

2020 Opportunity Guide



ADVANCE YOUR BRAND
with Member exclusive partnership, advertising
and public relations opportunities



**LYNCHBURG REGIONAL
BUSINESS ALLIANCE**

— Chamber & Economic Development —

LynchburgRegion.org

2020 OPPORTUNITY GUIDE

To be an Alliance member means to be our partner. We honor that partnership by creating opportunities for growth and development, providing commitment from our team and doing our best to ensure every business thrives. We aim for the best environment for your business, but best means different things to different people. We understand each member has unique ideas and ambitions in mind, and we're here to provide you the best opportunities to get the most of your membership.

TAKE ADVANTAGE

As one of our members, you show that you possess the spirit of enterprise and a desire to contribute to the business community in the Lynchburg region. For those reasons and more, your business deserves to stand out and we're here to help grow your business.

We've designed annual events with sponsorship potential to provide visibility, an active voice, networking opportunities and more for you and your business. So take advantage.

What is your company ready for?



Connect



Save



Inform



Develop



Advocate

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If you are interested in sponsoring an event, please contact:

Heath Barret, IOM

Vice President of Membership Development
434.845.5868 x20 or 434.515.3365 mobile



PREMIERE EVENTS



Premiere events are large-scale business events, connecting Alliance members and the entire business community. These events provide opportunities to increase corporate brand and image, drive discussion and increase market share.

ANNUAL MEETING

February 26, 2020 | 7:30-9AM

Lynchburg Regional Business Alliance

This event celebrates the accomplishments and highlights the success of the Alliance and the Lynchburg region. This event features special recognition by presenting the F. M. "Dink" Cloyd Award, the George Taylor Stewart III Award, Young Professional to Watch Award, and Ambassador of the Year.

COCKTAILS & COMMERCE BUSINESS HALL OF FAME

November 13, 2020 | 6:30-9:30PM

Lynchburg Regional Business Alliance

The Lynchburg Regional Business Hall of Fame laureates are part of a league of outstanding individuals who have made legendary contributions to the free enterprise system. These laureates lead by example and provide inspiration for all generations in the region. They have experienced a lifetime of business success and have set powerful examples for others to follow.

ECONOMIC SUMMIT

December 10, 2020 | 7:30-9AM

Lynchburg Regional Business Alliance

This event celebrates the success of our economic development efforts and reviews the economic vitality of our region and includes a guest speaker along with great networking opportunities. Business, community, and economic development leaders attend this annual breakfast which sells out quickly.



PREMIERE PARTNERSHIP LEVELS

PRESENTING PARTNER: \$5,000 (1 Available)

Presenting Partner will receive top billing on event signage, printed materials (invitations, programs, table tents), electronic media, signage with premium logo placement and recognition from the podium. Company representative may present 60-second remarks from the podium and have the opportunity to have a table to distribute Partner's marketing materials and promotional items at the event. Additionally, Presenting Partner will receive a reserved table for eight with their logo/company name recognized.

SIGNATURE PARTNER: \$1,500 (Multiple Available)

Signature Partner will receive company name/logo on event signage, program, podium recognition, company featured in promotional materials, and an opportunity to have a table to distribute Partner's marketing materials and/or promotional items at the event. Additionally, Signature Partner will receive complimentary admission for six.

CORPORATE TABLE PARTNER: \$1,000

(Multiple Available)

Corporate Table Partner will receive company name on event signage, program, podium recognition, company featured in promotional materials developed by the Alliance for the event and reserved table for eight.

CORPORATE PARTNER: \$600 (Multiple Available)

Corporate Partner will be recognized on event signage, podium recognition and receive complimentary admission for two.

BUSINESS PARTNER: \$250 (Multiple Available)

Business Partner receives listing in the program.



EXECUTIVE EVENTS



These opportunities provide attendees with unparalleled access to a crowd of decision makers from the business community as well as elected and appointed officials.

BUSINESS AT BREAKFAST

February 12 | May 12 | August 19 | November 10, 2020

7:30-9AM

Hilton Garden Inn

Let your morning coffee give you more than a caffeine buzz at the quarterly Business at Breakfast. Begin your day at this acclaimed speakers' series that provides relevant business information, local insights and a hot breakfast all before 9 a.m. These breakfasts offer business networking and recognition.

