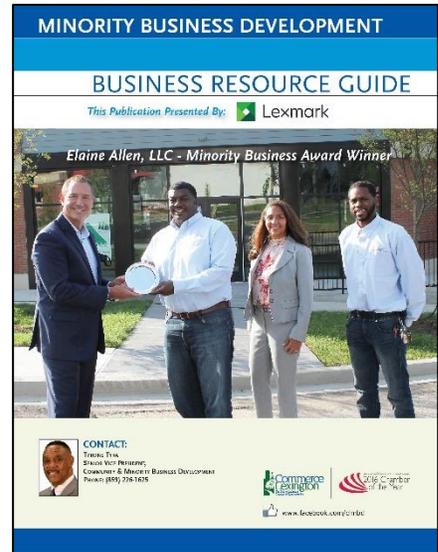


# Minority Business Resource Guide

Updated Annually in June

Commerce Lexington's Minority Business Resource Guide is an important tool for the Minority Business Development Program. In addition to listing the contact information of minority members of Commerce Lexington, it also features programs and services that can benefit minority-owned businesses. It's great for companies looking to do business with minority and women businesses

Around 600+ distributed annually at Commerce Lexington events including the Opportunity Exchange Reception, purchasing directors at the areas larger companies including UK, LFUCG, FCPS, as well as potential applicants to Commerce Lexington's Access Loan Program. Printed and electronic versions online at [www.commercelexington.com](http://www.commercelexington.com).



Description	Price	Ad Size
Outside Back Cover <b>SOLD</b>	\$1,200	8.5" X 11.0" (no bleed)
Inside Front Cover <b>SOLD</b>	\$1,000	8.5" X 11.0" (no bleed)
Inside Back Cover	\$800	8.5" X 11.0" (no bleed)
Half-page ad inside	\$500	7 1/2" x 5"
Quarter-page ad inside	\$250	3 1/2" x 5"
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606		



# New Member Welcome Packet Sponsor

Updated in January Annually

Reach a targeted audience of brand-new Commerce Lexington members by marketing your business on the new member welcome packet cover envelope. All new Commerce Lexington members are mailed a welcome packet that includes a Business Focus, staff directory, and other items to help them get the most out of their membership. Over 350 packages are mailed each year. One sponsor per industry will be accepted. Limit 6 total.



Description	Price
<p><b>Presenting Sponsor</b> - Logo on envelope and insertion of your business flyer or brochure in the package. Company representative invited to attend and be recognized at New Member Orientation events and provided the opportunity to place company brochures at display table. *</p> <p><i>*Applicable when in-person New Member Orientation Events resume.</i></p>	<p>\$1,000</p>
<p>Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606</p>	



# Public Policy E-Mail Updates/Action Alerts

Emailed periodically to 5,200 people

Commerce Lexington relies heavily on e-mail as a tool to get public policy information and alerts to its members and the public at-large. Its Public Policy E-mail Updates and Action Alerts provide timely information about legislative activities, policy decisions, surveys, and events throughout the year. During the session, the e-mail update includes summaries of legislation that could have an impact on business, as well as information about to contact your elected official. Our e-mail distribution list contains 5,200+ people currently, including local, state and federal officials.

E-mails sent weekly during Legislative Sessions of the Kentucky General Assembly and periodically during the remainder of the year with event notices, action alerts, special sessions, surveys, and other announcements. Guaranteed a **Minimum of 12 Policy E-mail Updates**, which includes updates e-mailed weekly during legislative sessions, as well as other updates throughout the year for special sessions, federal and local government issues, plus action alerts as needed. Ad must be in .jpg or .gif format. Ad may be animated. FLASH FILES NOT ACCEPTED.



Description	Price	Ad Size
<b>E-MAIL BANNER</b> - Banner at the <u>TOP</u> of Public Policy Updates and Action Alerts provides maximum visibility and can be seen first upon entering member's inbox. The banner may also include a link to your company's web site.	\$4,800 (Can be pro-rated)	Full Banner 600 pixels wide x 100 pixels tall
<b>TOWER BANNER</b> – Side panel of Public Policy Updates and Action Alerts – the banner may also include a link to your company's web site.	\$1,800 per year	Tower Banner 200 pixels wide x 400 pixels tall
<b>SQUARE BANNER</b> – Side panel of Public Policy Update – and Action Alerts the banner may also include a link to your company's web site.	\$1,200 per year	Square Banner 200 pixels wide x 200 pixels tall
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606		



# Small Business Resource Guide

Updated annually in March



Commerce Lexington's Small Business Resource Guide is a step-by-step plan for starting a small business. This guide is extremely helpful to local entrepreneurs who may have difficulty figuring out where to start. Included in the guide is information about the Bluegrass Small Business Development Center for help creating a business plan, and Commerce Lexington ACCESS Loan contact information.

