

## 2010-11 NKITA Flash

Contact Daniele S. Longo 859-578-6385

Twice a month, NKITA sends an email Flash to over 600 international professionals in the area. This Flash is the main form of communication with the NKITA members. If your company would like to reach this targeted demographic, an E-News sponsorship is for you.

**Audience: 1,000 international professionals weekly**

### Sponsor level: Annual \$400

This yearly sponsorship is available to one company for an entire year (more than 28,000 impressions)

*Benefits include:*

- Ad/Logo (size: 125x50 pixels) placed on each Flash
- Direct hyperlink to company Web site
- Monthly report on the number of clicks to company web site

### Sponsor level: Monthly \$35 (one per month)

*Benefits include:*

- Ad/Logo (size: 125x50 pixels) placed on each Flash during designated month
- Direct hyperlink to company Web site
- Monthly report on the number of clicks to company web site

## NKY United Budget Reduction Items

*Listed are in-kind support items needed to produce Northern Kentucky United:*

**Printing/Advertising** – For special legislator's invitations and cocktail napkins.

Printing donor will receive recognition in the Chamber's Business Journal. (BR Value: \$1,500)

## Business and Community Advocacy

## 2011 Northern Kentucky United

Contact Pam Allen 859-578-6384

Northern Kentucky United will be held in the summer of 2011 to thank state lawmakers for their support, to showcase Northern Kentucky's success and promote new initiatives to enhance our region's economic progress and contribution to the Commonwealth.

**Audience: High level executives, local and state officials, key decision makers, all level of educators and other executives**

**Title Sponsor: \$5,000 (limited to one exclusive)**

*Benefits includes:*

- Company logo in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site) for two months
- Company logo on banner/signage at event
- Company logo on invitations sent to legislators
- A banner ad (rotating) on the Calendar Event web page for two months. (Ad must be provided by the sponsor)
- Ten complimentary admissions to the event
- ¼ page color ad space in the *Business Journal* one month prior or immediately following the event

### Sponsor level: \$2,500 (unlimited)

*Benefits include:*

- Company logo in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site) for two months
- Company logo on banner/signage at event
- A rotating banner ad on the Northern Kentucky United web page
- Five complimentary admissions to the event

### Sponsor level: \$1,500 (unlimited)

*Benefits include:*

- Company name in the Business Journal's Calendar of Events for at least two months prior to the event

- A rotating banner ad on the Northern Kentucky United web page
- Company name on all printed materials promoting the event
- Two complimentary admissions to the event

**Sponsor level: \$600 (unlimited)**

*Benefits include:*

- Company name in the Chamber's Calendar of Events printed in the monthly *Business Journal* for at least two months
- A rotating banner ad on the Northern Kentucky United web page

**2009-2010 Government Forums**  
**Contact Pam Allen 859-578-6384**

Ten to twelve luncheon programs featuring local, state and national government leaders on issues of interest to Northern Kentucky businesspersons. The forum attracts 70-150 attendees and is usually held at the Metropolitan Club atop the RiverCenter Tower, Covington, KY.

***Audience: CEO's, Presidents, state and local officials, owners, school officials, sales and other executives***

**Sponsor: \$600 per program (limited to three)**

*Benefits include:*

- Company logo in the Business Journal's Calendar of Events for at least two months prior to the event
- Company logo on flyers/invitations/brochures promoting the event and table signage at event
- Company logo on the Government Forum web page for two months
- Four admissions to the event
- The opportunity to provide one company promotional item for each place
- A 3-4 sentence marketing paragraph to be read by the emcee at the event

**Government Affairs**

**2011 Washington, D.C. Fly-In**  
**Contact Jane Moore 859-578- 6391**

Chamber volunteers annually visit Washington D.C. to meet face to face with Kentucky, Ohio, and other key federal lawmakers to discuss the Chamber's position on business issues and to address community project funding needs. This event gains the Chamber and the event sponsor exposure to federal lawmakers.

