

A stylized, colorful illustration of a jockey riding a horse. The jockey is wearing a pink helmet and a purple jacket, leaning forward. The horse is depicted in various shades of blue and purple. The background is white with a blue border.

**THE
WINNER'S
CIRCLE**



2020

MANUAL & PRODUCT CATALOG

WWW.CLXWINNERSCIRCLE.COM

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Greetings Winner's Circle Volunteers,

I am very excited to lead the 2020 Winner's Circle campaign. It may look a little different this year, however, The Winner's Circle program has stood the test of time due to the effective leadership of so many great campaign chairs, and to your commitment to the success of this program. I have no doubt we'll be as successful as ever in this 18th year of Winner's Circle.

In fact, this year may be more important than ever in light of what we're facing as a business community. Keeping the Chamber strong so that we continue to provide programming and resources that support our member businesses is a top priority. Your willingness to participate as a member of the "squad" that will help us secure our Chamber for 2021 is greatly appreciated.

It's no secret that our success is a direct result of people like you, who have recognized the importance of the Winner's Circle to our organization and the community, and have helped Commerce Lexington leverage the contacts you've made to grow and improve our programs and services. Commerce Lexington is only successful when you are successful, so we pledge to provide you with all the tools and resources necessary to support your efforts. That includes any assistance I can provide; the Past Chairs are ready to help as well and of course the Commerce Lexington staff is available at any time.

Thank you for agreeing to take this unconventional Winner's Circle journey with me! I am very honored to lead this effort and look forward to working with you on a successful Winner's Circle 2020!

Sincerely,

Becky Reinhold
V.P., Principle Broker
Bluegrass Sotheby's International Realty



About Winner's Circle

Winner's Circle is our annual volunteer driven revenue (sales) campaign. Member volunteers recruit new members, upgrade existing members, and secure event sponsors, publication advertising and trade agreements. Volunteers are rewarded for their hard work in the campaign.

The program is referred to as a "total resource campaign", meaning that it allows volunteers to promote the complete menu of Commerce Lexington's resources available to the business community; membership, upgraded membership (providing an extra level of exposure), and marketing through event and publication sponsorship.

Leading this year's initiative is Becky Reinhold of Bluegrass Sotheby's International Realty, who will serve as Chair of the Winner's Circle program. The Winner's Circle program provides a great opportunity for member companies to find marketing opportunities and sponsorships that meet their promotional needs and budget.

Purpose

This campaign allows us to provide new and enhanced programs and member benefits. Winner's Circle has produced over \$10.5 million in the last 18 years. The dollars raised in the annual Winner's Circle campaign represent 30% of the Chamber operating budget. You can see why this campaign is important to Commerce Lexington!

Timeline

The 2020 Campaign will kick-off the week of September 14th and run until approximately December 7th, 2020. The deadline for WC 2020 sales may vary based on progress to target.

2020 Winner's Circle Program Volunteers

In this year's unconventional campaign, we have invited previous year's top producers to be on a super "squad" of volunteers to help Commerce Lexington secure the memberships, event sponsorships and publication advertisers that will help secure the organization in 2021 and ensure our efforts; including programs and resources remain valuable to our members and our community.

"The Squad" (Top Producing Volunteers)

Tony Bonner, Dinsmore
Kelley Bozeman, University of Kentucky
Kristen Brown, UK HealthCare
Susan Bunning, Equine Equity Partners
Victoria Carling, City National Bank
Lisa Deaton-Greer, University of Kentucky
Cheryl Eadens, Bluegrass Office Systems, Inc.
Kathy Edwards, Lexmark
Houston Hall, Forcht Bank
Melia Hord, Melia Realty Group
Kelly Johns, Stablemate Creative
David Kidd, PNC Bank
Jeff Koonce, WesBanco Bank
Daniel Lowery, Kentucky Utilities Co.

Maxine Lee, Chase
Tamara McCain, Republic Bank
Allen McDaniel, Lexington Clinic Foundation
Lisa Parke, Advertising Specialties...llc
Jeannine Petell, Community Trust Bank
Kaelyn Query, Lexington Event Company
Mark Ruddell, Central Bank & Trust Co.
Todd Sallee, Fifth Third Bank
Camden Skidmore, Republic Bank
Lisa Smith, Columbia Gas
Valeria Swope
Abby Vaughn, Unified Trust Company
Jeff Zinger, WealthSouth



Terms and Conditions & Key Contacts

- Volunteers are acting as representatives of Commerce Lexington, Inc. All interactions and solicitation practices should reflect positively on the volunteer and the company they represent as well as CLX.
- To receive campaign credit and cash incentives, volunteers must complete the sales process by asking for the commitment, completing and submitting correct paperwork with signatures, volunteer information documented and collecting payment.
- All trades must have the approval of the WC Director before campaign credit is awarded.
- After a contract is approved, CLX will follow up with the sponsor regarding benefits and needs to execute the partnership.
- **NEW MEMBERSHIP PROSPECTS:** Volunteers should email Dawn Flickinger at dflickinger@commercelexington.com or Diana Wilson at dwilson@commercelexington.com to check the status of an account before contacting them for membership. This is for the purpose of eliminating duplication of efforts among Commerce Lexington Account Executives and Winner's Circle Volunteers during the active campaign months. Dawn or Diana will confirm if the account is already being actively worked by a volunteer or an AE. If it is already being worked, the volunteer will not need to work that prospect. If it is not being worked, we will flag the account with the volunteer's name so that it is secure for the duration of the campaign. At the conclusion of the campaign dates, all volunteer names will be removed from the prospect so that it is available for sale by any representative.
- **SPONSORSHIP/ADVERTISING PROSPECTS:** CLX does not assign accounts for the purpose of sponsorships or publication advertisers. Whoever brings in the signed contract receives the credit for the sale. As in all sales best practices, we want to be cautious about inadvertently putting the purchaser in an uncomfortable position if it this situation occurs.
- Should sales occur outside the WC timeline, approved sales will be reported and rewarded in the next campaign.
- CLX will recognize all producers for their approved sales in the WC Campaign.
- An IRS 1099 Form will be issued for all incentives.
- WC Renewals of sales made in the prior year campaign are protected until the designated renewal release date
- Sponsorship/Publication Renewals must be resold within the renewal period to avoid being "released." After the renewal deadline, CLX will release the sponsorship as available for sale unless otherwise noted on the Sold/Availability document.
- Qualifying membership renewals are automatically credited when the member dues are paid. This applies only to memberships that were originally sold or upgraded in a WC Campaign.

