

Enclosed are printable copies of the general materials that will be helpful to have on-hand when you re meeting with prospects and working on ideas for Winner's Circle selling.

The following sections are included in this packet:

**Membership** – Includes materials that outline benefits of membership and dues structures for all levels; This section also includes the 2-page Membership Promotional piece.

**Events** – Each individual event page and available sponsorships and associated benefits.

**Publication** – Each individual publication and it's available advertising opportunities.

**Promotional Packages** – Flyers for our Small Business, Super Promo, Grand Opening and Public Policy Packages

**Contracts** – Event Sponsorship, Publication, In-Kind, Promotional Package contracts and the Membership Application

**OTHER INFO** – For many more resources including brochures, selling tips, HOT LIST etc, please frequent the website. It is all there to help you be successful.

Happy Selling!

P.S. If you would like for us to print this section or you – just give Melody Friday a shout at [mfriday@commercelexington.com](mailto:mfriday@commercelexington.com) or 859-226-1618. We'll run a color copy and put it at the front desk for you to pick up.



For more information on Membership visit **[www.clxwinnerscircle.com](http://www.clxwinnerscircle.com)** and access the following:

- Member Benefits Overview Brochure
- 2019 Membership Application
- 2019 Commerce Lexington Business Plan
- Benefits that are FREE to CLX Members
- Member 2 Member Discount Program Information
- Internet Marketing Overview
- Trustee Member Benefits Brochure
- Top Investor Photo Piece
- CLX Equine Promo Piece
- Office Depot Printable Discount Card

# MEMBER BENEFITS

*Getting the Most from Commerce Lexington Inc.*



## CONNECT

- SEO listing on the Commerce Lexington Web site
- New members receive recognition in Business Focus magazine and at a Board of Directors meeting
- New Member Orientation Luncheon for new members
- Relationship building opportunities at our many events
- Advertising and marketing opportunities through Commerce Lexington publications
- Inclusion in Commerce Lexington's referral program
- Promote your business through our Member 2 Member Discount Program
- Membership decal & framable certificate

## INFORM

- Access to economic and demographic research and data from Commerce Lexington's Research Director
- Research specialists available for your questions
- Access to Minority Business Development and Economic Development services
- Receive Business Focus, Commerce Lexington's monthly newsletter
- Receive E-News Weekly, Commerce Lexington's weekly email newsletter



## GROW

- Post career opportunities for free in our Job Bank on [commercelexington.com](http://commercelexington.com)
- Be a part of developing our local base of high-tech and industrial businesses
- Reap the benefits of our local industry retention and expansion program
- Be part of improving education in our area and strengthening your future workforce
- Work with other businesses to make our community as strong as possible



Find Member Savings!



## SAVE

- Take advantage of exclusive member discounts, including discounts on health insurance and office supplies through our Member 2 Member Discount Program
- Research services; discounts on Commerce Lexington publications, programs, and events
- Realize a tax deduction – Commerce Lexington membership is 95% tax deductible as a business expense according to the IRS

## ADVOCATE

- Lobbyist and Commerce Lexington staff who represent your business issues in Frankfort, Washington, and locally
- Participate in forums and other meetings with elected officials, including our Public Policy Luncheons, held four times a year
- Opportunity to attend Commerce Lexington's Annual Washington Fly-In



## LEARN

- Participate in @330 - professional development for small business owners
- Utilize the opportunity to apply for Leadership Lexington, a 10-month leadership training and development program
- Utilize the opportunity to apply for Leadership Central Kentucky, a region-wide 10-month leadership training and development program
- Attend Leadership Visit and the Kentucky Regional Tour to study best practices in other communities



Visit [www.commercelexington.com/connect](http://www.commercelexington.com/connect) to join today!



## WHY SHOULD A BUSINESS JOIN COMMERCE LEXINGTON INC.?

### **Connections with Customers, Suppliers and Other Businesses**

- SEO listing on the Commerce Lexington Web site
- New members receive recognition in Business Focus magazine and at a Board of Directors meeting
- New Member Orientation Luncheon for new members
- Relationship building opportunities at our many events
- Advertising and marketing opportunities through Commerce Lexington publications
- Inclusion in Commerce Lexington's referral program
- Promote your business through our Member 2 Member Discount Program
- Membership decal & framable certificate

### **We're The Source of Business Information**

- Access to economic and demographic research and data from Commerce Lexington's Research Director
- Research specialists available for your questions
- Access to Minority Business Development and Economic Development services
- Receive Business Focus, Commerce Lexington's monthly newsletter
- Receive E-News Weekly, Commerce Lexington's weekly email newsletter

### **We're Building & Strengthening the Local Economy**

- Post career opportunities for free in our Job Bank on [commercelexington.com](http://commercelexington.com)
- Be a part of developing our local base of high-tech and industrial businesses
- Reap the benefits of our local industry retention and expansion program
- Be part of improving education in our area and strengthening your future workforce
- Work with other businesses to make our community as strong as possible

### **We're the Voice of the Business Community in Government & Community Issues**

- Lobbyist and Commerce Lexington staff who represent your business issues in Frankfort, Washington, and locally
- Participate in forums and other meetings with elected officials, including our Public Policy Luncheons, held four times a year
- Opportunity to attend Commerce Lexington's Annual Washington Fly-In

### **Money Saving Opportunities:**

- Take advantage of exclusive member discounts, including discounts on health insurance and office supplies through our Member 2 Member Discount Program
- Research services; discounts on Commerce Lexington publications, programs, and events
- Realize a tax deduction – Commerce Lexington membership is 95% tax deductible as a business expense according to the IRS

**Professional Development Opportunities:**

- Participate in @330 - professional development for small business owners
- Utilize the opportunity to apply for Leadership Lexington, a 10-month leadership training and development program
- Utilize the opportunity to apply for Leadership Central Kentucky, a region-wide 10-month leadership training and development program
- Attend Leadership Visit and the Kentucky Regional Tour to study best practices in other communities

**THE FIRST STEP:**

Check to see if the company is already a member by consulting our on-line directory at [www.commercelexington.com](http://www.commercelexington.com), or by calling (859) 226-1600.

**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. Payment options include cash, check, MasterCard, Visa, American Express, or Discover. Checks should be made payable to Commerce Lexington. If payment is by credit card, verify the expiration date and billing zip code and CSV code (three digit number on back of card for V/MC and four digit number on front of card for AMEX).

Your prospective member is welcome to use our online application to join, however, they must put your name in the "referred by" section for you to receive credit for the sale.

**Additional Information****Referred By****How did you hear about us?**

If this part of the application is incomplete, Commerce Lexington staff is unable to determine that it is a volunteer sale and the member will be automatically assigned to an account executive. To ensure you receive credit for your sale, we strongly recommend using the hard copy of the application.

Be careful to complete the application accurately and in full and make sure your name is on the application to ensure volunteer credit for the sale. Commerce Lexington wants to ensure that it delivers what you promise and that begins with getting the company name, contact(s), address, email and telephone information correct.

When determining an investment level for a business, be sure to count the total number of employees.

#### **COMMERCE LEXINGTON INC. INVESTMENT STRUCTURE:**

- |   |                 |
|---|-----------------|
| • Level 1 – Entrepreneur (1-5 employees)        | \$395 annually  |
| • Level 2 – Small Business I (6-10 employees)   | \$485 annually  |
| • Level 3 – Small Business II (11-30 employees) | \$575 annually  |
| • Level 4 – Corporate (30-75 employees)         | \$795 annually  |
| • Level 5 – Executive (75–100 employees)        | \$1000 annually |
| • Level 6 – Enterprise (100-250 employees)      | \$1500 annually |

Any business over 250 employees would automatically be calculated as a trustee investor. Find a list of current Trustees at [www.commercelexington.com](http://www.commercelexington.com).

#### **DIAMOND INVESTORS**

Benefits for Diamond Level Investors include: Recognition in lobby of the Commerce Lexington offices; Pull-up banner showcasing diamond investors at key Commerce Lexington events; Special recognition in the Commerce Lexington Annual Dinner program; Annual visit from the Commerce Lexington executive staff; Recognized on [www.CommerceLexington.com](http://www.CommerceLexington.com); Applicable standard and Trustee benefits apply based on the level of annual dues investment.

#### **TO ENROLL A NEW MEMBER:**

A completed and signed application plus the new member's payment is all it takes to enroll a new member. Commerce Lexington accepts cash, checks, MasterCard, Visa, American Express, and Discover. Instructions for completing the application are located in the Contracts section of this manual.

#### **WHAT HAPPENS AFTER A MEMBER JOINS COMMERCE LEXINGTON INC.?**

- Your member is mailed a comprehensive new member packet that includes information about Commerce Lexington and our member services, a welcome letter from the Membership Director, a Lexington map, a window decal, and several other items. A membership certificate will be mailed out to the new member a couple of weeks after they receive their packet.
- The new member is placed on a mailing list to receive our Business Focus magazine, E-News weekly email newsletter, and will begin receiving event notices.
- Each new member will receive an invitation to the next New Member Orientation, held bi-monthly.

#### **MEMBER RENEWALS**

Since many members join Commerce Lexington based on the relationship they have with their Winner's Circle volunteer, the Winner's Circle Campaign enables you to renew memberships sold in the prior year. If you're a returning volunteer you will receive full credit for renewing the memberships you sold or renewed last year. For a list of your previous membership sales, see your team captain or contact a member of the Commerce Lexington staff.



For more information on Events go to **[www.clxwinnerscircle.com](http://www.clxwinnerscircle.com)** and access the following:

- Individual Event Sheets and Promotional Flyers
- Winner's Circle Renewal Policy
- Event Sponsorships by Category Type
- Event Sponsorships by Price
- Event Sponsorships Opportunities Brochure
- Event Sponsorship Contract



## @330

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These informal gatherings provide a topical presentation relevant to the success of both small and large businesses. Topics may include: Marketing, Social Media, Personal Development, Sales, Networking and Management and more.

**Date:** Held once every other month on the second Tuesday of the month

**Projected Attendance:** 35

**Contact:** Liz Bennett, 859-226-1615, [Lbennett@commercelexington.com](mailto:Lbennett@commercelexington.com)

**Presenting Sponsor at \$3,000** (*limit one presenting sponsor for the series of 6 events*)  
***Renewal pending with Distillery Heights.***

- Each event will be referred to as "Sponsor Company" Presents @330
- Opportunity to provide promotional items to attendees at each seat
- Company representative introduced at each event and is invited to make remarks
- Recognition as the Presenting Sponsor in all event materials including:
  - Logo and live link to company website included in Commerce Lexington's electronic marketing
  - Full color logo displayed in the *Business Focus* monthly magazine
- First right of refusal for the annual Presenting Sponsorship opportunity

### **Gold Sponsor (only available with purchase of Promotional Package)**

- Company representative invited to each event and recognized as a Sponsor
- Recognition as a Sponsor in all event materials including:
  - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Listed as Sponsor in the *Business Focus* monthly magazine
- Company may display materials or promotional items at each event on a shared sponsor table

# Ambassador Appreciation Event

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Each year a group of volunteers serve on the most active Commerce Lexington committee – the Ambassadors. Ambassadors are made up of member company representatives that make customer service calls on fellow Commerce Lexington members, assist at Commerce Lexington events, and represent the Chamber at new member business ribbon cuttings. Each year they gather with the incoming members of the committee to wish the outgoing members well, enjoy fellowship and networking time with their peers, and introduce the incoming Chair of the Ambassador Committee.

**Date:** December 2019

**Projected Attendance:** 25-30

**Contact:** Dana Zinger, 859-226-1607, dzinger@commercelexington.com

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

***Renewal pending with Griffin Gate Marriott Resort and Spa.***

- Recognition as the Presenting Sponsor at the event and on all materials including event invitation and signage
- Recognition at the event as the Presenting Sponsor with company representative introduced and invited to make remarks
- Opportunity to provide promotional items to be displayed at the event
- 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 \$250** *(multiple gold sponsorships available)*

***Renewal pending with TravelHost of the Bluegrass.***

- Recognition as a Gold Sponsor at the event and on all materials including event invitation and signage
- Recognition at the event as a Gold Sponsor
- Company representative is invited to attend the event
- Opportunity to provide promotional items to be displayed at the event

# Annual Dinner

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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 young leaders and provides sponsors with excellent visibility in front of our largest business-oriented audience of the year.

