



2016 Sponsorship & Advertising Opportunities

One Southern Indiana 2016 Sponsorship Opportunities

One Southern Indiana (1si) offers numerous opportunities to promote your business through sponsorship. Not only is it a great way to get your company's name in front of a crowd but it will also associate you with top notch awards, networking and professional development events. 1si sponsorships offer all members, regardless of size or budget, the ability to promote goodwill along with their products and services. It is a unique marketing tool that reaches both 1si member businesses and the community, while providing revenue for 1si.

Sponsorships are key to allowing 1si to maintain an affordable dues structure for all sizes of business. They allow us to provide exceptional programs to our members for a fraction of the cost of other organizations. These programs provide valuable services that promote the economic well-being of the local community, and at the same time, give valuable exposure to the sponsors associated.

Being a sponsor of an 1si event can help you gain new customers through:

- **Publicity**—The “right kind” of publicity is hard to come by. Fortunately, 1si makes it easy to combine 1si's reputation as the foremost business organization in Southern Indiana and the region. 1si events and programs, along with their sponsors, are highly publicized. Your company is included in collateral materials and print advertising which is then seen by thousands of individuals on both sides of the river, helping you lock in valuable public recognition.
- **Brand Association**—Important people attend important events and companies wanting to be industry leaders welcome the benefits of association with important business events. If you want your company to be seen as the leader of the pack by executives, managers and other influential decision-makers, 1si events and programs are the answer.
- **Access to New Business Relationships**— Many of our events give our sponsors the opportunity to speak personally to the crowd, allowing for the beginning of a relationship to begin instantaneously. Not only do prospective customers feel like they are getting to know you but also these events are also ideal for renewing and strengthening relationships with existing clients and customers.
- **Gain Respect and Credibility**—You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials. Instead of just attending an event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.
- **Cost Effective Advertising with Great ROI**—We all know how much advertising your business can cost. It can run a thousand dollars or more to place an ad in a well-known local publication for only one time! Spending that same amount or less as a sponsor of an 1si event is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with hundreds of attendees who are your target market. By leveraging the event to your advantage, there will be no limit on your potential ROI.

If you are interested in creating a customized sponsorship package or would like more information about sponsorship opportunities with 1si, contact Josh Suiter at JoshS@1si.org or call 812.206.9024.

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Signature Events

Annual Meeting August

The Annual Meeting is one of One Southern Indiana's most popular gatherings, connecting you with some of the top business and community leaders in the region. The program includes accomplishments over the past year, recognition of our current and incoming leadership, as well as the announcement of who will be the Ambassador of the Year, Chairperson of the Year, Volunteer of the Year, Non-Profit of the Year and Economic Development Partner winners. This luncheon event draws an attendance of more than 400.

Corporate Sponsor (limited to 5) - \$2,000 -

- Recognition as Annual Meeting Corporate Sponsor
- Opportunity to present one (1) of the five (5) awards
- Logo featured in event promotions including invitation, signage, web site, event e-blast, and other materials as appropriate
- Opportunity to distribute approved promotional piece to all attendees
- Logo featured in the One Weekly (1si's weekly e-newsletter) as a sponsor
- Reserved table of eight (8) in the front of room

Gold Sponsor (limited to 3) - \$1,000

- Recognition as Annual Meeting Gold Sponsor
- Company featured in event promotions including signage, web site, e-blasts, and other materials as appropriate
- Name recognition in the One Weekly as a sponsor
- Opportunity to distribute approved promotional piece to all attendees.
- Four (4) reservations

Silver Sponsor (limited to 3) - \$500

- Recognition as Annual Meeting Silver Sponsor
- Company featured in event promotions including signage, web site, e-blasts, and other materials as appropriate
- Name recognition in the One Weekly as a sponsor
- Two (2) reservations



ONE Awards March

Going on its 28th year, the ONE Awards program features a dinner at Huber's Orchard, Winery & Vineyard in March. More than 500 attendees celebrate the success of local and regional business members in six categories. The winners are chosen by an independent panel of judges based on criteria of business history, community involvement, response to adversity, newly-created opportunities, and innovation in products or services. Anyone in business who is really anyone will be there.

