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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 more than 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 \$8 million in gross annual revenue, ranging from \$1 million to \$600 million. These CEOs are busy people. Nevertheless, they find their membership in the Council so valuable that most remain members for more than 9 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.

2017 Leadership

Chairman: **Neal Lappe** *WebStrategies*

Vice Chairman: **Mark Creery** *Data Directions*

Treasurer: **Bob Clark** *Baskervill*

Immediate Past Chairman:
Mike Matthews

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

Directors
JJ White *Dale Carnegie Training*
Jyot Singh *RTS Labs*
Michele Rhudy *Rhudy & Co.*

Virginia Council of CEOs

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Richmond VA 23230
804-360-2644 office
www.vaceos.org

S P O N S O R S H I P L E V E L S



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 2018, 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 Member Luncheons (4), Knowledge Networks (4), Limited Access Event socials (5-8), and other events.
- Complimentary registration for the executive to attend annual CEO Retreat.
- 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 Member Luncheons (4), Knowledge Networks (4), Limited Access Event socials (5-8), and other events.
- Complimentary registration to attend annual CEO Retreat for two executives.
- 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.

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 Member Luncheons (4), Knowledge Networks (4), Limited Access Event socials (5-8), and other events.
- Complimentary registrations 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.
- 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 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

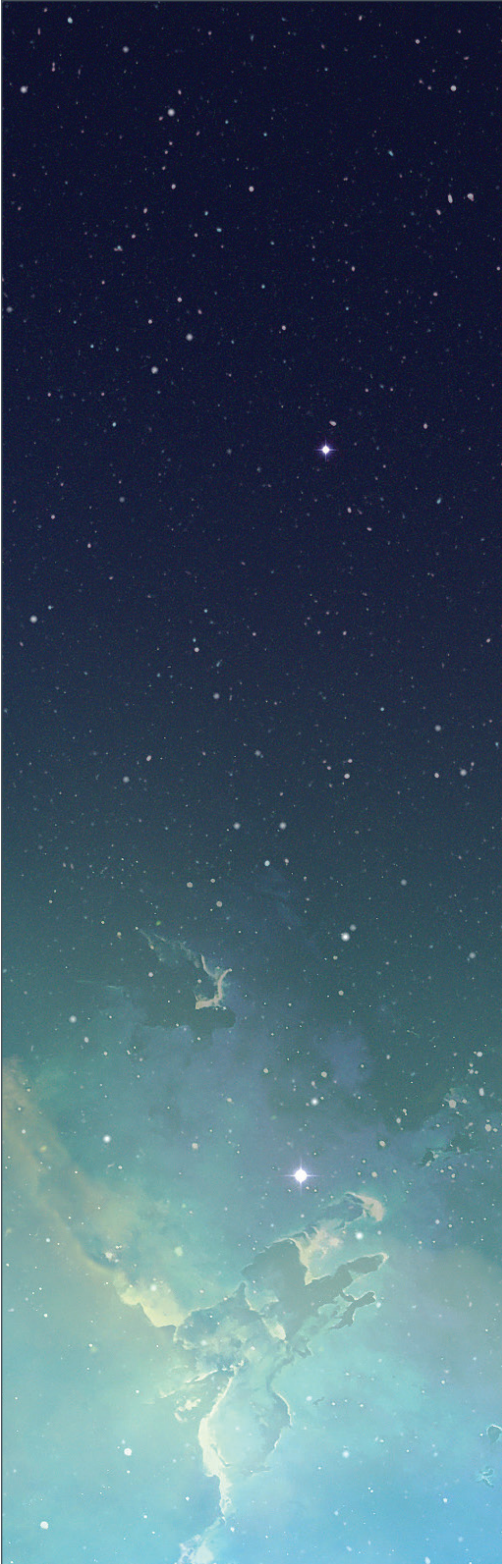
Benefits

- Custom benefits crafted to meet your organization's goals.
- Opportunity for four executives to attend most events – Quarterly Member Luncheons, Knowledge Networks, Limited Access Event socials, and other events.
- Complimentary registration to the annual 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 four CEO Roundtable meetings.
- Sponsorship of one Quarterly Member Luncheon.
- Recognition as the Keynote Speaker Sponsor at the CEO Retreat.
- Opportunity to introduce the speaker at one Quarterly Member 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.

2017 SPONSORS AND KEY CONTACT PERSONS



TALENT THAT TRANSFORMS THE WORLD OF BUSINESS.



COMMONWEALTH
COMMERCIAL
Comprehensive Property Solutions



ADAMS, JENKINS AND CHEATHAM
CERTIFIED PUBLIC ACCOUNTANTS AND BUSINESS CONSULTANTS



TRANSACTION CAPITAL
MERGERS • ACQUISITIONS • SELL SIDE ADVISORS



Robins School of Business

Debbie Fisher, Joanne Even, Randy Raggio

The Fahrenheit Group

Rich Reinecke, Keith Middleton, Jonathan Brabrand

Warren Whitney

*Scott Warren, David Nelms,
Stephanie Ford, Katherine Whitney*

Commonwealth Commercial

Evan Ocheltree, Tucker Dowdy, Middleton Smith

Xenith Bank

Matthew Schaaf, John Mumper

Marriott & Co.

Justin Marriott, Bryan Burden

Park Sterling Bank

Robert Cowgill, Wes York

Jones Lang LaSalle

Charlie Polk, Scott Harrison

Union

Cary Ayers, Charlie Vaughters

Catch Your Limit

Melissa Laughon, Tom Laughon

Adams, Jenkins and Cheatham

Jonathan Turner, John Denison

7 Hills Advisors

Andrew Gibb, Christina Jefferies

Keiter

Carroll Hurst, Vince Nadder, Fonda Lang

Transact Capital

Steve Zacharias, Patrick Morin

Dixon Hughes Goodman

John Atkinson, Paul Thompson

Cornerstone Valuation

Greg Waller

Spotts Fain

Tom O'Brien

Endeavor Capital

Jonathan Kennedy

Eckert Seamans

Karen Elliot

U.S. Trust

James Dyke, Court Nexsen

LeClair Ryan

Katja Hill, John Selbach



VA COUNCIL OF CEOS
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2018 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				
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
CEO Retreat				
- 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
Name recognition on VACEO website and print materials				
- 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
Host Roundtable Meetings				
- Three			x	
- Four				x
One Quarterly Meeting Sponsorship				x
- Introduce speaker				x

On behalf of my company, I commit to the following 2018 sponsorship of the Virginia Council of CEOs. I agree to pay in full by **January 31, 2018.**

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.**