**Date:** January 30, 2020

**Projected Attendance:** 1,000

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$20,000** *(limit one presenting sponsor)*

***Renewal pending with KEMI.***

- The event will be referred to as "Sponsor Company" Presents the Commerce Lexington Annual Dinner.
- Recognition as the Presenting Sponsor in all event materials including:
  - Enhanced recognition in video produced for the event
  - Logo and live link to company website included in Commerce Lexington's electronic marketing
  - Full page ad in the Annual Dinner Program
  - Full color logo displayed in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- Two reserved tables of ten in a preferred location
- Exclusive opportunity to provide promotional items to be placed at each seat (item to be provided by company)
- Company representative introduced at the event and invited to make remarks
- Company provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$7,500** *(limit four platinum sponsors)*

***Renewals pending with Community Trust Bank, Keeneland, Kentucky Utilities and PNC.***

- Recognition as a Platinum Sponsor in all event materials including:
  - Enhanced recognition in video produced for the event
  - Live link to company website included in Commerce Lexington's electronic marketing
  - Half page ad in the Annual Dinner Program
  - Listed as Platinum Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table of ten in a preferred location
- Company provided with a copy of the attendee list for future marketing efforts

# Annual Dinner

*Continued*

## **Design Sponsor at \$7,500 Value** *(limit one design sponsor)*

**Renewal pending with CHI Saint Joseph**

- Recognition as the Design Sponsor in all event materials including:
  - Recognition in video produced for the event
  - Live link to company website included in Commerce Lexington's electronic marketing
  - Half page ad in the Annual Dinner Program
  - Listed as Design Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table of ten in a preferred location
- Company provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Design Sponsorship opportunity

## **Video Sponsor at \$5,000** *(limit one video sponsor)*

**SOLD to Toyota Motor Manufacturing, Kentucky, Inc.**

- Recognition as Video Sponsor in all event materials including:
  - Recognition with logo on opening & closing screen of video
  - Recognition through the Annual Dinner video link on the Commerce Lexington website with link to sponsor company
  - Live link to company website included in Commerce Lexington's online event listings
  - 1/4 page company ad included in the Annual Dinner Program
  - Listed as Video Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table for ten
- First right of refusal for the annual Video Sponsorship opportunity

## **Reception Sponsor at \$4,500** *(limit one reception sponsor)*

**Renewal pending with Bingham Greenebaum Doll LLP.**

- Recognition as the Reception Sponsor in all event materials including:
  - Recognition in video produced for event
  - Company name and logo on reception signage
  - Live link to company website included in Commerce Lexington's online event listings
  - Listed as Reception Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table for ten in a preferred location
- Company name and logo printed on beverage napkins
- First right of refusal for the annual Reception Sponsorship opportunity

## **Gold Sponsor at \$3,500** *(multiple gold sponsorships available)*

- Recognition as a Gold 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 Gold Sponsor in the *Business Focus* monthly magazine and printed invitation
- One reserved table for ten



# Annual Dinner

*Continued*

## **Silver Sponsor at \$2,500** *(multiple silver sponsorships available)*

- 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
- Five tickets in a reserved location

## **Bronze Sponsor at \$1,500** *(multiple bronze sponsorships available)*

- Recognition as a Bronze Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Bronze Sponsor in Commerce Lexington online event listings
  - Listed as Bronze Sponsor in the *Business Focus* monthly magazine and printed invitation
- Five tickets in a reserved location

## **Entertainment Sponsor at \$2,000** *(limit one entertainment sponsor)*

***Renewal pending with Cumberland Valley National Bank.***

- Company is recognized as the Entertainment Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Entertainment Sponsor in Commerce Lexington online event listings
  - Listed as Entertainment Sponsor in the *Business Focus* monthly magazine and printed invitation
- Entertainment will be incorporated into pre-event at registration and company will be recognized as the "Entertainment Sponsor" on signage at performance locations during the event.
- Five tickets in a reserved location
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Entertainment Sponsorship opportunity

## **Invitation and Program Print Sponsor at \$5,000 Value** *(limit one print sponsor)*

***Renewal pending with PrintLEX.***

- Printed invitations & envelopes, quantity: 2,500, 100# gloss cover, full bleed, two sides, full color plus varnish
- Programs, quantity: 1,300, 100# gloss TEXT, full bleed, full color, 10-15 pages

***Note: Due to planning schedule of the event, Commerce Lexington requests a **one week turn-around time for the invitation and program printing from final proof to delivery.*****

- Company is recognized as the Invitation and Program Print Sponsor in all event materials including:
  - Recognition on the back cover of both the invitation and program
  - Live link to company website included in Commerce Lexington's online event listings
  - Company listed as Invitation and Program Print Sponsor in the *Business Focus* monthly magazine
  - Recognition in video produced for event
- Company representative is invited to serve on the Annual Dinner planning committee
- One reserved table for ten in a preferred location

## **Annual Dinner Award Sponsorships**

**Ambassador of the Year Award Sponsor at \$4,500** (*limit one Ambassador of the Year Award sponsor*) ***Renewal pending with Frost Brown Todd LLC.***

Commerce Lexington's Ambassador Program is a selective committee of individuals, which serves as a liaison between the staff and the nearly 1,800 member businesses. The award recipient is chosen by their fellow Ambassadors.

- Recognition as Award Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Award Sponsor on Commerce Lexington online event listings
  - Listed as Award Sponsor in the *Business Focus* magazine and printed invitation
- Company representative to participate in award presentation
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- First right of refusal for the annual Ambassador Award Sponsorship opportunity

**Volunteer of the Year Award Sponsor at \$4,500** (*limit one Volunteer of the Year Award sponsor*) ***Renewal pending with Columbia Gas of Kentucky.***

Commerce Lexington depends a great deal on its volunteers to achieve its goals and objectives throughout the year. The Commerce Lexington Volunteer of the Year honor is presented annually to the person who best demonstrates the volunteer spirit, in both their participation and the effectiveness and outcome of their effort.

- Recognition as Award Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Award Sponsor on Commerce Lexington online event listings
  - Listed as Award Sponsor in the *Business Focus* magazine and printed invitation
- Company representative to participate in award presentation
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- First right of refusal for the annual Volunteer Award Sponsorship opportunity

**Public Policy Advocate of the Year Award Sponsor at \$4,500** (*limit one Public Policy Advocate Award sponsor*) ***Renewal pending with Stoll Keenon Ogden.***

The Public Policy Advocate of the Year Award will be given to up to two people at the Commerce Lexington Annual Dinner. The purpose of the award is to highlight the individual(s) who have made a significant investment of their time to advocate at a grassroots level on behalf of Commerce Lexington and its members throughout the year at a local, state and federal level.

- Recognition as Award Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Award Sponsor on Commerce Lexington online event listings
  - Listed as Award Sponsor in the *Business Focus* magazine and printed invitation
- Company representative to participate in award presentation
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- First right of refusal for the annual Public Policy Award Sponsorship opportunity

## **Leadership Lexington Adult Program – Distinguished Leader Award at \$4,500**

*(limit one Leadership Lexington Distinguished Leader Award sponsor)*

***Renewal pending with BCTC.***

Members of the current Leadership Lexington class vote for a fellow class member to receive the annual Distinguished Leadership Award. A plaque with the sponsor's name will be presented at the graduation ceremonies in May and will be recognized again at the following Annual Dinner with a presentation by the sponsor. The award also includes a paid registration to the Annual Leadership Visit.

- Recognition as Award Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Award Sponsor on Commerce Lexington online event listings
  - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in award presentation
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- Participation in presenting the award at the Leadership Lexington Graduation event
- First right of refusal for the annual Leadership Lexington Award Sponsorship opportunity

## **Leadership Lexington Youth Program – Distinguished Leader Award at \$4,500**

*(limit one Leadership Lexington Youth Distinguished Leader Award sponsor)*

***Renewal pending with Hanna Resource Group.***

Members of the current Leadership Lexington Youth class vote for a fellow class member to receive the annual Distinguished Leadership Award. A plaque with the sponsor's name will be presented at the graduation ceremonies in May and will be recognized again at the following Annual Dinner with a presentation by the sponsor. A \$1,000 scholarship will be funded in sponsor's company name for the recipient of the award. The scholarship funds will be released to the student once he/she graduates from high school.

- Recognition as Award Sponsor in all event materials including:
  - Recognition in video produced for event
  - Listed as Award Sponsor on Commerce Lexington online event listings
  - Listed as Award Sponsor in the *Business Focus* monthly magazine and printed invitation
- Company representative to participate in award presentation
- Award sponsor logo engraved on the award
- Two complimentary tickets in a reserved location
- Participation in presenting the award at the Leadership Lexington Youth Graduation event
- First right of refusal for the annual Leadership Youth Sponsorship opportunity

# Business & Education Network (BEN)

## Academies of Lexington Program Sponsor

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The Business & Education Network's mission is to create, attract and sustain a globally skilled workforce to meet the needs of the region's existing and target industries. BEN's signature initiative is The Academies of Lexington program. The Business and Education Network partnered with Fayette County Public Schools to implement The Academies of Lexington. The Academies provide students with hands-on, real-world learning experiences aligned with the needs of local industries. By bringing together business and industry partners to take an active role in the educational experience of high school students, we are helping shape the workforce of the future.

The Academies are chosen based on local workforce data and strategic targets and currently include the following industry sectors:

- Healthcare
- Information Technology
- Manufacturing/Engineering
- Business & Professional Services

The Business & Education Network also facilitates events throughout the year such as the Career Exploration Fair, Industry Lunch & Learns, and Community Tours of The Academies.

BEN- Academies of Lexington Program Sponsors will be recognized at these events.

Sponsors of the BEN- Academies of Lexington Program help provide our students with 21<sup>st</sup> century skills that are critical for individual and community prosperity and business success.

Contact: Betsy Dexter, 859-226-1604, [bdexter@commercelexington.com](mailto:bdexter@commercelexington.com)

### **Champions at \$5,000 (multiple sponsorships available)**

- Champions will have priority access to engagement opportunities with The Academies of Lexington and a seat on an Industry sector council/Advisory Board of their choice
- Company representative invited to participate in the planning of the Career Exploration Fair
- Opportunity to host Industry Lunch & Learn for the industry sector of their choice
- Company representative invited to attend any scheduled BEN/Academy events
- Recognition as an Academies of Lexington Champion at all BEN/Academies Events
- Recognition as an Academies of Lexington Champion on the BEN website
- Recognition as an Academies of Lexington Champion in the Business Focus Annual Report

### **Supporters at \$2500 (multiple sponsorships available)**

- Company representative invited to attend BEN/Academy Events
- Recognition as an Academies of Lexington Supporter at all BEN/Academies Events
- Recognition as an Academies of Lexington Supporter on the BEN website
- Recognition as an Academies of Lexington Supporter in the Business Focus Annual Report

### **Enthusiast at \$1,000 (multiple sponsorships available)**

- Recognition as an Academies of Lexington Enthusiast at all BEN/Academies Events
- Recognition as an Academies of Lexington Enthusiast on the BEN website
- Recognition as an Academies of Lexington Enthusiast in the Business Focus Annual Report



# Board of Directors & Trustees Luncheon

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Commerce Lexington recognizes their outgoing and incoming board of directors at the Annual Board of Directors 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.

**Date:** December 2019

**Projected Attendance:** 100

**Contact:** Dana Zinger, 859-226-1607, dzinger@commercelexington.com

**Presenting Sponsor at \$5,000** *(limit one presenting sponsor)*

***Renewal pending with Harp Enterprises.***

- Recognition as Presenting Sponsor in all event materials including:
  - Company logo prominently displayed on the printed invitation, event signage, and program
- Five invitations to attend the event
- Company representative introduced at the event and invited to make welcome remarks
- Exclusive opportunity to provide a promotional item to the attendees (item to be provided by company)
- Company may display materials on a sponsor table
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$2,500** *(limit four platinum sponsors)*

***Renewal pending with PrintLEX***

- Company recognized as Platinum Sponsor in all event materials including:
  - Company listed on the printed invitation, event signage, and program
- Two invitations to attend the event
- Company may display materials on a sponsor table

# Business Link

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Our most popular event where members enjoy food and fun in an informal social setting. When space allows, the event also includes a mini-tradeshow, allowing members to display their products and services. These are after work events from 4:30-6:30 that draw a crowd of approximately 100 people and are offered six times each year. Share an evening with your existing network and make new contacts!

**2020 Dates:** February, April, June, August, October and December

**Projected Attendance:** 100+

**Contact:** Liz Bennett, 859-226-1615, lbennett@commercelexington.com

***Commerce Lexington reserves the right to reduce the number of available Business Links annually.***

February – SOLD to Wrigley Media

April – SOLD to Pella Windows

June – SOLD to Hilton/Big Blue Martini

August – Pending with Lexmark

October – Pending with Gatton

December – Pending with City Center  
Hotels

## Host Sponsors at \$6,000 cash or a cash/trade combination

**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 for 100+ people, equipment/event rentals, and one drink per person (\$5,000 value) and pay \$1,000 cash for the electronic invitation emailed to 4,000 CLX members.