This catalog is a living document and will be updated to reflect sponsorship opportunities and changes on an ongoing basis. The date at the top of the Contents page will reflect when the catalog was last updated.

Winner's Circle 2020 Chair

Becky Reinhold, V.P., Principle Broker
Bluegrass Sotheby's International Realty
1999 Richmond Road, Suite 400
Lexington, KY 40502
Phone: (859) 338-1838

2020 Chairman of Commerce Lexington Inc. Board of Directors

Ray Daniels, President, Equity Solutions Group
1591 Winchester Rd Ste 125, Lexington, KY 40505

Full Board List

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

COMMERCE LEXINGTON INC. STAFF:

Bob Quick, President and CEO
330 East Main Street, Suite 100, Lexington, KY 40507
Phone: (859) 226-1616

Lynda Bebrowsky, Executive VP, Membership & Engagement Director, The Winner's Circle
330 East Main Street, Suite 100, Lexington, KY 40507
Phone: (859) 226-1611 | Fax: (859) 233-3304

Full Staff List

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



Joining Commerce Lexington

Our Story

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

Our Mission

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

Who We Are

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

How Commerce Lexington Inc. Works for You

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

The First Step

Check to see if the company is already a member by consulting our [on-line directory](#), 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. See current structure below.

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. Click on the following links to learn more about Diamond Investors and Board of Trustees Memberships.

Helpful Membership Links

(If you are unable to link to these pages, they can be found by visiting <https://www.commercelexington.com/membership-info.html>.)

- [Member Benefits \(One page\)](#)
- [Member Benefits Overview \(large\)](#)
- [Membership Application \(fillable form\)](#)
- [Membership Application \(with dues structure\)](#)
- [Benefits that are FREE to CLX Members](#)
- [Events Programs and Services](#)
- [Internet Marketing Overview](#)
- [Top Investor Guide \(Trustee Promo Piece\)](#)
- [Top Investor Photo Piece](#)

Commerce Lexington Inc. 2020 Investor's Guide



www.commercelexington.com

Commerce Lexington Standard Investor*

Businesses who are looking for creative, more effective ways to market their products and services.

We'll Connect You with Customers, Suppliers and Other Businesses

- Search Engine Optimized (SEO) Listing on the Commerce Lexington Web site, CommerceLexington.com
- Listing in business-specific publications as appropriate i.e., Community Resource Guide
- New Member luncheons for new members
- Utilize volunteer opportunities to build relationships with other businesspeople
- Advertising and marketing opportunities through Commerce Lexington publications and events
- Inclusion in Commerce Lexington's referral program
- Consideration of use of your company's resources for programs and services
- Utilize the brochure racks in Commerce Lexington's lobby
- Membership decal

We're Your Source of Business Information

- Access to economic and demographic research and data from Commerce Lexington's Research Department
- 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

- 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 Your Voice in Government and 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
- Opportunity to attend Commerce Lexington's Annual Leadership Visit

We Save You Money

- 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

We Support Your Professional Development

- Participate in @330 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

*Annual membership investments are based on the size of the company. Membership investments are 95% tax deductible as a business expense (ask your accountant for details).

Commerce Lexington Winner's Circle Membership Application

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

Firm Name: _____

Main Contact: (Mr/Ms/Dr) _____
First MI Last

Title: _____

Street Address: _____
Suite

City/State/Zip: _____
City State Zip

Billing Address: _____ City/State/Zip: _____

Phone: _____ Toll Free: _____ Fax: _____

E-Mail: _____

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

Name: _____ Title: _____

E-Mail: _____

#of Employees: _____ Business Website Address: _____

Online Business Directory Category: _____

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

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

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

(please specify)

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

Credit Card # _____ Exp: _____ Billing Zip: _____ CSV: _____

Name (on card) _____ Cardholder Signature: _____

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

Volunteer: _____

For Office Use Only

Date: _____

Approved by: _____

Date: _____

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

Commerce Lexington Diamond Investors

Member businesses investing \$20,000 or greater annually in Commerce Lexington's overall activities, including the Full Stride economic development campaign, membership dues, and event sponsorships are recognized as DIAMOND INVESTORS.

Benefits for Diamond Level Investors:

- Recognition in lobby of the Commerce Lexington offices
- Special recognition in the Commerce Lexington Annual Dinner program
- Annual visit from the Commerce Lexington executive staff
- Recognized on www.CommerceLexington.com
- Applicable standard and Trustee benefits apply based on the level of annual dues investment

COMMERCE LEXINGTON INC. TOP INVESTORS 2020



COMMERCE LEXINGTON INC. DIAMOND INVESTORS

UPDATED JANUARY 2020

 Baptist Health Lexington William G. Sisson President/CEO	 Central Bank & Trust Co. Luther Deaton Jr. Chairman, President & CEO	 CHI Saint Joseph Health Bruce Tassin CEO, CHI Saint Joseph Health President, Saint Joseph Hospital	 Columbia Gas of Kentucky Kimra Cole President & Chief Operating Officer	 Community Trust Bank Larry Jones Central Region President	 Fifth Third Bank Mary-Alicha Weldon City President	 Forch Bank Tucker Ballinger President & CEO	 Frost Brown Todd LLC Jonathan Miller Member-In-Charge Lexington Office	 Keeneland Association Bill Thomason President & CEO
 Kentucky American Water Nick Rowe SVP American Water/ President KY-American Water	 KU a PPL Company David Freibert Vice President, External Affairs LG&E-KU Energy	 Lexington Clinic Dr. Andrew Henderson CEO	 Lexington Industrial Foundation Robert Trimble Dir., Distribution Operations LG&E-KU Energy	 Lexington-Bluegrass Association of Realtors Al Blevins President	 Lexington-Bluegrass Association of Realtors Linda Gorton Mayor	 Lexmark International, Inc. Allen Waugerman Chairman, President & CEO	 PNC Bank John Gohmann Regional President - Lexington Market	 Stites & Harbison, PLLC Cassidy Rosenthal Office Executive Member
 Stoll Keenon Ogden, PLLC P. Douglas Barr Managing Director	 Toyota Motor Manufacturing, Kentucky, Inc. Susan Elkington President	 UK HealthCare Dr. Mark F. Newman Executive VP for Health Affairs	 University of Kentucky Dr. Eli Capilouto President	 VisitLEX Mary Quinn Ramer President	 WesBanco Bank Jeff Koonce Market President	 Windstream Communications Barry Bishop VP-Operations	 Wyatt, Tarrant & Combs, LLP Craig Robertson Partner-in-Charge Lexington Office	

