



**[GLI]** GREATER LOUISVILLE INC.  
The Metro Chamber of Commerce

2017

# [ SPONSORSHIP & ADVERTISING ] OPPORTUNITIES



**[GLI]**

**GREATER LOUISVILLE INC.**

The Metro Chamber of Commerce

2017  
**SPONSORSHIP OPPORTUNITIES**

There are a variety of opportunities available at GLI for your business to make a name for itself. Our audience differs with each product, so it's not a matter of if we have the right opportunity, but rather which one can best serve your business.

For more details, please contact Lauren Beckley, Sponsorships & Products Manager, at  
**502.625.0023** or [lbeckley@greaterlouisville.com](mailto:lbeckley@greaterlouisville.com)

## EVENT SPONSORSHIP

Greater Louisville Inc. hosts many events throughout the year. They can be classified as Signature, Entrepreneurial, Advocacy, Professional Connections and Professional Development.

### SIGNATURE

- Annual Meeting
- GLIDE
- Inc.credible Awards

### ADVOCACY

- Advocacy Into Action
- Capitol Connection Series
- DC Fly In
- Issues & Influencers Series

### PROFESSIONAL DEVELOPMENT

- Top Investors Executive Assistant Series
- GLIP Global Workshops
- Shop Talk Series
- Small Business Webinar Series

### ENTREPRENEURIAL

- EnterpriseCorp's Evening of Entrepreneurship (E3)
- Hot & Fast Innovation Awards

### PROFESSIONAL CONNECTIONS

- Business At Breakfast Series
- Meet the Buyer
- Top Investor Series
- Wake Up Wind Down Series

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## SPACE SPONSORSHIP

Promotional opportunities are available throughout GLI's headquarters at 614 West Main Street. Sponsors will enjoy extensive media and marketing coverage throughout the year. Opportunities are available in the reception area, conference rooms, and other spaces around the office.





## ANNUAL MEETING

The region's premier business networking event of the year, Greater Louisville Inc.'s Annual Meeting brings together the largest gathering of business, community and civic leaders for one night, at one location, for one big celebration. This high-profile event features a nationally renowned keynote speaker, celebrates the successes of the past year and looks ahead to the future. 2017 will celebrate GLI's 20th Anniversary.

### Recent Keynotes:

- Mark Bertolini, Chairman & CEO of Aetna
- Keith McLoughlin, President & CEO of Electrolux
- Paul Varga, President & CEO of Brown-Forman
- Jamie Dimon, Chairman & CEO of JP Morgan Chase

**DATE:** JANUARY 2017

**TARGET AUDIENCE:** C-level executives, GLI Board of Directors, GLI Top Investors, business and community leaders, and local media

**SPONSORSHIP LEVEL/RANGES:** \$2,500 - \$25,000



## GLIDE (Greater Louisville Idea Development Expedition)

The Greater Louisville Idea Development Expedition (GLIDE) is a three-day trip designed to provide business and community leaders, elected officials, entrepreneurs and education delegates the opportunity to see how selected cities have overcome obstacles and achieved success. The program promotes learning, brainstorming and relationship building that is critical to regional visioning and progress.

### Recent Cities:

- 2016 - Austin, TX
- 2015 - Portland, OR
- 2014 - Charlotte, NC

**DATE:** SEPTEMBER 2017

**TARGET AUDIENCE:** GLI Top Investors, business and community leaders and elected officials

**SPONSORSHIP LEVEL/RANGES:** \$2,500 - \$25,000



## INC.CREDIBLE AWARDS

This celebration is the region's signature small business event. Presenting six Inc.credible Awards for businesses with fewer than 100 employees & celebrating the entire small business community for its ongoing contribution to our region's economic vitality. An inspirational event showcasing the importance of small businesses dreaming big, this is a must-attend event for companies of all sizes.

**DATE:** AUGUST 2017

**TARGET AUDIENCE:** A mixture of small business owners, Inc.credible award nominees and finalists and medium to large-sized businesses attending to support their clients

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$12,500



# ENTREPRENEURIAL EVENTS



## ENTERPRISECORP'S EVENING OF ENTREPRENEURSHIP (E3)

E3 is an annual celebration of entrepreneurship in the Louisville region highlighting the accomplishments of the past year, challenging the entrepreneurial progress going forward and recognizing an individual with the EnterpriseCorp Award.