**Host sponsorship notes:** Contact Liz Bennett (859) 226-1615 for location approval prior to acceptance the contract. With host's approval, Commerce Lexington may offer exhibit space at a rate of \$195 per table payable to Commerce Lexington.

- Recognition as the Host Sponsor in all event materials including:
  - Recognition in Commerce Lexington's electronic marketing with logo and live link
  - Logo prominently displayed on electronic invitation emailed to 4000+ Commerce Lexington members prior to the event
  - Full color logo in the *Business Focus* monthly magazine
- Opportunity to host 100+ Commerce Lexington members to promote company
- Ten complimentary admissions for sponsor company representatives and guests

**RENEWAL POLICY:** In an effort to highlight the many businesses in our membership area and provide quality events, we have updated our Business Link renewal policy.

## Partner Sponsor at \$1,500 (limit one partner sponsor per event)

**NOTE:** The ideal partner sponsor is a company that compliments the host sponsor. No competitors will be considered. Before approaching a partner sponsor prospect, contact Liz Bennett for approval. Host sponsor has the right to decline a supporting sponsor.

- Company recognized as Partner Sponsor of event with:
  - Recognition in Commerce Lexington's electronic marketing
  - Recognition in *Business Focus* monthly magazine
  - Listed on electronic invitation sent to all Commerce Lexington members prior to event
- Complimentary exhibit table with two free admissions to the event

# Central Kentucky Day at the Capitol

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The focus of this event is to provide an opportunity for advocacy, relationship building and issue education in Frankfort during the 2019 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.

**Date:** January/February 2020

**Projected Attendance:** 75-100

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

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

***Renewal pending with Charter Communications.***

- The event will be referred to as "Sponsor Company" Presents Commerce Lexington's *Central Kentucky Day at the Capitol*
- Recognition as the Presenting Sponsor in all event materials including:
  - Top billing on all event signage (print and electronic)
  - Full color logo included on invitation
- Company representative introduced at the event and invited to welcome attendees at the opening session and make remarks at the lunch event
- Ten invitations to attend Central Kentucky Day at the Capitol
- Full page company ad to appear in the briefing book provided to all attendees
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$3,500** (*limit three platinum sponsors*)

***Renewals pending with Baptist Health***

- Recognition as a Platinum Sponsor in all event materials including:
  - Company name included on event signage
  - Recognition on invitation
- Company representative invited to introduce a guest speaker at an assigned session
- Five invitations to attend Central Kentucky Day at the Capitol
- 1/2 page company ad to appear in the briefing book provided to all attendees

**Gold Sponsor at \$1,500** (*multiple gold sponsorships are available*)

- Recognition as a Gold Sponsor in all event materials including:
  - Company name included on event signage
  - Recognition on invitation
- Two invitations to attend Central Kentucky Day at the Capitol
- 1/4 company ad to appear in the briefing book provided to all attendees

# EMERGE

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The EMERGE conference engages the next generation leaders of Central Kentucky – our emerging leaders – to leverage their thoughts, ideas, and strategies for the betterment of our community and region. This full-day event includes a variety of breakouts and panel discussions, keynote luncheon speaker, as well as a closing reception at the end of the day. An attendee emerging from this one-day summit will have the tools needed to make a robust impact on the region and move forward with their passions and visions.

**Date:** Spring 2020

**Projected Attendance:** 400-450

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$12,500** *(limit one presenting sponsor)*

***Renewal pending with Forcht Bank***

- Event will be referred to as "*Sponsor Company*" Presents the Commerce Lexington Emerge '19
- Recognition as the Presenting Sponsor in all event materials including:
  - Top billing on event signage
  - Logo and live link to company website included in Commerce Lexington's electronic marketing
  - Full page company ad included in the event program
  - Full color logo displayed in *Business Focus* monthly magazine
- Company representative is invited to serve on the Emerge planning committee
- Exclusive opportunity to provide promotional items to be placed at each seat
- 10 complimentary conference attendees in a preferred location for the conference
- Exhibitor table in a preferred location
- Company representative introduced at the event and invited to make remarks at beginning and closing of event
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

**Speaker Sponsor at \$10,000** *(limit one or two at \$5000 each for opening and lunch)*

***Renewal pending with Stoll Keenon Ogden at \$5000***

- Recognition as the Speaker Sponsor in all event materials including:
  - Company logo on all event signage
  - Live link to company website included in Commerce Lexington's electronic marketing
  - Full page company ad included in the event program
  - Company listed in the *Business Focus* monthly magazine
- Company representative to be recognized from the podium
- Company representative invited to introduce keynote speaker
- 10 complimentary conference attendees in a preferred location for the conference
- Exhibitor table in a preferred location
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Opening Speaker Sponsorship opportunity



## **Platinum Sponsor at \$5,000** *(limit three platinum sponsors)*

***Sold to Alltech. Renewals pending with Community Trust Bank and WeBanco Bank***

- Recognition as the Platinum Sponsor in all event materials including:
  - Event signage
  - Logo and live link to website included in Commerce Lexington's electronic marketing
  - Full page company ad included in the event program
  - Full color logo displayed in *Business Focus* monthly magazine
- Company representative is invited to serve on the Emerge planning committee
- Company invited to introduce a breakout at each of the 3 breakout session rounds
- Reserved table of ten in a preferred location for the conference
- Exhibitor table in a preferred location
- Company is provided with a copy of the attendee list for future marketing efforts

## **Branding Sponsor at \$5000** *(limit one branding sponsor)*

***Renewal pending with Lynn Imaging***

- Recognition as the Branding Sponsor in all event materials including:
  - Company logo on all event signage
  - Live link to company website included in Commerce Lexington's electronic marketing
  - Half page company ad included in the event program
  - Company listed in the *Business Focus* monthly magazine
- One company representative to be recognized from the podium
- One reserved table of ten in a preferred location for the conference
- Company representative is invited to serve on the Emerge planning committee
- Exhibitor table in a preferred location
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual After Party Sponsorship opportunity

## **After Party Sponsor at \$3,500** *(limit one after party sponsor)*

***Renewal pending with Dinsmore***

- Recognition as the After Party Sponsor in all event materials including:
  - Company logo on all event signage
  - Live link to company website included in Commerce Lexington's electronic marketing
  - Half page company ad included in the event program
  - Company listed in the *Business Focus* monthly magazine
- Five complimentary conference attendees
- Company representative is invited to serve on the Emerge planning committee
- Company representative introduced at the event and invited to make remarks
- Beverage napkins printed with Sponsor name
- Company is provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual After Party Sponsorship opportunity

## **Name Badge Sponsor at \$2500** (limit one name badge sponsor)

- Recognition as the Name Badge Sponsor in all event materials including:
  - Company listed on all event signage
  - Company name on all nametags/lanyards worn during the conference by all attendees
  - Company listed as Name Badge Sponsor in Commerce Lexington online event listings
  - Company listed in the *Business Focus* monthly magazine
- Two complimentary conference attendees
- First right of refusal for the annual Name Badge Sponsorship opportunity

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

- Recognition as a Gold Sponsor in all event materials including:
  - Company listed on all event signage
  - Company listed as Gold Sponsor in Commerce Lexington online event listings
  - Quarter page company ad included in the event program
  - Listing in the *Business Focus* monthly magazine
- Five complimentary conference attendees in a reserved location

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

- Recognition as a Silver Sponsor in all event materials including:
  - Company listed on all event signage
  - Company listed as Silver Sponsor in Commerce Lexington online event listings
  - Listing in the *Business Focus* monthly magazine
- Two complimentary conference attendees in a reserved location

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

***Renewal pending with UK-UL Executive MBA Program***

- Company is recognized as the Entertainment Sponsor in all event materials including:
  - Company listed on all event signage
  - Company listed as Entertainment Sponsor in Commerce Lexington online event listings
  - Quarter page company ad included in the event program
  - Listing in the *Business Focus* monthly magazine
- One complimentary conference attendee
- First right of refusal for the annual Entertainment Sponsorship opportunity

# Kentucky Regional Tour

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In 2009, Commerce Lexington Inc. revived a long-ago tradition of visiting other areas of Kentucky to listen and learn from leaders across the state. Now named the Kentucky Regional Tour, we have made visits across the state. During these bus trips, we hear from business leaders to local and state officials and learn about their communities with the hopes of identifying common issues on which we can work together and support each other in areas such as economic development and public policy.

**Date:** October 2019 (Northern KY/Cincinnati)

**Projected Attendance:** 50-60

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$6,000** (*limit one presenting sponsor*)

**Renewal pending with UK Healthcare**

- Program will be referred to as "*Sponsor Company*" Presents Kentucky Regional Tour
- Recognition as the Presenting Sponsor in all event materials including:
  - Company logo prominently displayed on attendee booklet, event signage, power points, etc.
  - Full page company ad to appear in the attendee booklet provided to all attendees
  - Company logo with a live link prominently displayed on the Commerce Lexington website
- Company representative is invited to serve on the Regional Tour planning committee
- Opportunity to send one representative complimentary on the trip and a second at half price
- Opportunity to provide a promotional item to the attendees
- Opportunities to address the attendees during the trip
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$3,000** (*limit four platinum sponsorships*)

**1 Sold to WesBanco Bank. Renewals pending with At&T, Kentucky Utilities, and UK Athletics.**

- Recognition as a Platinum Sponsor in all event materials including:
  - Company logo displayed on all print and electronic marketing materials including the attendee booklet
  - Company logo displayed on all event signage and power points, etc.
  - Half page company ad to appear in the attendee booklet provided to all attendees
- Opportunity to send one representative complimentary on the trip
- Opportunity for one company representative to address attendees at an assigned keynote/general session

**Gold Sponsor at \$1,500** (*multiple gold sponsorships available*)

- Recognition as a Gold Sponsor in all event materials including:
  - Company logo displayed on all print and electronic marketing materials including the attendee booklet
  - Company logo displayed on all event signage and power points, etc.
  - Quarter page company ad to appear in the attendee booklet provided to all attendees
- Opportunity to send a representative on the trip at half price



**2020**  
sales will  
also be  
accepted.

# Kentucky Regional Tour

*Continued*

## **Reception & Dinner Sponsor at \$4,500** *(one sponsorship available)*

*Local and regional leader and dignitaries are invited to the reception and dinner to join Regional Tour participants at this special event. **2019 SOLD to Community Trust Bank***

- Recognition as the Reception & Dinner Sponsor in all event materials including:
  - Company logo displayed on all print and electronic marketing materials including the attendee booklet
  - Company logo displayed on all event signage and power points, etc.
  - Half page company ad to appear in the attendee booklet provided to all attendees
- Opportunity to address the attendees at dinner
- Opportunity to send one representative complimentary on the trip
- First right of refusal for the annual Reception & Dinner Sponsorship opportunity

## **Luncheon Sponsor at \$3,000** *(two luncheon sponsorships available)*

*Renewal pending with **ARGI Financial Group***

- Recognition as a Luncheon Sponsor in all event materials including:
  - Company logo displayed on all print and electronic marketing materials including the attendee booklet
  - Company logo displayed on all event signage and power points, etc.
  - Quarter page company ad to appear in the attendee booklet provided to all attendees
- Opportunity to send one representative complimentary on the trip
- Opportunity to address attendees at lunch

## **Breakfast Sponsor at \$2,500** *(one breakfast sponsorship available)*

- Recognition as a Breakfast Sponsor in all event materials including:
  - Company logo displayed on all print and electronic marketing materials including the attendee booklet
  - Company logo displayed on all event signage and power points, etc.
  - Quarter page company ad to appear in the attendee booklet provided to all attendees
- Opportunity to send one representative complimentary on the trip
- Opportunity to address attendees at breakfast

# Leadership Lexington 2019-2020

## Adult Program

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Leadership Lexington is an eleven-month program which educates local professionals about the issues and concerns of the community. Approximately 50 leaders, including corporate professionals, non-profit managers, educators and more are selected each year 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.

