

# OPPORTUNITY GUIDE



2019



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

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

*Where Creativity and  
Commerce Connect*

# 2019 OPPORTUNITIES 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

*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

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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 and image, drive discussion and increase market share.

## ANNUAL MEETING

**February 27, 2019 | 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 and Ambassador of the Year. Millennial will also be recognized as on the move.

## COCKTAILS & COMMERCE BUSINESS HALL OF FAME

**November 1, 2019 | 6:30-10PM**

**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 12, 2019 | 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.

## IGNITE 2019: BUSINESS SUMMIT & GAME CHANGER AWARDS RECEPTION

*Ignite Yourself. Ignite Your Office. Ignite your Business.*

**April 30, 2019 | 1-6:30PM**

**Lynchburg Regional Business Alliance**

Position your brand in front of business leaders, entrepreneurs and economic drivers at this half-day business and economic conference. The event features business workshops and economic updates brought to you by local leaders and influential speakers. Enjoy a business reception that will present Game Changer Awards to businesses in the region.

## 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 8 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 6.

### 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 8.

### CORPORATE PARTNER: \$600 (Multiple Available)

Corporate Partner will be recognized on event signage, podium recognition and receive complimentary admission for 2.

### BUSINESS PARTNER: \$250 (Multiple Available)

Business Partner receives listing in the program



# EXECUTIVE EVENTS



The Alliance hosts several annual events, many geared toward a specific issue or industry. These events 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 13, May 8, August 14, November 13, 2019**

**7:30-9AM**

### The Summit

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.

## ECONOMIC VIBE

**April 25, July 25, 2019 | 7:30AM-9AM**

### Lynchburg Regional Business Alliance

Receive critical briefings from economic development leaders as they provide current insights, updates and discussions on issues impacting regional economic development.

## JEFFERSON'S ASSEMBLY

**October 15, 2019 | 5:30-8PM**

### The Columns

The Lynchburg Regional Business Alliance along with business, government and educational leaders from the region meet with the State Delegation to be briefed on major economic and transportation projects that impact the Commonwealth. The evening event includes downhome barbecue.



## PANCAKES & POLITICS

**March and December 2019** *Dates could change based on legislators schedules and host partners availability.*

**7:30-9AM**

### 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 3, 2019 | 7:30-9AM**

### Lynchburg Regional Business Alliance

The 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.

## TRANSPORTATION SUMMIT... Planes, Trains & Automobiles

**July 30, 2019 | 7:30AM-1:30PM**

### Lynchburg Regional Business Alliance

Investing in transportation and infrastructure is integral in creating jobs and expanding economic opportunities. This event will highlight our efforts to increase infrastructure investment and economic growth as well as engaging with the local, state, and federal government, private sector investors, and agency leaders to encourage collaboration on future transportation projects of regional significance.



# EXECUTIVE EVENTS



## WOMEN'S EXCHANGE

June 6, September 27, 2019 | 11:30AM-1PM

Locations TBD

The Women's Exchange (WE) consists of two intimate luncheons, attended by professional women, business owners and community leaders who come together to enjoy a memorable meal while making connections with fellow women and hearing from extraordinary guest speakers. WE is beyond advice, beyond networking, beyond lunch – WE is a movement to become reinforced, get inspired and share the experience.

## WORKFORCE SUMMIT

Fall 2019 | 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.

## YP SUMMIT

JUNE 12, 2019 | 8AM - 5PM

JUNE 13, 2019 | 8AM - 12PM

Lynchburg Regional Business Alliance

The Young Professional Summit is a new event for 2019. 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 day-and-a-half 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.

## 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 and promotional items at the event. Additionally, Presenting Partner will receive a reserved table for 8 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 and/or promotional items at the event. Additionally, Signature Partner will receive complimentary admission for 4.

### CORPORATE PARTNER: \$500 (Multiple Available)

Corporate Partner will be recognized on event signage, from the podium and receive complimentary admission for 2.



# MEMBER ENGAGEMENT EVENTS



Monthly to quarterly events or meetings, some are 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.

## CEO RECEPTION

**April 16, 2019 | 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.

## INVESTORS' MEETINGS

**March 21 | June 20 | September 19, 2019 | 4-6PM**

**Lynchburg Regional Business Alliance**

Regional Economic Development Investors gather quarterly to receive exclusive economic development updates.