Commerce Lexington Board of Trustees

The Commerce Lexington Trustee Program includes those who are leaders in our community who recognize that their business' success and failure is tied to the area around them. In taking a leadership position, Trustees are ensuring their future success by reinvesting in the local business community through Commerce Lexington Inc. Trustees believe in the important programs of Commerce Lexington Inc. They understand that the prominence of their organization makes it appropriate for them to assume the role of a substantial participant and contributor to Commerce Lexington's operation. Companies like this refuse to let the burden of improving the business climate and our local quality of life fall on others. To show our appreciation, Trustees receive special relationship building and recognition opportunities above and beyond what is provided by a general Commerce Lexington Inc. membership. Our Trustees are vital to the success of our organization, but also the community as a whole. Our Trustees are our key investors, and we rely heavily on their financial support and leadership. The following information details the three different Trustee Levels offered by Commerce Lexington and the benefits included for those investment tiers.

Gold Level Investor • \$8000—\$14,999 • Annual dues investment

Benefits for Gold Level Investors:

- Complimentary 185x100 pixel ad on CommerceLexington.com on your choice of two web pages
- Invitation to register for and attend our annual Washington Fly-In
- Annual visit from the Commerce Lexington executive staff
- Recognized with an enhanced listing in the online directory at CommerceLexington.com
- Receive recognition in the lobby of the Commerce Lexington office and given a plaque for the Trustee's office
- Trustees receive special recognition in Commerce Lexington's monthly newsletter, *Business Focus*, any Annual/Quarterly Reports, and on the Commerce Lexington website.
- Special seating consideration and recognition at Commerce Lexington's Annual Dinner and Salute to Small Business Luncheon
- Receive a copy of the Report to the Board following each meeting, which includes staff departmental updates
- Trustees placed on Commerce Lexington's VIP mailing list to receive invitations to special community events and functions
- Invited to special VIP receptions and special events for major investor and community leaders
- Annual pass to the Business Link event series for one company representative
- Annual pass to the Spotlight event series for one company representative
- Receive a complimentary Commerce Lexington membership list
- Plus all STANDARD Level investor benefits

Commerce Lexington Board of Trustees

Silver Level Investor • \$4,000—\$7,999 • Annual dues investment

Benefits for Silver Level Investors:

- Annual visit from the Commerce Lexington executive staff
- Annual pass to the Spotlight event series for one company representative
- Recognized with an enhanced listing in the online directory at CommerceLexington.com
- Receive recognition in the lobby of the Commerce Lexington office and given a plaque for the Trustee's office
- Trustees receive special recognition in Commerce Lexington's monthly newsletter, *Business Focus*, any Annual/Quarterly Reports, and on the Commerce Lexington website.
- Special seating consideration and recognition at Commerce Lexington's Annual Dinner and Salute to Small Business Luncheon
- Receive a copy of the Report to the Board following each meeting, which includes staff departmental updates
- Trustees placed on Commerce Lexington's VIP mailing list to receive invitations to special community events and functions
- Invited to special VIP receptions and special events for major investor and community leaders
- Annual pass to the Business Link event series for one company representative
- Receive a complimentary Commerce Lexington membership list
- Plus all STANDARD Level investor benefits

Bronze Level Investor • \$2,000—\$3,999 • Annual dues investment

Benefits for Bronze Level Investors:

- Recognized with an enhanced listing in the online directory at CommerceLexington.com
- Receive distinguished recognition in the lobby of the Commerce Lexington office with a special Trustee's plaque, and a plaque for the Trustee's office
- Trustees receive special recognition in Commerce Lexington's monthly newsletter, *Business Focus*, any Annual/Quarterly Reports, and on the Commerce Lexington website.
- Special seating consideration and recognition at Commerce Lexington's Annual Dinner and Salute to Small Business Luncheon
- Receive a copy of the Report to the Board following each meeting, which includes staff departmental updates
- Trustees placed on Commerce Lexington's VIP mailing list to receive invitations to special community events and functions
- Invited to special VIP receptions and special events for major investor and community leaders
- Annual pass to the Business Link event series for one company representative
- Receive a complimentary Commerce Lexington membership list
- Plus all STANDARD Level investor benefits

For a current list of Commerce Lexington Top Investors, please visit
www.commercelexington.com/top-investors.



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	\$ _____
<i>Less current dues paid</i>	\$ _____
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



@330

Held every other month on the second Tuesday | Projected Attendance: 30-40

These informal "members only" events provide a topical presentation relevant to the success of both small and large businesses. A presenter or panel will speak for about an hour and incorporate questions from participants throughout that time. In 2020, these events have moved to a successful virtual format via Zoom. Virtual events have seen much success in reaching an even wider audience and may continue virtually while gathering in person is restricted. Topics may include: Marketing, Social Media, Personal Development, Sales, Networking and Management and more. Recent subjects have also focused on navigating these areas during unprecedented times.



Sponsorship	Presenting	Gold
Sponsorship price	\$3,000	\$750
Number of sponsors	Limit 1	Unlimited
Opportunity to make remarks	✓	
Recognition on CLX website	Logo, live link	Company name, live link
Recognition on digital communications	Logo, live link	Company name, live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name
Opportunity to provide promotional items (in-person event only)	✓	At a shared table
Event Contact: Liz Bennett – lbennett@commercelexington.com or 859-226-1615.		