**Duration:** August 2019 – June 2020

**Contact:** Amy Stout, 859-226-1610, [astout@commercelexington.com](mailto:astout@commercelexington.com)

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

***Renewal pending with Lexus of Lexington***

- Class referred to as "*Sponsor Company*" Presents Leadership Lexington Class of 2019-20
- Recognition as the Presenting Sponsor on all class materials and class webpage with:
  - Recognition as the Presenting Sponsor in the *Business Focus* monthly class report
  - Recognition as the Presenting Sponsor in the Leadership Lexington Yearbook for the current sponsor year
- Recognition at special Leadership Events including the Get Acquainted Reception, Orientation, Day Sessions, and Graduation Celebration
- Invited to provide brief sponsor remarks at each special event and any Day Session
- Invitation to participate with the class on implementing a Class Project/s
- Sponsor is provided with a copy of class roster for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

**Orientation Sponsor at \$7,000** (*limit one orientation sponsor*)

***Renewal pending with Sutherland & Associates***

- Recognition as an Orientation Sponsor on all class materials and class webpage with:
  - Recognition as an Orientation Sponsor in the *Business Focus* monthly class report
  - Recognition as an Orientation Sponsor in the Leadership Lexington Yearbook for the current sponsor year
- Opportunity to provide leadership development content during Orientation Retreat
- Accommodations provided for up to two representatives at the Orientation Retreat
- Recognition at special Leadership Events including the Get Acquainted Reception, Orientation and Graduation Celebration
- Invitation to participate with the class on implementing a Class Project/s
- Sponsor is provided with a copy of class roster for future marketing efforts
- First right of refusal for the annual Orientation Sponsorship opportunity

# Leadership Lexington 2018-2019

*Continued*

## **Breakfast & Welcome Sponsor at \$4,500** *(limit one breakfast sponsor)*

***Renewal pending with Highgrove at Tates Creek***

- Recognition as the Breakfast Sponsor on all class materials and class webpage with:
  - Recognition as the Breakfast Sponsor in the *Business Focus* magazine
  - Recognition as the Breakfast Sponsor in the Leadership Lexington Yearbook for the current sponsor year
- Opportunity to welcome class and make brief remarks during breakfast at Day Sessions
- Opportunity to provide signage for breakfast table at each session
- Sponsor is provided with a copy of the class roster for future marketing efforts
- First right of refusal for the annual Breakfast & Welcome Sponsorship opportunity

## **Platinum Sponsor at \$3,500** *(limit five platinum sponsors)*

***Renewals pending with Keeneland and Mahan Multimedia***

- Recognition as a Platinum Sponsor on all class materials and class webpage with:
  - Recognition as a Platinum Sponsor in the *Business Focus* magazine
  - Recognition as a Platinum Sponsor in the Leadership Lexington Yearbook for the current sponsor year
- Recognition at special Leadership Events including the Get Acquainted Reception, Orientation and Graduation Celebration
- Each Platinum Sponsor will be invited to provide remarks at one of the 10 Day Sessions held during the Leadership Lexington Class Year
- Invitation to participate with the class on implementing a Class Project/s
- Invitation to attend any Day Session and interact with the class
- Sponsor is provided a copy of the class roster for future marketing efforts
- First right of refusal for the annual Platinum Sponsorship opportunity

## **Name Badge Sponsor at \$2,500** *(limit one name badge sponsor)*

***Renewal pending with Child Care Council***

- Recognition as the Name Badge Sponsor on all class materials and class webpage with:
  - Recognition as the Name Badge Sponsor in the *Business Focus* monthly magazine
  - Recognition as the Name Badge Sponsor in the Leadership Lexington Yearbook for the current sponsor year
- Opportunity to provide insert for back of name badge (insert design to be provided by company and can be altered prior to each session)
- Opportunity to provide remarks at Orientation when class receives Name Badges
- Sponsor is provided with a copy of the class roster for future marketing efforts
- First right of refusal for the annual Name Badge Sponsorship opportunity

## **Bronze Sponsors at \$1,000** *(limit ten bronze sponsors)*

***2019-2020 SOLD to KEMI. Renewals pending with Innovative Mattress Solutions, Kentucky Utilities, and Lexington Clinic Foundation***

- Recognition as a Bronze Sponsor on all class materials and class webpage with:
  - Recognition in the *Business Focus* monthly magazine, on class materials and all other promotions for the class
- Recognition at special Leadership Events including the Get Acquainted Reception, Orientation and Graduation Celebration
- Each Bronze Sponsor will be invited to attend a Day Session held during the Leadership Lexington Class Year and interact with the class
- Sponsor is provided with a copy of the class roster for future marketing efforts

# Leadership Lexington 2019-2020

## Youth Program

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Leadership Lexington Youth is an eight-month program which educates 45 local students about the issues and concerns of their community. Sponsors will be recognized with this class for the duration of their Leadership Lexington Youth experience. This is a highly visible and valuable sponsorship opportunity and a way to impact the community with your personal involvement with these emerging leaders.

**Duration:** September 2019 – April 2020

**Contact:** Amy Stout, 859-226-1610, [astout@commercelexington.com](mailto:astout@commercelexington.com)

### **Presenting Sponsor at \$5,000** *(limit one presenting sponsor)*

***Renewal pending with UK HealthCare/UK College of Medicine.***

- Class referred to as "*Sponsor Company*" Presents Leadership Lexington Youth Class of 2019-2020
- Recognition as the Presenting Sponsor on all class materials and class webpage with:
  - Recognition as the Presenting Sponsor in the *Business Focus* magazine
  - Recognition as the Presenting Sponsor in the Leadership Lexington Youth Yearbook for the current sponsor year
- Company representative invited to serve on the Leadership Lexington Youth Steering Committee
- Recognition at special Leadership Youth Events including Orientation, any day session, Parent Reception and Graduation Celebration and invited to provide brief sponsor remarks at each or any of these special events
- Company is provided with a copy of class roster for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

### **Platinum Sponsor at \$2,500** *(limit three platinum sponsors)*

***2019-2020 SOLD to Fayette County Public Schools.***

- Recognition as a Platinum Sponsor on all class materials and class webpage with:
  - Recognition as a Platinum Sponsor in the *Business Focus* magazine
  - Recognition as a Platinum Sponsor in the Leadership Lexington Youth Yearbook for the current sponsor year
- Each Platinum Sponsor will be invited to attend one of the 7 Day Sessions held during the Leadership Lexington Youth Class Year to make welcome remarks and interact with the class
- Recognition at special Leadership Youth Events including the Parent Reception, Orientation and Graduation Celebration
- Company is provided a copy of the class roster for future marketing efforts

### **Bronze Sponsors at \$1,000** *(limit six bronze sponsors)*

***Renewals pending with Central Bank and Toyota Motor Manufacturing.***

- Recognition as a Bronze Sponsor on all class materials and class webpage with:
  - Recognition as a Bronze Sponsor in the *Business Focus* monthly class report
  - Recognition as a Bronze Sponsor in the Leadership Lexington Youth Yearbook for the sponsor year
- Recognition at special Leadership Events including the Parent Reception, Orientation and Graduation Celebration
- Company is provided a copy of the class roster for future marketing efforts



# Leadership Visit

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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.

**Date:** May/June 2020

**Projected Attendance:** 185

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$20,000** (*limit one presenting sponsor*)

***Renewal pending with Central Bank.***

- Event will be referred to as "*Sponsor Company*" Presents Leadership Visit
- Recognition as a Presenting Sponsor in all event materials including:
  - Top billing on event signage, PowerPoints, etc. used throughout the trip
  - Company logo prominently displayed in all the trip's materials
  - Logo and live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Full page company ad to appear in the briefing books provided to all attendees
  - Full color logo displayed in the *Business Focus* monthly magazine
- Company representative is invited to serve on the Leadership Visit Steering Committee
- Opportunity to send one representative complimentary on the trip
- Opportunity to send a second representative on the trip at half price
- Company representative invited to welcome the attendees at the opening session and make remarks on the closing day.
- Recognition and promotion for any pre and post trip events and planning meetings that take place
- First right of refusal for the annual Presenting Sponsorship opportunity

**Opening Night Reception Sponsor at \$10,000** (*limit one reception sponsor*)

***Renewal pending with Saint Joseph Hospital/KentuckyOne Health.***

- Recognition as the Opening Night Reception Sponsor in all event materials including:
  - Top billing on event signage and recognition on trip materials
  - Exclusive recognition on separate Opening Night Reception Invitation
  - Company name with a live link displayed on Commerce Lexington website
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company listed in the *Business Focus* monthly magazine
- Opportunity to send one representative complimentary on the trip
- Opportunity for one company representative to address the attendees at an assigned general session
- Beverage napkins printed with sponsor name
- Recognition and promotion for any pre and post trip events and planning meetings that take place
- First right of refusal for the annual Opening Night Reception Sponsorship opportunity

# Leadership Visit

*Continued*

## **Platinum Sponsor at \$7,500** *(limited availability)*

***Renewals pending with Alltech, Crown Castle, Dinsmore, Kentucky Utilities, MCM CPAs & Advisors, McBrayer, Stites & Harbison, and WesBanco.***

- Recognition as a Platinum Sponsor in all event materials including:
  - Company logo on event signage, PowerPoints, etc. used throughout the trip
  - Company logo included in all trip materials
  - Live link to company website included in electronic marketing
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company listed in the *Business Focus* monthly magazine
- Opportunity to send one representative complimentary on the trip
- Opportunity for one company representative to address the attendees at an assigned keynote/general session
- Recognition and promotion for any pre and post trip events and planning meetings that take place

## **Gold Sponsor at \$3,500** *(limited availability)*

- Recognition as a Gold Sponsor in all event materials including:
  - Company logo displayed on event signage used throughout the trip
  - Company logo included on all trip materials
  - Company name with a live link displayed on Commerce Lexington website
  - Quarter page company ad in the briefing books provided to all attendees
  - Company listed in the *Business Focus* monthly magazine
- Recognition as sponsor of a designated elective tour or breakout and opportunity to provide a promotional item for tour/breakout participants (item to be provided by sponsor)

## **Briefing Book Sponsor at \$4,500** *(limit one briefing book sponsor)*

***Renewal pending with JJB Hilliard Lyons.***

- Recognition as the Briefing Book Sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company logo included on all the trip's materials (briefing book, agenda, etc.)
  - Enhanced recognition on briefing books provided to all attendees
  - Full page company ad to appear in the briefing books provided to all attendees
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- First right of refusal for the annual Briefing Book Sponsorship opportunity

## **Name Badge Sponsor at \$4,500** *(limit one name badge sponsor)*

***Renewal pending with Wyatt Tarrant & Combs, LLP.***

- Recognition as the Nametag Sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company name on all nametags/lanyards worn throughout the trip by all attendees
  - Company listed on all the trip's materials (briefing book, agenda, etc.)
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- Opportunity to provide insert for back of nametag (insert to be provided by company)
- First right of refusal for the annual Name Badge Sponsorship opportunity

# Leadership Visit

*Continued*

**Wi-Fi – Text Alert Sponsor: \$4,500** *(limit one Wi-Fi – text alert sponsor)*  
***Renewal pending with Hanna Resource Group.***

The Leadership Visit is all about producing the opportunity to make connections. As the 'official' Leadership Visit Wi-Fi – Text Alert sponsor, you'll not only be helping participants connect more quickly to information and materials during our sessions, but your company will gain great visibility throughout the trip in front of a very targeted audience.

- Recognition as the Wi-Fi – Text Alert sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company name will be used in the Wi-Fi password to obtain wireless connections. (Based on availability)
  - Wi-Fi log-in instructions include sponsor company name to be displayed in meeting room and in materials
  - Company recognized as sponsor on the Text Alert Registration Confirmation message and once each day during the trip
  - Company listed on all trip materials (briefing book, agenda, etc.)
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- First right of refusal for the annual Wi-Fi – Text Alert Sponsorship opportunity

**Charging Station Sponsor at \$3,500** *(limit one charging station sponsor)*  
***Renewal pending with Kentucky Coal Association.***  
*charging station provided by sponsor*

- Recognition as Charging Station Sponsor in all event materials including:
  - Company listed on event signage used throughout the trip
  - Company logo included on all trip materials
  - Enhanced recognition on charging station signage
  - Half page company ad to appear in the briefing books provided to all attendees
  - Company name with a live link displayed on Commerce Lexington website
  - Company listed in the *Business Focus* monthly magazine
- First right of refusal for the annual Charging Station Sponsorship opportunity

**Bank Dinner Sponsor at \$3,000** *(available to Commerce Lexington member banks only)*

The Bank Dinner is where our member banks join forces to sponsor a first-class event for the 200+ distinguished Leadership Visit attendees. The event is held on the second evening of the trip.

