

2018

**SPONSORSHIP**  
& ADVERTISING  
**OPPORTUNITIES**

.....  
Make a name for yourself with GLI sponsorships.  
Browse our many options to find the perfect fit for your company's goals.  
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For more details, please contact Sydney Doctor, Director of Events, at  
502.625.0033 or [sdoctor@greaterlouisville.com](mailto:sdoctor@greaterlouisville.com)

## SIGNATURE

### 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 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.

#### Recent Keynotes:

- John Schnatter, Founder & CEO, Papa John's
- Mark Bertolini, Chairman & CEO of Aetna
- Keith McLoughlin, President & CEO of Electrolux

**DATE:** JANUARY 2018

**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 an annual, invitation-only, executive program for regional business and community leaders. This 3 day study mission promotes learning, brainstorming and relationship building critical to regional visioning and progress.

#### Recent Cities:

- 2017 - Nashville, TN
- 2016 - Austin, TX
- 2015 - Portland, OR

**DATE:** SEPTEMBER 2018

**TARGET AUDIENCE:** C-level executives from Top Investor companies, business and community leaders and elected officials

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

### Inc.Credible Awards

This annual celebration is the region's signature small business event. GLI presents seven Inc.credible Awards to outstanding businesses with fewer than 100 employees & celebrates the importance of the entire small business community. An inspirational event showcasing the importance of small businesses dreaming big, this is a must-attend event for companies of all sizes.

**DATE:** MAY 2018

**TARGET AUDIENCE:** Small business owners and medium to large-sized businesses attending to support their clients

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$12,500

## ENTREPRENEURIAL

### EnterpriseCorp's Evening of Entrepreneurship (E3)

This event recognizes and outlines the state of entrepreneurship in the Louisville region. It highlights some of the emerging companies in the Louisville region, advancements in the entrepreneurial ecosystem and discusses the critical things we need to accomplish as a community for continued advancement.

**DATE:** SUMMER 2018

**TARGET AUDIENCE:** Entrepreneurs, gazelle companies, angel investors, GLI Top Investors and the startup community

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

### Hot & Fast Innovation Awards

This lively annual event showcases the latest companies selected as the most promising and innovative early stage and fast growth "gazelle" companies to watch in greater Louisville.

**DATE:** FALL 2018

**TARGET AUDIENCE:** Entrepreneurs, gazelle companies, angel investors, GLI Top Investors and the startup community

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

### 5Across

A fun, fast paced pitch competition. The event features 5 local, early-stage start-ups each presenting for 5 minutes in hopes of winning \$500 to put towards growing their company.

**DATE:** EARLY 2018

**TARGET AUDIENCE:** Entrepreneurial community, Angel Investors, High School and College Entrepreneurs

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

## ADVOCACY

### Advocacy Into Action: 2019 Legislative Agenda Unveiling

GLI's signature Advocacy event to reveal the state Legislative Agenda, celebrate advocacy wins, and share what lies ahead in policy and politics.

**DATE:** DECEMBER 2018

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

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$7,500

## ADVOCACY (CONT.)

### 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.

#### Recent Keynotes:

- U.S. Treasury Secretary, Steven Mnuchin
- U.S. Transportation Secretary, Elaine Chao
- U.S. Senate Majority Leader Mitch McConnell

**DATE:** 3 IN 2018

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

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$12,500

### Congressional Summit

The inaugural 2018 Congressional Summit will replace the DC Fly In as GLI's federal advocacy event in 2018. This half-day event in Louisville gives attendees the opportunity to interact with elected officials from the region, help shape GLI's federal priorities, and attend presentations and discussions to learn the inside scoop from D.C. legislators.

**DATE:** SPRING 2018

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

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

### Issues and Influencer Series

Public Policy "pop-ups" offer access in exclusive events to learn more about recent legislation and its impact on the greater Louisville community. These events give business learners an opportunity to engage and ask questions with government officials and opinion leaders.

**DATE:** 3 IN 2018

**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 - \$3,000

### Regional Tour

The Louisville region's business leaders will have an exclusive opportunity to meet and learn from leaders of the Eastern Kentucky region. This regional tour will not only create an opportunity to recognize and show gratitude towards other regional leaders for their support of Louisville, but also helps our business community better understand their challenges and explore ways to work together towards common goals.

**DATE:** 8 IN 2018

**TARGET AUDIENCE:** GLI Core & Top Investors

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$3,000

## PROFESSIONAL CONNECTIONS

### Business at Breakfast Series

GLI's longest-running series, Business at Breakfast features dynamic speakers, typically top local CEOs, to share their expertise and practical tips for business leaders. Relevant business information, prudent insights, high level networking and a hot breakfast all before 9 am!

**DATE:** 2 IN 2018

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

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

### Top Investor Series

These "Shareholder-like" events keep Top Investors informed on GLI's key strategies, progress, and current projects. Attendees have the opportunity to ask questions about community issues, discuss matters specific to their business, and network with fellow c-level executives.

**DATE:** 3 IN 2018

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

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

### Executive Assistant Series

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

**DATE:** 3 IN 2018

**TARGET AUDIENCE:** Executive Assistants from top businesses in the region

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

### The Hot Spot

Make your connections at The Hot Spot! This networking event is an opportunity to experience the hottest spots in town that make Louisville cool, fun and uniquely Lou. Bring your business cards and join other business professionals for a relationship-building event that benefits you and your company through added contacts.

**DATE:** 3 IN 2018

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

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

### Investor Roundtables

Informal meet and greet with the GLI Leadership Team to bring investors up to date on GLI's strategic plan.

**DATE:** 8 IN 2018

**TARGET AUDIENCE:** GLI Core & Top Investors

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$3,000

## TALENT & ECONOMIC DEVELOPMENT

### Familiarization (FAM) Tour

This two day event brings national and international site selectors to Louisville in an effort to bring additional recognition to our community for future economic development.

**DATE:** JUNE 2018

**TARGET AUDIENCE:** Invitation-only national and international site selectors

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

### Intern Welcome Event

As a part of GLI's talent attraction initiative, this welcome event serves as a kick-off to summer internships in an effort to promote Louisville as a destination post-college. GLI hosts in conjunction with the Mayor's office.

**DATE:** JUNE 2018

**TARGET AUDIENCE:** College Interns and community businesses

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

### Regional Development Update

Local Commercial Real Estate Professionals and other Lead-Generating Partners are invited to join GLI for an update on the Regional Economic Development strategies. This networking event offers an update from regional counties and a discussion about growth opportunities in Greater Louisville.

**DATE:** 2 IN 2018

**TARGET AUDIENCE:** Top Investor companies, real estate brokers, bankers, local elected officials

**SPONSORSHIP LEVEL/RANGES:** \$1,000 - \$3,000

## 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.

### ROTATING BOTTOM BANNER AD:

Bottom location across site, including homepage.

### SIZE:

728 X 90 pixels  
(jpg, gif or png formats)

### 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.

### SIZE:

200 X 200 pixels  
(jpg, gif or png formats)

### RATES:

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

## E-NEWSLETTER ADVERTISING

A monthly 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 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.

### TOP BANNER AD:

Premium Location - under masthead, before first feature article.

### SIZE:

600 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:

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

### RUN/COST:

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