Annual Dinner

Summer 2021 | Projected Attendance: 1,000



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

	Sponsorship	Presenting	Platinum	Gold	Silver	Bronze
Main Event Sponsorships	Sponsorship price	\$20,000	\$7,500	\$3,500	\$2,500	\$1,500
	Number of sponsors	Limit 1	Limit 4	Unlimited	Unlimited	Unlimited
	Recognition on event signage and video	Enhanced recognition	Enhanced recognition	Logo	Logo	Logo
	Recognition on Electronic Marketing	Logo and live link	Company name and live link			
	Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name and live link	Company name and live link	Company name
	Recognition in <i>Business Focus</i> monthly magazine and printed invitation & program	Logo	Company name	Company name	Company name	Company name
	Representative on Planning Committee	✓	✓			
	Opportunity to make remarks	✓				
	Opportunity to provide promotional items	At each seat				
	Number of comp attendees	20	10	10	5	5
	Ad in event program	Full page	Half page			
	Company provided with attendee list	✓	✓			
	First right of refusal for future events	✓	✓			



Annual Dinner

Summer 2021 | Projected Attendance: 1,000



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

	Sponsorship	Presenting	Platinum	Gold	Silver	Bronze
Main Event Sponsorships	Sponsorship price	\$20,000	\$7,500	\$3,500	\$2,500	\$1,500
	Number of sponsors	Limit 1	Limit 4	Unlimited	Unlimited	Unlimited
	Recognition on event signage and video	Enhanced recognition	Enhanced recognition	Logo	Logo	Logo
	Recognition on Electronic Marketing	Logo and live link	Company name and live link			
	Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name and live link	Company name and live link	Company name
	Recognition in <i>Business Focus</i> monthly magazine and printed invitation & program	Logo	Company name	Company name	Company name	Company name
	Representative on Planning Committee	✓	✓			
	Opportunity to make remarks	✓				
	Opportunity to provide promotional items	At each seat				
	Number of comp attendees	20	10	10	5	5
	Ad in event program	Full page	Half page			
	Company provided with attendee list	✓	✓			
	First right of refusal for future events	✓	✓			



Annual Dinner continued

	Sponsorship	Design	Video	Reception	Entertainment	Invitation & Program Print*
Specialty Sponsorships	Sponsorship price	\$7,500	\$5,000	\$4,500	\$2,500	\$5,000 value
	Number of sponsors	Limit 1	Limit 1	Limit 1	Limit 1	Limit 1
	Recognition on event signage and video	Logo	Enhanced recognition on video	Logo	Logo	Logo
	Recognition on Commerce Lexington website	Company name and live link	Enhanced recognition and live link	Company name and live link	Company name	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine and printed event invitation & program	Company name	Company name	Company name	Company name	Enhanced recognition
	Representative on Planning Committee	✓	✓	✓		✓
	Number of comp attendees	10	10	10	5	10
	Ad in event program	Half page	¼ page			
	Company provided with attendee list	✓				
	First right of refusal for future events	✓	✓	✓	✓	✓
	Other sponsorship benefits				Company logo on beverage napkins at reception	Enhanced recognition during entertainment portion

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

Event Contact: Angela Carlos – acarlos@commercelexington.com or 859-226-1608



Board of Directors & Trustees Luncheon

December 2021 | Projected Attendance: 100

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



Sponsorship	Presenting	Platinum
Sponsorship price	\$5,000	\$2,500
Number of sponsors	Limited to 1	Limited to 4
Invitation to event	5	2
Opportunity to make remarks	✓	
Recognition on invitation	Logo	Company name
Recognition on event signage or PowerPoint slide show	Logo	Company name
Recognition on printed program	Logo	Company name
Opportunity to provide promotional products	✓	
Opportunity to display materials on a sponsor table	✓	✓
First right of refusal for future events	✓	✓
Event Contact: Cindy Benningfield – cbenningfield@commercelexington.com or 859-226-1602		



Business Link

Held 6 times per year | Projected Attendance: 100+

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. Available months include: February, April, June, August, October and December. Commerce Lexington reserves the right to reduce the number of available Business Links annually. Share an evening with your existing network and make new contacts.



Due to gathering restrictions, we were not able to host all of our 2020 Business Link events. These have been moved to 2021. At this time there are no Business Links available to sell. If the status of Business Link 2021 changes – we'll update the volunteers

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

Currently Unavailable for Sale

Event Contact: Liz Bennett - lbennett@commercelexington.com or 859-226-1615

***HOST SPONSOR NOTES:**

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

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

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

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



Central Kentucky Day at the Capitol

TBD 2021 | Projected Attendance: 75-100

The focus of this event is to provide an opportunity for advocacy, relationship building and issue education in Frankfort during the 2021 General Assembly. During the day-long event, business and community leaders from Central Kentucky, local and state elected officials, local chambers and economic development groups will come together in Frankfort to discuss state policy issues of importance to the region.

During the visit, meetings will be held where attendees will interact with state legislators and top-level Executive Branch officials and other issue experts. A lunch event will be hosted for attendees in the Capitol Annex. Other invitees to the special legislative lunch include the Governor's Office and staff, Executive Branch officials and all state legislators.



Sponsorship	Presenting	Platinum	Gold
Sponsorship price	\$7,500	\$3,500	\$1,500
Number of sponsors	Limited to 1	Limited to 3	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Company name	Company name
Recognition on Invitation	Color logo	Company name	Company name
Recognition on event registration page/CLX website	Logo and live link	Company name, live link	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name
Opportunity to make remarks	Opening & Lunch Session	Speaker Intro	
Number of attendees invited	10	5	2
Ad in briefing book	Full page	Half page	¼ page
First right of refusal for future events	✓	✓	

Currently Unavailable for Sale

Event Contact: Angela Carlos - acarlos@commercelexington.com or 859-226-1608



EMERGE

Spring 2021 | Projected Attendance: 250-300

The EMERGE conference engages the next generation leaders of Central Kentucky – our emerging leaders – to provide community education and professional development in a virtual setting for 2021. This full-day event includes a variety of speakers and panel discussions, a headline keynote speaker, as well as some fun activities such as morning exercise and an after party at the end of the day. Attendees emerging from this one-day summit will gain the tools and knowledge needed to make a robust impact on the community and region as they move forward with their passions and visions. EMERGE boasts it's own website at www.emergelexington.com as well as a Facebook group, Instagram page (@gogrowemerge) and hashtag (#GoGrowEmerge).



