



**GO FOR THE GOLD!**

**kcce**  
kentucky chamber of  
commerce executives

**2008 SPONSORSHIP OPPORTUNITIES**

**KENTUCKY AND INDIANA  
CHAMBER OF COMMERCE  
EXECUTIVES ASSOCIATIONS**

**REGIONAL FALL CONFERENCE  
AND EXPO**

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**2008 SPONSORSHIP OPPORTUNITIES**

### **2008 IS YOUR TIME TO PARTNER**

The spirit of excellence is embodied by the work of local chambers. Therefore, this year as we continue to "Go for The Gold," we invite your company to gain greater exposure and be a part of the work of educating, empowering and strengthening local chambers of commerce.

### **ABOUT THE KENTUCKY AND INDIANA EXECUTIVES ASSOCIATIONS**

The Kentucky Chamber of Commerce Executives (KCCE) and the Indiana Chamber Executives Association (ICEA) are the professional societies of chamber of commerce executives, staff and affiliate members in Indiana and Kentucky.

With a membership comprised of over 60 chambers, KCCE serves nearly 200 chamber professionals at all levels of operation. The purpose of KCCE is to foster excellence in chamber leadership, operations, and inspire grassroots effectiveness by providing high quality education and professional development, technical assistance, information and research to its members. KCCE further serves as the link between the state chamber of commerce and local chambers across the state. Finally, KCCE continually works to develop a grassroots network through local chambers that serves as an unparalleled statewide business network, which can propel Kentucky forward in unprecedented ways.

ICEA is made up of more than 200 paid chamber of commerce and associate staff members representing 99 local chambers of commerce throughout Indiana who, through their collective strength, seek to improve their profession and their organizations. These desired individual results are bolstered by ICEA through formal and informal exchanges among members, and the various conferences and programs conducted in response to member needs.



### **WHY CORPORATE PARTNERSHIP?**

There are several reasons for companies to become a corporate partner with KCCE and ICEA. First, strong local chambers accentuate the heartbeat of every community, causing them to be innovative and prosperous. Next, by partnering with KCCE and ICEA your company will reach community leaders that serve as the portal to a network of over 50,000 businesses they collectively represent in Indiana and Kentucky. This creates a marketing and sales opportunity for your company that has great impact. Third, this year KCCE and ICEA are partnering for the first-ever Kentucky/Indiana Regional Fall Conference to create regional idea exchange, collaboration and greater strength. Finally, partnership will also allow your company to maximize exposure while more efficiently allocating precious marketing dollars. Additionally, it will brand your company as a solid corporate citizen and catalyst for change in a two-state region.

Annual sponsorships have been developed that will guarantee that the message you want out gets to the group you are targeting. Further, sponsorship levels have been created to fit a variety of budgets. Through face-to-face contact, advertising, web presence and other modes, executives in Kentucky and Indiana will think of your company first for their needs. We look forward to adding your company to the list of organizations that are prepared to take on this commitment.

### **EVENT ATTENDEE DEMOGRAPHICS**

Executives representing chambers of every membership and community size will be present. KCCE and ICEA memberships are comprised of 60 and 99 local chambers respectively. Included in these members are metro chambers (1500 members or more), the state chambers of commerce, medium chambers (500-1,400 members) and many others.

Conference attendees include chamber presidents and CEOs, membership and marketing staff, event planning and public affairs staff. Frequently, volunteer leaders who serve as key chamber decision makers also attend.

This year it is anticipated that 150-175 chamber professionals will attend the ICEA/KCCE/ICEA Regional conference.

Along with the chamber professionals, sponsors will meet other corporate professionals that are attending and exhibiting at the event thus expanding their professional network and contacts.

## **PROGRAM TIMELINES**

### **May – June 2008**

Save the date and initial fall conference sent

Print and web based promotions through email and association websites

### **July – August 2008**

Fall conference promotions continue through web

Summer newsletters featuring fall conference promotions printed and distributed

First mailing of fall conference brochure sent to all chambers in Indiana and Kentucky

News articles written and distributed to statewide newspapers highlighting the fall event

Pre-event marketing opportunity for lead sponsors via email and regular mail

### **September 2008**

Fall conference promotions continue highlighted by statewide news releases for the Indiana and Kentucky regional fall conference event



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## 2008 SPONSORSHIP OPPORTUNITIES

### 2008 EVENTS

- **KCCE/ICEA REGIONAL FALL CONFERENCE** – September 24-26, 2008, Louisville, Ky.
- **ICEA/KCCE CHAMBER PARTNERS EXHIBIT HALL**
- **KCCE ANNUAL EXCELLENCE AWARDS CEREMONY**
- **FALL CONFERENCE EXCURSIONS AND NETWORKING OPPORTUNITIES**

### 2008 EVENT SPONSORSHIP OPPORTUNITIES

Along with the benefits specified at each level, each corporate partner will receive the following:

- Special ribbons on name tags at event denoting your company's sponsorship
- Access to all events/special activities held in conjunction with events
- Special marketing opportunities and exposure to chambers in two states

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## 2008 SPONSORSHIP OPPORTUNITIES

