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VA COUNCIL OF CEOS  
*follow the leaders*



*The Virginia Council of CEOs* is the only organization of its kind in the Commonwealth, and perhaps the nation. We are nearly 200 CEOs and owners of small and mid-sized, privately held 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 \$100 million. These CEOs are busy people. Nevertheless, they find their membership in the Council so valuable that most remain members for more than 7 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**

Tom Cricchi, Sponsor Chairman, 804-262-7100, or  
Scot McRoberts, Executive Director, at 804-360-2644.



*The Virginia Council of CEOs engages sponsors in order to:*

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

*We seek sponsors who:*

- support the mission of the Council
- embrace the Council's "Safe Haven" culture
- 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.

## OUR CULTURE – A SAFE HAVEN

*The Virginia Council of CEOs* enjoys a carefully cultivated culture we call "Safe Haven." In this culture, we seek to build relationships where we first seek to share our experience and knowledge and to learn from others. We don't sell in the Council. Our sponsors live this culture as well, and benefit from it. As you build relationships and provide value, CEOs will buy from you.



*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.

## 2016 Leadership

Chairman: **Mike Matthews** *Hankins & Anderson*

Vice Chairman: **Neal Lappe** *WebStrategies*

Treasurer: **Mark Creery** *Data Directions*

Secretary & Executive Director:  
**Scot McRoberts** *VA Council of CEOs*

Directors  
**Elissa Mast** *E & R Sales*  
**Jyot Singh** *RTS Labs*  
**David Ingram** *Capital TechSearch*  
**Bob Clark** *Baskervill*

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## Virginia Council of CEOs

1700 Bayberry Court, Suite 201  
Richmond VA 23226  
804-360-2644 office  
866-862-3710 fax  
[www.vaceos.org](http://www.vaceos.org)

# SPONSORSHIP LEVELS

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*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 2017, the following sponsorship levels will be offered.

**Silver \$6,000**

**Gold \$9,000**

**Platinum \$13,000**

**Benefactor \$18,000**

**Lead \$25,000**

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 one person access to Council events and opportunities.

**Cost: \$6,000 annually**

### Benefits

- This sponsorship is for one person from a firm and is not transferable. Only that one person may participate.
- Opportunity for the executive to attend luncheons (4), knowledge networks (4), Limited Access Event socials (5-8), and other events.
- Opportunity for the executive to attend CEO Retreat. Registration complimentary.
- Name recognition on VACEOs website and print materials (no logo recognition).
- Sponsor profile on Council website.
- Listing in, and access to, password protected online directory and online community.

*Sponsorship benefits are subject to change based on programming decisions.*



# G O L D S P O N S O R S H I P



*The Gold Sponsorship* is a step up in supporting Virginia's growing businesses, providing more access to put your company in the forefront.

**Cost \$9,000 annually**

### **Benefits**

- Opportunity for two executives to attend luncheons (4), knowledge networks (4), Limited Access Event socials (5-8), and other events.
- Opportunity for two executives to attend annual CEO Retreat.
- Sponsor profile on Council website.
- Your "Presentation Topics" included on our "Sponsors Expertise List" provided to Roundtables.
- Listing in, and access to, password protected online directory and online community.

### **Additional benefits at this level . . .**

- Additional executive involvement allows two people at most events. Substitutions are allowed.
- Logo and name recognition on VACEOs website and some print materials.
- Opportunity for involvement in Council committees and task forces.
- Complimentary CEO retreat registration for two executives.

*Sponsorship benefits are subject to change based on programming decisions.*



# PLATINUM SPONSORSHIP



*This high level sponsorship* provides maximum exposure and access.

**Cost \$13,000 annually**

### **Benefits**

- Opportunity for three executives to attend luncheons (4), knowledge networks (4), Limited Access Event socials (5-8), and other events.
- Opportunity for three executives to attend annual CEO Retreat.
- Sponsor profile on Council website.
- Your "Presentation Topics" included on our "Sponsors Expertise List" provided to Roundtables.
- Listing in, and access to, password protected online directory and online community.

### **Additional benefits at this level . . .**

- Additional executive involvement allows three people at most events. Substitutions are allowed.
- Complimentary Retreat registration for three executives.
- Prominent logo and name recognition on VACEOs web site and print materials.
- Two guest columns on vaceos.com blog and e-news
- The opportunity to host three roundtable meetings
- Sponsorship of one Quarterly Member Luncheon.

