



Reception & Awards Dinner
June 24, 2020 | Central Bank Center
(formerly Lexington Convention Center)

presented by



**MAKE YOUR
BUSINESS BRAND
STAND OUT**



Sponsorship & Advertising Opportunities

Best Places to Work in Kentucky

Event Overview

We invite you to join companies across the state to celebrate excellence in the workplace. As a sponsor, you will create new sales opportunities, generate leads and position your organization as a supporter of the only award in Kentucky that recognizes the places where people love to come to work.

The Kentucky Chamber of Commerce and the Kentucky Society for Human Resource Management (KYSHRM) developed the Best Places to Work in Kentucky initiative to identify and recognize Kentucky businesses that represent the ideal workplace environment through dedication and creativity. Those companies selected as winners will be recognized during an awards dinner.

We start at the bottom of the list and work our way up to number one in the small, medium and large categories. The prestigious awards program has experienced incredible growth and has emerged as the standard for workplace achievement.

Program Timeline

August – October 2019*

Promotion and awareness campaign

October 25, 2019*

Registration deadline

January 2020*

Statewide news release of unranked winners

June 24, 2020*

Awards dinner, winner rankings announced, statewide release of *Best Places to Work in Kentucky Magazine*

**all dates are tentative and subject to change*

Winners

Winning companies participate in a comprehensive survey process and are then ranked according to those results. The list consists of three categories: small companies of 15-149 employees, medium companies of 150-499 employees and large companies consisting of more than 500 employees. Categories based on number of U.S. employees, with only Kentucky employees surveyed.



Why Sponsor?

- Exposure to over 1,300 attendees including managers, directors, C-level executives and other decision makers. When companies attend the awards dinner, their management is always there to celebrate their success.
- Increased yearly growth in participation and attendance means additional sponsorship visibility. This event receives year-long, statewide recognition with an impressive awareness campaign.
- Unlimited networking opportunities at the dinner reception.
- Support of the Best Places to Work in Kentucky program. Sponsors are a mixed group of companies, from those who have made it on the winners list to companies who have never applied for the award. Regardless of your involvement, all sponsors have a vested interest in supporting this initiative.
- Opportunity to exhibit and showcase products and services during the reception.
- Generate leads and increase sales!

Sponsor Timeline

Upon commitment to sponsor

- Best Places to Work in Kentucky sponsor logo provided
- Logo and link on website

After winners are announced and notified in January

- Electronic mailing list of winners

Awards dinner

- Reception with attendees and exhibiting sponsors
- Awards dinner and announcement of rankings
- *Best Places to Work in Kentucky Magazine* distributed to

Following awards dinner

- *Best Places to Work in Kentucky Magazine* hits business mailboxes across the state
- Electronic database of dinner attendees

Attendee Profile

- Kentucky Chamber of Commerce key investors
- Business owners
- Corporate executives and representatives
- Human resource professionals
- Sales and marketing professionals



Best Places to Work in Kentucky



Magazine

Every year we produce the Best Places to Work in Kentucky Magazine to coincide with the awards dinner in June. It is distributed statewide to all attendees and nearly 75,000 readers. This four-color publication includes a brief write-up on all winners and features timely HR-related articles and advertisements. Sponsors receive recognition in the magazine and complimentary ad space. It reaches human resource professionals and decision makers at large corporations and small businesses throughout the Commonwealth.

Topics include

- Overall employee engagement/satisfaction
- Pay and benefits
- Leadership and planning
- Relationship with supervisor
- Corporate culture and communications
- Role satisfaction
- Training and development
- Work environment

Advertising Rates

All sponsors receive an advertisement as part of their sponsorship. Gold, silver and bronze level sponsors can upgrade their ad.

| Ad Size | Retail Rate | Sponsor Upgrade Rate |
|---------------------------|-------------|----------------------|
| Inside Front Cover Spread | \$6,000 | \$4,500 |
| Inside Back Cover | \$3,500 | \$2,625 |
| Full Page | \$3,150 | \$2,360 |
| Half Page | \$2,350 | \$1,765 |
| Quarter Page | \$1,345 | \$1,000 |