## MEMBER ORIENTATION

**May 21, 2019 | 4-6PM**

**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.

## RESTAURANT AFTER HOURS

**March | June | September | November 2019 | 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 19 | July 16, 2019 | 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, connect with others and be inspired by the wisdom of some amazing female professionals who will help them "fan the flame" within them!

## YOUNG PROFESSIONAL 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)

Lessons from Leaders Luncheon (4 annually)

Professional development trainings (2 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 4 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 2 where applicable.

### CORPORATE PARTNER: \$250 (Multiple Available)

Corporate Partner will be recognized on event signage, from the podium and receive complimentary admission for 2.



# OTHER OPPORTUNITIES



## BRIEFCASE OPEN GOLF TOURNAMENT

September 2019 | 1-7PM

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.

### 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 2 at lunch and dinner.

### BEVERAGE 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 2 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.

## EXECUTIVE LEADERSHIP FORUM

Fall 2019

Leadership Lynchburg has designed this program for seasoned leaders & managers, C-suite executives and business owners as a confidential brain trust for you to meet with other high-level managers and executives. Professionally-facilitated, four-hour sessions over eight months with certified executive coaches.

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

Executive Leadership Forum underwriter level offering premium visibility for your company and affirming your commitment and belief in developing talent through Leadership Lynchburg's programs. Company listed on all Executive Forum collateral and session material to include print, radio and television. Company representative makes remarks and distributes company materials at opening session.

### SESSION PARTNERS: \$500 (7 Sessions Available)

By underwriting a session, you have the opportunity to come and welcome the class and tell about your organization. Company name listed as Lunch & Learn Partner on Alliance website and on session collateral. Company representative to give brief remarks at sponsored luncheon.

## LEADING OFF CAMPUS

Fall 2019

The Leadership Lynchburg Leading Off Campus program is a pilot project aimed at bridging the gap between collegiate students and regional employers to increase retention of collegiate talent to the region. Through interactive sessions at college campuses and regional employers this program will provide experiential activities to foster growth to include:

- Personal Development/Professional Growth
- Cross collegiate awareness and engagement
- Workforce recruitment and development

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

Leading Off Campus underwriter level offering premium visibility for your company and affirming your commitment and belief in developing talent through Leadership Lynchburg's programs. Company listed on all Executive Forum collateral and session material to include print, radio and television. Company representative makes remarks and distributes company materials at opening session.

### SESSION PARTNERS: \$500 (7 Sessions Available)

By underwriting a session, you have the opportunity to come and welcome the class and tell about your organization. Company name listed as session partner on Alliance website and on session collateral. Company representative to give brief remarks at sponsored luncheon.

*Additional Opportunities on the Back*

# OTHER OPPORTUNITIES



## WORLDS OF OPPORTUNITY CAREER EXPO

April 9, 2019, 8AM - 5PM | April 10, 2019, 8AM-12PM

Liberty University

The inaugural region-wide career exploration event for middle and high school students that 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.

### CAREER EXPO 2019 PRESENTING PARTNER (SOLD)

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 (4,000+), logo, website link, and information included on WAW website. Additionally, Presenting Partner will receive premium booth space.

### ZONE PARTNERSHIPS: \$2,500 – 4 Available

Zones will combine sectors most appropriate and similar, such as Healthcare/Medical

**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

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 (4,000+). 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 (4,000+), 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 (4,000+), and receive premium booth space.

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

Event Guide/Workbook Partner will receive company listed in

*Cont. to next column*

*Cont. from previous column*

event guide/workbook and **PREMIUM BOOTH SPACE.**

### BACKPACK PARTNER: \$750 (8 AVAILABLE)

Backpack Partner will have their company listed on backpacks distributed to (4,000+) students

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

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

## 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 2 at each of the related events. Events include: Pancakes & Politics, Legislative Breakfasts, "Meet & Greet" Legislative Lunch Meetings and Jefferson's Assembly.

## WOMEN TO SUCCESS PROGRAM

A partnership that supports female business women and are recognized with elite status. Company identified as Women to Success Partner in promotional and collateral materials developed for the related, events to include: Women, Wine and Wisdom and two Women Exchange Luncheons. Any other additional 2019 events organized under our Women to Success Programs will also be included.

### WOMEN TO SUCCESS PROGRAM PARTNER: \$3000

Women to Success Program Partner receives recognition on printed materials (invitations, programs), electronic media, signage with premium logo placement, recognition from the podium, and an opportunity to have a table to distribute Partner's marketing materials and/or promotional items at the event and will receive complimentary admission for 2 at each of the related events.