
2011 SPONSORSHIP PROGRAM



VA COUNCIL OF CEOS
follow the leaders

FROM THE SPONSORSHIP CHAIRMAN

October 2010

I'd like to thank all of our long time sponsors, and welcome those who are considering joining us for 2011. As we close out a busy year here at the Virginia Council of CEOs we are looking forward to a growth year in 2011.

We've been working hard over the past year to increase the benefits of our membership as well as our sponsorship. I'd like to share with you a few of the changes and upgrades we've made that we hope will increase the benefit to our 2011 sponsors:

- CEO Forum – We started a new roundtable group dedicated to the larger sized company CEOs. These companies are generally 100+ in total employment size, greater than \$15 million in sales, and regional or national in geographic scope. There is one group of 8 members currently meeting and another group forming for early 2011. With this new offering, we are better able to attract CEOs of larger companies.
- New website and brand identity – Our new website and branding launch this summer has been a hit! Traffic on the site, both external and internal to our membership, has been extremely high. Our current sponsors and returning sponsors for 2011 will experience more exposure via our website than ever before.
- Increased networking opportunities – This year we held an additional social, and plan to continue. People like cocktail parties! Expect more events and seminars in the coming year as well.

We are looking forward to adding to this list in 2011. As part of my new job as sponsorship chair, I will be regularly contacting each of our sponsors throughout the year to hear your ideas on how we can improve as well as making sure we are delivering the benefits you expect. I hope you'll join us for 2011.

Thank you for your continued support!

Best regards,

Keith Warman, CEO
Computer Resource Team, Inc.



BUILDING RELATIONSHIPS WITH VALUE

THE VIRGINIA COUNCIL OF CEOS is the only organization of its kind in the Commonwealth. We are 125 CEOs and owners of aggressive, second stage companies. Members are exclusively CEOs of \$1 million plus companies. The Council's mission is to connect these CEOs through peer roundtables and learning events.

Our members' companies average \$7 million in gross annual revenue, ranging from \$1 million to \$200 million. These CEOs are busy people. Nevertheless, they find their membership in the Council so valuable that most remain members for more than 6 years, and 84% said that the Council was the "most valuable business association" to which they belonged.

If you would like to build a relationship with this unique group of business people, then you should consider sponsorship of the Virginia Council of CEOs.

CONTACT

Keith Warman, Sponsor Chairman, 804-339-6201, or
Scot McRoberts, Executive Director, at 804-360-2644.



OUR SPONSORSHIP PHILOSOPHY

The Virginia Council of CEOs engages sponsors in order to:

- **obtain** financial resources
- **access** the intellectual capital of larger companies
- **ally** with leading businesses in the community in support of the Council's mission

We seek sponsors who:

- **support** the mission of the Council
- **recognize** that the Council is a "safe haven" for members
- **desire** a long-term partnership
- **seek** ways to deliver value to members
- **focus** on developing relationships with members over time

In turn, the Virginia Council of CEOs seeks to provide the **value** that you can get from **access** to such an exclusive, growing group of CEOs.

CORPORATE & CONTACT INFORMATION

The Virginia Council of CEOs is incorporated in the Commonwealth of Virginia as a non-stock corporation. The IRS granted the Council 501(c)(6) tax-exempt status in 2002. Our Federal Tax ID is 54-2062061.

Copies of the Council's most recent IRS Form 990 are on file at the Council office and available on request.

Chairman:	Ray Lepper
Vice Chairman:	Keith Warman
Treasurer:	Mike Meyer
Secretary & Executive Director:	Scot McRoberts

Virginia Council of CEOs
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Richmond VA 23221-0766
804-360-2644 office
866-862-3710 fax
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SPONSORSHIP LEVELS

All Virginia Council of CEOs sponsors receive the primary benefit of sponsorship – access to the preeminent all-CEO group in Virginia. That access brings with it the opportunity to build relationships and discover opportunities for growth.

For 2011, the following sponsorship levels will be offered.

Silver \$5,000

Gold \$7,500

Platinum \$10,000

Benefactor \$15,000

Different sponsorship levels give a sponsor the opportunity to provide a higher level of support for the Council's mission, and to receive additional access and exposure to our members.

The following pages describe the benefits of Virginia Council of CEOs sponsorship.



SILVER SPONSORSHIP

The Silver Sponsorship is the base level for Council involvement, giving you access to Council events and opportunities.

Cost \$5,000 annually

Benefits

- Opportunity for two executives to attend luncheons (4), knowledge networks (2-4), and socials (2).
- Opportunity for two executives to attend all CEO Retreat general sessions except breakouts.
- Logo and/or name recognition on VACEOs website and print materials.
- Sponsor profile on Council website.
- Access to password protected online directory and online community.



