



Kentucky Chamber

15th Annual  
**BUSINESS  
SUMMIT**  
**ANNUAL  
MEETING**

September 28-29, 2020  
Omni Louisville Hotel

presented by

大成 DENTONS

BINGHAM  
GREENEBAUM

Make a  
strong impact  
and stand out  
from the  
crowd!



**Sponsorship Opportunities**

# Overview

## WHY SPONSOR

Simply put...audience composition. Our members represent some of the state's most important and influential corporate leaders, small business owners, entrepreneurs, young professionals, educators, political figures and more. The Chamber's mission is to unite business and advance Kentucky, from Paducah to Pikeville. In fact, our members hail from all across the state, representing all industries – manufacturing, wholesale and retail trade, construction, agriculture, finance and public administration. If you're looking to make an impact with the best and brightest businesses in the state...look no further.

## WHAT IS THE BUSINESS SUMMIT AND ANNUAL MEETING?

**The Business Summit** – lasting a day and a half and attracting more than 350 attendees – is a one-of-a-kind event which provides a forum for business leaders, educators and legislators to learn from expert speakers in their fields and discuss key issues that will affect the state's future for decades.

**The Annual Dinner** – starting with an evening reception and boasting more than 800 in attendance – is an opportunity to hear an entertaining, top-notch speaker offer commentary on today's political landscape.

**The Business Summit and Annual Meeting** is sure to bring any sponsoring company increased visibility and countless networking opportunities.

## VALUABLE SPONSOR BENEFITS

A Kentucky Chamber sponsorship creates a unique experience. We attempt to help you build your sales and reach your target audience. In addition, we create awareness of your company by offering benefits such as exhibit space and extensive event recognition onsite and off.

## EXTENSIVE PROMOTIONAL COVERAGE

Promotional coverage of this event is extensive and includes media coverage by print, web and radio. The summit and dinner have been promoted in publications such as *The Lane Report* and *Louisville Business First*. We also provide live updates from the event on Facebook and Twitter. With statewide participation and promotional coverage, sponsors are recognized and noticed for their support and alignment with such a prestigious event.

2019 Gen. John F. Kelly	2011 Bob Woodward
2018 Arthur Brooks	2010 Ted Koppel
2017 Carl Bernstein Mark Halperin	2009 George Will
2016 Katty Kay	2008 Tucker Carlson Donna Brazile
2015 David Gregory	2007 the late Tim Russert
2014 Chuck Todd	2006 James Carville Mary Matalin
2013 David Gergen	
2012 William Kristol Paul Begala	





# Sponsors and Attendees Say it Best

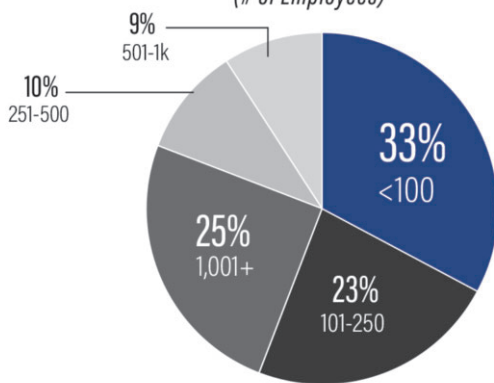
## ATTENDEE PROFILE

- Top business leaders in Kentucky
- Kentucky Chamber of Commerce key investors
- Business owners
- Corporate executives and representatives
- Elected officials



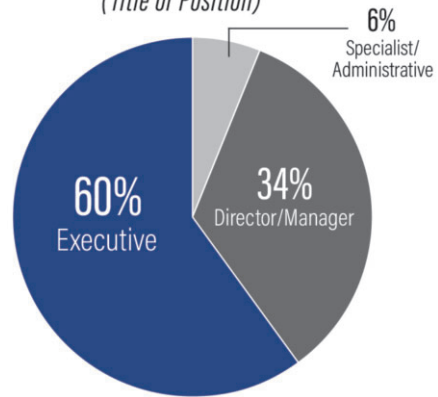
### Company Size:

(# of Employees)