Sponsorship	Presenting	Speaker	Platinum	Branding	After Party	Conference Box**	Did you know?	Gold	Silver
Sponsorship price	\$12,500	\$5,000	\$5,000	\$5,000	\$3,500	\$5,000	\$3,500	\$2,500	\$1,500
Number of sponsors	Limit 1	Limit 2*	Limit 3	Limit 1	Limit 1	Limit 1	Limit 3***	Unlimited	Unlimited
Recognition on event signage or slides	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Company name	Company name
Recognition on EMERGE website	Logo and live link	Logo and live link	Logo and live link	Logo and live link	Logo and Live link	Logo and live link	Logo and live link	Logo and live link	Logo and live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Logo	Company name					
Opportunity to make remarks during event	Throughout the event	Introduce speaker	Introduce session speaker		At after party		Pre-recorded		
Number of comp attendees	10	10	10	10	5	10	5	5	2
Serve on planning committee	✓		✓	✓	✓	✓	✓		
Ad in Event Program	Full page	Full page	Full page	Half page	Half page		Half page	¼ page	
Copy of attendee list	✓	✓	✓	✓	✓	✓	✓		
First right of refusal for future events	✓	✓	✓	✓	✓	✓	✓		
Include promo item in conference box to attendees	✓					✓			

Event Contact: Angela Carlos - acarlos@commercelexington.com or 859-226-1608

*Both Opening Session and Luncheon Speaker sponsorship are available. **Must be different business category than presenting sponsor
 ***Limit one company per industry. Sponsor will provide a brief, informative takeaway message relevant to the Emerge audience to be delivered in a concise pre-recorded message to be aired during the conference. Please speak with CLX event contact person before committing this sponsorship.



Emerging Leaders of the Bluegrass (ELBG)

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



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



Kentucky Regional Tour

October 2021 | Projected Attendance: 50-60

The Kentucky Regional Tour revives a long-ago tradition of visiting other areas of Kentucky to listen and learn from leaders across the state. During these bus trips, we hear from business leaders and local and state officials to 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. In 2021, this tour will take participants to the Ashland, Kentucky region.



Sponsorship	Presenting	Platinum	Gold	Reception/Dinner	Luncheon	Breakfast
Sponsorship price	\$7,500	\$3,500	\$1,500	\$5,000	\$3,500	\$3,500
Number of sponsors	Limit 1	Limit 4	Unlimited	Limit 1	Limit 2*	Limit 1
Listing on event signage and/or slides	Logo	Logo	Logo	Logo	Logo	Logo
Opportunity to make remarks	✓	✓		✓	✓	✓
Complimentary attendees	1 full price	1 full price		1 full price	1 full price	1 full price
Recognition on CLX website	Logo, live link	Company name & live link	Company name	Company name	Company name	Company name
Recognition on digital communications	Logo, live link	Company name & live link				
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name	Company name	Company name	Company name
Recognition on special invitation to trip attendees				✓		
Ad in attendee booklet	Full page	Half page	Quarter page	Half page	Quarter page	Quarter page
Opportunity to serve on planning committee	✓					
Opportunity to provide promotional products	✓					
First right of refusal for future events	✓	✓		✓		

Event Contact: Angela Carlos – acarlos@commercelexington.com or 859-226-1608.

*Two luncheons are held during the trip with a separate sponsor for each day.



Leadership Lexington

August 2021 – June 2022

Now in its 40th year, Leadership Lexington is an eleven-month program which educates local professionals about the issues and concerns of the community. Approximately 25 leaders, including corporate professionals, non-profit managers and educators were selected to participate in this exclusive program. Day sessions provide in-depth education and insight on a community topic such as Economic Development, Public Safety, Education, Health & Human Services, Equine and more. Associate your company with this exceptional group for the duration of their Leadership Lexington experience by becoming a Leadership Lexington Sponsor. This is a great way to impact the community with your support of this program and your personal involvement with these emerging leaders.



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



Leadership Visit

May 2021 | Projected Attendance: 185



For over 70 years, Commerce Lexington's Leadership Visit has helped expose Central Kentucky's leaders to the best ideas of progressive, nationally recognized communities throughout the United States, yielding ideas and lessons that have been applied to the improvement of the Bluegrass Region. This three-day trip has become the most valuable opportunity to bring community leaders, decision makers, and ideas together to make positive changes in our community. This is a unique opportunity that includes the foremost business, education, government, and community representatives of Central Kentucky.

Sponsorship		Presenting	Platinum	Gold
Main Trip Sponsorships	Sponsorship price	\$20,000	\$7,500	\$3,500
	Number of sponsors	Limit 1	Limit 8	Unlimited
	Recognition on event signage or Sponsor slide show	Logo	Logo	Company name; Recognition at breakout/tour
	Recognition on Electronic Marketing	Logo and live link	Company name and live link	Company name and live link
	Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine	Logo	Company Name	Company Name
	Representative on Steering Committee	✓		
	Opportunity to make remarks	Opening session and closing day	Keynote/ general session	Elective Session
	Opportunity to provide promotional items	✓		At sponsored breakout
	Recognition on Attendee Name Badge	Logo		
	Number of comp attendees	1 & 1 half price	1	
	Ad in briefing book	Full page	Half page	Quarter page
	First right of refusal for future events	✓	✓	✓
Event Contact: Angela Carlos – acarlos@commercelexington.com or 859-226-1608				



