



LYNCHBURG REGIONAL
BUSINESS ALLIANCE
— Chamber & Economic Development —

2023

OPPORTUNITIES GUIDE

*Member exclusive
sponsorship and
marketing opportunities*



SHARE YOUR STORY.

Telling your organization's story is more important now than ever. But how do you make your story stand out from the noise? The Alliance can help.

We understand every organization is unique, that's why we've designed opportunities - exclusively for our members - to tell your story.

Partnerships allows organizations like yours to reach specific audiences and help build long-lasting awareness and relationships and at rates more affordable than traditional media.



Creating a quality dialogue between a brand and its potential customers can be achieved by moving away from the traditional forms of advertising and participating in a different and more effective marketing channel - Sponsorship!

Contact me at (434) 515-3365 or HBarret@LynchburgRegion.org and let's tell your story.

Heath Barret, IOM
*Vice President of
Membership Development*

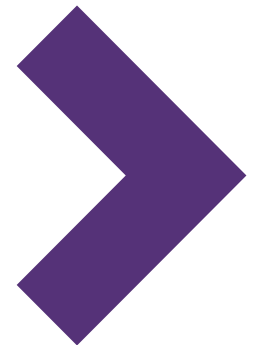
WHAT'S INSIDE?

With over 60 opportunities per year to tell your story that host many of the business community's most engaged leaders, we have the perfect opportunity or program for you. So, what are you waiting for? Dive in and find the opportunity that works best for you.

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Let's start with our premier events - these three opportunities are the most exclusive and unique opportunities we offer and only occur once a year. If you want to put your brand in front of large crowds of top-tier business leaders, then this is exactly where you should be.

Explore premier opportunities at Business.LynchburgRegion.org/events



ANNUAL MEETING

February 22, 2023

The premier business opportunity of the year gathering together Alliance members to celebrate the accomplishments of our members, the Alliance, and the Lynchburg region. The meeting features a nationally-recognized guest speaker and special recognition for member accomplishments. You'll also hear the latest news, upcoming events, and receive the Alliance's annual *Impact Report*.



BUSINESS HALL OF FAME GALA

November 10, 2023

Time to break out your tux or ball gown! The Business Hall of Fame is an annual and elegant gala where we recognize outstanding individuals who have made legendary contributions through local business. At the gala, laureates are inducted into the Lynchburg Regional Business Hall of Fame and receive their unique caricature-style portraits, while guests will be inspired by their words and business accomplishments.



ECONOMIC OUTLOOK

December 7, 2023

It's time to dig into the numbers. The collective strength of the Alliance drives growth and excitement about new projects in the region. The breakfast features a keynote speaker, regional economic review, and economic development initiatives affecting our future. Attendees also receive the *Regional Economic Report* which looks back at the past year's data on local jobs, GDP, cost of living, and forecasts for the future.



PARTNERSHIP LEVELS

Presenting Partner | \$5,000

- ▶ Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- ▶ Reserved table for eight with logo
- ▶ Company representative may present 60-second remarks from the podium
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Company Logo in TV Commercial

Signature Partner | \$1,500

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Complimentary admission for eight with logo on table
- ▶ Opportunity to distribute marketing materials and promotional items

Corporate Table Partner | \$1,000

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Reserved table for eight with company name

Corporate Partner | \$600

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Complimentary admission for two

Business Partner | \$250

Multiple Available

- ▶ Complimentary admission for one and company name displayed in the program

EXECUTIVE OPPORTUNITIES

Executive opportunities are designed to provide unparalleled access to decision makers across the business community including, industry leaders, elected officials, small business owners, nonprofit directors, young professionals, and more.

With many different executive opportunities to choose from and multiple partnership levels, we can partner with you to find the right audience to promote your organization's brand and image.