Printed annually in March, 500 resource guides are printed and are also downloadable online by visiting [www.commercelexington.com](http://www.commercelexington.com).

Description	Price	Ad Size
Outside Back Cover <b>SOLD</b>	\$750	8.5" x 11.0" (No bleed)
Inside Front Cover	\$650	8.5" x 11.0" (No bleed)
Inside Back Cover	\$625	8.5" x 11.0" (No bleed)
Half-page ad inside	\$300	7 1/2" x 5"
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606		



# Website | CommerceLexington.com

Updated annually



CommerceLexington.com puts members in control of their information and enables them to push out news and event notices, update contact information, register for events, and more - all from the convenience of their computer, day or night. Audiences vary, but the vast majority of visitors are people looking to relocate to the Bluegrass. From there, other audiences are Commerce Lexington Inc. member business owners and professionals searching for information about events & programs.

Updated on an ongoing basis. More than 216,000 page views from 109 countries in 2020.

Sponsorship	Platinum Level 1	Platinum Level 2	Platinum Level 3	Gold	Enhanced Listing
Sponsorship price	\$3,200	\$2,400	\$1,800	\$1,200	\$149
Term	1 year	1 year	1 year	1 year	1 year
Digital banner ad	970w x 90h and 300x250 ads rotating throughout site with hyperlink	970w x 90h rotating throughout site with hyperlink	300w x 250h rotating throughout site with hyperlink plus first right-side banner	300w x 250h Second right-side banner rotating with hyperlink	
Enhanced Listing in online directory	2 categories	1 category	1 category	1 category	1 category
Quarterly reports (if requested) on click-through stats	✓	✓	✓		
Event Contact: Mark Turner - <a href="mailto:mturner@commercelexington.com">mturner@commercelexington.com</a> or 859-226-1606					



## In-Kind / Trade Sales

### What qualifies as an in-kind / trade sale?

Products and services that are included in Commerce Lexington's budget will be accepted as an in-kind sale in exchange for an event or publication sponsorship of equal value. Commerce Lexington will not accept a trade for membership or membership upgrade. Trade may also be restricted on premium level sponsorships.

### How are in-kind / trade sales valued?

The value is determined by what Commerce Lexington would have to pay to acquire the product or service at retail price. An equal value in event or publication sponsorship is provided in return. This is the amount of campaign credit given to the volunteer.

### Advance approval is required.

All in-kind products or services **must be approved in advance**. Please be sure to contact staff before committing to a trade agreement. Contact Lynda Bebrowsky, 859-226-1611, [lbebrowsky@commercelexington.com](mailto:lbebrowsky@commercelexington.com) for approval.

### What information is required?

Specifics of all in-kind/trade sale arrangements must be made clear including description of product or service, value, what Commerce Lexington is providing in return (must be included on the contract) the expiration date, (minimum of one year from the date of contract), and any specific restrictions limiting use of trade. **No incomplete contracts will be accepted.**

### Suggested Items

This is Commerce Lexington's suggested list of items that would be welcomed on an in-kind/trade basis. Volunteers are welcome to present other ideas for approval! Please contact Lynda Bebrowsky with questions.

Awards & Plaques  
Bottled Water & Water Dispenser  
Carpet Cleaning  
Catering  
Coffee Service  
Copying Services  
Equipment Rental (tables, chairs, linens)  
Grocery Gift Certificates  
Hotels (catering & hosting services)  
Landscaping Services  
Mailing Services

Office Equipment  
Office Supplies – paper, pens, legal pads  
Paper Goods – napkins, cups, TP  
Printing – Printing – Printing!  
Promotional Items (Gifts too)  
Restaurant (gift cards & catering)  
Sam's Club/Costco  
Signage  
Soft Drinks  
Transportation Services