- Recognition as a Bank Dinner sponsor includes:
  - An invitation to the dinner will be included in attendee packets to promote participating Bank Sponsors
  - Recognition for your institution at the event
  - Company name displayed on print & electronic marketing materials
  - Company logo displayed on event signage
  - Company name included on all trip materials (binder/briefing book, agenda, etc.)
  - Company name with a live link displayed on Commerce Lexington website

# Legislative Appreciation Breakfast

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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 2019 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.

**Date:** December 2019

**Projected Attendance:** 100

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$4,500** (*limit one presenting sponsor*)

***Renewal pending with KY Coal Association***

- The event will be referred to as "Sponsor Company" Presents Commerce Lexington's *Legislative Appreciation Breakfast*
- Recognition as the Presenting Sponsor in all event materials including:
  - Top billing on all event signage
  - Full color logo included on printed invitation
- Company representative introduced at the event and invited to make remarks and introduce speakers
- Ten invitations to attend the event
- Full page company ad to appear in the legislative priorities materials
- Company provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$2,500** (*limit two platinum sponsors*)

***Renewal pending with AT&T and Kentucky Utilities***

- Recognition as a Platinum Sponsor in all event materials including:
  - Company name included on event signage
  - Recognition on printed invitation
- Five invitations to attend the event
- 1/2 Page company ad to appear in the legislative priorities materials
- Company provided with a copy of the attendee list for future marketing efforts

**Gold Sponsor at \$1,500** (*multiple gold sponsorships are available*)

- 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
- 1/4 Page company ad to appear in the legislative priorities materials

# Minority Business Development Program Sponsors

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Minority Business Development is becoming more important as the demographic trends, coupled with the implications of globalization continue to impact Lexington and Central Kentucky. With the creation of the Bluegrass Business Development Partnership, 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. 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.

**Contact:** Tyrone Tyra, 859-226-1625, [ttyra@commercelexington.com](mailto:ttyra@commercelexington.com)

## **Gold Sponsor at \$5,000** *(multiple gold sponsorships available)*

- Recognition as a Gold Sponsor on signage at all Minority Business events and publications including:
  - Recognition as a Gold Sponsor in the Minority Business Resource Guide
  - 1/2 page profile/ad in the Minority Business Resource Guide
- A Minority Business Member contact list for company marketing efforts
- Opportunity to display promotional items at all Minority Business events (item to be provided by company)

## **Silver Sponsor at \$3,000** *(multiple silver sponsorships available)*

- Recognition as a Silver Sponsor on signage at all Minority Business events and publications including:
  - Recognition as a Silver Sponsor in the Minority Business Resource Guide
  - 1/4 page profile/ad in the Minority Business Resource Guide
- A Minority Business Member contact list for company marketing efforts
- Opportunity to display promotional items at all Minority Business events (item to be provided by company)

## **Bronze Sponsor at \$1,000** *(multiple bronze sponsorships available)*

- Recognition as a Bronze Sponsor on signage at all Minority Business events and publications including:
  - Recognition as a Bronze Sponsor in the Minority Business Resource Guide
- Opportunity to display promotional items at all Minority Business events

## **Contributor at \$500** *(multiple contributor sponsorships available)*

- Recognition as a Contributor on signage at all Minority Business events and publications including:
  - Recognition as a Contributor in the Minority Business Resource Guide

# Net90

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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.

**Date:** Spring 2020

**Projected Attendance:** 60

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

## **Presenting Sponsor at \$3,500** *(limit one presenting sponsor)*

- Event will be referred to as "Sponsor Company" Presents Net90
- Opportunity to provide promotional items to be displayed at the event
- Opportunity to make opening & closing remarks at the event
- One complimentary registration to the event
- One complimentary table sponsorship (see below)
- Company is provided with a copy of the attendee list for future marketing efforts
- Recognition as the Presenting Sponsor in all event materials including:
  - Logo and live link to company website included in Commerce Lexington's electronic marketing
  - Full color logo displayed in the *Business Focus* monthly magazine
- First right of refusal for the annual Presenting Sponsorship opportunity

## **Table Sponsors at \$300** *(7 table sponsorships available based on 60 people)*

- One complimentary registration to the networking event. This company representative will also serve as the table moderator.
- Company will provide table décor. Suggestions include, but are not limited to, decorations or centerpieces that represent their business.

# New Member Luncheon

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An informal luncheon to welcome new members and show them how to maximize their membership benefits. Also, an opportunity for new members to get acquainted with Ambassadors, board members, and Commerce Lexington staff.

**Date:** January, March, May, July, September, November

**Projected Attendance:** 35-40 per event

**Contact:** Dana Zinger, 859-226-1607, dzinger@commercelexington.com

**Presenting Sponsor at \$3,500** *(Limit one presenting sponsor for the series)*

***Renewal pending with Windstream.***

- Event referred to as "*Sponsor Company Presents*" the New Member Orientation
- Recognition as the Presenting Sponsor in all event materials including:
  - Top billing on sponsor recognition PowerPoint
  - Company logo on printed invitation
- Exclusive opportunity to provide promotional items to be placed at each seat (item provided by sponsor)
- Four registrations per luncheon
- Company representative introduced and invited to make remarks
- 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 \$1,500 for series** *(Limit six gold sponsorships)*

***Renewals pending with BB&T, Fazoli's, First State Bank of the Southeast, Hurst Officer Suppliers, MetroNet, Next Century Technologies, TravelHost of the Bluegrass.***

- Recognition as a Gold Sponsor in all event materials including:
  - Company recognized on printed invitation
- Two registrations per luncheon
- Company recognized during welcome comments
- Company may display materials on a shared sponsor table



# Opportunity Exchange Reception

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These receptions, presented through Commerce Lexington's Minority Business Development Program, provide networking opportunities and a forum for an exchange of ideas. These events 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.

**Date:** Two per year

**Projected Attendance:** 70 per event

**Contact:** Tyrone Tyra, 859-226-1625, [ttyra@commercelexington.com](mailto:ttyra@commercelexington.com)

**Presenting Sponsor at \$2,500** *(limit one presenting sponsor for the series)*  
**Renewal pending with Republic Bank.**

- The event will be referred to as "Sponsor Company" Presents Commerce Lexington's Opportunity Exchange Reception
- Recognition as the Presenting Sponsor in all event materials including:
  - Top billing on event signage
  - Logo and live link to company website included in Commerce Lexington online event listings
- Company representative introduced at the event and invited to make remarks
- Six representatives are invited to attend each event
- Company may display materials at a sponsor 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 \$1,000** *(multiple gold sponsorships available for the series)*

- Recognition as a Gold Sponsor in all event materials including:
  - Live link to company website included in Commerce Lexington online event listings
- Recognition from the podium as a Gold Sponsor
- Three representatives are invited to attend each event
- Company may display materials at a shared sponsor table
- Company is provided with a copy of the attendee list for future marketing efforts

**Silver Sponsor at \$500** *(multiple silver sponsorships available for the series)*

- Recognition as a Silver Sponsor in all event materials including:
  - Company listed as Silver Sponsor in Commerce Lexington online event listings
- Recognition from the podium as a Silver Sponsor
- Two representatives are invited to attend each event
- Company may display materials at a shared sponsor table

# Public Policy Luncheon

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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.

**Date:** Four times a year

**Projected Attendance:** 150-200 per event

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$10,000** (*limit one presenting sponsor for the series*)  
***Renewal pending with Kentucky American Water.***

- The event series will be referred to as "*Sponsor Company*" Presents Commerce Lexington's Public Policy Luncheon Series
- 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
- Company representative introduced at each luncheon and is invited to make remarks
- Company CEO seated at head table with featured speaker
- Exclusive opportunity to provide promotional items to be placed at each seat (item to be provided by sponsor)
- Ten complimentary registrations to each luncheon
- Company provided with a copy of attendees for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$6,000** (*three platinum sponsorships available*)  
***Renewals pending with C-Forward, PNC, and Steptoe and Johnson***

- Recognition as a Platinum Sponsor in all event materials including:
  - Program produced for the event
  - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Listing in the *Business Focus* monthly magazine
- Recognition from the podium as a Platinum Sponsor of the series at each luncheon
- Ten complimentary registrations to each luncheon
- A representative gets a seat at the head table at one event per year
- Company may display materials on a shared sponsor table

# Public Policy Luncheon

*Continued*

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

- 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

## **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
- Three complimentary registrations to each luncheon
- Company may display materials on a shared sponsor table

## **Small Business Sponsors at \$750** *(multiple small business sponsorships available; Sponsor company must employ ten 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 luncheon
- Company may display materials on a shared sponsor table

# Salute to Small Business Luncheon

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Commerce Lexington Inc. began honoring the contributions that small businesses have on our economy in 1986, and since that very first Salute to Small Business event, the impact of small businesses on the global economy has become greater than ever before. In fact, small business owners have accounted for more of the job growth in our country over the last decade than large companies. Be a part of this opportunity to honor these successful businesses by becoming a sponsor.

**Date:** Fall 2020

**Projected Attendance:** 350-400

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

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

***Renewal pending with Forcht Bank.***

- The event will be referred to as "*Sponsor Company*" Presents the Salute to Small Business Luncheon
- Recognition as the Presenting Sponsor in all event materials including:
  - Recognition in video produced for event
  - Logo and live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Full page company ad included in the Salute to Small Business program
  - Full color logo displayed in the *Business Focus* monthly magazine
- Company representative is invited to serve as a judge for the Salute to Small Business awards
- Exclusive opportunity to provide promotional items to be placed at each seat (item to be provided by company)
- Company may display materials at the luncheon on a sponsor display table
- Company representative introduced at the event and invited to make remarks
- Company representative invited to present award to recipient onsite and at luncheon (onsite award presentation will be highlighted on event video)
- 10 complimentary event attendees in a preferred location
- Company provided with a copy of the attendee list for future marketing efforts
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$4,500** (*limit 4 platinum sponsors*)

***Renewals pending with Community Trust Bank.***

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

# Salute to Small Business Luncheon

*Continued*

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

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

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

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

## **Small Business Sponsors at \$500** *(multiple small business sponsorships available; Sponsor company must employ ten or fewer employees.)*

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

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

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

# Salute to Small Business Luncheon

*Continued*

**Invitation and Program Print Sponsor at \$3,000 Value** *(limit one print sponsor)*  
***Renewal pending with Lynn Imaging / Monster Color.***

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

Benefits for sponsor:

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

# SPOTLIGHT

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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 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:** Two per year, dates based on speaker availability

**Projected Attendance:** 100-125 per event

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Presenting Sponsor at \$4500** *(limit one presenting sponsor for the series)*  
**Renewal pending with WealthSouth**

- 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 \$1,500** *(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
- 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; Sponsor company must employ ten 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 online event listings
  - Listing in the *Business Focus* monthly magazine
- One complimentary registration 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



# Washington Fly-In

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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.

**Date:** July 2019

**Projected Attendance:** 50+

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

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

***Renewal pending with Columbia Gas.***

- Program will be referred to as "*Sponsor Company*" Presents the Annual Washington Fly-In
- Recognition as the Presenting Sponsor in all event materials including:
  - Top billing on all signage used throughout the event
  - Full page ad to appear in the briefing books provided to all attendees
  - Company logo prominently displayed in all trip materials
  - Company logo with live link displayed on Commerce Lexington website
  - Company logo listed in the *Business Focus* monthly magazine
- Company representative is invited to serve on the Regional Public Policy Council and participate in the planning of the Fly-In
- Opportunity to provide a promotional item to be included in the DC Fly-In packets (to be provided by company)
- Company representative invited to welcome the attendees at the opening session and make remarks on the closing day
- One complimentary conference registration
- First right of refusal for the annual Presenting Sponsorship opportunity

**Platinum Sponsor at \$4,500** (*multiple platinum sponsorships available*)

***Renewal pending with Frost Brown Todd, Kentucky Coal Association, Kentucky Utilities.***

- Recognition as Platinum Sponsor in all event materials including:
  - Company logo included on all signage used throughout the event
  - Quarter page company ad to appear in the briefing books provided to all attendees
  - Company listed in all trip materials (i.e. briefing book, agenda, post-event report, etc.)
  - Company listed with live link on Commerce Lexington website
  - Listed in the *Business Focus* monthly magazine
- Company representative invited to introduce a speaker and address the attendees at an assigned Fly-In session
- One half-price conference registration

# Washington Fly-In

*Continued*

## **Gold Sponsor at \$2,000** *(multiple gold sponsorships available)*

- Recognition as Gold Sponsor in all event materials including:
  - Company logo displayed on all signage used throughout the event
  - Quarter page company ad to appear in the briefing books provided to all attendees
  - Company listed in all trip materials (i.e. briefing book, agenda, etc.)
  - Listed in the *Business Focus* monthly magazine

## **Kentuckians in Washington Annual Summer Reception**

Event attracts approximately 250 distinguished guests including our DC Fly-In delegates, congressional Members and their staffs, members of the Kentucky Society of Washington and other friends of Central Kentucky. This upscale reception is a wonderful opportunity to network with a DC crowd with strong Central Kentucky ties.