Leadership Visit continued

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

Specialty Sponsorships	Sponsorship	Briefing Book	Name Badge	Wi-Fi / Text Alert Sponsor	Charging Station Sponsor
	Sponsorship price	\$4,500	\$4,500	\$4,500	\$3,500
	Number of sponsors	Limit 1	Limit 1	Limit 1	Limit 1
	Recognition on event signage or Sponsor slide show	Logo	Logo	Company name	Company name
	Recognition on Commerce Lexington website	Company name and live link	Company name and live link	Company name and live link	Company name and live link
	Recognition in <i>Business Focus</i> monthly magazine	Company name	Company name	Company name	Company name
	Recognition on trip materials	Logo	Company name	Logo	Logo
	Ad in briefing book	Enhanced recognition and full page ad		Half page	Half page
	First right of refusal for future events	✓	✓	✓	✓
	Other Sponsorship Benefits		Company name on all lanyards worn throughout the trip and insert for back of nametag	Company name used in wi-fi password and Wi-Fi signage in meeting room; Recognized once each day during trip as sponsor via text alert	Enhanced recognition on charging station signage

Event Contact: Angela Carlos – acarlos@commercelexington.com or 859-226-1608

Legislative Appreciation Breakfast

December 2020 | Projected Attendance: 75



The focus of this event is to provide an opportunity for Commerce Lexington members interested in public policy to interact with Central Kentucky state legislators prior to the 2021 General Assembly. During the event, state legislators will discuss issues important to the business community and preview issues likely to be on the agenda for the upcoming legislative session. Invitees include Central Kentucky legislative representatives, Commerce Lexington Board, Trustees and Policy Council Members.

Sponsorship	Presenting	Platinum	Gold
Sponsorship price	\$4,500	\$2,500	\$1,500
Number of sponsors	Limited to 1	Limited Availability	Unlimited
Recognition on event signage or Sponsor slide show	Logo	Company name	Company name
Recognition on Invitation	Color logo	Company name	Company name
Opportunity to make remarks	✓		
Number of attendees invited (Applicable for in-person or hybrid only)	10	5	2
Ad in Legislative Priorities Report	Full page	Half page	¼ page
Copy of attendee list for marketing purposes	✓	✓	
First right of refusal for future events	✓	✓	
Event Contact: Angela Carlos - acarlos@commercelexington.com or 859-226-1608			



Member Mixer

Held Every Month | Projected Attendance: 25

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



Sponsorship	Presenting	Gold
Sponsorship price	\$3,500	\$750 (Quarter)
Number of sponsors	Limit 1	Unlimited
Opportunity to make remarks	✓	
Recognition on CLX website	Logo, live link	Company name, live link
Recognition on digital communications	Logo, live link	Company name, live link
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name
Sponsor recognition at each event	✓	✓
Recognition on social media	✓	✓
Event Contact: Kelly Bates, kbates@commercelexington.com or 859-226-1612		



Minority Business Development Program Sponsors



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

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

Event Contact: Tyrone Tyra - tyra@commercelexington.com or 859-226-1625



2019 Minority Business of the Year – Synergy Coach



Opportunity Exchange Reception



Net90

Spring and Fall 2021 | Projected Attendance: 60

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

Event could include a virtual program in the spring and in person in the fall.



Sponsorship	Presenting	Table*	Host**
Sponsorship price	\$3,500	\$300	\$3,500
Number of sponsors	Limit 1	Limit 7	Limit 1
Opportunity to make remarks	✓		✓
# of complimentary attendees	1	1 table moderator	1
Recognition on digital marketing and website	Logo		Logo
Recognition in <i>Business Focus</i> monthly magazine	Logo		Logo
Provide promotional items	✓		✓
Copy of attendee list for marketing purposes	✓		✓
First right of refusal for future events	✓		✓
Other sponsorship benefits	Complimentary table sponsorship	Provide table decor	

Event Contact: Angela Carlos - acarlos@commercelexington.com or 859-226-1608

*In-person event only **Virtual event only



Opportunity Exchange Reception

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

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



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

Event Contact: Tyrone Tyra - tyra@commercelexington.com or 859-226-1625





Public Policy Luncheon Series

Four times a year: 2 virtual and 2 in-person events

Projected Attendance: 150-200 per event



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

Sponsorship	Presenting	Platinum	Gold	Silver	Small Business*
Sponsorship price	\$10,000	\$5,500	\$2,000	\$1,000	\$650
Number of sponsors	Limited to 1	Limited to 4	Unlimited	Unlimited	Unlimited
Opportunity to make remarks	✓				
# of complimentary attendees (unlimited for virtual events)	10	10	5	3	2
Seat at Head Table with speaker	1				
Recognition on digital marketing and/or website	Logo and live link	Live link	Company name	Company name	Company name
Recognition in <i>Business Focus</i> monthly magazine	Logo	Company name	Company name	Company name	Company name
Recognition in Event Program	Logo	Company name	Company name	Company name	Company name
Provide promotional items (in-person events only)	Each seat**	Shared table	Shared table	Shared table	Shared table
Comp ad in Public Policy Email Updates (min. 12 issues)	Tower banner	Square banner			
First right of refusal for future events	✓	✓			
Event Contact: Angela Carlos - acarlos@commercelexington.com or 859-226-1608					
*Small Business Sponsor company must employ 10 or fewer employees			**Items provided by sponsor		



Salute to Small Business

Fall 2021 | Projected Attendance: 350-400

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



Sponsorship	Presenting	Platinum	Gold	Silver	Small Business*	Video	Invitation & Program Print**
Sponsorship price	\$7,500	\$4,500	\$2,500	\$1,500	\$500	\$3,000	\$3,000
Number of sponsors	Limit 1	Limit 4	Unlimited	Unlimited	Unlimited	Limit 1	Limit 1
Recognition on event signage and video	Enhanced recognition	Logo	Logo	Logo	Logo	Enhanced recognition	Logo
Recognition on event registration page/CLX website	Logo and live link	Company name and live link	Company name	Company name	Company name	Company name and live link	Company name and live link
Recognition in <i>Business Focus</i> monthly magazine and printed invitation & program	Logo	Company name	Company name	Company name	Company name	Company name	Enhanced recognition
Company representative invited to judge awards	✓	✓					✓
Opportunity to make remarks	✓						
Opportunity to provide promotional items	At each seat						
Complimentary exhibitor table	✓	✓					
Number of comp attendees	10	10	10	5	2	5	5
Ad in event program	Full page	Half page					
Company provided with attendee list	✓	✓					
First right of refusal for future events	✓					✓	✓
Other Sponsorship Benefits	Onsite award presentation to winner; video highlight						

Event Contact: Angela Carlos – acarlos@commercelexington.com or 859-226-1608

*Sponsor company must employ ten or fewer employees.

