

POST-EVENT REPORT













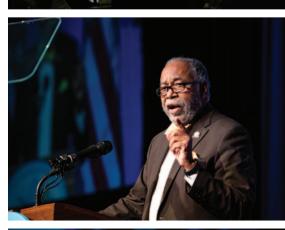




















Kentucky Chamber Day Dinner

Kentucky Chamber Day Dinner is held each year in early January* to coincide with the kick off of the legislative session. This annual reception and dinner draws government dignitaries and more than 1,900 business leaders from across the state to hear addresses by the Governor and House and Senate leadership, where they share their insights into what lies ahead for the Kentucky General Assembly.



Distinguished Speakers



GOVERNOR ANDY BESHEAR



STIVERS SENATE PRESIDENT



DAVID OSBORNE SPEAKER OF THE HOUSE



GERALD NEAL SENATE MINORITY FLOOR LEADER



DERRICK GRAHAM HOUSE MINORITY FLOOR LEADER

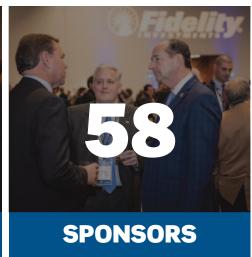




Return on Investment







Those in attendance saw and heard your company name through:

Sponsor signage/banners

Slides shown

Verbal recognition of sponsors

Printed program

Menu card

continue to be successful thanks to our sponsors, community investors and partners.

The Kentucky Chamber Day Dinner has been and will

Thank you for your support! View our sponsors here.

Attendee Demographics

Titles:

Those with the following titles were in attendance:

| | | | 0 | | |
|--|-----|--------------|----------|------|------|
| | 36% | Executive | | | |
| | 17% | Director | | | |
| | 35% | Manager | | | |
| | 12% | Governmental | Official | | |

Industries Represented:

| | · · · · · · · · · · · · · · · · · · · |
|-----|--|
| 50% | Services |
| 17% | Finance, Insurance, and Real Estate |
| 12% | Public Administration |
| 9% | Transportation, Communications, Electric, Gas, and Sanitary Services |
| 6% | Manufacturing |
| 3% | Construction |
| 3% | Other |
| | |

Company Size (# of employees):

| Compan | y 0120 (11 01 0111p10 y 000). |
|----------|-------------------------------|
| 0-100 | 44% |
| 101-250 | 19% |
| 251-500 | 19% |
| 501-1000 | 10% |
| 1001+ | 8% |
| | |









Brand Visibility

In-House Marketing

Email

14 Unique promotions 139,103 Emails delivered 33,335 Unique opens

2,164 Clicks

866 Unique Clicks

Social Media Facebook

1,195 Impressions178 Engagements

Twitter

27,005 Impressions93 Engagements

Press

2 News Release

Digital Ads

1 Bottom Line

Website Presence

Sponsor logos and company webpage links displayed at www.kychamber.com/events/kychamberday/sponsors

Brand Exposure

Web, print, advertising, email and social media.

Overall Event Rating











Sponsor in 2024!

Contact:

Andrea Flanders Director, Sponsor Relations Kentucky Chamber 502-848-8786 aflanders@kychamber.com