### PRESENTING — EXCLUSIVE OPPORTUNITY

- Exclusive recognition as the Presenting sponsor and highest recognition on all conference promotional materials
- Company name, logo and link on KCCE and ICEA websites
- Company name and logo on all signage at events
- Four (4) complimentary registrations to the KCCE/ICEA Regional Fall Conference
- Company advertisement to appear as a part of a rotating display in each room conference sessions are being held at each event
- Company name and logo on official conference materials
- Bottled water with your company logo distributed to attendees at conference event
- Opportunity to provide company materials in packets at each KCCE event
- Complimentary premium exhibit space at KCCE/ICEA Regional Fall Conference
- Opportunity to introduce a keynote presenter with a promotional presentation (up to 5 minutes) at the fall conference
- Opportunity to provide a one-hour teleseminar/webinar
- One full-page advertisement in the conference program at each conference
- One full-page feature story in the KCCE and ICEA newsletters
- Pre and Post-Conference Attendee lists from each event

**INVESTMENT.....\$5,250**



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## 2008 SPONSORSHIP OPPORTUNITIES

### GOLD

#### TWO OPPORTUNITIES AVAILABLE

- Recognition on all Conference promotional materials
- Recognition as co-sponsor sponsor of the KCCE webinar/tele-seminar training sessions throughout the year
- Company name and logo as a part of conference and webinar training promotions
- Company name, logo and link on KCCE website
- Company name and logo on signage at events
- Two (2) complimentary registrations to the KCCE/ICEA Regional fall conference
- Company advertisement to appear as a part of a rotating display in each room conference sessions are being held
- Opportunity to provide company materials in packets at each KCCE event
- Complimentary premium exhibit space at KCCE/ICEA Regional Fall Conference
- Company name and logo will appear on the official conference program
- Opportunity to introduce a keynote presenter and give a promotional presentation (up to 5 minutes) at the fall conference
- One full-page advertisement in the conference program at the spring and fall conferences
- Company name and logo on a promotional item (TBD) to be distributed at each conference
- Recognition at all KCCE events throughout the year and a half-page feature story on your company in the KCCE and ICEA Newsletter
- Opportunity to provide a one-hour webinar or teleseminar in 2008
- Attendee lists from each event

**INVESTMENT.....\$3,500**



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## 2008 SPONSORSHIP OPPORTUNITIES

### SILVER THREE OPPORTUNITIES AVAILABLE

- Recognition on promotional materials
- Company name and logo on KCCE and ICEA websites
- Company name and logo on signage at events
- Company advertisement will appear as part of a rotating display between conference sessions
- Two (2) complimentary registrations to the KCCE/ICEA Regional Fall Conference
- Complimentary exhibit space at the KCCE/ICEA Regional Fall Conference
- Opportunity to provide company materials in packets at the conference event
- Attendee lists from each event
- One half-page advertisement in the conference program at the fall conference
- Company profile in KCCE newsletter as part of sponsor highlight section

***INVESTMENT.....\$1,750***





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## 2008 SPONSORSHIP OPPORTUNITIES

### BRONZE – FIVE OPPORTUNITIES AVAILABLE

- Recognition at KCCE/ICEA event
- Company name on KCCE and ICEA Web sites
- Company name on signage at events
- One (1) complimentary registration to the KCCE/ICEA Regional Fall Conference
- Complimentary exhibit space at KCCE/ICEA Regional Fall Conference
- Listing and company profile as a part of the exhibitor section of the fall conference program
- One half-page advertisement in the fall conference program
- Attendee lists from each event

**INVESTMENT.....\$1,250**

### EXHIBITOR – (FALL CONFERENCE ONLY) LIMITED NUMBER AVAILABLE

- Your company's name and profile in exhibitor portion of conference packet
- Networking opportunities that include all meals, breaks, and receptions
- Exhibit booth with company identification sign
- Post-conference list of attendees
- One complimentary conference registration—includes all meals and breaks
- Special ribbon recognizing your company as an exhibitor
- Opportunity to receive 50% off of one-year associate membership to KCCE

**INVESTMENT.....\$500**



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## 2008 SPONSORSHIP OPPORTUNITIES

### CORPORATE PARTNER CONTRACT AND PAYMENT OPTIONS

Company: \_\_\_\_\_

Co. Contact: \_\_\_\_\_

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature (required): \_\_\_\_\_

### INVESTMENT OPTIONS (Please selection from the following):

<b>PRESENTING</b>	\$5250	_____
<b>GOLD</b>	\$3500	_____
<b>SILVER</b>	\$1750	_____
<b>BRONZE</b>	\$1250	_____
<b>EXHIBITOR (Fall Conference Only)</b>	\$500	_____
	<b>TOTAL</b>	<b>\$ _____</b>

## PAYMENT INFORMATION

PHONE 502-848-8738  
FAX 502-848-8747  
MAIL KCCE/ICEA-SPONSORSHIPS  
464 CHENAULT ROAD  
FRANKFORT, KY 40601  
E-MAIL acox@kychamber.com

CHECK ENCLOSED CHECK #: \_\_\_\_\_

BILL MY COMPANY P.O.#: \_\_\_\_\_

CHARGE TO: VISA MASTERCARD AMEX

ACCOUNT #: \_\_\_\_\_

SECURITY CODE: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SIGNATURE (REQUIRED): \_\_\_\_\_