**Title Sponsor \$5,000**

*Benefits include:*

- Company logo on Chamber's Web site for at least two months prior to event
- Company name included in press releases and other media
- Company brochures and promotional material included in participant packets.
- Company representative to introduce keynote speaker from podium at Chiefs of Staff Luncheon
- Company logo in Chamber's Business Journal & Calendar of Events for at least two months and on flyers/invitations/brochures (minimum of 14,000 impressions per month)
- Company logo on banner and signage at event
- Up to 100-word commercial from the speaker's podium

**Sponsor \$2,500**

*Benefits include:*

- Company brochure included in participant packets
- Company representative to be introduced at special event

- Company logo in Business Journal & Calendar of Events for at least two months (14,000 impressions per month)
- Company logo on flyers/invitations/brochures (minimum of 2000 impressions)
- Company logo on banner or signage at event
- Up to 100-word commercial from the speaker's podium
- Greeter at event

**Sponsors \$400 each (unlimited)**

*Benefits include:*

- Company exposure to federal lawmakers
- Company brochures or promotional material included in participant packets
- Company name on all printed materials (minimum of 2000 impressions)

**Budget Reduction Items:**

**Binders:** 75 Binders with Tab Inserts  
(BR Value: \$375)

**Northern Kentucky Day in Frankfort 2011**

**Contact Jane Moore 859-578-6391**

Northern Kentucky Day in Frankfort provides Chamber members with the opportunity to advocate for key business issues and regional projects. Day in Frankfort provides exposure to state elected officials and top business and community leaders.

**DAY IN FRANKFORT:**

**Sponsor level: \$2,500**

*Benefits include:*

- Company name prominently displayed on all promotional pieces for event.
- Company name listed in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site)
- Six complimentary registrations for day's events.

**Sponsor level: \$1,000**

*Benefits include:*

- Four complimentary registrations for day's events.
- Company name listed in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site)

**Sponsor level: \$500**

*Benefits include:*

- Two complimentary registrations for day's events.
- Company name listed in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site)

**"Where We Stand 2011" Legislative**

**Reception Contact Jane Moore 859-578-6391**

The Chamber's Board of Directors, Board of Advisors and policy committee members are invited to a reception with the Northern Kentucky Legislative Caucus to announce the Chamber's 2011 Legislative Agenda. The event takes place in November or December 2010.

**Sponsor \$1,000**

*Benefits include:*

- Display of company banner during event
- Up to 100 word commercial read from the speaker's podium
- Company recognition from the speaker's podium
- Company logo in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site) for two months.
- Company materials placed in packets at each place setting

**Sponsors \$500**

*Benefits include:*

- Company recognition from the speaker's podium
- Company name in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site) for two months
- Company logo on signage at event

### Legislative Appreciation Reception 2010

Contact Jane Moore 859-578-6391

This event is a special reception with the Northern Kentucky Legislative Caucus to thank them for their efforts during the legislative session and with the Chamber's 2010 Legislative Agenda. The event takes place in May 2010.

#### Reception Sponsor 1,500

*Benefits include:*

- Display of company banner during event
- Up to 100 word commercial read from the speaker's podium
- Company recognition from the speaker's podium
- Company logo in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site) for two months Journal & Calendar of Events for at least two months

### 2011 "Where We Stand" Legislative Agenda

Contact Mark Schenthal 859-578-6383

The Chamber produces a high profile booklet outlining the chamber's legislative platform for the General Assembly. The publication provides guidance to members on how to communicate with elected officials and a government official's directory:

*Benefits include:*

Copies distributed to 2000 member firms, all members of the Kentucky General Assembly, Cabinet officials and others.

**Ad Sales: April – July**

**Publication Date – Fall 2010**

**Advertising Opportunities:**

Outside back cover

\$2,500

Inside front and back cover

\$2,000

**Deadline:** All ad artwork must be to the Chamber by September, 2010

### Business Government Exchange

Contact Jane Moore 859-578-6391

This program brings together chamber member businesses with their local government officials in selected cities. Six meetings will be held in 2010-2011 in Northern Kentucky cities. This

sponsorship covers the cost of hosting these functions.

#### Sponsor level: \$400

*Benefits include*

- Company recognition from speaker at event to approximately 25-30 member firms and elected city officials
- Company name in all Chamber advertising materials promoting the event (i.e. Business Journal, event flyers, Calendar of Events, Web site) for two months
- Recognition for donation of door prizes

### Municipal Government League of NKY Annual

Reception - Contact Jane Moore 859-578-6391

The Chamber sponsors an open-bar reception for this annual dinner program of local government organization in November of each year. Approximately 200 representatives from cities and counties in the northern 8 county region will attend.

#### Sponsors: \$400 (unlimited)

*Benefits include:*

- Company exposure to approximately 200 city and county officials and area business people
- Company name on signage at event
- Company name listed in dinner program