Explore executive opportunities at
Business.LynchburgRegion.org/events



BUSINESS @ BREAKFAST

Feb. 8, 2023
May 10, 2023

Aug. 9, 2023
Nov. 8, 2023

Our acclaimed morning speakers' series features special guests who provide local insights, business tips, leader perspectives, and more. At Business @ Breakfast you also have the opportunity to meet new members, build business relationships, and receive Alliance updates. Use your 1.5 hour before work to connect and grow!

PANCAKES & POLITICS

Date To Be Determined

Pancakes & Politics are our twice yearly breakfasts bringing together the region's legislative delegation with the business community. This is where we look ahead to the next General Assembly Session and review what happened in the last. The event also includes the Alliance's *Legislative Agenda* for the year and the status of key issues the Alliance has advocated for on behalf of our members.



CANDIDATE TOWNHALL

Date To Be Determined

The Candidate Townhall features candidates running for local and state offices. Each candidate is asked similar questions fielded by the Alliance's government relations committee. This townhall gives Alliance member and the public the opportunity to get to know their candidates and inform their vote. Support the Alliance's advocacy efforts by partnering with us.



Interested in supporting Alliance advocacy efforts?

Check out our Legislative Advocacy Program Partner and Government Relations Partner opportunities on page 24.

Contact Barry Butler, Director of Government Relations for more information at BButler@LynchburgRegion.org or call (434) 207-8585.



EMERGE WOMEN'S LEADERSHIP SUMMIT

October 24, 2023

This annual, 3/4 day event brings in dynamic female speakers and provides motivating sessions and opportunities to connect with the female leaders of today and tomorrow.

The summit also features a "wine-down" reception that allows attendees to network while enjoying their favorite red or white.

WORKFORCE & EDUCATION SUMMIT

Date To Be Determined

The Workforce Summit gathers together C-level executives, human resources, talent development, and educators in one room to discuss issues relating to building our region's workforce through educational partnership. It also features a special guest speaker and leader in workforce development.





NONPROFIT SUMMIT

July 27, 2023

The Lynchburg region is home to countless nonprofits that relish development opportunities just like any other organization. We partner with SHARE Greater Lynchburg on this 3/4 day event which features inspiring keynote speakers, motivating sessions, and opportunities to connect with nonprofit leaders.



LEVEL UP YOUNG PROFESSIONALS SUMMIT

November 14, 2023

The Level Up Young Professionals Summit is an annual conference for the next generation of leaders. Attendees are energized by inspiring keynote speakers, motivating sessions, community experiences, and opportunities to connect with the leaders of tomorrow. The summit also concludes with several awards to recognize young talent.



Learn more about the Level Up Y.P. Summit at YPCV.org



PARTNERSHIP LEVELS

Presenting Partner | \$2,000

- ▶ Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- ▶ Reserved table for eight with logo
- ▶ Company representative may present 60-second remarks from the podium
- ▶ Opportunity to distribute marketing materials and promotional items

Signature Partner | \$1,000

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Complimentary admission for four
- ▶ Opportunity to distribute marketing materials and promotional items

Lunch Partner | \$1,000 *

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Includes two admissions to lunch
- ▶ Opportunity to distribute marketing materials and promotional items

**Lunch Partner is only available for Summits*

Reception Partner | \$750 *

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Beverage napkins branded with your logo
- ▶ Complimentary admission for two
- ▶ Opportunity to distribute marketing materials and promotional items and provide remarks at the reception.

**Reception Partner is only available for the Y.P. Summit and the Emerge Women's Leadership Summit*

Corporate Partner | \$500

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media, linked to your website
- ▶ Complimentary admission for two

MEMBER TO MEMBER OPPORTUNITIES

Member To Member opportunities are designed to bring Alliance members together for business development, provide time to build connections, and get to know fellow members.

With more than 43 member engagement opportunities throughout the year, these are the easiest way to create relationships with other Alliance members, such as salespeople, professionals, new executives, restaurateurs, marketers, small business owners, and many more.