*Sponsorship benefits are subject to change based on programming decisions.*





# BENEFACTOR SPONSORSHIP



*This sponsorship* provides the opportunity to provide lead support and involvement in the Virginia Council of CEOs.

**Cost \$18,000 annually**

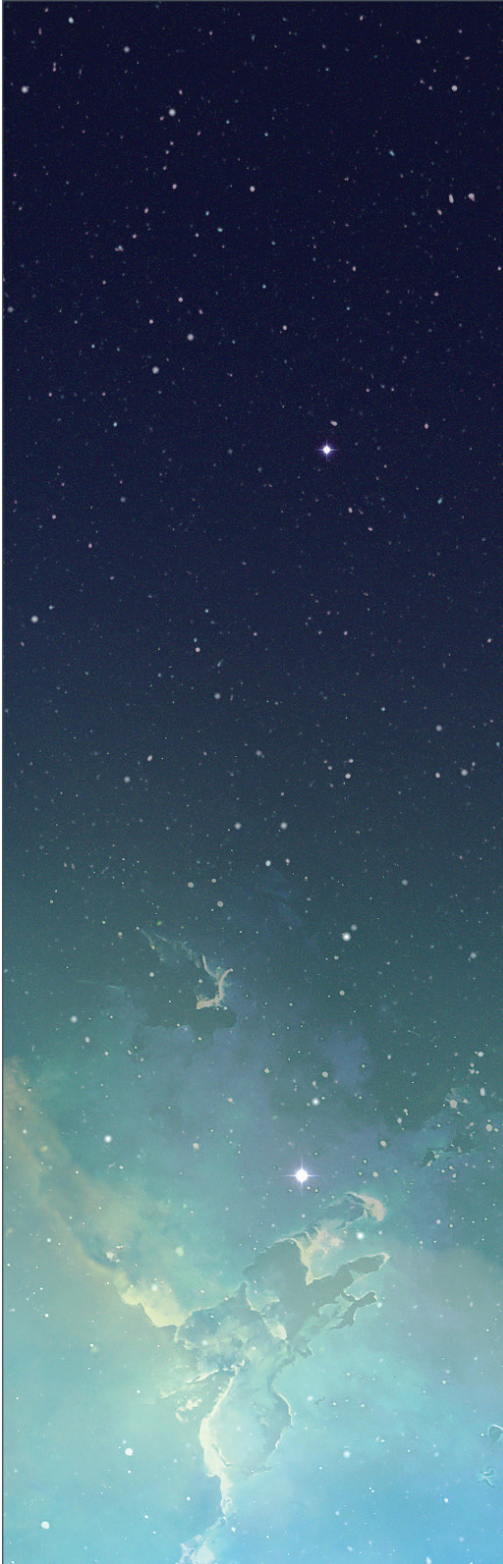
### **Benefits**

- Exclusivity at this level.
- Custom benefits crafted to meet your organization's goals.
- Opportunity for four executives to attend most events – Quarterly Luncheons, Knowledge Networks, Limited Access Event socials, and other events.
- Complimentary registration to the CEO Retreat for four executives or CEO guests.
- Top level logo and name recognition on VACEOs website and print materials.
- Sponsor profile on Council website.
- Your "Presentation Topics" included on our "Sponsors Expertise List" provided to Roundtables.
- Four guest columns on vaceos.com blog and e-news
- Listing in, and access to, password protected online directory and online community.
- The opportunity to host 4 CEO Roundtable meetings
- Sponsorship of 1 Quarterly Member Luncheon.
- Recognition as the Keynote Speaker Sponsor at the CEO Retreat.
- Opportunity to introduce the speaker at one Quarterly Luncheon.

*Sponsorship benefits are subject to change based on programming decisions.*



# LEAD SPONSORSHIP



*This sponsorship* is flexible, allowing an organization to partner with the Council to make a big impact

**Cost** \$25,000 annually

### **Benefits**

Together, we will construct a set of benefits that meet the needs of your organization, and help you meet your goals.

Let's talk.

