



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

Opportunities Guide

2022 Edition

**MEMBER EXCLUSIVE PARTNERSHIPS, LOCAL ADVERTISING,
PUBLIC RELATIONS OPPORTUNITIES, AND MORE!**

We're here for you.

As an Alliance member, you receive exclusive access to amazing opportunities to advance your business or organization's brand through our professionally-focused, engaging events and programs. From special event partnerships to high-visibility sponsorships, and advocacy to expand your reach, the Alliance can help you get your story in front of the people who need to see it most.

We understand each member has unique needs, ideas, and ambitions in mind, so we've designed this year's opportunities guide to provide you with a wide range of the best opportunities for you to get the most out 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 and back the Alliance's mission to create a region where both businesses and individuals can thrive. For those reasons and more, your business deserves to not only stand out — but shine!

Sincerely,

A handwritten signature in black ink that reads "Heath Barret". The script is fluid and cursive.

Heath Barret, IOM
Vice President of Membership Development

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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 23, 2022 | 7:30 - 9 a.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 Award.



BUSINESS HALL OF FAME

December 2, 2022 | 6:30 - 9 p.m.

Location TBD

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 8, 2022 | 7:30 - 9 a.m.

Location TBD

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 PARTNER 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 eight.

CORPORATE TABLE PARTNER

\$1,000 (multiple available)

Corporate Table Partner will receive company name on event signage, program, podium recognition, and 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 also receives complimentary admission for two.

BUSINESS PARTNER

\$250 (multiple available)

Business Partner receives a listing in the event program and on the event webpage.

EXECUTIVE EVENTS

These opportunities provide attendees with unparalleled access to a decision makers from the business community, industry leaders, plus elected and appointed officials.

BUSINESS AT BREAKFAST

February 9 | May 18 | August 10 | November 9, 2022 | 7:30 - 9 a.m.
Lynchburg Regional Business Alliance

Use your hour before work to connect and grow! Build your network and get to know other local professionals while you eat. This breakfast will also have a timely, talented guest speaker.

EMERGE WOMEN'S SUMMIT

August 16, 2022 | 1 - 5 p.m.
Lynchburg Regional Business Alliance

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

INCLUSION SUMMIT

March 24, 2022 | 7:30 a.m. - Noon
Location TBD

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.

LEVEL UP YP SUMMIT

November 15, 2022 | 9 a.m. - 4 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.



MINORITY & SMALL BUSINESS RECEPTION

June 14, 2022 | 4:30 - 6:30 p.m.

Lynchburg Regional Business Alliance

Celebrate and recognize the contributions of small business, and minority-owned businesses as economic drivers at this interactive business reception.

PANCAKES & POLITICS

April 13 | December 6, 2022 | 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 Virginia General Assembly Session.

SALUTE TO MANUFACTURING

October 4, 2022 | 7:30 - 9 a.m.

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 our region.

WORKFORCE SUMMIT

July 26, 2022 | 7:30 a.m. - 12:30 p.m.

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 PARTNER LEVELS

PRESENTING PARTNER

\$2,000 (1 available per event)

Presenting Partner will receive top billing on event signage, printed materials, electronic media, signage with premium logo placement & 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 print materials, and an opportunity to have a table to distribute Partner's marketing materials. 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.



MEMBER EVENTS

A.M. ALLIANCE

Held the first Friday each month (except January & July) | 7:30 - 9 a.m.
Location Varies

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



CANDIDATE DEBATE

Date & Location TBD

Elections are happening in 2022! Get to know the candidates running for office and the issues they stand for at this informative forum.



COMMERCE & COCKTAILS

Held the third Thursday each month (except December) | 4 - 6 p.m.
Location Varies

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



EXECUTIVE RECEPTION

April 7 | July 14, 2022 | 4:30 - 6:30 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.

MEMBER ORIENTATION: MAXIMIZING YOUR MEMBERSHIP

June 28 | Sept. 20, 2022 | 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.



WOMEN, WINE & WISDOM

February 15 | July 19 | December 13, 2022 | 4:30- 6 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!

YOUNG PROFESSIONALS OF CENTRAL VIRGINIA

Young Professionals of Central Virginia (YPCV), a partner in the Alliance, is dedicated to cultivating a young, vibrant, professional community by hosting events that connect young professionals to local businesses, causes, attractions of our region and each other. Events include the Level UP YP Summit, Networking 5:35's (12 annually), and Professional Development Trainings (4 annually). Special rates apply.



