



**LYNCHBURG REGIONAL
BUSINESS ALLIANCE**
— Chamber & Economic Development —

OPPORTUNITIES GUIDE

2021 Edition

Advance your brand with member exclusive partnerships,
advertising, and public relations opportunities.





TAKE ADVANTAGE

To be an Alliance member means to be our partner. We honor that partnership by creating opportunities for growth and development 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.

As one of our members, you show that you possess the spirit of enterprise and a desire to contribute to 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 and ask yourself:

What is your organization ready for?



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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 image, drive discussion, and increase market share.

ANNUAL MEETING

February 24, 2021 | 7:30-9 a.m. & 11 a.m.-12:30 p.m.
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. We are holding the meeting at two separate times to ensure proper social distancing!

BUSINESS HALL OF FAME

December 3, 2021 | 6:30-9:30 p.m.
The Virginian Hotel

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 9, 2021 | 7:30-9 a.m.
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 per event)

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, industry leaders, as well as elected and appointed officials.

DE&I SUMMIT

March 23, 2021

Location: TBD

New this year, this summit will assist attendees in creating action steps for moving towards a more inclusive and equitable culture. The intended audience includes executive leadership, business resource group members, human resource partners, DEI practitioners, and employees wanting to advance their understanding of DEI topics.

EMERGE WOMEN'S SUMMIT

August 17, 2021 | 8:30 a.m.-5 p.m.

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.

LEVEL UP YP SUMMIT

November 16, 2021 | 8:30 a.m.-5 p.m.

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.



EXECUTIVE EVENTS

MINORITY & SMALL BUSINESS SHOWCASE

May 6, 2021 | 4:30-6 p.m.
Lynchburg Regional Business Alliance

Position your brand in front of business leaders, entrepreneurs and economic drivers at this business showcase. The event features local leaders and a TED Talk-style speaker. Enjoy hors d'oeuvres and business development!

PANCAKES & POLITICS

March 16 | December 7, 2021 | 7:30-9 a.m.
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 MANUFACTURING

October 5, 2021 | 7:30-9 a.m.
Lynchburg Regional Business Alliance

This event 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 our region.

WORKFORCE SUMMIT

October 26, 2021 | 7:30 a.m.-Noon
Lynchburg Regional Business Alliance

The Workforce Summit provides conversation for CEOs, COOs, HR & talent development, education & workforce leaders on building our region's workforce. It also features a special guest speaker and leader in workforce development.



EXECUTIVE PARTNERSHIP LEVELS

PRESENTING PARTNER

\$2,000 (1 available per event)

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

LEADERSHIP LYNCHBURG

September 2021–May 2022

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.

LEADERSHIP LYNCHBURG TORCHBEARER

\$5,000 (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 promotional material at Leadership Lynchburg Opening Retreat. Complimentary admission into the program for one.

GRADUATION CEREMONY PARTNER

\$2,500 (1 available)

Top billing on Leadership Lynchburg graduation 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, & graduate contact information.



OPENING RETREAT PARTNER

\$1,500 (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

\$1,500 (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.

Partnership options continued on next page.



OPENING RECEPTION PARTNER

\$1,000 (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 & opportunity to distribute company promotional materials.

CURRICULUM PARTNER

\$1,000 (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 & opportunity to distribute promotion materials.

ADVENTURE COURSE PARTNER

\$500 (2 available)

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

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 one at sponsored luncheon.

PATRON PARTNER

\$250 (multiple available)

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





OTHER PROFESSIONAL DEVELOPMENT PROGRAMS

MASTER CLASSES

February 17 | May 19 | August 11 |

November 3, 2021

9 a.m. - 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, cybersecurity, DE&I, communications, and branding and social media.

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 60-second 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.

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 from 5:35-7 p.m. (12 annually)
- Lessons from Leaders Luncheons (2 annually)
- Professional Development Trainings (4 annually)

YPCV sponsorship levels are the same rates as Member Engagement, Pg. 12

MEMBER ENGAGEMENT

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

A.M. ALLIANCE

First Friday 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.

EXECUTIVE RECEPTION

April 20, 2021 | 4-6 p.m.
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 to meet-and-greet and includes drinks and hors d'oeuvres.

COCKTAILS & COMMERCE

Held the second Thursday each month
Virtual

This virtual networking series allows you to grow your network from anywhere. Plus, you'll learn how to make a tasty, new cocktail during a livestream demonstration.

JEFFERSON'S ASSEMBLY

October 12, 2021
Thomas Jefferson's Poplar Forest

You are invited to Jefferson's Assembly, a social gathering that brings regional business, local government, economic development, and transportation and workforce leaders together for a collaborative vision that advances major economic and transportation projects that impact the Commonwealth.

MEMBER ORIENTATION

April 13 | Sept. 28, 2021 | 4-5 p.m.
Lynchburg Regional Business Alliance

Member Orientation receptions help introduce members to the Alliance family and how they can best take advantage of our resources, events, and member benefits.