# 2016 SPONSORS AND KEY CONTACT PERSONS



**FAHRENHEIT**  
group

TALENT THAT TRANSFORMS THE WORLD OF BUSINESS.



**XENITH**  
BANK

**P**  
PARKSTERLING  
BANK



**UNION**  
Union First Market Bank



ADAMS, JENKINS AND CHEATHAM  
CERTIFIED PUBLIC ACCOUNTANTS AND BUSINESS CONSULTANTS

**Keiter**  
Your Opportunity Advisors



**TRANSACT CAPITAL**  
MERGERS • ACQUISITIONS • SELL SIDE ADVISORS

**DHG**  
DIXON HUGHES GOODMAN LLP

**CORNERSTONE**  
VALUATION



**SPOTTS FAIN**  
Lawyers with your business

**KUTAK  
ROCK** LLP



## Robins School of Business

*Debbie Fisher, Bob Piazza, Randy Raggio*

## The Fahrenheit Group

*Rich Reinecke, Keith Middleton*

## Warren Whitney

*Stephanie Ford, Katherine Whitney*

## Xenith Bank

*Matthew Schaaf, Linda Adams*

## Park Sterling Bank

*Matt Paciocco*

## Jones Lang LaSalle

*Charlie Polk, Scott Harrison*

## Union

*Cary Ayers, Harry Turton*

## Catch Your Limit

*Melissa Laughon, Tom Laughon*

## Adams, Jenkins and Cheatham

*Jonathan Turner, Frank Jenkins*

## 7 Hills Advisors

*Andrew Gibb, Cole Clarks*

## Hirschler Fleischer

*Ben English, Brandon Spalding*

## Keiter

*Ted Gary, Carroll Hurst*

## Transact Capital

*Steve Zacharias, Patrick Morin*

## Dixon Hughes Goodman

*John Atkinson, Paul Thompson*

## Cornerstone Valuation

*Greg Waller*

## Spotts Fain

*Tom O'Brien*

## Kutak Rock

*Michael Condyles*

## Endeavor Capital

*Jonathan Kennedy*

## Eckert Seamans

*Karen Elliot*



VA COUNCIL OF CEOS  
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## 2017 SPONSORSHIP BENEFITS

	SILVER	GOLD	PLATINUM	BENEFACTOR
	8	8	4	2
BENEFIT	\$6,000	\$9,000	\$13,000	\$18,000
Opportunity for (x number of) executives to attend 4 Quarterly Meetings, and approximately 16 Knowledge Networks, Limited Access Events & Pop-Ups	1*	2	3	4
Listing in online directory for authorized executives	1	2	3	4
Sponsor profile on Council website	x	x	x	x
Exclusivity at this level				x
Guest column on VACEOs blog & VACEOs e-news			2	4
Seat on VACEOs Advisory Board			1	1
Committee Involvement		x	x	x
Access to password protected online directory and online community for auth. execs	x	x	x	x
Your "Presentation Topics" Sponsors Topics Catalog provided to Roundtables		x	x	x
<b>CEO Retreat</b>				
- 1 executive; 1 complimentary registrations	x			
- 2 executives; 2 complimentary registrations		x		
- 3 executives; 3 complimentary registrations			x	
- 4 executives; 4 complimentary registrations				x
- Recognition as Keynote Speaker Sponsor				x
<b>Name recognition on VACEO website and print materials</b>				
- No Logo; some print materials	x			
- Logo; some print materials		x		
- Prominent Name & Logo and all print materials			x	
- Top Level Name & Logo and all print materials				x
<b>Host Roundtable Meetings</b>				
- Three			x	
- Four				x
<b>One Quarterly Meeting Sponsorship</b>				
- Introduce speaker			x	x

**On behalf of my company,** I commit to the following 2017 sponsorship of the Virginia Council of CEOs. I agree to pay in full by **January 31, 2017.**

**Sponsorship Levels**

- Silver Level Sponsor - \$6,000**
- Gold Level Sponsor - \$9,000**
- Platinum Level Sponsor - \$13,000**
- Benefactor Level Sponsor - \$18,000**
- Lead Sponsor - \$25,000**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

**Questions? Call Scot McRoberts at 804-360-2644  
Email this form to [info@vaceos.org](mailto:info@vaceos.org), or  
Fax to 866-862-3710**