Platinum Sponsorship (Limited to 6) - \$2,800

- Logo recognition as a sponsor on all promotional materials (invitations, media advertisements, signage, e-blasts, program, website, and Power Point)
- Logo Recognition in the One Weekly (1si's weekly e-newsletter)
- One table of eight (8) at the event
- Naming rights of award with company name featured on the award (Note: Companies cannot apply for awards they sponsor)
- Attendance for four to the private finalist cocktail reception

Gold Sponsorship (Limited to 6) - \$1,200

- Company recognition in e-blasts as a sponsor
- Four (4) tickets to the event
- Logo recognition in the programs, invitation, signage, website and the Power Point
- Attendance for two to the private finalist cocktail reception

Silver Sponsorship (Limited to 6) - \$500

- Company recognized as a sponsor in the program
- Company recognized in e-blasts as a sponsor
- Two (2) tickets to the event
- Attendance for two to the private finalist cocktail reception

Cocktail Reception Sponsor (Limited to 1) - \$2,000

- Listing in e-blasts as a sponsor
- Two (2) tickets to the event
- Recognition on event signage and in the programs



Signature Events

ACE Awards November

A sister to the ONE Awards, the ACE Awards is a prestigious program acknowledging the achievements of individuals in Southern Indiana, including professional of the year, young professional of the year, and an award for community leadership. This is also the only event which features the coveted Chairman's Legacy award. This event draws an attendance of 250-300 business owners, community leaders, public officials and the best and brightest.

Platinum Sponsorship (Limited to 3) - \$2,000

- Logo recognition as a sponsor on all promotional materials (invitations, media advertisements, signage, e-blasts, program, website, and Power Point)
- Logo recognition in the One Weekly (1si's weekly e-newsletter)
- One table of eight (8) at the event
- Naming rights of award with company name featured on the award
- Attendance for four to the private finalist cocktail reception

Gold Sponsorship (Limited to 3) - \$1,000

- Company recognition in e-blasts as a sponsor
- Four (4) tickets to the event
- Logo recognition in the programs, invitation, signage, website and the Power Point
- Attendance for two to the private finalist cocktail reception

Silver Sponsorship (Limited to 3) - \$500

- Company recognized as a sponsor in the program
- Company recognized in e-blasts as a sponsor
- Two (2) tickets to the event
- Attendance for two to the private finalist cocktail reception

Cocktail Reception Sponsor (Limited to 1)- \$2,000

- Listing in e-blasts as a sponsor
- Two (2) tickets to the event
- Recognition on event signage and in the programs



Pearls of Wisdom

This extremely popular quarterly program provides attendees the opportunity to hear from both local and regional women that have created their own destinies and success. They are distinguished career women willing to share their accomplishment and their "Pearls of Wisdom".

Attendees engage in an in-depth discussion with the individuals at their table after a key-note speaker shares her story of overcoming the odds to become effective leaders in their chosen fields. Expected attendance at each event is approximately 150 -170.

Dates: March 9, June 8, September 14, December 7

Corporate Sponsor (limited to 2) - \$2,000

- Recognition during program as a sponsor for all four events
- Availability to address attendees at each of the four events
- Logo featured on event marketing including invitation, signage, web site, e-blasts, and other materials as appropriate
- Opportunity to distribute a promotional piece to all attendees
- Six (6) tickets to each event

Platinum Sponsor (limited to 4) - \$1,500

- Recognition during program as a sponsor for all four events
- Logo featured on event marketing including invitations, signage, web site, e-blasts, and other materials as appropriate
- Opportunity to distribute a promotional piece to all attendees
- Five (5) tickets to each event

Gold Sponsor (limited to 4)- \$1,000

- Recognition during program as a sponsor for four events
- Company featured in event promotions including invitation, signage, web site, e-communications, and other materials as appropriate
- Opportunity to distribute a promotional piece to all attendees.
- Four (4) tickets to give away at each event

Jewelry Sponsor (limited to 1)- \$1,000

- Recognition during program as a sponsor for four events
- Company featured in event promotions including invitation, signage, web site, e-communications, and other materials as appropriate
- Opportunity to distribute a promotional piece to all attendees.
- Four (4) tickets to give away at each event
- Opportunity to present strand of pearls at the December event