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



SPOTLIGHT

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

Casually known as the “hot topic” event, SPOTLIGHT is a series to inform, educate, and shed light on topics, key issues, and opportunities within the Bluegrass Region. This event will be offered at least once in early 2021 in a virtual format with two in-person events in mid-late 2021. Participants not only benefit by being able to ask questions about a topic but sponsors also find great value in having their company’s name attached to events that focus on present relevant topics in the area.



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



Washington Fly-In

July 2021 | Projected Attendance: 50+

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

Kentuckians in Washington Annual Summer Reception

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



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

ACCESS Loan Program Brochure

Annual | Updated throughout the year

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

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



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

Access Loan Program

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

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

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

Qualifications:

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

How to apply:

- > Loan packages available to be picked up and drop off at the Commerce Lexington Inc. office at 330 East Main Street.
- > **There is a \$69.00 application processing fee. (Not refundable to Commerce Lexington)**
- > All information provided to the ACCESS Committee in Lexington will be kept confidential.
- > Business planning assistance is available FREE through the Bluegrass Small Business Development Center. Call (859) 252-7666 or toll-free 1-888-475-5555 for an appointment.

Participating Entities:

- Bank of the Bluegrass & Trust Co.
- Bank of Henderson
- BBBT
- Central Bank & Trust Company
- Chase / J.P. Morgan
- City National Bank
- Community Trust Bank
- Community Ventures Corporation
- Cumberland Valley National Bank
- Field and Main Bank
- Fifth Third Bank
- First State Bank
- Kentucky Bank

- LFUCC Mayo Economic De
- Limestone B
- Park Commu
- PNC Bank
- Republic Ban
- Small Busine
- Center
- South Centra
- Town & Coun
- Traditional B
- US Small Business Administration
- U.S. Bank
- WesBanco

www.CommerceLexington.com









ACCESS Loan Program

PRESENTED BY



TOYOTA MOTOR MANUFACTURING, KENTUCKY, INC.

A PROGRAM OF





Business Focus Monthly Magazine

Monthly | Mailed to 5,100 members per month

Commerce Lexington's main communication with the membership is its *Business Focus* magazine, published monthly and featuring articles about upcoming events, programs, education, economic development and public policy. Commerce Lexington surveys have shown that 97% of the membership reads *Business Focus* magazine regularly. With over 61,200 printed annually, this publication is distributed to business, government, community and educational leaders across 41 Kentucky counties, displayed at Commerce Lexington, and posted on-line at www.commercelexington.com/publications.html.

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

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

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

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



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

Event Contact: Mark Turner - mturner@commercelexington.com or 859-226-1606



E-Newsletter Update

Weekly | Emailed to 5,200+ per week



Commerce Lexington's E-Newsletter Update is an electronic marketing piece delivered each week to approximately 5,200+ people. This communication tool provides timely information about upcoming events, policy decisions, programs and services. Intermingled with Commerce Lexington's latest news and events are ads from member businesses. These ads are full color, may be animated and hyperlinked to the advertiser's website.

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

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



Guide to Gaining Media Attention

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



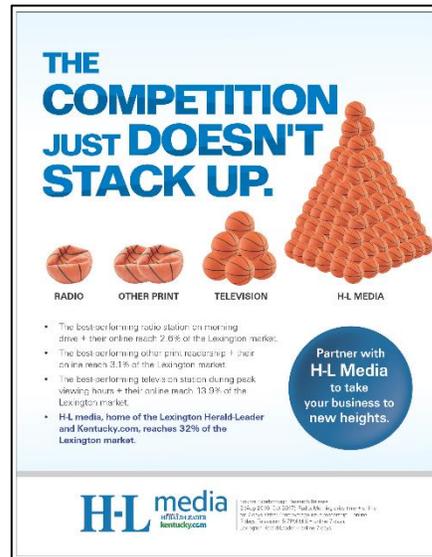
Measuring 8.5" x 11" this booklet is designed to assist businesses and non-profit organizations in utilizing the local media more efficiently. It includes everything from how to structure a news release to what's the best way to contact a media representative, as well as a list of local media outlets.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

Description	Price (per issue)	Ad Size
Outside Back Cover	\$1,265 b/w \$1,485 color	7.5" x 10" live image area 8.625" x 11.125" w/bleed
Inside Front Cover	\$1,485 Full page \$980 Half-page	8.625" x 11.125" w/bleed 7.5" x 4.813" Horiz. only
Inside Back Cover	\$760 b/w \$980 color	(H) 7.5" x 4.813" (V) 4.813" x 7.5"
Half-page ad inside	\$528 b/w \$748 color	(SQ) 4.813" x 5" (H) 7.5" x 3.313" (V) 2.5" x 10"

Event Contact: Mark Turner - mturner@commercelexington.com or 859-226-1606



Front Cover



Back Cover



Guide to the Bluegrass Newcomers Publication

Annual | March 2021

Commerce Lexington Inc.'s Guide to the Bluegrass is focused on making a family's transition to the area an easier one. The COVID-19 pandemic has changed everything, including the information that people need when looking to relocate to a city or community. Not only do people want to know about the cost of living in an area, the quality of schools, housing options, health care, recreational activities and other amenities, but now it will be important to know how a particular city has dealt with and adapted to the pandemic to ensure that both residents and businesses are safe. In addition to the typical important topics of education, housing, health care, and living here, Commerce Lexington Inc.'s 2021 Guide to the Bluegrass newcomer publication will also adapt to the changing time to provide readers with pertinent information related to COVID testing options locally, health and wellness guidance, optional learning environments for children, activities that are great for social distancing, where to find personal protective equipment, and resources available to residents for basic needs.