Explore member opportunities at
Business.LynchburgRegion.org/events



A.M. ALLIANCE: COFFEE & CONNECTIONS

Every First Friday

A.M. Alliance is our award-winning business development and engagement event series. This event, held the first Friday of each month (except January & July) at different Alliance member locations, is the perfect way to build your business relationships, customer base, and brand. Attendees enjoy coffee, share their 30-second pitch, enter to win unique drawings, and have time allotted for building connections with fellow attendees.



COMMERCE & COCKTAILS

Every Third Thursday

This connective, and tasty business development series allows you to grow your network after working hours and unwind from the day. Held the third Thursday of each month (except December), Commerce & Cocktails is a relaxed environment to share your business' story - whether over a pint or a glass.

WOMEN, WINE, & WISDOM

Feb. 28, 2023 Dec. 12, 2023
July 18, 2023

We all need people in our lives to fan the flame and help us keep our lights shining. Held in the evening three times each year, attendees can 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!

EAT & MEET

First Monday Each Month

Our newest event - Eat & Meet brings Alliance members together for a delicious "dutch treat" lunch at an Alliance member restaurant each month. Guests get the chance to interact with our board chair, CEO, staff, ambassadors, and guests - you never know who you'll meet!

PARTNERSHIP LEVELS

The following levels apply to:
**A.M. Alliance, Commerce & Cocktails,
Eat & Meet, and Women, Wine, &
Wisdom.**

Presenting Partner | \$1,500

- ▶ Company logo displayed, top billing, on all print, signage, and electronic media, linked to your website
- ▶ Company representative may present 30-second remarks
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Complimentary admission for four

INTERESTED IN HOSTING?

It's a great way to invite new customers into your place of business. The host fee is **\$100**.

Signature Partner | \$500

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Complimentary admission for two

Corporate Partner | \$250

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Complimentary admission for two

AMBASSADOR HAPPY HOUR

*April 13, 2023
June 22, 2023*

Ambassador Happy Hour is a private reception with Alliance leadership where Alliance board members, and Alliance Ambassadors connect with prospective member invitees. It's an opportunity for future members to get to know the benefits of Alliance membership and our welcoming community.

MEMBER ORIENTATION: MAXIMIZING YOUR MEMBERSHIP

*March 9, 2023
June 8, 2023* *September 12, 2023
December 5, 2023*

Members - both new and old - are invited to learn how they can best take advantage of their Alliance membership through resources, discounts, events, volunteer opportunities, marketing, advocacy, and many other member benefits. New members will find this a helpful introduction to their membership, while old members will benefit from a refresher and great business development.





PARTNERSHIP LEVELS



The following levels apply to:
**Ambassador Happy Hour and
Member Orientation.**

Presenting Partner | \$750

- ▶ Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- ▶ Company representative may present 30-second remarks
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Complimentary admission for four

Signature Partner | \$500

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Complimentary admission for two

Corporate Partner | \$250

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Complimentary admission for two

SPECIAL OPPORTUNITIES

Special events are unique experiences held only once or twice a year that offer the opportunity for Alliance members to unwind, have fun with friendly competitions, build business relationships, and enjoy the great outdoors, while providing support for our missional projects like our education and workforce initiatives.

Our golf and shooting tournaments sell out quickly and provide all-day visibility to your organization with a variety of distinctive sponsorships.

Explore upcoming special events at
Business.LynchburgRegion.org/events



BRIEFCASE OPEN GOLF CLASSIC

September 27, 2023

This is not your everyday golf tournament! The Briefcase Open is an annual sell-out and one you don't want to miss. Held at Boonsboro Country Club, this tourney offers unique opportunities for business exposure thru sponsorships. Plus, some sponsorships include a team for you to play that day. Don't wait - secure your spot today!