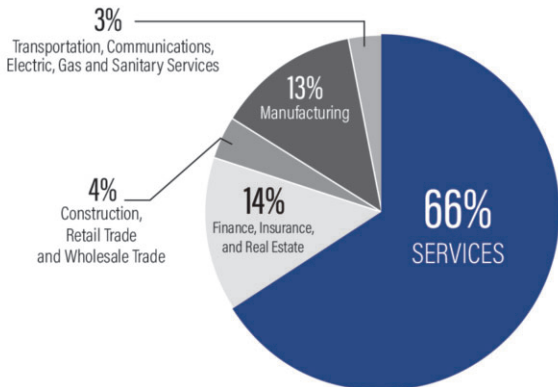


### Job Function:

(Title or Position)



### Industries:



### Sponsor Satisfaction:



# Tentative Agenda

## DAY ONE

- 1 p.m. Registration
- 1:30 p.m. Business Summit begins
- 5 p.m. Day one Business Summit adjourns  
Networking Reception with sponsors/exhibitors begins
- 6:30 p.m. Annual Meeting Dinner
- 9 p.m. VIP Reception\* with keynote speaker

\*private - closed to general public

## DAY TWO

- 8 a.m. Registration and breakfast
- 8:30 a.m. Welcome
- 12 p.m. Luncheon Keynote
- 1:30 p.m. Annual Business Summit adjourns





## **SOLD** Presenting Sponsor – \$35,000

### Exclusive opportunity

SOLD – Dentons Bingham Greenebaum

#### VALUE ADDED BENEFITS

##### Exclusive Branding Opportunities

Abundant pre-event (all promotions) and on-site publicity  
Logo on all event collateral, reception cocktail napkins and name badges  
Logo on Business Summit attendee giveaway item (TBD)  
Logo on event banners

##### High Impact Opportunities

Give greeting and introduction of keynote speaker during Annual Dinner (5 minutes)  
Opportunity to kick off Business Summit and give welcome to attendees  
Opportunity to place promotional material or a takeaway gift in dinner seats (subject to approval)\*  
Special recognition from podium  
Premier exhibit space during reception

##### Access

Twelve (12) registrations to Summit  
Front row seating at dinner for 30 (three tables of ten)  
Bottle of red and white wine at each table  
30 tickets to VIP Reception  
Complete database of event attendees provided  
First right of refusal to sponsor in 2021  
Post-event report provided

##### Premium Advertising Opportunities

Color ad on back cover of dinner program\*  
Company profile in dinner program\*  
Full-page, color ad in Business Summit guide\*  
Backcover ad in Aug. issue of Kentucky Chamber News\*  
Logo/web link on Chamber site two weeks before and after event  
Logo appears during Annual Dinner on screens in ballroom  
Recognition in Chamber's e-newsletter, Bottom Line (9,000 distr.)

*\*provided by sponsor*

## **SOLD** Platinum Sponsor – \$15,000

### Exclusive opportunity

SOLD – Norton Healthcare

#### VIP Reception Sponsorship

This is an invitation-only reception that follows the Annual Dinner and will be attended by our celebrity keynote speaker (TBD).

#### VALUE ADDED BENEFITS

##### Exclusive Branding Opportunities

Logo on VIP Reception tickets, invitation, cocktail napkins and reception signage  
Logo on VIP Reception photos that attendees take home  
Logo on Annual Dinner program and Business Summit guide covers

##### High Impact Opportunities

Special recognition from podium  
Opportunity to welcome attendees and introduce a topical session at Business Summit  
Opportunity to provide VIP guests with a takeaway item\*  
Exhibit space during the reception — LIMITED TO FIRST EIGHT (8) SPONSORS WHO RESERVE A BOOTH SPACE

##### Access

Ten (10) registrations to Summit  
Front row seating at dinner, table of ten  
Bottle of red and white wine at each table  
30 tickets to VIP Reception  
Complete database of event attendees provided  
First right of refusal to sponsor in 2021  
Post-event report provided

##### Premium Advertising Opportunities

Color ad on inside, backcover of dinner program\*  
Company profile in dinner program\*  
Full-page, color ad in Business Summit guide\*  
Logo/web link on Chamber site two weeks before and after event  
Logo appears during Annual Dinner on screens in ballroom  
Recognition in Chamber's e-newsletter, Bottom Line (9,000 distr.)