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

- Recognition as the Presenting Sponsor of the Kentuckians in Washington Annual Summer Reception in all event materials including:
  - Logo prominently displayed on invitation and event signage used at the Kentuckians in Washington Annual Summer Reception
  - Full page company ad to appear in the briefing books provided to all attendees
  - Company logo prominently displayed in all trip materials
  - Company logo and live link displayed on Commerce Lexington website
  - Logo prominently displayed on event invitation mailed and electronically distributed to our Washington guest list
  - Listed in *Business Focus* monthly magazine
- One complimentary DC Fly-In registration
- Company representative invited to make welcome remarks at the event
- Opportunity to provide a promotional item to be distributed at the reception (item to be provided by sponsor)
- First right of refusal for the annual Presenting Sponsorship opportunity

## **Gold Sponsor at \$3,500** *(multiple gold sponsorships available)*

- Recognition as a Gold Sponsor of the Kentuckians in Washington Annual Summer Reception in all event materials including:
  - Company name displayed on invitation and event signage used at the Kentuckians in Washington Annual Summer Reception
  - Quarter page ad to appear in the briefing books provided to all attendees
  - Company listed in all trip materials
  - Company name listed on event invitation mailed and electronically distributed to our Washington guest list
- Company and their key representative recognized at the event from the podium

# Winner's Circle Campaign Sponsors

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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](mailto:lbebrowsky@commercelexington.com)



Multiple  
years  
available.

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

- 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 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 Angela Carlos 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 Angela Carlos 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

# Winner's Circle Campaign

*Continued*

**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 Angela Carlos 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; Approx. 30 people)

*Team Captains meet three-four times during the campaign to discuss challenges, leads, issues, and strategies. We are seeking hosts or cash sponsors for these events.*

- 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

# Winner's Circle Campaign

*Continued*

**Victory Celebration Sponsor at \$3,000** *(limit one victory event sponsor; Approximately 100 attendees)* **Renewal pending with Griffin Gate Marriott Resort & Spa.**

*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



For more information on Advertising, go to **[www.clxwinnerscircle.com](http://www.clxwinnerscircle.com)** and access the following:

- Individual Publication Sheets and Promotional Flyers
- Winner's Circle Renewal Policy
- Publication Sponsorship Brochure
- Publication Sponsorship Contract

# ACCESS Loan Program Brochure

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Measures 8 ½ x 11 inches (folded in half)

Since its inception in 2001, Commerce Lexington's ACCESS Loan Program has led to more than **\$22 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.



**Publication Date:** Updated throughout the year

**Frequency:** Annual

**Projected Circulation:** 1,000+. 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.

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications

Description	Price	Ad Size
Ads on outside back cover	\$150 each	5.0" x 1.5"



## ***Business Focus Monthly Magazine***

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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.

**Publication Date:** Mailed to members during the first week of each month

**Frequency:** Monthly

**Projected Circulation:** 5,100 per month (61,200 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).

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

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

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	8.625" x 11.125" w/bleed 7.5" x 4.813" Horiz. only
½ 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"

**Selling Notes:** 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.

# E-Newsletter Update



Commerce Lexington's E-Newsletter Update is an innovative electronic marketing tool delivered each Tuesday to approximately 4,800-plus people. This CLX communication tool provides timely information about upcoming events, policy decisions, programs and services.

**Publication Date:** Each Tuesday

**Frequency:** Weekly, with the exception of weeks containing a holiday in which Commerce Lexington is closed.

**Projected Circulation:** 4,800+ weekly

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

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications

Description	Price	Ad Size
<b>Top Banner</b> 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.	\$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
<b>Tower Banner</b> in the side bar of E-News- the banner may also include a link to your company's web site	\$1,500 per 12 weeks	Tower Banner  200 pixels wide x 400 pixels tall
<b>Square Banner</b> 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

***Top banner ad renewals pending with Affinity Travel, American Cancer Society, Rose Grasch Camenisch Mains, and Traditional Bank.***

# Guide to Gaining Media Attention

Measures 8.5" x 11" (multiple pages)

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.

**Publication Date:** February 2020

**Publication Circulation:** 500, distributed to new members and on request

**Medium:** Printed and electronic versions; Posted on-line at [www.commercelexington.com/publications.html](http://www.commercelexington.com/publications.html)

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



Description	Price	Ad Size
Outside Back Cover	\$750	7 ½" x 10" (no bleed)
Inside Front Cover	\$650	7 ½" x 10" (no bleed)
Inside Back Cover	\$625	7 ½" x 10" (no bleed)
Half-page ad inside	\$300	7 ½" x 5"

***Renewal pending with H-L Media/Kentucky.com for the outside back cover.***

## ***Guide to the Bluegrass Newcomers Publication***

Commerce Lexington Inc.'s Guide to the Bluegrass is focused on making a family's transition to the area an easier one. It contains overviews of the city, education options, hotels, things to do and major attractions, how to get around, shopping & dining opportunities, retirement communities, and a newcomer's guide that highlights how to set up your utilities, cable TV, libraries, voter and auto registration, and pet information. The Guide to the Bluegrass is a great opportunity to reach families before they get to the Bluegrass. Copies are distributed by the chamber of commerce, realtors and real estate companies, banks, hospitals, schools, restaurants, & more.

**Publication Date:** March 2020      **Frequency:** Annual

**Projected Circulation:** 7,000 annually. Posted on-line at

[www.commercelexington.com/visitors--newcomers.html](http://www.commercelexington.com/visitors--newcomers.html)

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

<b>Description</b>	<b>Price (per issue)</b>	<b>Ad Size(s)</b>
<b>COVERS: (All prices include color)</b> Outside Back Cover Inside Front Cover Inside Back Cover	\$3,880 \$3,675 \$3,460	8.5" x 11" Trim size 8.75" x 11.25" Bleed size 8" x 10.5" Live image area
Full Page Inside	\$2,995	8.5" x 11" Trim size 8.75" x 11.25" Bleed size 8" x 10.5" Live image area
2/3 page	\$2,695	4.688" wide x 10" tall
Half-page ( <u>Horizontal</u> only)	\$2,095	7.5" wide x 4.875" tall
1/3 Page	\$1,595	(Square) 4.688" x 4.875" (Vertical) 2.25" x 10"
1/4 Page	\$1,195	3.75" wide x 4.875" tall
1/6 Page	\$795	(Horiz.) 4.688" x 2.375" (Vertical) 2.25" x 4.875"

**Selling Notes:** 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.

***Renewals pending with Central Bank, Fayette Co. Public Schools, Lexington Catholic High School, Lexington Christian Academy, The Lexington School, Melia Realty Group, Milestone Realty, and Sayre School, and The Willows.***

# Leadership Lexington Yearbook

Format: 8.5" x 11" (16 pages)

Sponsors of this publication will get in the door with key leaders of the Bluegrass, many of whom make the decisions about where to purchase products/services and where to market their own business or organization. These books are presented to the Leadership Lexington class during Graduation Ceremonies at the end of each year's program. Since 1979, over 1,500 community leaders have participated in the program.

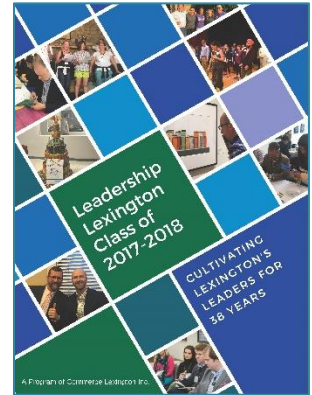
**Projected Date:** June 2020

**Frequency:** Annual

**Projected Circulation:** 100, Distributed to Leadership Lexington graduates, as well as past class members, steering committee members, and potential applicants

**Medium:** Printed

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com



Description	Price	Ad Size
<b>Gold Sponsor:</b> Includes logo on front cover and banner on back cover	\$750	7" x 3" Banner
<b>Silver Sponsor:</b> Includes logo on front cover and banner on back cover	\$500	5" x 2.5" Banner
<b>Bronze Sponsor:</b> Includes logo on front cover and banner on back cover	\$275	3.5" x 2" Banner

# Legislative Focus

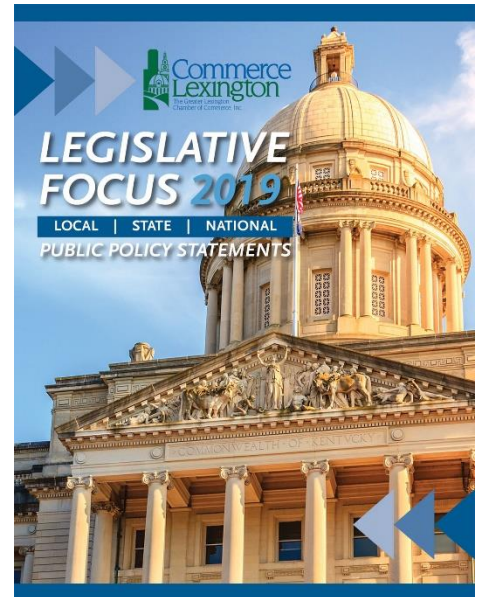
Format 8.5" x 11" (multiple pages)

Commerce Lexington's Legislative Guide and Public Policy Statements brochure 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.

**Publication Date:** December 2019/January 2020

**Frequency:** Annual

**Projected Circulation:** 5,100 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.



**Medium:** Printed and electronic version available on [www.commercelexington.com](http://www.commercelexington.com)

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

Description	Price	Ad Size
Outside Back Cover	\$1,500	7 ½" x 10" (no bleed)
Inside Front Cover	\$1,250	7 ½" x 10" (no bleed)
Inside Back Cover	\$1,100	7 ½" x 10" (no bleed)

# Member 2 Member Discount Program

This program is designed to encourage members to patronize other members by giving them an opportunity to offer member-exclusive discounts. Sponsors and participants are also included in a Participant Catalog available for members to download from our website in a special section dedicated to the Member 2 Member Discount Program.

**Publication Date:** Ongoing

**Frequency:** Participant Catalog updated as necessary

**Medium:** Participant Catalog is printable from [www.commercelexington.com](http://www.commercelexington.com)

**Contact:** Dana Zinger, 859-226-1607,  
[dzinger@commercelexington.com](mailto:dzinger@commercelexington.com)

## MEMBER 2 MEMBER DISCOUNT PROGRAM

### PARTICIPANT CATALOG



### **Gold Sponsor at \$1,500** *(Limit three gold sponsors)*

- Recognition as a Gold Sponsor in all program materials
- Direct link to your discount offer from the Member 2 Member page of [www.commercelexington.com](http://www.commercelexington.com) (non-sponsor participants are included only in the catalog and in our member directory)
- Twelve-month sponsorship from contract date

### **Silver Sponsor at \$750** *(Limit three silver sponsors)*

- Recognition as a Silver Sponsor in all program materials
- Direct link to your discount offer from the Member 2 Member page of [www.commercelexington.com](http://www.commercelexington.com) (non-sponsor participants are included only in the catalog and in our member directory)
- Six-month sponsorship from contract date

### **Seasonal Sponsor at \$500** *(Limit four seasonal sponsors)*

- Recognition as a Seasonal Sponsor in all program materials
- Direct link to your discount offer from the Member 2 Member page of [www.commercelexington.com](http://www.commercelexington.com) (non-sponsor participants are included only in the catalog and in our member directory)
- Three-month sponsorship (start and end date to be determined by sponsor depending on availability)



# Minority Business Resource Guide

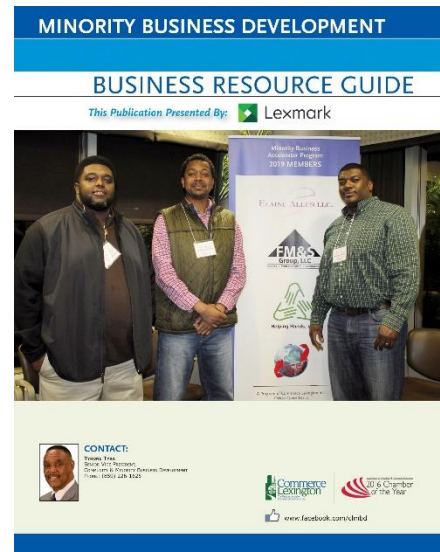
Measures 8.5" x 11"

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.