PARTNERSHIP LEVELS

Eagle Partner | \$2,000

- ▶ Company logo displayed with top billing on all print, signage, and electronic media
- ▶ Includes two Foursome Teams
- ▶ Opportunity to address the golfers
- ▶ Opportunity to distribute goody bags or promotional items
Includes a Hole Partnership

Golf Cart Partner | \$1,500

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed on all golf carts
- ▶ Includes a Foursome Team
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes a Hole Partnership

Reception Partner | \$1,000

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company representative will address golfers at the reception following tournament
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to reception

Lunch Partner | \$1,000

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to lunch

Chipping Contest Partner | \$750

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to contest
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to lunch

Hole-In-One Partner | \$750

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to contest holes
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to lunch

Beverage Cart Partner | \$750

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed on beverage carts
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to reception

Team & Hole Package | \$650

Multiple Available

- ▶ Includes a Foursome Team
- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to hole
- ▶ Partners are encouraged to place a representative at the hole and provide a fun activity to network with the golfers
- ▶ Includes team's admission to reception

Hole Partners | \$200

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to hole
- ▶ Partners are encouraged to place a representative at the hole and provide a fun activity to network with the golfers
- ▶ Includes two admissions to reception

Briefcase Partners | \$100

Multiple Available

- ▶ Briefcases will be placed at specific holes for players to drop their business cards into for more information
- ▶ Company logo displayed in the briefcase
- ▶ Opportunity to hold a drawing and choose a winning golfer from your briefcase



Central Virginia Welding Wars

Spring 2023

Central Virginia Welding Wars is an annual opportunity that showcases the occupation of welding through a friendly competition. Participation levels include high school one and two, college, and professional. It allows employers the opportunity to connect with the talent of tomorrow and provides job possibilities for regional students.



Presenting Partner | \$1,000

- ▶ Partner receives podium time at awards ceremony
- ▶ Company logo receives top billing on event marketing
- ▶ Vendor table
- ▶ Two competitor spots
- ▶ Opportunity to interview high school and college level winners

Lunch Partner | \$1,000

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to lunch

Award Partner | \$500

Three Available

- ▶ Partner will announce winners during awards ceremony
- ▶ Vendor table
- ▶ One competitor spot
- ▶ Opportunity to interview high school and college winners

Corporate Partner | \$150

Eleven Available

- ▶ Partner receives vendor table on the day of the event

Welding War Professional Competitor Spot | \$50

Eleven Available

- ▶ Compete with local professionals for a cash prize



Women, Wine & Nine

April 25, 2023

Female professionals, this golf opportunity is just for you! Enjoy an informative golf class, nine holes to practice on, and a wine reception to mingle and meet fellow ladies in local industries. Partner with us to get in front of these leading women in the Lynchburg region.



Presenting Partner | \$2,000

- ▶ Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- ▶ Company representative may present 30-second remarks
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Complimentary admission for four

Lunch/Reception Partner | \$1,000

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Opportunity to provide promotional items included in goody bags
- ▶ Includes two admissions to lunch/reception

Beverage Partner | \$750

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed on beverage station
- ▶ Opportunity to provide promotional items included in goody bags

Signature Partner | \$500

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media, linked to your website
- ▶ Opportunity to distribute marketing materials and promotional items
- ▶ Complimentary admission for two

Corporate Partner | \$250

Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Complimentary admission for two

PULL! FOR BUSINESS

October 13, 2023

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

PARTNERSHIP LEVELS

Presenting Partner | \$2,000

- ▶ Company logo displayed with top billing on all print, signage, and electronic media
- ▶ Includes (2) four-person teams
- ▶ Opportunity to address the shooters
- ▶ Opportunity to distribute goody bags with promotional items

Lunch Partner | \$1,000

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed on lunch station
- ▶ Includes two admissions to lunch

Breakfast Partner | \$750

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed on breakfast station
- ▶ Includes two admissions to breakfast

Awards Reception Partner | \$750

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Opportunity to address the shooters during the reception
- ▶ Includes two admissions to reception

Tent Partner | \$400

Multiple Available

- ▶ Company logo displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to tent
- ▶ Includes one admission to breakfast, lunch, and reception
- ▶ Includes an Outdoor Expo space

Outdoor Expo Partner | \$200 | \$400 for non-members
Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media, linked to your website
- ▶ Includes one admission to breakfast, lunch, and reception
- ▶ Includes an Outdoor Expo space (20' x 20' booth space. You must provide your own table, chairs, and tent. No electricity will be available.)