GOLD SPONSORSHIP

The Gold Sponsorship is a step up in supporting Virginia's growing businesses, and includes event sponsorships that put your company in the forefront.

Cost \$7,500 annually

4 available

Benefits

- Opportunity for two executives to attend luncheons (4), knowledge networks (2-4), and socials (2).
- Opportunity for two executives to attend annual CEO Retreat general sessions. Logo and/or name recognition on VACEOs website and some print materials.
- Sponsor profile on Council website.
- Access to password protected online directory and online community.

Additional benefits at this level . . .

- The opportunity to host 2 Roundtable meetings (*see **Roundtable Hosting info** on page 8*).
- Choice of one of the following event sponsorships at no additional cost:
 - CEO Retreat Golf Outing
 - CEO Retreat First Night Dinner
 - CEO Retreat Luncheon
 - CEO Retreat Reception
 - CEO Retreat Dinner
 - Social*(see **Event Descriptions** on page 9)*
- Complimentary CEO Retreat registration for one executive.
- The opportunity for one executive attending the CEO Retreat to participate in small group breakouts with members.



PLATINUM SPONSORSHIP

This high level sponsorship provides maximum exposure and access.

Cost \$10,000 annually

2 available

Benefits

- Opportunity for two executives to attend luncheons (4), knowledge networks (2-4), and socials (2).
- Opportunity for two executives to attend annual CEO Retreat.
- Logo and/or name recognition on VACEOs website and print materials.
- Sponsor profile on Council website.
- Access to password protected online directory and online community.

Additional benefits at this level . . .

- The opportunity to host 5 roundtable meetings (*see Roundtable Hosting info on page 8*).
- **Half page ad** in the 2011 CEO Retreat Guide.
- **Sponsorship** of 1 Quarterly Member Luncheon.
- Choice of one of the following event sponsorships at no additional cost:
 - CEO Retreat Golf Outing
 - CEO Retreat First Night Dinner
 - CEO Retreat Luncheon
 - CEO Retreat Reception
 - CEO Retreat Dinner
 - Social
- Complimentary CEO Retreat registration fee for two executives.
- The opportunity for two executives attending the CEO Retreat to participate in small group breakouts with members.



BENEFACTOR SPONSORSHIP

This top sponsorship provides one company the opportunity to offer lead support and involvement in the Virginia Council of CEOs.

Cost \$15,000 annually

1 available

Benefits

- Opportunity for two executives to attend luncheons (4), knowledge networks (2-4), and socials (2).
- Opportunity for two executives to attend annual CEO Retreat.
- Logo and/or name recognition on VACEOs website and print materials.
- Sponsor profile on Council website.
- Access to password protected online directory and online community.

Additional benefits at this level . . .

- The opportunity to **host 5 CEO Roundtable meetings** (see ***Roundtable Hosting info on page 8***).
- **Full page ad** in the 2011 CEO Retreat Guide.
- **Sponsorship** of 1 Quarterly Member Luncheon.
- Choice of one of the following **event sponsorships** at no additional cost:
 - CEO Retreat Golf Outing
 - CEO Retreat First Night Dinner
 - CEO Retreat Luncheon
 - CEO Retreat Reception
 - CEO Retreat Dinner
 - Social
- **Complimentary CEO Retreat** registration fee for two executives.
- Recognition as the **Keynote Speaker Sponsor** at the CEO Retreat.
- The opportunity for two executives attending the CEO Retreat to participate in **small group breakouts with members**.
- Opportunity to **introduce the speaker** at one Quarterly Luncheon.



ROUNDTABLE HOSTING INFORMATION

CEO Roundtable meetings are confidential, private and open only to the CEO members of that roundtable. Therefore, it is a significant privilege and opportunity to attend a roundtable meeting. Virginia Council of CEOs roundtables are made up of 8 to 10 CEOs. The roundtables meet monthly for 3 to 4 hours of experience-sharing and problem-solving. Qualifying sponsors are invited to host roundtables in order to personally introduce themselves, meet members in a small group, and to introduce members to their companies.

Because roundtables operate relatively autonomously, all roundtable hosting arrangements are subject to the roundtable's approval. Often, the sponsor will host the meeting at its facility. It is customary for the sponsor to provide private meeting space and a meal.

The host sponsor will have thirty minutes, usually at the beginning of the roundtable meeting, to make a presentation. This presentation should include an introduction to the sponsor company. The roundtable leader may request focus on a certain topic. Sponsors are invited to provide whatever information and materials they deem appropriate.



EVENT DESCRIPTIONS

Quarterly Member Luncheons

Virginia Council of CEOs members and sponsors gather quarterly for an elegant luncheon and program featuring a CEO speaker or educational program. The collegial atmosphere provides outstanding opportunities to initiate and build relationships with our CEOs. All sponsors are welcome to bring two executives to the luncheons.