LEVEL UP YP SUMMIT

September 10, 2020 | 8:30AM-5PM

Location: TBD

Cultivating the talent of our region and the Commonwealth of Virginia is critical for the future success of our business community. We invite you and your teams to join this one day event energized by inspiring keynote speakers, motivating sessions, community experiences and opportunities to connect with the leaders of today and tomorrow. The summit will conclude with an awards recognition ceremony for outstanding young professionals.

PANCAKES & POLITICS

March 17 | December 1, 2020 | 7:30-9AM

Dates may change based on legislators' schedules and host partners' availability.

Location: TBD

Pancakes & Politics Wrap Up and Outlook Breakfasts bring the region's legislators together with members of the business community for an update and briefing of the General Assembly Session.

SALUTE TO COMMERCE & GAME

CHANGER AWARDS LUNCHEON

Ignite Yourself. Ignite Your Office. Ignite your Business.

May 6, 2020 | 11:30AM-1PM

Lynchburg Regional Business Alliance

Position your brand in front of business leaders, entrepreneurs and economic drivers at this business and economic conference. The event features local leaders and influential speakers. Enjoy a business luncheon that will present Game Changer Awards to businesses in the region.

SALUTE TO MANUFACTURING

October 13, 2020 | 7:30-9AM

Lynchburg Regional Business Alliance

This breakfast is dedicated to recognizing the accomplishments and contributions of the region's manufacturers. It features a renowned guest speaker and special recognition of industries in the region.

EMERGE WOMEN'S SUMMIT

MARCH 2020 | 8:30AM-5PM

Location: TBD

This event provides professional opportunities for women in leadership to be energized by inspiring keynote speakers, motivating sessions while networking with leaders in the region.

WORKFORCE SUMMIT

October 22, 2020 | 7:30AM-Noon

Lynchburg Regional Business Alliance

A conversation for CEOs, COOs, HR & talent development leaders, education & workforce stakeholders on building our region's workforce. Public, private sector and policy leaders gather to learn the latest in workforce development, regional resources generating talent development strategies and includes guest speakers.

EXECUTIVE PARTNERSHIP LEVELS

PRESENTING PARTNER: \$2,000 (1 Available)

Presenting Partner will receive top billing on event signage, printed materials (invitations, programs, table tents), electronic media, signage with premium logo placement and recognition from the podium. Company representative may present 60-second remarks from the podium and have the opportunity to have a table to distribute Partner's marketing materials. Additionally, Presenting Partner will receive a reserved table for eight with their logo/company name recognized.

SIGNATURE PARTNER: \$1,000 (Multiple Available)

Signature Partner will receive company name on event signage, program, podium recognition, company featured in promotional materials, and an opportunity to have a table to distribute Partner's marketing materials. Additionally, Signature Partner will receive complimentary admission for four.

CORPORATE PARTNER: \$500 (Multiple Available)

Corporate Partner will be recognized on event signage, from the podium and receive complimentary admission for two.



Leadership Lynchburg is the nationally award-winning leadership development program designed to help organizations develop and retain their top talent. A variety of program partnerships are available offering premium visibility for your company and affirming your commitment and belief in developing talent and community leadership.

Dates: September 2020–May 2021

LEADERSHIP LYNCHBURG PARTNERSHIP LEVELS

LEADERSHIP LYNCHBURG TORCHBEARER: \$5000 (2 AVAILABLE)

Top billing on all Leadership Lynchburg collateral, signage, printed materials (programs, session materials and invitations), electronic media, signage with premium logo placement and recognition at sessions. Company representative may present 60-second remarks from the podium at both the Summit and lunch. Company representative to make remarks at Leadership Lynchburg Opening Retreat, Mid-Course Retreat and Graduation Ceremony. Opportunity to distribute company literature and promotional material at Leadership Lynchburg Opening Retreat. Complimentary admission into the program for one.

GRADUATION CEREMONY PARTNER: \$2500 (1 AVAILABLE)

Top billing at Leadership Lynchburg Graduation in collateral, signage, printed materials (programs, session materials and invitations), electronic media, signage with premium logo placement and recognition at Graduation. Company representative may present 60-second remarks from the podium at graduation. Complimentary admission for four, collateral placement and graduate contact information.

OPENING RETREAT PARTNER: \$1500 (1 AVAILABLE)

Partnership includes recognition in collateral, signage, printed materials (programs and session materials), electronic media, company representative may give opening remarks, complimentary admission for two for Retreat Luncheon and opportunity to distribute company promotional materials.

MID-COURSE RETREAT PARTNER: \$1500 (1 AVAILABLE)

Partnership includes recognition in collateral, signage, printed materials (programs and session materials), electronic media, company representative may give opening remarks, complimentary admission for two for Retreat Luncheon and distribute company promotional materials.