**DATE:** SUMMER 2017

**TARGET AUDIENCE:** The entrepreneurial community including: entrepreneurs, gazelle companies, angel investors, entrepreneurial service providers, EnterpriseCorp advisory board, Venture Connectors and GLI Top Investors

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$10,000



## HOT & FAST INNOVATION AWARDS

This annual event recognizes the latest companies selected as the most promising and innovative, early stage OR fast growth “gazelle” companies to watch in greater Louisville. They demonstrate the diversity and creativity of our entrepreneurial community and drive economic growth in the region.

**DATE:** FALL 2017

**TARGET AUDIENCE:** The entrepreneurial community including: entrepreneurs, gazelle companies, angel investors, entrepreneurial service providers, EnterpriseCorp advisory board, Venture Connectors and GLI Top Investors

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$10,000



# ADVOCACY EVENTS



## ADVOCACY INTO ACTION: 2017 LEGISLATIVE AGENDA UNVEILING

This breakfast event is the platform on which GLI unveils its legislative agenda. Legislators and elected officials from across the region are invited to view the unveiling along with regional business leaders. The Governor is invited to keynote the event each year.

**DATE:** NOVEMBER 2017

**TARGET AUDIENCE:** GLI Investors, business and community leaders and elected officials

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$10,000



## CAPITOL CONNECTION SERIES

GLI's Capitol Connection events give the business community access to legislative leaders, issues, and information. Guest speakers provide political insights at the local, state, and federal levels. Topic-based forums offer attendees expert insight on important issues – from education reform to community development and more.

### Recent Keynotes:

- Representative John Yarmuth
- Greg Stumbo, Kentucky House Speaker
- U.S. Senate Majority Leader Mitch McConnell

**DATE:** 3 IN 2017

**TARGET AUDIENCE:** GLI Investors, business and community leaders and elected officials

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$12,500



## D.C. FLY IN

This two-day event in Washington D.C. offers GLI Top Investors the opportunity to interact with elected officials from the region. The Fly-In provides networking opportunities with other event attendees and is an excellent opportunity to help shape and promote GLI's federal priorities.

**DATE:** SUMMER 2017

**TARGET AUDIENCE:** GLI Top Investors, business and community leaders and elected officials

**SPONSORSHIP LEVEL/RANGES:** \$750 - \$10,000





## ISSUES AND INFLUENCERS SERIES

Issues & Influencers is a pop-up series that looks at the intersection of politics, policy, and business regarding the most pressing issues of the day. Attendees will be offered an inside look at the workings of government and the political system with the opportunity to ask questions around the issues.

**DATE:** 2-3 IN 2017

**TARGET AUDIENCE:** C Level, Top-level executives and business leaders within the community that have a vested interest in legislative issues that will impact the business community as well as federal, state and local officials

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$5,000



# PROFESSIONAL CONNECTIONS



## BUSINESS AT BREAKFAST SERIES

The Business at Breakfast series remains one of Greater Louisville Inc.'s signature programs. Great networking, engaging programs and lots of excitement surrounding the speakers and topics keep this event at the top of members' "must attend" list. Relevant business information, prudent insights and a hot breakfast all before 9 a.m.

**DATE:** 3 IN 2017

**TARGET AUDIENCE:** Medium to large-sized companies, GLI Top Investors, and business and community leaders

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$20,000



## MEET THE BUYER

Meet the Buyer – to debut in 2017 – is designed in support of supplier diversity and equitable opportunities. The event offers companies an opportunity to expand their vendor list while giving minority owned businesses a chance to build their network and learn best practices from purchasing agents with some of the region's largest corporate buyers.

**DATE:** 2 IN 2017

**TARGET AUDIENCE:** Small and medium-sized vendors and corporate purchasing agents

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$5,000



## TOP INVESTOR SERIES

Greater Louisville Inc.'s Top Investors attend these “shareholder-like” events three times per year. GLI’s CEO discusses key strategies and current projects. Attendees ask questions about community issues, discuss matters specific to their own business, and network with one another.