Luncheon Sponsorship includes the following benefits:

- Prominent recognition, both in promotional announcements and at the event
- Two additional seats at luncheon, for a total of four
- A short time at the podium
- Literature drop on tables

Socials

The only purely social events on the Council's calendar are out two Socials. Members and sponsors are encouraged to bring their spouse or guest and enjoy several hours of fun. Two sponsor company executives are invited to attend.

A Social Sponsorship includes the following benefits:

- Prominent recognition, both in promotional announcements and at the event
- Two additional attendees, for a total of four
- Opportunity to provide branded party favor



CEO Retreat

The Council's annual CEO Retreat is held each spring over three days. The 2011 Retreat will be held at Kingsmill Resort on April 6-8. Council members and sponsors retreat to share experiences and build relationships. Speakers, workshops, social and recreational times all provide a collegial atmosphere that leads to new and more meaningful business relationships. In 2011, we expect more than 100 CEO participants.

Two executives are invited to attend from each sponsor organization. Registration is complimentary at higher sponsorship levels. Sponsor participants are invited to participate in all meals and general sessions of the Retreat. Inclusion in small group breakouts is available to Gold, Platinum & Benefactor sponsors only. The following CEO Retreat elements are available for sponsorship, as included at the Gold, Platinum & Benefactor levels.

Golf Outing

The CEO Retreat Golf Outing is the opening element of the Retreat, and will be played beginning around noon on the first day. The Golf Outing Sponsor will receive two complimentary player spots, the opportunity to give branded player gifts, and name recognition.

First Night

Members and sponsors who wish to maximize their CEO Retreat experience arrive on Tuesday for golf or relaxation. That evening, we gather to enjoy an informal, but sumptuous, reception and dinner. Usually, more than half of participants take advantage of this option. The First Night Sponsor receives name recognition, two complimentary attendees at the dinner, three minutes at the podium, and the opportunity to distribute branded gifts or literature.



Retreat Luncheon

There are luncheons for all participants on both Wednesday and Thursday of the Retreat. Seating is assigned to encourage everyone to mix and make new friends. A speaker or program is normally a part of each luncheon. Luncheon Sponsors will receive two additional lunch seats, three minutes at the podium, name recognition and the opportunity to distribute branded gifts or literature.

Reception

The CEO Retreat Reception is a relaxed social time prior to dinner. Participants raise a glass with one another and cement new relationships. The Reception Sponsor receives name recognition, two additional reception attendees (who are also included in dinner), and the opportunity to distribute branded gifts or literature.

Retreat Dinner

The main dinner at the CEO Retreat is held Wednesday night for all participants. Seating is assigned to encourage everyone to mix and make new friends. A speaker or program is normally presented. Dinner Sponsors will receive two additional dinner seats (reception also), three minutes at the podium, name recognition and the opportunity to distribute branded gifts or literature.



2010 SPONSORS AND KEY CONTACT PERSONS

Alpha Omega Capital Partners, LLC – Tony Vincent

BB&T – Doug Roth

Cherry Bekaert & Holland – Jerry Fox

First Market Bank – Steve Mapp

Hirschler Fleischer – Ben English

Jones Lang LaSalle – Charlie Polk

Northwestern Mutual – Mark Newfield

Robins School of Business – Richard Coughlan

Sands Anderson Marks & Miller – Brian Pitney

Transact Capital Partners – Steve Zacharias

Tuscan Advisors – Steve Kimball

Warren Whitney & Sherwood – Katherine Whitney



VIRGINIA COUNCIL OF CEOs MEMBERS (AS OF 10/1/10)