OPENING RECEPTION PARTNER: \$1000 (1 AVAILABLE)

Partnership includes recognition in collateral, signage, printed materials (programs and session materials), electronic media, company representative may give opening remarks, complimentary admissions for two for reception and opportunity to distribute company promotional materials.

CURRICULUM PARTNER: \$1000 (1 AVAILABLE)

Your logo is prominently placed on all material. Company representative may give opening remarks and engage participants at the Opening Retreat, company complimentary admission for two for opening retreat and opportunity to distribute company promotional materials.

ADVENTURE COURSE PARTNER: \$500 (2 AVAILABLE)

Promotes your organization through logo visibility on the elements at the Adventure Course as either Low or High Ropes partner. Company representative to give brief remarks at luncheon the day of the event. Complimentary admission for one at Adventure Course session luncheon.

LUNCH & LEARN PARTNER: \$500 (9 AVAILABLE)

Opportunity to come and welcome the class. Company representative to give brief remarks at sponsored luncheon, complimentary admission for 1 at sponsored luncheon.

PATRON PARTNER: \$250 (MULTIPLE AVAILABLE)

Company listed on select collateral, signage, printed materials (programs and session materials), electronic media.



LEADERSHIP DEVELOPMENT



LEADING OFF CAMPUS

Fall 2020

The Leadership Lynchburg Leading Off Campus program is a project aimed at bridging the gap between collegiate students and regional employers to increase retention of collegiate talent to the region.



LEADING OFF CAMPUS PARTNERSHIP LEVELS

PRESENTING PARTNER: \$2,000 (1 Available)

Leading Off Campus Presenting Partner will have their logo and/or business featured on all Leading Off Campus material. Company representative makes remarks and distributes company materials at opening session and receives complimentary admission for two.

GRADUATION PARTNER: \$1,000 (1 Available)

Graduation Partner will have their company listed on collateral, signage, printed materials (programs, session materials and invitations) Company representative to give brief remarks at ceremony and complimentary admission for one.

SESSION PARTNER: \$500 (5 Available)

Session Partner will welcome the class and tell about their organization. Company name listed as session partner on session collateral.

MASTER CLASSES

January 22 | April 8 | September 16 | November 18, 2020
9AM-NOON

Lynchburg Regional Business Alliance

Geared for micro or macro business owners from across the region to come together to hear from industry experts, seasoned entrepreneurs, and the best and brightest business leaders across sectors. Each class will cover different business-specific topics ranging from growth strategies, talent acquisition and mentorship, cyber security, and branding and social media. Participants will hear insights on a multitude of topics from scaling a business, to best practices in hiring and team building to marketing your brand, and protecting your data networks.



MASTER CLASS PARTNERSHIP LEVELS

PRESENTING PARTNER: \$1,000 (4 Available)

Master Class Presenting Partner will have their logo and/or business featured on all Master Class material and company representative makes remarks and distributes company materials at each class. Also receives complimentary admission for two.

CORPORATE PARTNER: \$250 (Multiple Available)

Corporate Partner will be recognized on event signage, from the podium and receive complimentary admission for one.



MEMBER ENGAGEMENT EVENTS



Monthly or quarterly opportunities focused on networking while others are about key topics of interest to the business community.

A.M. ALLIANCE

First Friday of each month (except January & July)

Locations: TBD

Let your morning begin with a jolt! This event, is the perfect way to build your business network, customer base and brand.

CANDIDATE FORUM

October 27, 2020 | Time TBD

Lynchburg Regional Business Alliance

Don't miss your opportunity to tune into the premiere business forum for candidate's seeking elected office! This event will feature business-centric questions that highlight the candidate's positions on these key issues.

CEO RECEPTION

April 21, 2020 | 4-6PM

Lynchburg Regional Business Alliance

Help give new CEOs, presidents, general managers and elected officials a warm welcome. This invitation-only reception is a casual gathering of 75-100 guests and includes drinks and hors d'oeuvres.

FEDERAL FORUM

Date TBD

Lynchburg Regional Business Alliance

Join us for a meeting with members of our Federal Delegation to Congress where they will provide updates on key pieces of legislation the Alliance is tracking, as well as have the opportunity to ask questions of your elected representatives in Washington.