**DATE:** 3 IN 2017

**TARGET AUDIENCE:** Exclusive to GLI Top Investors and special guests

**SPONSORSHIP LEVEL/RANGES:** \$1,500 - \$15,000



## WAKE UP WIND DOWN SERIES

Greater Louisville Inc. and Business First offer the area’s largest networking program. Expose your business to a variety of industries and professionals in a high-energy social atmosphere. This networking series, designed for business professionals, is held quarterly at various hot spots in the region. It is a relationship-building experience benefitting you and your company through added contacts and resources.

**DATE:** 4 IN 2017

**TARGET AUDIENCE:** Small to medium-sized business owners, middle management and professionals looking to network

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$10,000



# PROFESSIONAL DEVELOPMENT EVENTS



## TOP INVESTOR EXECUTIVE ASSISTANT SERIES

This popular event series is specifically for executive assistants of GLI Top Investors. This program provides a platform for EA's to connect with their peers, share ideas and gain useful knowledge they can use in their everyday role.

**DATE:** 2 IN 2017

**TARGET AUDIENCE:** Exclusive to GLI Top Investor Executive Assistants

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$1,500



## GREATER LOUISVILLE INTERNATIONAL PROFESSIONALS [GLIP] GLOBAL WORKSHOPS

An opportunity to meet after work to connect with international professionals, academics, accomplished leaders, entrepreneurs and recruiters who share one thing in common – a global perspective. Showcase your company’s commitment to the diversity and internationalization of our community by sponsoring one of these events.

**DATE:** 2 IN 2017

**TARGET AUDIENCE:** Established and new international professionals, business community and academia

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$5,000



## SHOP TALK SERIES

With a growing demand for connecting with peers, GLI’s Shop Talk fills the gap with professional instruction as well as connecting with others in your field. This series allows attendees to engage with an industry expert on specific topics to hone their skills while providing a platform to make valuable connections and cultivate relationships.

**DATE:** 3 IN 2017

**TARGET AUDIENCE:** GLI Investors and small to medium-sized businesses

**SPONSORSHIP LEVEL/RANGES:** \$500 - \$5,000



## SMALL BUSINESS WEBINAR SERIES

GLI's Small Business Webinar Series is designed to provide professional instruction without leaving the office. The series offers in depth training in a quick, interactive and free (to GLI Investors) live webinar. Programming is developed by industry professionals and covers a myriad of business-related topics.

**DATE:** 8-12 IN 2017

**TARGET AUDIENCE:** Small to medium-sized business owners, middle management and industry professionals

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$5,000

## THANK YOU TO OUR 2016 SPONSORS

Advanced Electrical Systems  
Aetna  
ARGI  
Baptist Health  
Beam Suntory  
Bellarmine University  
Bingham Greenebaum Doll  
Brown-Forman  
Chase Bank  
Cofounder  
Commonwealth Bank & Trust  
Computershare  
Courier-Journal  
D.D. Williamson  
Dean Dorton  
Delivra  
Delta Dental of Kentucky  
Dinsmore & Shohl  
ESPN Louisville  
Farm Credit Mid-America  
Ford Motor Company  
Frost Brown Todd

Government Strategies  
Heaven Hill  
Hilliard Lyons  
Humana  
Insider Louisville  
Integrity HR  
Kentucky Employers' Mutual Insurance  
KentuckyOne Health  
LDG Development  
LG&E  
MCM CPAs & Advisors  
Middleton Reutlinger  
Mortenson Family Dental  
Nimlok  
Northwestern Mutual  
Norton Healthcare  
Park Community Credit Union  
PBI Bank  
PharMerica  
PRG Investments  
Republic Bank  
Rodefer Moss

Samtec  
Siemens Industry  
SkuVault  
Steptoe & Johnson  
Stites & Harbison  
Stock Yards Bank & Trust  
Stoll Keenon Ogden  
Strothman and Company  
Tandem Public Relations  
TARC  
Thorntons  
Toyota Motor Manufacturing Kentucky  
Trilogy Health Services  
U.S. Bank  
Unified Technologies  
University of Louisville College of Business  
University of Louisville Family Business Center  
UPS  
V-Soft Consulting  
Wyatt Tarrant & Combs