*\*provided by sponsor*



## Gold Sponsorship – \$12,500

### Exclusive opportunity

Friday Keynote and Luncheon *Speaker and topic TBD*

SOLD – LG&E and KU Energy LLC

### VALUE ADDED BENEFITS

#### Exclusive Branding Opportunities

Logo in Annual Dinner program and Business Summit guide

Logo on menu cards

Logo on signage for your sponsored event

#### High Impact Opportunities

Opportunity to give greeting and introduce high-profile speaker at luncheon

Opportunity to provide guests with a takeaway item\*

Exhibit space during reception — LIMITED TO FIRST EIGHT (8) SPONSORS WHO RESERVE A BOOTH SPACE

#### Access

Ten (10) registrations to Summit

Premier seating at dinner, table of ten

Bottle of red and white wine at each table

10 tickets to VIP Reception

Complete database of event attendees provided

First right of refusal to sponsor in 2021

Post-event report provided

#### Premium Advertising Opportunities

Company profile in dinner program\*

Full-page, color ad in Business Summit guide\*

Logo/web link on Chamber site two weeks before and after event

Logo appears during Annual Dinner on screens in ballroom

Recognition in Chamber's e-newsletter, Bottom Line (9,000 distr.)

*\*provided by sponsor*





## Silver Sponsorship – \$10,000

### Exclusive opportunities

#### Breakfast

Logo on napkins, signage and printed materials at Friday breakfast.

#### Breaks **SOLD** – Alliance Coal, LLC

Logo on napkins, signage and printed materials at Thursday and Friday breaks.

#### Summit Information Sponsor

Logo on pen and full-page, color ad on back of Business Summit guide.

**SOLD** – Crowe LLP

#### Notepad Sponsor

Logo on notepads placed at each seat during the Business Summit – high visibility.

#### Topical Session Sponsorships

Four opportunities remain

**SOLD:**

- Kentucky Dept. of Agriculture
- UPS
- U.S. Bank
- Kentucky Department of Tourism

As a sponsor of a topical session, your company representative will speak and introduce an expert speaker(s). Your logo will appear on signage and on the large screens. You can also provide promotional materials to each attendee.

Topics range from energy and economic development to health-care and education. Full agenda posted online at [kychamber.com](http://kychamber.com) in spring.

## VALUE ADDED BENEFITS

### Exclusive Branding Opportunities

Logo on specific sponsored item(s)

Logo in Annual Dinner program and Business Summit guide

### High Impact Opportunities

Exhibit space during reception — LIMITED TO FIRST EIGHT (8) SPONSORS WHO RESERVE A BOOTH SPACE  
**Access**

Eight (8) registrations to Summit

Preferred seating at the dinner, table of ten

Bottle of red and white wine at each table

10 tickets to VIP Reception

Complete database of event attendees provided

First right of refusal to sponsor in 2021

Post-event report provided

### Premium Advertising Opportunities

Company profile in dinner program\*

Half-page, color ad in Business Summit guide\*

Logo/web link on Chamber site two weeks before and after event

Logo appears during Annual Dinner on screens in ballroom

Recognition in Chamber's e-newsletter, Bottom Line (9,000 distr.)

*\*provided by sponsor*



## Bronze Sponsorship – \$5,000

8 opportunities remain

### VALUE ADDED BENEFITS

#### Exclusive Branding Opportunities

Listing as Bronze Sponsor

Logo in Annual Dinner program and Business Summit guide

#### High Impact Opportunities

Exhibit space during reception — LIMITED TO FIRST EIGHT (8) SPONSORS WHO RESERVE A BOOTH SPACE

#### Access

Five (5) registrations to Summit

Preferred seating at dinner, table of ten

Bottle of red and white wine at each table

10 tickets to VIP Reception

Complete database of event attendees provided

First right of refusal to sponsor in 2021

Post-event report provided

#### Premium Advertising Opportunities

Company profile in dinner program\*

Quarter-page, color ad in Business Summit guide\*

Logo/web link on Chamber site two weeks before and after event

Logo appears during Annual Dinner on screens in ballroom

Recognition in Chamber's e-newsletter, Bottom Line (9,000 distr.)