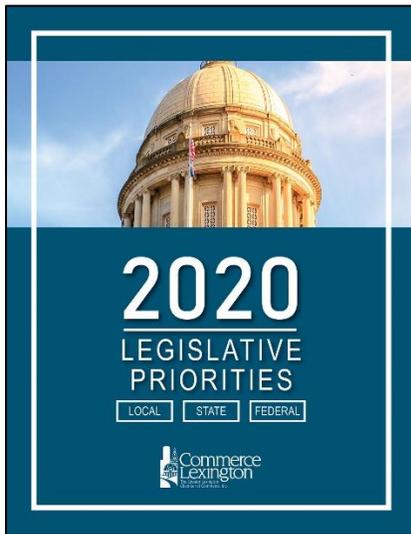
This full-color book is circulated to 6,000 businesses, visitors, and newcomers annually. It is also posted online for download at www.commercelexington.com/community.html. Commerce Lexington Inc. member agencies eligible for 15% agency discount on the sale when billing through the agency on behalf of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

Description	Cost	Cost if Reserved by Nov. 15th	Ad Size(s)
COVERS: (All prices include color)			
Outside Back Cover	\$3,500	\$3,150	8.5" x 11" Trim size
Inside Front Cover	\$3,300	\$2,970	8.75" x 11.25" Bleed size
Inside Back Cover	\$3,100	\$2,750	8" x 10.5" Live image area
Full Page Inside	\$2,995	\$2,695	8.5" x 11" Trim size 8.75" x 11.25" Bleed size 8" x 10.5" Live image area
2/3 page	\$2,295	\$1,995	4.688" wide x 10" tall
Half-page (Horizontal only)	\$1,795	\$1,500	7.5" wide x 4.875" tall
1/3 page	\$1,195	\$ 995	(Square) 4.688" x 4.875" (Vertical) 2.25" x 10"
1/4 page	\$ 875	\$ 750	3.75" wide x 4.875" tall
1/6 page	\$ 600	\$ 525	(Horiz.) 4.688" x 2.375" (Vertical) 2.25" x 4.875"
Event Contact: Mark Turner - mturner@commercelexington.com or 859-226-1606			



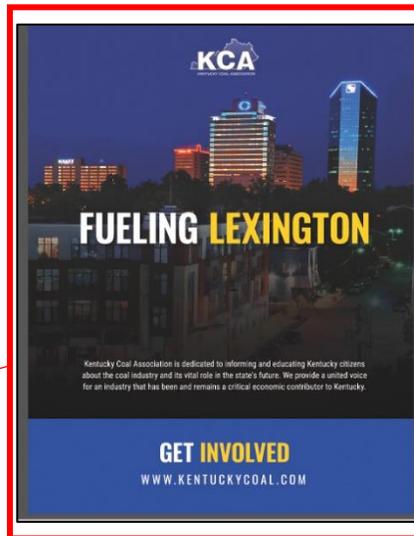
Legislative Focus

December/January Annually | Circulation: 5,100



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

Example of full page inside front cover ad



Description	Price (per issue)	Ad Size
Outside Back Cover	\$1,500	7.5" x 10" (no bleed)
Inside Front Cover	\$1,250	7.5" x 10" (no bleed)
Inside Back Cover	\$1,100	7.5" x 10" (no bleed)

Event Contact: Mark Turner - mturner@commercelexington.com or 859-226-1606

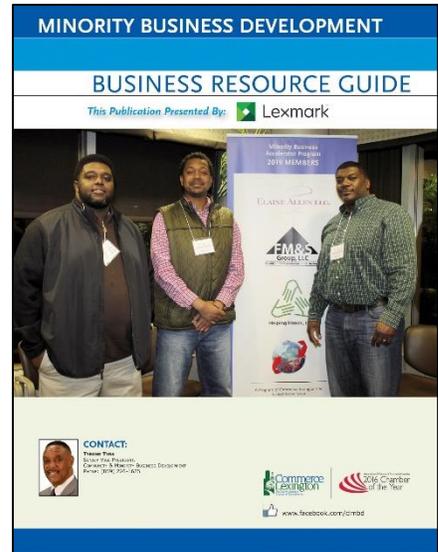


Minority Business Resource Guide

Updated Annually in June

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

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



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"

Event Contact: Mark Turner - mturner@commercelexington.com or 859-226-1606



New Member Welcome Packet Sponsor

Updated in January Annually

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



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



Public Policy E-Mail Updates/Action Alerts

Emailed periodically to 5,200 people

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

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. Guaranteed a **Minimum of 12 Policy E-mail Updates**, which includes updates e-mailed weekly during legislative sessions, as well as other updates throughout the year for special sessions, federal and local government issues, plus action alerts as needed. Ad must be in .jpg or .gif format. Ad may be animated. FLASH FILES NOT ACCEPTED.



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



Small Business Resource Guide

Updated annually in March



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

Printed annually in March, 500 resource guides are printed and are also downloadable online by visiting www.commercelexington.com.

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"
Event Contact: Mark Turner - mturner@commercelexington.com or 859-226-1606		



Website | CommerceLexington.com

Updated annually in March



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

Updated on an ongoing basis. More than 271,000 page views from 127 countries in 2019.

Sponsorship	Platinum Level 1	Platinum Level 2	Platinum Level 3	Gold	Enhanced Listing
Sponsorship price	\$3,200	\$2,400	\$1,800	\$1,200	\$149
Term	1 year	1 year	1 year	1 year	1 year
Digital banner ad	970w x 90h and 300x250 ads rotating throughout site with hyperlink	970w x 90h rotating throughout site with hyperlink	300w x 250h rotating throughout site with hyperlink plus first right-side banner	300w x 250h Second right-side banner rotating with hyperlink	
Enhanced Listing in online directory	2 categories	1 category	1 category	1 category	1 category
Business Link exhibitor booth	One booth	One booth	One booth		
Quarterly reports (if requested) on click-through stats	✓	✓	✓		

Event Contact: Mark Turner - mturner@commerceland.com or 859-226-1606



In-Kind / Trade Sales

What qualifies as an in-kind / trade sale?

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

How are in-kind / trade sales valued?

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

Advance approval is required.

Due to our interrupted event schedule in 2020 we may have limited availability for trades in 2021. All in-kind products or services **must be approved in advance**. Please be sure to contact staff before committing to a trade agreement. Contact Lynda Bebrowsky, 859-226-1611, lbrowsky@commercelexington.com for approval.

What information is required?

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

Suggested Items

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

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

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



www.clxwinnerscircle.com