# GLI SPACE SPONSORSHIP

## BRANDING WITH A PURPOSE. SHOWCASE YOUR COMPANY!

- GLI is the “front door” to the Louisville region for prospective business and business leaders
- Prominent and frequent exposure to GLI’s board of directors and executive committees, comprised of some of the most influential and dynamic business leaders in the region
- Weekly exposure to a broad range of regional business executives and decision makers (approximately 180 visitors a week/9,000 a year)
- Funds raised will be used to support the GLI 2020 Plan

## OPPORTUNITIES

- Promotional opportunities are available throughout the space
- Sponsors will enjoy extensive media and marketing coverage throughout the year
- The caliber of visitors to Greater Louisville Inc. will give contributing companies valuable exposure at the highest level!



## CONFERENCE ROOMS (4 Available)

- One of the key rooms accessed for internal and external meetings – high traffic volume
- Used for GLI committee meetings, investor meetings, training sessions, economic development meetings, etc.
- Features an integrated auto visual and conference calling system
- Features a scheduling keypad outside of the room

### BENEFITS INCLUDE:

- Naming rights to a conference room for 5 years
- Conference room referred to as your namesake when scheduling all meetings
- Logo displayed at the entrance into your sponsored conference room
- Recognition inside your sponsored conference room

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**COST: \$15,000**





## RECEPTION AREA CONFERENCE ROOM

- The first space seen when visiting GLI
- Impromptu conference room located next to reception area

### BENEFITS INCLUDE:

- Naming rights to the reception area conference room for 5 years
- Logo displayed at the entrance into your sponsored conference room
- Prominent exposure to anyone visiting GLI for meetings, training sessions, etc.
- Recognition inside your sponsored conference room

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**COST: \$20,000**



## CEO MEDIA ROOM

- Adjoining conference room to the CEO's office
- Used for executive business meetings by GLI's CEO
- Used for press conferences by GLI's CEO and Executive Management Team
- Used for strategy and leadership meetings by GLI's CEO and Executive Management Team

### **BENEFITS INCLUDE:**

- Naming rights to the CEO Media Room for 5 years
- Media Room referred to as your namesake via all communications and scheduling
- Logo displayed at the outside entrance to the CEO Media Room
- Recognition inside the CEO Media Room

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**COST: \$20,000**



## CREATIVE ROOM

- Used for GLI internal meetings and external meetings
- Used by GLI team for brainstorming sessions, strategy meetings, etc.

### **BENEFITS INCLUDE:**

- Naming rights to the Creative Room for 5 years
- Creative room referred to as your namesake when scheduling all meetings
- Logo displayed at the outside entrance to your room
- Recognition inside the Creative Room

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**COST: \$10,000**

# 2017 ADVERTISING OPPORTUNITIES

Getting in front of businesses and prospects can be challenging. GLI has targeted marketing options to get your message across to the right audience at business friendly prices.

## GREATERLOUISVILLE.COM

Build and keep your brand in the minds of the business community by advertising on GLI's website. Members visit this site regularly to register for events, search for other members, and to keep up to date with what's going on in the business community.

**12,000 PAGE VIEWS** (per month)

### TOP BANNER AD:

Premium location on homepage.

### RATES:

1 month - \$1,000  
3 months - \$2,500  
6 months - \$4,500  
12 months - \$6,500

### MIDDLE OR BOTTOM BANNER AD:

Middle or bottom location on the homepage.

### RATES:

1 month - \$800  
3 months - \$2,000  
6 months - \$3,500  
12 months - \$5,000

### BOX AD:

Static slots available across the GLI website.

### RATES:

1 month - \$800  
3 months - \$2,000  
6 months - \$3,500  
12 months - \$5,000

## GLIMSPE E-NEWSLETTER

A bi-weekly e-newsletter bringing you the latest information and news to help your business grow and connect you to what's happening in the community and with other GLI members.

### CIRCULATION:

Each edition of GLIMPSE is sent to approximately 8,000 inboxes – GLI member contacts of all types and sizes from throughout the region – as well as civic leaders and elected officials.

### ADVERTISING:

There are two types of ads available in GLIMPSE, all of which provide excellent exposure for your company or organization to a very targeted audience with high loyalty to the communication. Advertising is limited to one type of each ad in each issue.