RESTAURANT AFTER HOURS

March 16 | May 18 | September 14 | November 16, 2021 from 4-6 p.m.
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 20 | December 14, 2021 from 5-6:30 p.m.
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!

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.



SPECIAL OPPORTUNITIES

BRIEFCASE OPEN GOLF CLASSIC

September 22, 2021

Boonsboro Country Club

The Briefcase Open Golf Classic 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.

WORLDS OF OPPORTUNITY CAREER EXPO

October 2021, 8 a.m. - 5p.m.

Virtual

This 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.

LEGISLATIVE ADVOCACY PROGRAM

This partnership opportunity bundles access to all our legislative events, allowing partners 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.

PULL! FOR BUSINESS

May 1, 2021

Holiday Lake 4-H Education Center

This exciting, new clay-shooting tournament is a fun and different way to connect with regional businesses! The event will include a breakfast, lunch, and reception along with a presentation of special awards. Shoot for the stars and get your business in front of some sharp leaders!

WORK HEALTHY VIRGINIA TEN-MILER

September 24, 2021, 11:30 a.m.– 1 p.m.

We're once again partnering with the Virginia 10-Miler Committee to bring you the launch of the 47th Annual Genworth 10-Miler. This special luncheon is open to runners and non-runners.





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, hole partnership, opportunity to put promotional items in 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 representatives 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 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.

CONTEST PARTNER

\$500 (1 available)

Contest Partner will have their company logo featured throughout all print and electronic media. Contest Partner is provided signage on two holes that offer golfers the chance to win.

HOLE PARTNER

\$200 (multiple available)

Golf Hole Partners will have their logos and/or business 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. Partner receives complimentary admissions for two at dinner.

BRIEFCASE PARTNER

\$200 (multiple available)

Briefcase Partners have their company logo and/or business featured on signage inside a briefcase and printed materials at the tournament. Partners will receive business cards of the golfers as they play. What a great way to build your network!

LEGISLATIVE PARTNERSHIPS

LEGISLATIVE ADVOCACY PROGRAM PARTNER

\$3,000 (multiple available)

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
- "Meet & Greet"
- Legislative Lunch Meetings

GOVERNMENT RELATIONS PARTNER

\$200 (multiple available)

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.



CAREER EXPO PARTNERSHIP LEVELS

CAREER EXPO PRESENTING PARTNER

\$10,000 (1 available)

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)

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 & REGISTRATION SPONSOR 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 (multiple available)

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

T-SHIRT PARTNER

\$500 (multiple available)

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



PULL! FOR BUSINESS PARTNERSHIP LEVELS

PRESENTING PARTNER

\$2,000 (1 Available)

Presenting Partner will have their logo and/or business featured throughout all print, electronic media and signage. A Presenting Partner also includes one, four-person team, a clay station partnership, a skeet station partnership, opportunity to put promotional items in the goody bags, and opportunity to address the shooters.

BREAKFAST PARTNER

\$750 (1 Available)

Breakfast Partner will have their company logo and/or business featured throughout all print and electronic media, 1 clay station partnership OR 1 skeet station partnership, opportunity to provide promotional items for goody bags and complimentary admission for 2 at breakfast.

LUNCH PARTNER

\$750 (1 Available)

Lunch Partner will have their company logo and/or business featured throughout all print and electronic media, 1 clay station partnership OR 1 skeet station partnership, opportunity to provide promotional items for the goody bags and complimentary admission for 2 at lunch.

BEVERAGE STATION PARTNER

\$750 (1 Available)

Beverage Station 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 and 1 clay station partnership OR 1 skeet station partnership. Beverage Partner has the opportunity to provide promotional items for goody bags and complimentary admissions for 2 at the awards reception.

CLAY STATION PARTNER

\$200 (Multiple Available)

Clay Station Partners will have their logos and/or businesses featured on hole signage and printed materials at the tournament. Partners receive complimentary admissions for two at the awards reception.

SKEET STATION PARTNER

\$200 (Multiple Available)

Skeet Station Partners will have their logos and/or businesses featured on hole signage and printed materials at the tournament. Partners receive complimentary admissions for two at the awards reception.

TENT PARTNER

\$400 (Multiple Available)

Tent Partner will have the opportunity to set up your own tent and chair and interact with the shooters while displaying promotional items. Partners receive one complimentary breakfast, lunch, and awards reception.

AWARDS/RECEPTION PARTNER

\$750 (1 Available)

Awards/Reception Partner will have their logos and/or business featured throughout all print and electronic media and will have the opportunity to address the shooters during the reception and recognize the award winners.



**LYNCHBURG REGIONAL
BUSINESS ALLIANCE**
— Chamber & Economic Development —

CONTACT INFO.

If you are interested in sponsoring an event or one of our other opportunities, please contact:

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