*\*provided by sponsor*

## Associate Sponsorship – \$3,000

Limited Number Available

### VALUE ADDED BENEFITS

#### Branding Opportunities

Logo in Annual Dinner program

Company name listed in Business Summit guide

#### Access

Four (4) registrations to Summit

Preferred seating at dinner, table of ten

Bottle of red and white wine at each table

First right of refusal to sponsor in 2021

Post-event report provided

#### Premium Advertising Opportunities

Logo/web link on Chamber site two weeks before and after event

Logo appears during Annual Dinner on screens in ballroom

Recognition in Chamber's e-newsletter, Bottom Line (9,000 distr.)

*\*provided by sponsor*

Don't see a sponsorship that fits your marketing goals and objectives? No problem! Contact Andrea Flanders and we'll work together to create a package tailored to fit your needs. (aflanders@kychamber.com or 502-848-8723)

## Past Sponsors

ACT, Inc.

Alliance Coal, LLC

Alpha Natural Resources

American Electric Power - Kentucky Power

Americans for Prosperity

Anthem Blue Cross and Blue Shield of Kentucky

ARGI Financial

Atmos Energy Corporation

Baptist Health

Beam Suntory

Booth Energy

Brown-Forman Corporation

Chase Kentucky

CHI Saint Joseph Health

Commonwealth Council on Developmental Disabilities

Crowe LLP

Dean Dorton

Dentons Bingham Greenebaum LLP

Frost Brown Todd LLC

Gatton College of Business & Economics

Highbridge Springs Water Company

Integrated Corporate Wellness Solutions LLC

Kentucky American Water

Kentucky Cabinet for Economic Development

Kentucky Coal Association

Kentucky Community and Technical College System

Kentucky Department of Agriculture

Kentucky Employers' Mutual Insurance (KEMI)

Kentucky Society of Certified Public Accountants

Kentucky Underground Storage, Inc.(KUSI)

KET, Kentucky Educational Television

LG&E and KU Energy LLC

Littler Mendelson, P.C.

Louisville Business First

Loyal Government Relations

McBrayer PLLC

MCM CPAs & Advisors

Norton Healthcare, Inc.

Passport Health Plan

Publishers Printing Company

Robert W. Baird Co. Incorporated

Signature HealthCARE

Sites & Harbison, PLLC

Stoll Keenon Ogden PLLC

SynTerra

The AME Group

The Lane Report

TKT & Associates, Inc.

Tourism, Arts and Heritage Cabinet

Toyota Motor Manufacturing, Kentucky

U.S. Bank

University of Kentucky

University of Louisville

UPS

Wiser Strategies

Alltech, Inc.

State Farm Insurance



## CONTACT INFORMATION\*

Mr.  Ms.

Prefix Name Title

Company/Organization

Street address

City State Zip

Phone Fax email address

## OPPORTUNITIES (please select one)

| Kentucky Chamber Membership Required |

- ~~Presenting sponsor~~ ~~\$35,000~~ ~~Exclusive opportunity~~
- ~~Platinum sponsor~~ ~~\$15,000~~ ~~Exclusive opportunity~~
- ~~Gold sponsor~~ ~~\$12,500~~ ~~Exclusive opportunity~~
- Silver sponsor \$10,000 Exclusive opportunities
- Bronze sponsor \$5,000 8 opportunities remain
- Associate sponsor \$3,000 Limited opportunities

Please write in specific opportunity: \_\_\_\_\_



**Kentucky Chamber**

To join the Kentucky Chamber contact our membership sales team at 502-695-4700 or membership@kychamber.com.