**Publication Date:** June 2020

**Frequency:** Annual

**Projected Circulation:** 600+ (Distributed 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)



**Medium:** Printed and electronic versions online at [www.commercelexington.com](http://www.commercelexington.com).

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

Description	Price	Ad Size
Outside Back Cover	\$1,200	7 1/2" x 10"
Inside Front Cover	\$1,000	7 1/2" x 10"
Inside Back Cover	\$800	7 1/2" x 10"
Half-page ad inside	\$500	7 1/2" x 5"
Quarter-page ad inside	\$250	3 1/2" x 5"

**Renewals pending with KCTCS (back cover), Cornerstone Engineering (1/2-page), Fayette Co. Public Schools (1/4-page), LFUCG (1/4-page), and Valvoline (half-page).**

## New Member Welcome Packet Sponsor

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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.

**Print Date:** January

**Frequency:** Annual

**Projected Circulation:** 350+ packages are mailed annually

**Contact:** Diana Wilson, 859-226-1600, [dwilson@commercelexington.com](mailto:dwilson@commercelexington.com)

**Note:** \*Only one sponsor per industry will be accepted. Limit 5 total sponsors.

Description	Price
<b>Presenting Sponsor</b> – Logo on envelope and insertion of your business flyer or brochure in the package; one company representative invited to attend each New Member Luncheon and place company brochures at display table (held 6 times per year). Recognition as the New Member Welcome Packet sponsor at all New Member Luncheons.	\$1000

***Renewals pending with Affinity Travel, Melia Realty Group, Nationwide Insurance, Park Community Credit Union and The Willows.***

# Public Policy E-mail Updates/Action Alerts



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 4,800+ people currently, including local, state and federal officials.

**Publication Date:** Periodically

**Frequency:** Each Friday 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. (Around 8 updates sent during odd-year sessions; 16 during even-year sessions, plus special sessions, plus federal and local government issues, plus action alerts as needed.)

**Projected Circulation:** 4,800+ each time sent

**Medium:** Ad must be in a .jpg or .gif format. Ad can be animated. FLASH files not accepted.

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications.

Description	Price	Ad Size
E-mail banner – banner at the <b>TOP</b> 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.	\$5,200 per year	Full Banner 600 x 100 pixels
Square Banner near middle of Public Policy Updates and Action Alerts – the banner may also include a link to your company’s web site.	\$1,800 per year	Square Banner 300 x 300 pixels
Half Banner near middle of Public Policy Update – and Action Alerts the banner may also include a link to your company’s web site.	\$1,000 per year or \$150 each	Half Banner 300 x 100 pixels

# Small Business Resource Guide

Measures 8.5" x 11" (12 pages)

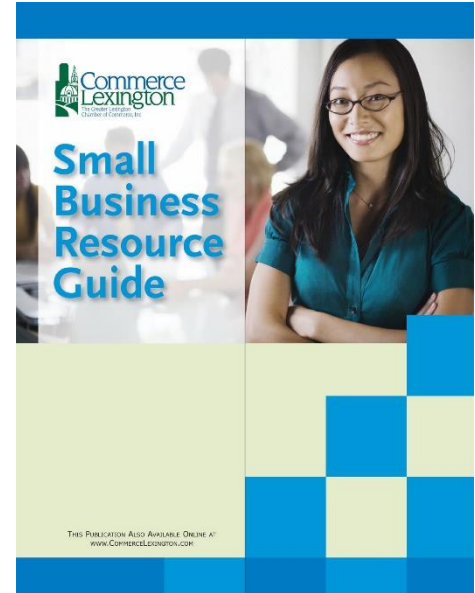
Commerce Lexington's Small Business Resource Guide is a step-by-step plan for starting a small business. This guide is extremely helpful to local entrepreneurs who may have difficulty figuring out where to start. Included in the guide is information about the Bluegrass Small Business Development Center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

**Publication Date:** March 2020

**Frequency:** Annual

**Projected Circulation:** 500 print, downloadable online at [www.commercelexington.com](http://www.commercelexington.com)

**Medium:** Printed & available online at [www.commercelexington.com/publications.html](http://www.commercelexington.com/publications.html).



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

Description	Price	Ad Size
Outside Back Cover ad	\$750	7 1/2" x 10" (No bleed)
Inside Front Cover ad	\$650	7 1/2" x 10" (No bleed)
Inside Back Cover ad	\$625	7 1/2 x 10" (No bleed)
Half-page ad inside	\$300	7 1/2" x 5"

## Web Site – CommerceLexington.com

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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.

**Frequency:** Ongoing

**Projected Circulation:** 265,661 Page Views from 142 countries in 2018.

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com

### **Platinum Level 1 at \$3,200 (*All are one-year terms – 6 month term available*)**

- Company receives 970w x 90h pixel banner rotating throughout entire site hyperlinked to company web site
- Company receives an additional 300w x 250h pixel spot rotating throughout entire site with hyperlink
- (2) enhanced on-line business directory listings (\$298 value)
- One Business Link exhibitor booth (\$195 value) ***Based on availability & full year contract.***
- Receive monthly reports (if requested) detailing impressions and click-through statistics.

### **Platinum Level 2 at \$2,400**

- Company receives 970w x 90h pixel banner rotating throughout entire site hyperlinked to company web site
- One enhanced on-line business directory listing (\$149 value)
- One Business Link exhibitor booth (\$195 value) ***Based on availability & full year contract.***
- Receive monthly reports (if requested) detailing impressions and click-through statistics.

### **Platinum Level 3 at \$1,800**

- Company receives the first right-side banner (300w x 250h pixel), rotating throughout entire site with hyperlink to company web site
- One enhanced on-line business directory listing (\$149 value)
- Receive monthly reports (if requested) detailing web ad statistics

### **Gold Level at \$1,200 (One-year term)**

- Company receives the second right-side banner (300w x 250h pixel).
- Ad will rotate throughout the entire website hyperlinked to company web site.
- One enhanced on-line business directory listing (\$149 value)

### **Enhanced On-line Directory Listing at \$149 (One-year term)**

- Company logo and description of business displayed on Commerce Lexington web site in the online business directory.
- Map link within company's online listing
- Note: Maximum dimensions for logos/graphics in on-line directory listings are 245 x 160 pixels



For more information on Promo Packages go to **[www.clxwinnerscircle.com](http://www.clxwinnerscircle.com)** and access the following:

- How to fill out Promotional Package Contracts
- Small Business Promotional Package
- Small Business Promotional Package Contract
- Grand Opening Promotional Package
- Grand Opening Promotional Package Contract
- Super Promotional Package
- Super Promotional Package Contract
- Public Policy Promotional Package
- Public Policy Promotional Package Contract

# Small Business Promo Package

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A bundled package for small businesses (up to 10 employees, companywide) wanting a variety of means to promote themselves through their Commerce Lexington membership. Includes an enhanced online listing, *Business Focus* advertising, event sponsorship, and E-Newsletter advertising. Realize cost savings by purchasing in bundled format!

**Contact:** Dana Zinger, 859-226-1607, dzinger@commercelexington.com

**Cost: \$1,495**

Save up  
to \$299!

**The Small Business Package includes the following:**

**Enhanced Member Listing on 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

**1/6 Page Full Color Ad in *Business Focus* Magazine (one insertion)  
(\$495 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.

**Publication Date:** Mailed to members during the first week of each month

**Frequency:** Monthly

**Projected Circulation:** 5,100 per month (61,200 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).

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications.

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

Description	Ad Size
1/6 Page, Inside	(H) 4.813" x 2.5" (V) 2.313" x 5"

**Event/Program Sponsorship (choose one)**  
**(\$500 value)**

- @330 Gold Sponsor (series event – see Event Sponsorship Page)
- Spotlight Gold Sponsor (series event – see Event Sponsorship Page)
- Salute to Small Business Small Business Sponsor (one event – see Event Sponsorship Page)

**Square Banner (200 x 200 pixels) in E-News Update for One Month (four placements)**  
**(\$400 value)**

Commerce Lexington's E-Newsletter Update is an innovative electronic marketing tool delivered each Tuesday to approximately 4,500-plus people. This CLX communication tool provides timely information about upcoming events, policy decisions, programs and services.

**Publication Date:** Each Tuesday

**Frequency:** Weekly, except for weeks containing a holiday in which Commerce Lexington is closed.

**Projected Circulation:** 4,500+

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

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications

Square Banner on the left side of E-News – the banner may also include a link to your company's web site	Square Banner  200 pixels wide x 200 pixels tall
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**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.

**Enhancement Opportunities:**

- **+ \$500** - Additional event/program sponsorship (listed above)
- **+ \$1,000** - Three additional 1/6-page full color ads in *Business Focus*
- **+ \$700** - Eight additional Square Banner ads in E-News



# Grand Opening Promo Package

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A bundled package designed to enhance the launch of a business, providing a variety of means to promote themselves through their Commerce Lexington membership. Includes an enhanced online listing, *Business Focus* advertising, event sponsorship, E-News advertising and a membership list. Realize cost savings by purchasing in bundled format!

**Contact:** Dana Zinger, 859-226-1607, dzinger@commercelexington.com

**Cost: \$1,795**

**\$350  
Savings!**

**The Grand Opening Package includes the following:**

**Enhanced Member Listing on 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

**1/6 Page Full Color Ad in *Business Focus* Magazine (one insertion)  
(\$495 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.

**Publication Date:** Mailed to members during the first week of each month

**Frequency:** Monthly

**Projected Circulation:** 5,100 per month (61,200 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).

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications.

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

Description	Ad Size
1/6 Page, Inside	(H) 4.813" x 2.5" (V) 2.313" x 5"

**@330 Gold Sponsor  
(\$750 value)**

These informal gatherings provide a topical presentation relevant to the success of both small and large businesses. Commerce Lexington members only event, attendees gather to hear from a speaker or panel to discuss ideas, share best practices, and work through challenges.

**Date:** Held once every other month on the second Tuesday of the month

**Projected Attendance:** 30

**Contact:** Liz Bennett, 859-226-1615, Lbennett@commercelexington.com

**Sponsor**

- Company representative invited to each event and recognized as a Sponsor
- Recognition as a Sponsor in all event materials including:
  - Live link to company website included in Commerce Lexington's electronic marketing (i.e. website, e-mail, etc.)
  - Listed as a Sponsor in the *Business Focus* monthly magazine
- Company may display materials or promotional items at each event on a shared sponsor table

**Square Banner (200 x 200 pixels) in E-News Update for One Month (four placements)  
(\$400 value)**

Commerce Lexington's E-Newsletter Update is an innovative electronic marketing tool delivered each Tuesday to approximately 4,500-plus people. This CLX communication tool provides timely information about upcoming events, policy decisions, programs and services.

**Publication Date:** Each Tuesday

**Frequency:** Weekly, except for weeks containing a holiday in which Commerce Lexington is closed.

**Projected Circulation:** 4,500+

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

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications

Square Banner on the left side of E-News – the banner may also include a link to your company's web site	Square Banner  200 pixels wide x 200 pixels tall
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### **Commerce Lexington Membership List in Electronic Format (\$350 value)**

An excellent marketing tool, containing contact information for 1800 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.

### **Ribbon Cutting**

Celebrate your grand opening with Commerce Lexington staff and volunteers – we provide the giant scissors and ribbon!

### **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.

### **Enhancement Opportunities:**

- **+ \$1,250** - Additional event/program sponsorship
  - Net90 Network Sponsor
  - Public Policy Small Business Sponsor (series)
- **+ \$1,000** - Three additional 1/6-page full color ads in *Business Focus*
- **+ \$700** - Eight additional Square Banner ads in E-News

# Super Promo Package

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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!

**Contact:** Dana Zinger, 859-226-1607, dzinger@commercelexington.com

**Cost: \$4,900**



**The Super Promo Package includes the following:**

**Enhanced Member Listing on 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

**1/3 Page Full Color Ad in *Business Focus* Magazine for One Quarter (four placements) (\$2,400 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.

**Publication Date:** Mailed to members during the first week of each month

**Frequency:** Monthly

**Projected Circulation:** 5,100 per month (61,200 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).

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications.

**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"

### **Silver Sponsorship – Commerce Lexington Annual Dinner (\$2,500 value)**

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 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 young leaders and provides sponsors with excellent visibility in front of our largest business-oriented audience of the year.