Silver Sponsor (limited to 4) - \$500 (for one of the 4 events)

- Recognition as a sponsor during program for all four events
- Company featured in event promotions including web site, e-communications, and other materials as appropriate
- Two (2) tickets to sponsored event

Signature Events

Minority & Women Business Owners Connection

April

The Minority Women Business Owners Connection is specifically designed to address the unique circumstances and challenges face by minority, woman, disadvantaged, disabled or veteran owned companies. It is also a platform for companies who want to reach out and partner with those businesses. The conference features a full range of activities including a Keynote speaker and luncheon, a MatchMakers session to connect Prime companies with certified companies, and dynamic seminars covering topics such as access to capital, government bidding, diversity issues, marketing, and much more.

Title Sponsor (limited to 1)- \$3,000

- Logo recognition on all promotional pieces including flyers, advertisements, press releases, e-blasts, and banners
- Opportunity to speak at Breakfast and Lunch
- Opportunity to do a leave behind promotional item.
- Option of an exhibit booth
- Eight passes to the Conference
- List of all vendors, attendees and matchmakers post event

Platinum Sponsor - \$2,500

- Logo recognition on all promotional events including flyers, advertisements, press releases, e-blasts, and banners
- Opportunity to do a leave behind promotional item.
- Option of an exhibit booth
- Six passes to the Conference
- List of all vendors, attendees and matchmakers post event

Gold Sponsor - \$2,000

- Company recognition on promotional banners at conference
- Company recognition from podium
- Option of an exhibit booth
- Four passes to the Conference

Silver Sponsor - \$1,500

- Company recognition on signage and program materials
- Name recognition from podium
- Option of an exhibit booth
- Two passes to the conference

Awards Sponsor (limited to 1)- \$1500

- Signage at the event
- Name recognition from podium
- Option of an exhibit booth
- Two passes to the Conference
- Opportunity to leave behind promotional items
- Opportunity to be photographed with award winners

Lunch Sponsor (limited to 1) \$1000

- Signage at the event
- Name recognition from podium
- Option of an exhibit booth
- Two passes to the Conference
- Opportunity to leave behind promotional items
- Opportunity to introduce keynote speaker



Signature Events

Business Expo October

The largest B2B EXPO in Southern Indiana, this event features hundreds of attendees, over 100 exhibitors, the ever popular "Taste of Southern Indiana," a silent auction and unlimited networking opportunities. It is the only B2B Expo in Clark and Floyd counties.

Title Sponsor - \$5,000 (limited to 1)

- Logo on exhibitor registration mailer
- Logo on post card invitation to all potential attendees (10,000+ area businesses including members of GLI, Jeffersontown and Harrison Co. chambers)
- Logo recognition on Expo signage including 6' X 3' Welcome Banner at entrance of Kye's I.
- Logo recognition in all newspaper advertisements, on website and in all e-blasts
- Name recognition as Title Sponsor in press releases
- Company mentions throughout day during announcements with opportunity to utilize two five (5) minute commercials
- Recognition in show guide
- Two (2) 8x10 booths with first right of refusal of location

Gold Sponsor - \$2,000

- Logo on exhibitor registration mailer
- Logo recognition on Expo signage
- Logo on post card invitation to all potential attendees (10,000+ area businesses including members of GLI, Jeffersontown and Harrison Co. chambers)
- Listing as gold sponsor in all newspaper advertisements, on website and in all e-blasts
- Company mentions throughout day via announcements
- Recognition in show guide
- One 8 x 10 booth with first right of refusal of location

Silver Sponsor - \$1,000

- Logo on exhibitor registration mailer
- Logo recognition on Expo signage
- Logo on post card invitation to all potential attendees (10,000+ area businesses including members of GLI, Jeffersontown and Harrison Co. chambers)
- Listing as Bronze Sponsor in all newspaper advertisements, on website and in all e-blasts
- Recognition in show guide
- One 6 X 8 booth with first right of refusal of location

Courtyard Sponsor - \$500

- Logo on signage in the courtyard
- Recognition in show guide
- Table in the courtyard

Networking on the Green Golf Scramble May

Enjoy the best of both worlds - golf and networking. Play on one of Fuzzy Zoeller's outstanding golf courses and meet other business professionals in a relaxed, social environment. One of the largest golf tournaments in Southern Indiana attracting more than 140 players, 1si offers a great vehicle to connect to the movers and shakers in Southern Indiana. Enjoy the game!