MEMBER ORIENTATION

May 19, 2020 | 4-5PM

Lynchburg Regional Business Alliance

Please be our guest for a Member Orientation Reception. We appreciate your investment and no matter why you joined, there are countless ways you can benefit from your membership.

MEMBER ENGAGEMENT PARTNERSHIP LEVELS

PRESENTING PARTNER: \$750 (1 Available)

Presenting Partner will receive top billing on event signage, printed materials, electronic media, signage with premium logo placement and recognition from the podium. Company representative may present 30-second remarks from the podium. Also, Partner will have the opportunity to distribute collateral and/or set up an exhibit. The Partner will receive complimentary admission for four where applicable.

SIGNATURE PARTNER: \$500 (Multiple Available)

Signature Partner will receive company name on event signage, podium recognition, company featured in promotional materials and an opportunity to have a table to distribute Partner's marketing materials and/or promotional items at the event. Additionally, Signature Partner will receive complimentary admission for two where applicable.

CORPORATE PARTNER: \$250 (Multiple Available)

Corporate Partner will be recognized on event signage, from the podium and receive complimentary admission for two.



MEMBER ENGAGEMENT EVENTS



RESTAURANT AFTER HOURS

March 19 | June 18 | September 17 | November 19, 2020
4-6PM

Locations: TBD

Restaurant After Hours offers the opportunity to host Alliance members in their facility for a networking event. The Host Partner pays \$500 and will provide food and non-alcoholic beverages and will receive logo recognition on printed materials and electronic media. Company representative can provide 30-second remarks.

WOMEN, WINE & WISDOM

February 18 | July 28 | December 8, 2020 | 5:30-7PM

Lynchburg Regional Business Alliance

We all need people in our lives to fan the flame and help us keep our lights shining. Attendees will enjoy a glass of wine, connecting with others and be inspired by the wisdom of some amazing female professionals who will help them “fan the flame” within them!

YOUNG PROFESSIONALS OF CENTRAL VIRGINIA

Young Professionals of Central Virginia (YPCV), a partner in the Lynchburg Regional Business Alliance, is dedicated to cultivating a young, vibrant, professional community by hosting events that connect young professionals to local businesses, causes, the attractions of our region and each other. Logo banner placement for presenting and signature level partnerships.

Events Include:

Networking 5:35's (12 annually) 5:35-7PM

Lessons from Leaders Luncheon (2 annually)

Professional Development Trainings (4 annually)

MEMBER ENGAGEMENT PARTNERSHIP LEVELS

PRESENTING PARTNER: \$750 (1 Available)

Presenting Partner will receive top billing on event signage, printed materials, electronic media, signage with premium logo placement and recognition from the podium. Company representative may present 30-second remarks from the podium. Also, Partner will have the opportunity to distribute collateral and/or set up an exhibit. The Partner will receive complimentary admission for four where applicable.

SIGNATURE PARTNER: \$500 (Multiple Available)

Signature Partner will receive company name on event signage, podium recognition, company featured in promotional materials and an opportunity to have a table to distribute Partner's marketing materials and/or promotional items at the event. Additionally, Signature Partner will receive complimentary admission for two where applicable.

CORPORATE PARTNER: \$250 (Multiple Available)

Corporate Partner will be recognized on event signage, from the podium and receive complimentary admission for two.



OTHER OPPORTUNITIES



BRIEFCASE OPEN GOLF TOURNAMENT

September 23, 2020

Location: TBD

The Briefcase Open Golf Tournament is a fun opportunity for members of the business community to network, connect with colleagues, and enjoy a beautiful fall day out of the office. The Briefcase Open supports regional talent-development initiatives that impact the regional workforce such as: Partners in Education program – a partnership between Alliance and Lynchburg City Schools, youth leadership and STEM initiatives.

BRIEFCASE OPEN GOLF PARTNERSHIP LEVELS

EAGLE PARTNER: \$2,000 (1 Available)

Eagle Partner will have their logo and/or business featured throughout all print, electronic media and signage. An Eagle Partner also includes two, four-person teams, a hole partnership, opportunity to put promotional items in the goody bags, and opportunity to address the golfers.

DINNER PARTNER: \$1,500 (1 Available)

Dinner Partner will be featured on print and electronic media and receives recognition during the program. The CEO or company representative may address golfers at dinner following tournament. One foursome and admission to dinner for 2 additional partner representatives are also included.

GOLF CART PARTNER: \$1,500 (1 Available)

Golf Cart Partner will have their company logo and/or business featured throughout all print and electronic media and have their company logo on all golf carts. The Golf Cart Partner also includes one foursome and a hole partnership.