Sponsorships

Presenting Sponsorship: \$25,000 SOLD ClearPath Mutual Insurance Company
(EXCLUSIVE)

BRANDING
HIGH IMPACT
ACCESS
ADVERTISING

PRE-EVENT

- Exclusive listing as the presenting sponsor in all event collateral and event branding
- Recognition on all press releases and program promotions
- Opportunity to co-sign congratulatory email confirmations to winners
- Company logo/web link on bestplacestoworkky.com
- Complete database of the 2020 BPWK winners
- Recognition on social media
- Use of the prominent 2020 BPWK sponsor logo (electronic)
- NEW! Electronic ad on bestplacestoworkky.com
- NEW! Sponsor highlight in monthly Best Places to Work e-newsletter
- NEW! Logo included on all pre-event email campaigns

EVENT

- Recognition from podium
- Opportunity to address the audience (3 min. max)
- Premium exhibit space (8' x 10'-skirted table/two chairs)
- Opportunity to place item in seats (you provide/1,300 est)
- Preferred seating at dinner for 20 (2 tables of 10)
- Complimentary red and white wine + 20 complimentary drink tickets
- Logo on name badge, large screens, banners & dinner card
- Logo included in digital green screen backdrop – appears in all winner photos

MAGAZINE

- Logo on BPWK Magazine cover and sponsor ad (75,000 distributed)
- Back cover ad in BPWK Magazine (\$4,000 value)

POST EVENT

- Complete database of the 2020 BPWK dinner attendees
- Company logo/web link on bestplacestoworkky.com through July, 2020
- First right of refusal for 2021 presenting sponsorship

Commit early to fully take advantage of benefits



Sponsorships

Platinum Sponsorship \$10,000

(Four EXCLUSIVE available)

Spirit Sponsor

This sponsorship gives the attendees a branded hand clapper with your company logo. If you've attended before, you know that the awards presentation is filled with spirit, celebration and lots of clapping!

Reception Sponsor

This one and a half hour reception is full of networking! As the reception sponsor, your logo is featured on napkins, drink tickets and cocktail table signage.

Lanyard Sponsor

Your logo will be featured on the lanyards that all attendees wear throughout the event.

Pen Sponsor

Dinner attendees need a pen to keep track of the list of winners. We have all categories and winners listed on a card at each seat. You'll see folks crossing off winners with a pen featuring your logo as they're announced – it's fun and helps build the anticipation!



BRANDING

HIGH IMPACT

ACCESS

ADVERTISING

ALL PLATINUM SPONSORS RECEIVE THE FOLLOWING BENEFITS:

PRE-EVENT

- Listing as a platinum sponsor in all event collateral
- Company logo/web link on bestplacestoworkky.com
- Complete database of the 2020 BPWK winners
- Use of the prominent 2020 BPWK sponsor logo (electronic)
- NEW! Sponsor highlight in monthly Best Places to Work e-newsletter
- NEW! Logo included on all pre-event email campaigns

EVENT

- Preferred exhibit space (8' x 10'–skirted table/two chairs)
- Preferred seating at dinner for 10
- Complimentary red and white wine + 10 complimentary drink tickets
- Logo on large screens, banners & dinner card

MAGAZINE

- Full page in BPWK Magazine (\$3,150 value)
- Logo included in sponsor ad (75,000 distributed)

POST-EVENT

- Complete database of the 2020 BPWK dinner attendees
- Company logo/web link on bestplacestoworkky.com through July, 2020
- First right of refusal for 2021 platinum sponsorship

Commit early to fully take advantage of benefits

Sponsorships

Gold Sponsorship \$7,500

(Five remain available)

PRE-EVENT

- Listing as a gold sponsor in all event collateral
- Company logo/web link on bestplacestoworkky.com
- Complete database of the 2020 BPWK winners
- Use of the prominent 2020 BPWK sponsor logo (electronic)
- NEW! Logo included on all pre-event email campaigns

EVENT

- Preferred exhibit space (8' x 10'—skirted table/two chairs)
- Preferred seating at dinner for 10
- Complimentary red and white wine + 10 complimentary drink tickets
- Logo on large screens, banners & dinner card