Ted R. Abernathy, Pediatric & Adolescent Health Partners, PC
Kenneth Ampy, Astyra Corporation
Steve Barley, Lawyers Staffing, Inc.
Edward Barlow, Atlantic Corrugated Box Co., Inc.
David R. Barrett, Barrett Capital Management, LLC
Nick Bawa, DAI Technologies, Inc.
David Bender, Weeded! Lawn Service
Thomas Benedetti, Benedetti & Farris, LLC
Mark Binshtok, Mr. Fix-It
Jim Bland, Plan 9, Inc.
Michael G. Bland, B&B Printing
David R. Boose, Pestmasters, Inc.
Charles Brodersen, Infotel Systems Inc.
Tom Brooks, Truckin Thunder, Inc.
Frank Butler, Proxios
Scott Carreras, Automatic Leasing Service, Inc.
John T. Carrico, Ukrop's Dress Express
Richard Chandler, Exhibits Inc.
John Clark, Sutton-Clark Supply Inc.
Bob Clark, Baskervill
Henry Clifford, Livewire
Karen Cole, Assura, Inc.
Phil J. Conein, TECHEAD
H. William Coogan, Jr., Firstmark Corporation
James Cowan, Cowan & Owen
Mark Creery, Data Directions
Kaye Crenshaw, Mobility Center of VA
Tom Cricchi, SyCom Technologies
Robyn Deyo, Barber Martin Agency
James B. Edge, Jr., Cornerstone Financial
Page Ewell, Richmond Window Corporation
Tom Ficklin, White Oak Equipment, Inc.
James Fitzgerald, Taradel, LLC
Todd Furbee, Delta Pure Filtration
David A. Gallagher, Dominion Payroll Services, LLC
Richard S. Godsey, Printegration, Inc.
Scott Halloran, Halloran's Refreshment Services
Mark Hamby, Capitol Securities Management
Donald W. Harper, Alliance Business Interiors
Tim Heydon, Shenandoah Growers, Inc.
Harry A. Hoffon, Jr., Eagle Fire Inc.
Susan Hogg, Circle S Studio
Connie Hom, Buckingham Greenery, Inc.
Michael Hoover, Caprin Asset Management
David Ingram, Capital TechSearch, Inc.
Andy Jacobs, A G S Footwear Group
Rodney Jefferson, Virginia Credit & Finance, Inc.
Darrell Jervey, Worth Holdings, LLC



Gail W. Johnson, Rainbow Station, Inc.
Jeff Johnstone, Party Perfect
Bryan Jones, CWD Kids
Bob Jones, Westover-Bon Air Insurance
Rob Jones, Alliance Group
Jannemieke Keener, Keener Communications, Inc.
Alec Kempe, MartinAir, Inc.
Frank Kollmansperger, Entry Guard Systems
Deborah Kurdts, The Primrose School
Ed Lane, Lane Homes & Remodeling, Inc.
Neal Lappe, WebStrategies, Inc.
Ray Lepper, Home Media Stores, L.C.
Mike Lonski, Allegro Consultants
Doug Lucy, Adlinea
Elissa Mast, E & R Sales
Mike Matthews, Hankins and Anderson
Charles E. McCabe, Peoples Income Tax, Inc.
Elizabeth McLaughlin, Southeastern Institute of Research, Inc.
Mike Meyer, IMPAK Marketing
H. Frederick T. Moore, Big River Advertising
Mark Morton, Morton Consulting
Brian Mueller, The Closet Factory
Blair Nelsen, Nelsen Family Funeral Services, Inc.
Doug Pollak, Sealeze
Ann D. Powell, Taylor Made for You
Larry D. Ragland, Mark Bric Display Corporation
Carlton Revere, Revere Gas
Bernard E. Robinson, Networking Technologies & Support, Inc.
Buck Robinson, Robinson Radio, Inc.
Jo Ann Rossi, Zoom Printing, LLC
Debra Ruh, TecAccess
Seth Schmidt, SMASH Direct LLC
Kim Schoenadel, KSA Interiors
Ethan Seltzer, Groundforce IT
Will Seymour, Cherry, Seymour, Hundley & Baronian PC
Michael Christoph Singer, ERNI Electronics, Inc.
Wes Skaperdas, Phipps & Bird, Inc.
Randy Sklar, Sklar Technology Partners
Bill Snodgrass, Welcome Homecare
David Staples, Appraise Sell LLC
Sam Stone, Stone's Office Equipment Co.
Al Strickler, Strickler Medical, Inc.
Eric Sundberg, Southern Electronics Inc
Charles B. Swaim, Eperitus, LLC
Andrew Thornton, La Difference, Inc.
Katrina Van Huss, Turnkey Promotions, Inc.
John Vivadelli, AgilQuest Corporation
Keith Warman, Computer Resource Team, Inc.
John Warren, World Wide Racing Fuels, LLC
Lee Weisiger, Titan HR
Sandy Wiggins, The Actuarial Consulting Group



Jason Williams, Triumph Jobs
Mark Williams, Richmond Corrugated
Tom Wood, ServiceMaster Services, Inc.
Randy Wyckoff, LMWInc



2011 SPONSORSHIP COMMITMENT FORM

On behalf of my company, I commit to the following 2011 sponsorship of the Virginia Council of CEOs. I agree to pay in full by February 1, 2011.

Selection of event sponsorships is offered according to sponsorship level.

Sponsorship Levels

- Silver Level Sponsor - \$5,000
- Gold Level Sponsor - \$7,500
- Platinum Level Sponsor - \$10,000
- Benefactor Level Sponsor - \$15,000

Name: _____ Title: _____

Company: _____

Signed: _____ Date: _____

Questions? Call 804-360-2644

Fax to 866-862-3710