LUNCH PARTNER: \$750 (2 Available)

Lunch Partner will have their company logo and/or business featured throughout all print and electronic media and the opportunity to provide promotional items for the goody bags and complimentary admission for two at lunch and dinner.

BEVERAGE CART PARTNER: \$750 (2 Available)

Beverage Partner will have their company logo and/or business featured throughout all print and electronic media as well as on the course throughout the day. Beverage Partner has the opportunity to provide promotional items for goody bags and complimentary admissions for two at dinner.

HOLE PARTNER: \$200 (Multiple Available)

Golf Hole Partners will have their logos and/or businesses featured on hole signage and printed materials at the tournament. Partners are encouraged to place a company representative at the hole and provide a fun activity to network with the golfers. Partners receive complimentary admissions for two at dinner.



LEGISLATIVE ADVOCACY PROGRAM

This partnership opportunity bundles access to all our legislative events allowing Partner to be an active participant in our robust public policy platform. This is an opportunity for members to be visibly supportive of the Alliance's active role as business advocate. Partners are not only "in the room" with the business leaders and elected officials from our region, but are highlighted as fellow advocates on behalf of our member businesses.



LEGISLATIVE ADVOCACY PROGRAM PARTNER: \$3000

Company identified as Legislative Advocacy Program Partner and receives recognition on printed materials (invitations, programs), electronic media, signage with premium logo placement and recognition from the podium as a Legislative Advocacy Program Partner and receives complimentary admission for two at each of the related events. Events include: Pancakes & Politics, Legislative Breakfasts, and "Meet & Greet" Legislative Lunch Meetings.

GOVERNMENT RELATIONS PARTNER PROGRAM: \$200

Featured logo placement on the Alliance's bill-tracking tab on the website. Premium logo placement on the post General Assembly Legislative Report Card, which provides grading for our regional state delegation on their pro-business voting records.

Additional Opportunities on the Back

OTHER OPPORTUNITIES



WORLDS OF OPPORTUNITY CAREER EXPO

October 2020, 8AM - 5PM

Liberty University

The region-wide career exploration event for middle and high school students exposes students to the high-demand occupations in our region. The Expo makes the connection of what math, science, communications, and interpersonal skills are needed in career fields so that students can create career pathways.

WORLDS OF OPPORTUNITY PARTNERSHIP LEVELS

CAREER EXPO 2020 PRESENTING PARTNER

Presenting Partner will receive name in event title, top billing in event signage, full page ad in event workbook (6,000+), company listed on event promotional materials (emails, press releases, and printed publications), logo printed on student backpack (3,500+), logo, website link, and information included on WOO website. Additionally, Presenting Partner will receive premium booth space and can display company's information.

ZONE PARTNERSHIPS: \$2,500 – 4 Available

Zones will combine sectors most appropriate and similar, such as

Zone 1: Transportation, Energy/Utilities, Public Safety, Construction, Agriculture

Zone 2: Manufacturing, Automotive/Logistics, Engineering/Environment

Zone 3: Financial/ Financial Services, Retail/Customer Service, Hospitality/Tourism, Marketing/Communications

Zone 4: Healthcare/Medical, Technology

Zone Partners will receive billing in event promotions, half page ad in event workbook (6,000+) company listed on event promotional materials (emails, press releases and printed publications), premium booth space, logo printed on student backpack (3,500+). Additionally, Zone Partner will have premium booth space and can display company's information.

LOBBY SPONSOR/REGISTRATION/CHECK-IN ZONE PARTNER: \$2,500 (1 Available)

Partner will receive billing in event promotions, one-fourth (1/4) page ad in event workbook (6,000+) company listed on event promotional materials (emails, press releases and printed publications), logo printed on student backpack (3,500+), premium booth space and can display company's information.

EXHIBITOR/VENDOR LOUNGE PARTNER: \$2,500

(1 available)

Exhibitor Lounge Partner will be recognized at the event, logo printed on student backpack (3,500+), and receive premium booth space.

EVENT GUIDE/WORKBOOK PARTNER: \$2,500 (1 available)

Event Guide/Workbook Partner will receive company listed in event guide/workbook and premium booth space.

BACKPACK PARTNER: \$750 (8 AVAILABLE)

Backpack Partner will have their company listed on backpacks distributed to (3,500+) students.

T-SHIRT PARTNER: \$500 (4 available)

T-Shirt Partner will have their company listed on t-Shirt.