MAGAZINE

- Half page ad in BPWK Magazine (\$2,350 value). Upgrade to larger ad at 25% off!
- Logo included in sponsor ad (75,000 distributed)

POST-EVENT

- Complete database of the 2020 BPWK dinner attendees
- Company logo/web link on bestplacestoworkky.com through July, 2020
- First right of refusal for 2021 gold sponsorship

Commit early to fully take advantage of benefits

BRANDING

HIGH IMPACT

ACCESS

ADVERTISING



Sponsorships

Silver Sponsorship \$5,000

(Five remain available)

PRE-EVENT

- Listing as silver sponsor in all event collateral
- Company logo/web link on bestplacetoworkky.com
- Complete database of the 2020 BPWK winners
- Use of the prominent 2020 BPWK sponsor logo (electronic)
- NEW! Logo included on all pre-event email campaigns

EVENT

- Exhibit space (8' x 10'-skirted table/two chairs) - SPACE IS LIMITED TO 15 BOOTHS
- Preferred seating at dinner for 10
- Complimentary red and white wine + 10 complimentary drink tickets
- Logo on large screens, banners & dinner card

MAGAZINE

- Quarter page ad in BPWK Magazine (\$1,345 value). Upgrade to larger ad at 25% off!
- Logo included in sponsor ad (75,000 distributed)

POST-EVENT

- Complete database of the 2020 BPWK dinner attendees
- Company logo/web link on bestplacetoworkky.com through July, 2020
- First right of refusal for 2021 silver sponsorship

Commit early to fully take advantage of benefits



BRANDING

HIGH IMPACT

ACCESS

ADVERTISING

Bronze Sponsorship \$3,000

(Five remain available)

PRE-EVENT

- Listing as bronze sponsor in all event collateral
- Company logo/web link on bestplacetoworkky.com
- **Mailing list** of the 2020 BPWK winners – includes phone number
- Use of the prominent 2020 BPWK sponsor logo (electronic)

EVENT

- Exhibit space (8' x 10'-skirted table/two chairs) – SPACE IS LIMITED TO 15 BOOTHS
- Seating at dinner for 10
- Complimentary red and white wine + 10 complimentary drink tickets
- Logo on large screens and dinner card

MAGAZINE

- Eighth page ad in BPWK Magazine (\$760 value). Upgrade to larger ad at 25% off!
- Logo included in sponsor ad (75,000 distributed)

POST-EVENT

- **Complete lists** of the 2020 BPWK:
 - dinner attendees (list 1)
 - winners (list 2)
- Company logo/web link on bestplacetoworkky.com through July, 2020
- First right of refusal for 2021 bronze sponsorship

Commit early to fully take advantage of benefits

Sponsor and Exhibitor Registration

Contact Information

Company Name _____
Address _____
City _____
State/Zip _____

Sponsorship Contact

Name/Title _____
Phone _____
Email _____
Signature (required) _____

Sponsorship Level *choose one*

- Presenting - \$25,000 (exclusive) **SOLD**
\$15,000 per year with two year commitment
- Platinum - \$10,000 (4 available)
 - Spirit Sponsor
 - Reception Sponsor
 - Lanyard Sponsor
 - Pen Sponsor
- Gold - \$7,500 (5 remain available)
- Silver - \$5,000 (5 remain available)
- Bronze - \$3,000 (5 remain available)

All sponsorships are subject to availability.



Magazine Advertising

Gold, silver & bronze sponsors can upgrade their ad to a bigger size & receive discounted advertising rates!

Yes, upgrade my ad to a:

- Full Page \$2,360 (\$790 savings)
- Half Page \$1,765 (\$585 savings)
- Quarter Page \$1,000 (\$345 savings)

How to Register

Phone Andrea Flanders, Sponsorship Manager
502-848-8723
Fax 502-695-5051
Email aflanders@kychamber.com
Mail Kentucky Chamber of Commerce
464 Chenault Rd.
Frankfort, KY 40601

Payment

TOTAL _____
 Check enclosed (payable: Kentucky Chamber of Commerce)
 Bill my company (PO# _____)
 Charge to: Visa OMC AMEX
Account # _____
Name on Card _____
Security Code _____
Exp. Date _____
Signature _____