MEMBER PARTNER LEVELS

PRESENTING PARTNER

A.M. Alliance: \$1,500 for 10 events

Commerce & Cocktails: \$1,500 for 10 events

Women, Wine, & Wisdom: \$1,500 for 3 events

*All other Member Events: \$750 for 1 event
(1 available of each)*

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.

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 at the event. Additionally, Signature Partner will receive complimentary admission for two.

CORPORATE PARTNER

\$250 (multiple available)

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

OUTDOOR EVENTS & TOURNAMENTS

BRIEFCASE OPEN GOLF CLASSIC

September 28, 2022 | 1:30 - 6:30 p.m.

Location TBD

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 the Partners in Education program – a partnership between the Alliance and Lynchburg City Schools, youth leadership and STEM initiatives.



PULL! FOR BUSINESS: SKEET & CLAY TOURNAMENT

May 13 | Oct. 21, 2022 | 8 a.m. - 5 p.m.

Location TBD

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!

BRIEFCASE OPEN PARTNER 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.

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.

AWARDS RECEPTION PARTNER

\$1,000 (1 available)

Awards Reception 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 two additional representatives included.

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 STATION & CART PARTNER

\$750 (1 available of each)

Beverage Station/Cart 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 & GLASS BREAK PARTNER

\$500 (1 available of each)

Contest/Glass Break 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. Glass Break Partner is provided signage at the hole for the glass breaking contest.

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

\$100 (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!

PULL! FOR BUSINESS PARTNER 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 provide promotional items, 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.

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.

UPPER RIFLE RANGE PARTNER

\$500 (1 available)

Upper Rifle Range Partner will have its company logo and/or business featured throughout all print and electronic media and has their company logo displayed on the upper rifle station. Upper Rifle Range Partner also has the opportunity to host an Outdoor Expo space.

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.

OUTDOOR EXPO PARTNER

\$200 for members, \$400 for non-members

Outdoor Expo Partner will have their business name featured throughout all print and electronic media. Includes a 20' x 20' booth space to sell/market your products and services. Includes breakfast, lunch, and reception for one person. You must provide your own tables, chairs, and tent. No electricity will be available. For non-members this partnership also includes one-year of engagement with the Alliance.

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.

SPECIAL 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", and more.

GOVERNMENT RELATIONS PARTNER

\$200 (multiple available)

Featured logo placement on the Alliance's government relations tab on LynchburgRegion.org. 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.

ALL FOR BUSINESS PODCAST PARTNER

\$200 (multiple available)

All For Business is the Alliance's innovative business podcast featuring interviews with local business leaders and notable names from across the region. Sponsorship includes a 1-minute read at the middle of each episode of All For Business and your logo on the cover art for four (4) episodes. All For Business has listeners from the entire Lynchburg region, both men and women, ages 20-65, and on a multitude of listening platforms including Apple Podcasts, Google Podcasts, Spotify, Anchor, and more.



LEADERSHIP LYNCHBURG



Leadership Lynchburg Flagship Program is designed for the aspiring or emerging leader, manager, or first-time supervisor in the the Lynchburg region. Our dynamic experience immerses students in nine months of study and practical application of community leadership.

Leadership Lynchburg Torchbearer

- 2 available at \$5,000

Graduation Ceremony Sponsor

- 1 available at \$2,500

Opening Retreat Sponsor

- 1 available at \$1,500

Mid-Course Retreat Sponsor

- 1 available at \$1,500

Opening Reception Sponsor

- 1 available at \$1,000

Curriculum Sponsor

- 1 available at \$1,000

Adventure Course Sponsor

- 2 available at \$500 or 1 at \$1,000

Lunch & Learn Sponsors

- 8 available at \$500

Patron Sponsors

- Multiple available at \$250

Leadership Lynchburg 2.0,

formerly known as the Executive Forum, provides the highest



level of leadership training and progressive practices of effective leadership to seasoned leaders whether they are graduates of our flagship program, C-Suite executives or business owners.

2022 Cohort Sponsor

- 1 available at \$1,500

Curriculum Sponsor

- 2 available at \$750

Leadership Lynchburg

Alumni programming



ensures that leaders

continue to refine their leadership skills and incorporate new tools and leadership models as they progress in their careers. Through alumni programs, you gain continued access to community leaders and organizations, expanding your network and learning.

Alumni Refresher Sponsor

- 1 available at \$1,000

Coffee & Conversations Sponsor

- 2 available at \$250

CONTACT US TODAY!

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

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