We, the Abovesigned Company, hereby agree to the Sponsor Regulations contained on the next page.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## REGISTRATION OPTIONS

### Phone

Andrea Flanders  
502-848-8723

### email

aflanders@kychamber.com

### Mail

Kentucky Chamber  
464 Chenault Road  
Frankfort, KY 40601

## PAYMENT (due prior to event)

- Check # \_\_\_\_\_ enclosed. Payable to: Kentucky Chamber of Commerce
- Please bill my company. PO # \_\_\_\_\_ (not required)
- Please charge to my  Visa  Mastercard  Am Express

Cardholder's name Cardholder's signature (required)

Card number Expiration date 3- or 4-Digit security code

\*I understand that by providing the phone, fax number and email information above on behalf of the person/company/organization specified above, I am authorized to and hereby consent for the person/company/organization to receive communication by or on behalf of the Kentucky Chamber of Commerce.

The Kentucky Chamber of Commerce reserves the right to, at its sole discretion, refuse any advertising. Due to the fact that sponsorships are limited, upon acceptance of your registration no refunds will be granted.

1. Contract Conditions. These sponsor regulations shall apply to the sponsor ("Sponsor") identified on the Application and Contract for Sponsorship Form ("Registration Form"), on the reverse side of these regulations, for the 2020 Business Summit and Annual Meeting (the "Summit"), which has been received by the Kentucky Chamber of Commerce ("Chamber").
2. Exhibition Space. Exhibition space will be assigned by Chamber on a first-come, first-serve basis to the first eight sponsors who complete and return the Registration Form; however, Chamber reserves the right to reassign exhibition booth space if necessary. Chamber reserves the right to refuse exhibition booth space to any potential sponsor.
3. Exhibition Space Rental. Chamber must receive Sponsor's payment in full no later than August 28, 2020 in order to reserve the Sponsorship. Such payment may be mailed to the address set forth on the Registration Form.
4. Booth Staffing. A representative of Sponsor must occupy its booth during all scheduled exhibit hours of the reception.
5. Summit Cancellation. Chamber reserves the right to cancel the Summit if it is deemed necessary. In the event of any such cancellation, Chamber will refund Sponsor's payment in full, and Sponsor shall waive any and all damages and claims for damages in connection with such cancellation.
6. Sponsor Cancellation. Prior to June 28, 2020, Sponsor may withdraw from the Summit and receive a full refund less a Fifty Dollar (\$50.00) administrative fee. Chamber will not provide any refund if Sponsor withdraws after June 28, 2020.
7. Fire Prevention/Safety. All display material used in any exhibit must be flame retardant. All electrical wiring must be in good condition, must conform with local fire regulations and must be able to pass inspection by the fire marshal. In addition, Sponsor shall take precautions for the safety of other sponsors and all other persons attending the Summit.
8. Shipping. Chamber will forward shipping information to Sponsor upon receipt of the Registration Form. All shipments will be at Sponsor's own risk and expense, and must be prepaid.
9. Insurance. Sponsor acknowledges that the Chamber and the Omni Louisville Hotel do not maintain insurance covering Sponsor's property. If Sponsor desires to insure its exhibit materials, goods, and/or equipment against theft, damage by fire, accident, or loss of any kind, it shall do so at its own expense.
10. Liability. Sponsor hereby agrees to indemnify, defend and hold harmless the Chamber and the Omni Louisville Hotel, and each of their officers, directors, employees and agents from and against any actions, law suits, costs, damages, claims and expenses (including attorneys' fees) arising from any damage to property or bodily injury to Sponsor, his agents, representatives, employees, or any other persons by reason of the Sponsor's occupancy or use of the exhibition facilities.
11. Assignment. Sponsor shall not assign or sublet any of its assigned exhibition booth space.
12. Enforcement. Sponsor agrees to comply with the regulations contained herein, and any rules and regulations set forth by the Omni Louisville Hotel. Chamber reserves the right to evict Sponsor in the event of any violation of these regulations. In addition, Chamber reserves the right to prohibit Sponsor from displaying all, or any part, of an exhibit that is deemed unsuitable for the Summit by Chamber.
13. Amendments. Chamber reserves the right to amend these regulations at any time as it deems necessary. Chamber shall have the full power to interpret and enforce all of the regulations contained herein.