### TOP BANNER AD:

Premium Location – under masthead, before first feature article.

### SIZE:

750 X 60 pixels  
(jpg, gif or png formats)

### RUN/COST:

1X - \$700 / 2X - \$1,200 / 3X - \$1,800

### MIDDLE BANNER AD:

Appears before or after “Also In This Issue” Listings (max 4)

### SIZE:

750 X 60 pixels  
(jpg, gif or png formats)

### RUN/COST:

1X - \$500 / 2X - \$800 / 3X - \$1,200

## GLI UPCOMING EVENTS E-NEWSLETTER

A bi-weekly e-newsletter providing information about the wide range of events and programs offered by GLI and partners.

### CIRCULATION:

Each edition of GLI Upcoming Events is sent to approximately 8,000 inboxes – GLI contacts of all types and sizes from throughout the region – as well as civic leaders and elected officials.

### ADVERTISING:

There are two types of ads available in GLI Upcoming Events, all of which provide excellent exposure for your company or organization to a very targeted audience with high loyalty to the communication. Advertising is limited to one type of each ad in each issue.

### TOP BANNER AD:

Premium Location – under masthead, before Event Listings.

### SIZE:

750 X 60 pixels  
(jpg, gif or png formats)

### RUN/COST:

1X - \$700 / 2X - \$1,200 / 3X - \$1,800

### BOTTOM BANNER AD:

Appears after Event Listings (max 4)

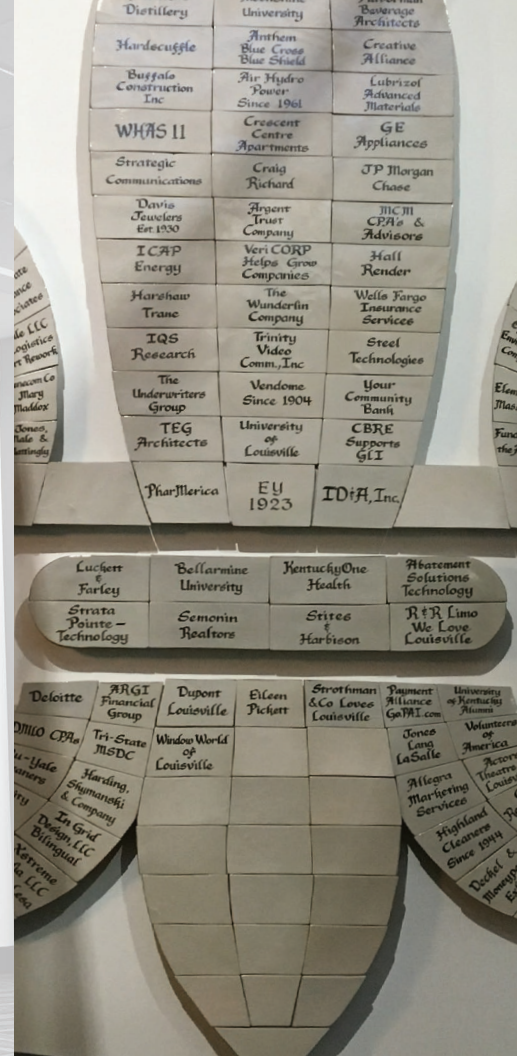
### SIZE:

750 X 60 pixels  
(jpg, gif or png formats)

### RUN/COST:

1X - \$500 / 2X - \$800 / 3X - \$1,200

# FLEUR-DE-LIS WALL



## SHOW YOUR SUPPORT!

As a special dedication to our loyal members and the Greater Louisville community, GLI has partnered with local icon Louisville Stoneware to create a **10 ft. x 10 ft. mosaic Fleur-De-Lis.**

This one of a kind art installation is prominently featured outside the boardroom in the newly redesigned space. Purchasing a tile on this unique art piece is a great way to show your personal or company's support of GLI.

**Proceeds directly impact our mission to enhance regional prosperity, drive job creation and help businesses grow.**

### TILES AVAILABLE:

**\$995** - very limited availability

**\$595** - limited availability

**\$395** - limited availability

Tiles are approximately 4 inches X 10 inches with custom text no logos.



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