Clay Station Partner | \$200
Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to clay station
- ▶ Includes one admission to breakfast, lunch, and reception



Skeet Station Partner | \$200
Multiple Available

- ▶ Company name displayed on all print, signage, and electronic media
- ▶ Company logo displayed next to skeet station
- ▶ Includes one admission to breakfast, lunch, and reception



PROGRAMS & PARTNERSHIPS

Alliance programs and partnerships are another opportunity for you to tell your organization's story.

Our programs and partnerships are a great way for people to see what your organization believes in through initiatives across advocacy, leadership, generating young talent, and supporting local business.

**Interested in an Alliance program?
Learn more at LynchburgRegion.org**



Legislative Advocacy Program Partner | \$3,000

Legislative Advocacy Program and Government Relations Partners encompass our advocacy work on behalf of our membership and region. The Alliance's staff lobbyist advocates for a pro-business climate through relationships with local, state, and national elected officials. Your partnership support the important work we do in solving issues such as: workforce, taxation, regulations, transportation, wages, economic development, broadband, and more.

- ▶ Company logo listed as Legislative Advocacy Program Partner on our government relations webpage
- ▶ Company logo displayed on **all** print, signage, and electronic media related to Alliance advocacy work
- ▶ Recognition from the podium as a Legislative Advocacy Program Partner and receives complimentary admission for two at Pancakes & Politics and any other legislative events throughout the year as scheduled.



Government Relations Partner | \$200

- ▶ Company name listed as Government Relations Partner on our government relations webpage
- ▶ Company name displayed on all print, signage, and electronic media related to Alliance advocacy work

Leading Off Campus

Summer 2023

Every college student knows that success after college takes more than just a high GPA. Finding that perfect job requires demonstrated leadership plus community connections. Leading Off Campus is a summer program providing students and regional interns with an opportunity to engage with diverse, yet like-minded, student leaders from other area colleges and build additional credentials beyond their classroom experiences.

Estimated cohort size: 20-35 students

Sponsor one of the six sessions | \$750

Underwrites the lunch for a session. Sponsor gets the opportunity to welcome the students and provide an overview of their organization.

Sponsor/Host one of the two summer mixers/field trips | \$750

Show your support and interest in retaining top talent in the region by hosting and or sponsoring a summer mixer. We'll show our college students why this region is THE place to start their career. Sponsor gets the opportunity to welcome the students and provide an overview of their organization.

Graduation Ceremony Sponsor | \$1,000

Sponsor the graduation ceremony for the program which includes participation by regional employers and collegiate leadership. Showcase your organization and provide welcoming comments to this audience all while demonstrating your commitment and investment in the next generation of leaders in our region.



Leading Off Campus is a part of Leadership Lynchburg - the Alliance's leadership development program.



YOUNG PROFESSIONALS OF CENTRAL VIRGINIA

Young Professionals of Central Virginia (YPCV), a program of the Lynchburg Regional Business Alliance, is dedicated to cultivating a young, vibrant, professional community by hosting opportunities that connect YP's to local businesses, causes, the attractions of our region and each other.



YPCV PARTNER | \$750

- ▶ Company logo displayed with top billing on all print, signage, and electronic media at quarterly YPCV events
- ▶ Opportunity to provide brief remarks at each event
- ▶ Opportunity to provide promotional materials



Your Alliance membership is more than just a smart business decision. It's an opportunity to tell your organization's story.

Let's partner together today.



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

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