Corporate Sponsor - \$1,500

- Complimentary foursome (\$750 Value)
- Company name and/or logo on pre-publicity (registration form, promotional e-blast, the 1si website and sponsor banner that is displayed at the course)

Hole Sponsor (Up to 36) - \$200 (with logo for an extra \$50)

- 12' X 18" sign with company name (no logo)
- Opportunity to set up at the tee box and hand out information or items to golfers
- One color logo available for an extra \$50

Putting Contest—\$500

Marshmallow Contest—\$500

Hole In One—Grand Prize insurance premium

CEO Challenge—\$500

Closest to the Pin Sponsor—\$200

Longest Drive Sponsor—\$200

Create Your Own Contest—\$500

Donation Items Needed

- Goodie Bag items (150 of each)
- Door Prizes



Signature Events

Investor Day Celebration

June

For Investors Only!

This is an exclusive event celebrating the accomplishments in Economic Development made by 1si. This is where we bring Southern Indiana's "Top Investors" together for fun, networking and planning the next first step to that big project. It is a unique opportunity to meet the companies who have invested capital and created jobs in Southern Indiana.

Title Sponsor (limited to 1) - \$4,000

- Recognized as the title sponsor to shareholders and economic development clients on all invitations, event promotions, e-blasts, printed materials, and during the event
- Receive five (5) minutes during the program to speak to your peers
- Logo will be featured on all event signage including banner signs and table signs
- One race named in your honor—includes your name on the program, shown on Churchill Downs TVs, and the ability to present the winner trophy complete with photo opportunities (Priceless!)
- Offer a "leave-behind" promotional item on all tables
- Six (6) passes to the event (\$600 value)
- Obtain a complete list of all invited guests & attendees

Gold Sponsor (limited to 2) - \$2,000

- Recognized as a gold sponsor to shareholders and economic development clients on all invitations, event promotions, e-blasts, printed materials, and during the event
- Offer a "leave-behind" promotional item on all tables
- Logo will be featured on all event signage including banner signs and table signs
- Four (4) passes to the event (\$400 value)
- Obtain a complete list of all invited guests & attendees

Silver Sponsor (limited to 5) - \$1,000

- Recognized as a silver sponsor to shareholders and economic development clients on e-blasts, printed materials, and during the event
- Company name will be featured on all event signage including banner signs, and table signs
- Two (2) passes to the event (\$200 value)



Advocacy

Advocacy Luncheons

The role of One Southern Indiana in promoting a fiscally-stable, business-friendly environment transcends local, regional, state and national issues. Through our Advocacy Council's initiatives, we promote positive change by serving as the "Champions of Ideas" to achieve economic and business vitality for the region. Additionally, we strive to provide for our investors and members, access to policy makers at all levels of government through forums, roundtables and one-on-one meetings.

In order to connect our members with policy makers, 1si hosts, on behalf of the entire 1si organization, six specific events in the span of one year: two events with local elected officials (typically a panel discussion of mayors and one for commissioners), two events with state officials and two events with federal officials. These luncheons, held six (6) times annually, is an opportunity for businesses to interact with local and state elected officials. Dates for 2016 are to be determined.

Sponsorship - \$1,200 (per event)

- Eight (8) seats at sponsored event
- Opportunity to speak during the event
- Opportunity to do a leave behind promotional item.
- Logo recognition on invitations, e-communications and on website
- Logo on event signage
- Verbal recognition at event



Bundling & Programs

Bronze Bundle

Classic and Elite members are eligible to purchase this \$2,800 sponsor value bundle for \$2,500. This opportunity enables you to sponsor a variety of events at a great price. Pay the fee all at once or make monthly payments on it. Limited to 10. The bundle includes:

- Annual Meeting (\$250 bronze sponsor): recognition at Annual meeting as a bronze sponsor, recognition in the One Weekly and two tickets.
- ONE Awards (\$250 bronze sponsor): Listed in the program, listing in e-blasts as sponsor and two tickets.
- ACE Awards (\$250 bronze sponsor): Listed in the program, listing in e-blasts as sponsor and two tickets.
- Business Expo (\$500 bronze sponsor): Logo on signage and in show guide and a 4x8 booth.
- Minority & Women Business Owners Connection (\$1000 bronze sponsor): Logo on signage and in the program, name recognition at breakfast, a 4x8 booth and two tickets.
- Golf Scramble (\$250 hole sponsorship): Hole sponsorship with a logo on hole signage. Includes opportunity to set up at the hole and hand out information or items.
- Sales and Marketing Series (\$100 value): Recognition at the event and logo on e-blasts and in the One Weekly.
- Network of Champions (\$100 value): Recognition as a bronze sponsor.
- One-time Small Banner Ad in the One Weekly (\$100 value)



Iron Bundle

Classic and Elite members are eligible to purchase this \$1,200 sponsor value bundle for \$1,000. This opportunity enables you to sponsor a variety of events at a great price. Pay the fee all at once or make monthly payments on it. Limited to 10. The bundle includes:

- Annual Meeting (two tickets and recognition at the event) **Value - \$175**
- ACE Awards (two tickets and recognition at the event) **Value - \$200**
- ONE Awards (two tickets and recognition at the event) **Value - \$160**
- Golf Reception sponsor (Logo featured on awards reception signage) **Value - \$100**
- One-time small Banner Ad in the One Weekly **Value \$100**
- Expo – Emcee sponsor (signage at the event and commercial during the show) **Value - \$350**
- MWBOC (booth, two tickets for attendees and mentioned during program) **Value - \$150**



Future Leaders Advisory Group

The Future Leaders Advisory Group helps prepare young leaders, under the age of 40, in Southern Indiana for a successful career. The group oversees the popular mentoring program as well as quarterly networking/round table discussions.

Platinum Sponsor - \$4,000

- Recognition as Platinum Sponsor for all events including the Mentoring Program and FLAG Roundtables
- Opportunity to speak at all of the events and co-sponsored events with other local organizations
- Company logo featured as Program Sponsor on signage and all other promotional materials
- Opportunity to distribute a promotional piece to all attendees.
- Opportunity to include one (1) mentor and/or one (1)

Empowering Education Series

Professional development is a priority for business owners and professionals who want to succeed. This series features successful business leaders who will share their experience and tricks of the trade with attendees. The bi-monthly lunch program will provide attendees with real solutions that can be immediately implemented in their business and life.

Title Sponsor - \$1,500 **Sold**

- Recognition as the title sponsor at each event
- Availability to address the attendees at each event
- Logo featured on all event marketing, e-communications, signage and the website
- Opportunity to distribute a promotional items at each event
- Six (6) tickets to each event
- Opportunity to present at one event each year

Lunch sponsor - \$650 (for 3 sessions) or \$1250 for all six

- Logo on signage recognizing as a lunch sponsor
- Recognition as luncheon sponsor at the event
- 3 tickets to each event

Sales & Marketing Success Series

Sales & Marketing Success is a series of six seminars in which subject matter experts share their *recipe for success* for today's business market. This program is no additional cost to members to attend and pulls in 30-50 attendees at each event.

Title Sponsor (limited to 1) - \$1000

- Recognition as Title sponsor at each bi-monthly meetings (A total of 6 meetings)
- Logo featured in event promotions including signage, web site, e-communications, website, newspaper ads, and other materials as appropriate
- Five (5) minutes to speak to attendees at each event
- Opportunity to distribute promotional materials on seats
- Opportunity to present at one event annually

8 O'clock Network

The 8 O'clock Network is a monthly networking series of relationship-building programs geared to help both Indiana and Louisville business owners, executives, and professionals connect to decision makers, build a referral base, and brand their product/service. Expected attendance at each event is 60 -80.

Gold Sponsor (limited to 1) - \$750

- Recognition as Gold Sponsor at each monthly meeting (total of 12 meetings)
- Logo featured in monthly e-communications and website
- Opportunity to speak to attendees at each event.
- Distribute promotional materials on seats
- Provision of database of attendees following each event

Silver Sponsor - \$200 (one for each of the 12 events)

- Recognition as Silver Sponsor at each monthly meeting
- Opportunity to speak briefly at each event.