**Date:** January 2020

**Projected Attendance:** 1,000

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

### **Silver Sponsor**

- 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
- Five tickets in a reserved location

### **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.

### **Enhancement Opportunities:**

- **+ \$1,000** - Upgrade Annual Dinner sponsorship to Gold
- **+ \$2,200** - Four additional 1/3-page full color ads in *Business Focus*
- **+ \$1,250** - Add Sponsorship of one of the following:
  - Public Policy Luncheon (Silver)
  - Salute to Small Business Luncheon (Silver)
  - Net90 (Network)

# Public Policy Promo Package

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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.

**Contact:** Angela Carlos, 859-226-1608, acarlos@commercelexington.com

**Cost: \$5,500**



**The Public Policy Gold Sponsorship Package includes the following:**

## **Public Policy Luncheon Gold Sponsor**

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.

**Date:** Four times a year

**Projected Attendance:** 150-200 per event

### **Benefits:**

- 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

## **Central Kentucky Day at the Capitol Gold Sponsor**

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.

**Date:** January/February 2020

**Projected Attendance:** 75-100

### **Benefits:**

- Recognition as a Gold Sponsor in all event materials including:
  - Company name included on event signage
  - Recognition on invitation
- Two invitations to attend Central Kentucky Day at the Capitol
- ¼ company ad to appear in the briefing book provided to all attendees

### **Public Policy Email Updates/Action Alerts**

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.

**Frequency:** Each Friday 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.

**Projected Circulation:** 4,800+ (including local, state and federal officials)

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

**Contact:** Mark Turner, 859-226-1606, mturner@commercelexington.com for specifications

Half Banner near middle of Public Policy Update – and Action Alerts the banner may also include a link to your company's web site.	Half Banner 300 x 100 pixels
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### **Legislative Appreciation Breakfast Gold Sponsor**

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.

**Date:** December 2019

**Projected Attendance:** 100

#### **Benefits:**

- 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

#### **Enhancement Opportunities:**

- **+ \$2,000** – Washington Fly-In Gold Sponsor
- **+ \$1,500** – Kentucky Regional Tour Gold Sponsor

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



For more information on Contracts go to **[www.clxwinnerscircle.com](http://www.clxwinnerscircle.com)** and access the following:

- Membership Application
- Trustee Upgrade Contract
- Event Sponsorship Contract
- Publication Sponsorship Contract
- In Kind/Trade Sale Contract
- Promotional Package Contracts



# Commerce Lexington 2019 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 circle all that apply** (Optional--for internal tracking purposes & for inclusion in our Minority Business Directory)

Minority or female owned (circle only if more than 50% minority or female owned)

Yes No (please specify) Woman, African American, Asian-Indian, Asian-Pacific, Hispanic, Native American

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

Return to: Commerce Lexington • Attn: Winner's Circle • P.O. Box 1968 • Lexington, KY • 40588 • Fax: (859) 233-3304



## Winner's Circle Board of Trustees Membership

### Member

Company \_\_\_\_\_

Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

### Investment Amount

Dues for \_\_\_\_\_ level of Board of Trustees \$ \_\_\_\_\_

*Less current dues paid* \$ \_\_\_\_\_

**Amount required for \_\_\_\_\_ level of Board of Trustees** \$ \_\_\_\_\_

### Payment Information

Type of Payment: \_\_\_\_\_ Check \_\_\_\_\_ Cash \_\_\_\_\_ Credit Card

Credit Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_

Entered by \_\_\_\_\_ Date \_\_\_\_\_

Copied to \_\_\_\_\_

Return Form To: Commerce Lexington, Attn: Winner's Circle, PO Box 1968, Lexington, KY 40588 or Fax (859) 233-3304



## Winner's Circle EVENT AND PROGRAM Sponsorship Contract

### Sponsor

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Event

Name of Event \_\_\_\_\_

Sponsor Level: ☐ Presenting Sponsor ☐ Platinum Sponsor ☐ Gold Sponsor  
☐ Silver Sponsor ☐ Bronze Sponsor ☐ Other \_\_\_\_\_

Additional Instructions \_\_\_\_\_ Amount \$ \_\_\_\_\_

### Payment

☐ Invoice ☐ Payment Enclosed Type of payment: ☐ Check ☐ Cash ☐ Credit Card

**All sponsorship invoices are due 90 days prior to the event.**

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Sec. Code \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

**Please note that by signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.**

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_

Responsible staff \_\_\_\_\_ Copied to \_\_\_\_\_

Invoice Number \_\_\_\_\_

Return Form To:

Commerce Lexington Attn: Winner's Circle, P.O. Box 1968, Lexington, KY 40588 Fax: (859) 233-3304



## Winner's Circle PUBLICATION Sponsorship Contract

### Sponsor

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Publication

Name of publication \_\_\_\_\_

Size of ad \_\_\_\_\_ Month/Year to run \_\_\_\_\_

Additional Instructions \_\_\_\_\_ Amount \$ \_\_\_\_\_

### Payment

☐ Invoice ☐ Payment Enclosed      Type of payment: ☐ Check ☐ Cash ☐ Credit Card

*(Please note that a 1/3 deposit is due with the contract for Business Focus advertising.)*

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Sec. Code \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

*Please note that by signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.*

### Sold By

Volunteer Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_

Responsible staff \_\_\_\_\_

Invoice Number \_\_\_\_\_

Return Form To:

Commerce Lexington Attn: Winner's Circle, P.O. Box 1968, Lexington, KY 40588 Fax: (859) 233-3304



## Winner's Circle IN-KIND Sponsorship Agreement

### In-kind Sponsorship With

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Title \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Company Will Provide

Product or service \_\_\_\_\_

Begin date \_\_\_\_\_ Expiration Date \_\_\_\_\_

Total Value of Trade \$ \_\_\_\_\_ Additional information \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

***Please note that by signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.***

### Company Will Receive

***This section must be completed in order to submit as a contract.***

☐ Event sponsorship \_\_\_\_\_ Mo/YR \_\_\_\_\_ Value \$ \_\_\_\_\_

☐ Publication sponsorship \_\_\_\_\_ Mo/YR \_\_\_\_\_ Value \$ \_\_\_\_\_

☐ Balance credited to Commerce Lexington as a donation Value \$ \_\_\_\_\_

Additional Instructions \_\_\_\_\_

***All In-kind Sponsorship Agreements must be completed in the time specified in this contract unless an extension is agreed upon by both parties. If no extension is arranged, balances that remain after contracted date will be considered a contribution to Commerce Lexington.***

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_ Date \_\_\_\_\_

Responsible staff \_\_\_\_\_ Copied to \_\_\_\_\_

Invoice Number \_\_\_\_\_

Return Form To:

Commerce Lexington Attn: Winner's Circle, P.O. Box 1968, Lexington, KY 40588 Fax: (859) 233-3304



## Winner's Circle Small Business Promotional Package Contract

### Sponsor

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Small Business Promo Package

✓ Enhanced Member Listing

✓ 1/6 Full Color Ad in *Business Focus* Magazine

✓ E-News Square Banner

✓ Copy of Guide to *Gaining Media Attention*

**Choose One Sponsorship:** ☐ @330 Sponsor ☐ Spotlight Small Business ☐ Salute to Small Bus – Small Business

### Enhancement Opportunities:

☐ \$750 – Additional event/program sponsorship (listed above) \_\_\_\_\_

☐ \$1,000 – Three additional 1/6-page full color ads in *Business Focus*

☐ \$700 – Eight additional Square Banner ads in E-News

Base Package \$1,495 + Enhancement Opportunities \$ \_\_\_\_\_ **Total Package \$ \_\_\_\_\_**

### Payment

☐ Invoice ☐ Payment Enclosed Type of payment: ☐ Check ☐ Cash ☐ Credit Card

**All sponsorship invoices are due 90 days prior to the event.**

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Sec. Code \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

**By signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.**

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_

Responsible staff \_\_\_\_\_ Copied to \_\_\_\_\_

Invoice Number \_\_\_\_\_

**Return Form To:**

Commerce Lexington Attn: Winner's Circle, P.O. Box 1968, Lexington, KY 40588 Fax: (859) 233-3304



## Winner's Circle Grand Opening Package Contract

### Sponsor

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Grand Opening Package

- |                           |   |
|---------------------------|---|
| ✓ Enhanced Member Listing | ✓ 1/6 Full Color Ad in <i>Business Focus</i> Magazine |
| ✓ E-News Square Banner    | ✓ Copy of Guide to <i>Gaining Media Attention</i>     |
| ✓ @330 Sponsor            | ✓ Commerce Lexington Electronic Membership List       |
| ✓ Ribbon Cutting          |   |

### Enhancement Opportunities:

- ☐ \$1,250 – Additional event/program sponsorship ☐ Net90 Network ☐ Spotlight Gold
- ☐ \$1,000 – Three additional 1/6-page full color ads in *Business Focus*
- ☐ \$700 – Eight additional Square Banner ads in E-News

Base Package \$1,795 + Enhancement Opportunities \$ \_\_\_\_\_ **Total Package \$ \_\_\_\_\_**

### Payment

☐ Invoice ☐ Payment Enclosed    Type of payment: ☐ Check ☐ Cash ☐ Credit Card

**All sponsorship invoices are due 90 days prior to the event.**

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Sec. Code \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

**By signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.**

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_

Responsible staff \_\_\_\_\_ Copied to \_\_\_\_\_

Invoice Number \_\_\_\_\_

Return Form To:

Commerce Lexington Attn: Winner's Circle, P.O. Box 1968, Lexington, KY 40588 Fax: (859) 233-3304



## Winner's Circle Public Policy Package Contract

### Sponsor

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Public Policy Package

- ☒ Public Policy Luncheon Series Gold Sponsor    ☒ Central Kentucky Day at the Capitol Gold Sponsor  
☒ Public Policy Email Updates Half Banner Ad    ☒ Legislative Appreciation Breakfast Gold Sponsor

#### Enhancement Opportunities:

- ☐ \$2,000 – Washington Fly-In Gold Sponsorship  
☐ \$1,500 – Kentucky Regional Tour Gold Sponsorship

Base Package \$5,500 + Enhancement Opportunities \$ \_\_\_\_\_ Total Package \$ \_\_\_\_\_

#### Sponsorship Upgrade Opportunities:

- ☐ Check here if interested in upgrading sponsorship levels. Additional cost to be determined with each upgrade if available.

### Payment

☐ Invoice   ☐ Payment Enclosed    Type of payment:   ☐ Check   ☐ Cash   ☐ Credit Card

**All sponsorship invoices are due 90 days prior to the event.**

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Sec. Code \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

*By signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.*

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_

Responsible staff \_\_\_\_\_ Copied to \_\_\_\_\_

Invoice Number \_\_\_\_\_





## Winner's Circle Super Promo Package Contract

### Sponsor

Company \_\_\_\_\_  
(Please list Company Name as it should appear on Sponsorship Materials)

Authorized Representative \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Super Promo Package

- ✓ Enhanced Member Listing
- ✓ Annual Dinner Silver Sponsorship
- ✓ Commerce Lexington Electronic Membership List
- ✓ 1/3 Full Color Ad in *Business Focus* Magazine
- ✓ Copy of Guide to *Gaining Media Attention*

#### Enhancement Opportunities:

- ☐ \$1,000 – Upgrade Annual Dinner Sponsorship to Gold
- ☐ \$2,200 – Four additional 1/3-page full color ads in *Business Focus*
- ☐ \$1,200 – Add one of the following sponsorships:
  - ☐ Spotlight Gold
  - ☐ Public Policy Luncheon Silver
  - ☐ Salute to Small Business Luncheon Silver
  - ☐ Net90 Gold

Base Package \$1,795 + Enhancement Opportunities \$\_\_\_\_\_ **Total Package \$\_\_\_\_\_**

### Payment

☐ Invoice ☐ Payment Enclosed    Type of payment: ☐ Check ☐ Cash ☐ Credit Card

**All sponsorship invoices are due 90 days prior to the event.**

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Sec. Code \_\_\_\_\_

### Contract Signature

Signature \_\_\_\_\_

**By signing above, you are entering into a contract with Commerce Lexington Inc, and are therefore obligated to fulfill the agreement on this page.**

### Sold By

Volunteer's Name \_\_\_\_\_

Team \_\_\_\_\_ Date \_\_\_\_\_

### Commerce Lexington Action

Approved by \_\_\_\_\_ Date \_\_\_\_\_ Sold List \_\_\_\_\_

Responsible staff \_\_\_\_\_ Copied to \_\_\_\_\_

Invoice Number \_\_\_\_\_

Return Form To:

Commerce Lexington Attn: Winner's Circle, P.O. Box 1968, Lexington, KY 40588 Fax: (859) 233-3304