5 O'clock Network

This successful monthly event regularly draws up to 150 business professionals for good conversation and lead exchanges. A long-time staple of the Southern Indiana business scene, 5 O'clock Networks offer a unique sponsorship opportunity for exposure, name recognition, and branding. This program targets a multi-faceted audience of business professionals, companies, and political leaders from both sides of the river.

Sponsorship - \$500 (per event)

- Recognition of your company as event sponsor in 1st advertising, promotional materials, email blasts and on the website
- Featured in the One Weekly (1st's weekly e-newsletter)
- Formal recognition of your company's sponsorship and an introduction of company representative at the event
- Opportunity to distribute promotional items/materials at the event
- Provision of list of attendees within one week following the event
- Complimentary database (\$300 value) if you choose to send out an invitation for the event

Advertising Opportunities

The One Weekly e-Newsletter

Medium: email

SPECIFICATIONS PRICING

Small Banner Ad One Time: \$100
150 X 150 pixels Four Times: \$75/week
Placement: Left Column 5 times or more: \$50/week

Bottom Banner Ad One Time: \$200
600 X 275 pixels 4 times: \$150/week
Placement: at bottom 5 times or more: \$100/week

Put your selling message in the online edition of the One Weekly, One Southern Indiana's weekly e-mail newsletter. E-mailed to over 5,000 decision makers 50 times a year, you'll be seen along with the latest news and insights into Southern Indiana business.

Ad space may be purchased on an annual, semi-annual or quarterly basis and may be changed out once per month. Purchase of an ad includes direct mail database (provided quarterly).

Direct Mail

Medium: Self-mailer
Price: \$300

Looking for an efficient way to reach your target market? As a member of One Southern Indiana, you have access to the most valuable asset available – information. For a nominal fee of only \$300, you can purchase an electronic database containing up-to-the-minute information on close to 1,000 decision makers.

Our electronic database is full of information on a qualified business audience. It includes company phone numbers, Web site addresses and brief business descriptions. With Microsoft Excel format, you can target and sort by contact name, business name, ZIP code or business category. It's cost effective. Targeted. Powerful.

Questions? Contact Becky Ellenburg at 812.945.0266 or BeckyE@1si.org.

Hot Deals!

Medium: Internet
Price: Free

In conjunction with your free directory and Web site listing, you now have the power to advertise promotions and special deals as often as you want... free! With a few clicks and your user id/password, you can now advertise to thousands 24 hours a day, seven days a week. Why wait? Offer your hot deal now One Weekly Banner Ads

Put your selling message in the online edition of the One Weekly, One Southern Indiana's weekly e-newsletter. E-mailed to more than 3,600 decision makers a minimum of 50 times a year, you'll be seen along with the latest news and insights into southern Indiana business.

The Website—1si.org

Medium: web

SPECIFICATIONS PRICING

Small Banner Ad One Time: \$100
150 X 150 pixels Four Times: \$75/week
Placement: Left Column 5 times or more: \$50/week

Bottom Banner Ad One Time: \$200
600 X 275 pixels 4 times: \$150/week
Placement: at bottom 5 times or more: \$100/week

Put your selling message online at 1si.org which received more than 180,000 page views last year. That number is sure to rise with the launch of a new site this winter which will offer a more engaging and user friendly experience for visitors.

Membership Directory

Annually distributed to the 1,000+ members of 1si, the membership directory is the one book that can be found on the shelves of CEOs, decision makers and community leaders in the Southern Indiana / Metro Louisville area. Managed by the News and Tribune, advertising in this piece is done directly with their sales agents and options can range in price from \$200 to \$2,000.

Annual Review

1si is partnering with the News and Tribune to print this year's annual report to the community titled "2016-2016 Year in Review." This report will highlight the accomplishments and milestones of the organization as well as honoring our member volunteers.

This supplement will be included in the newspaper the day after our Annual Meeting in August, reaching more 35,000 local readers. Not only will you reach the readers of the News and Tribune, but the annual report is also used throughout the year as a marketing piece when soliciting members and for general consumption.

Contact Becky Ellenburg at 812.945.0266 or BeckyE@1si.org
for more information on any of the opportunities above.