



*Access to the preeminent
all-CEO group in Virginia,
bringing with it the
opportunity to build
relationships and discover
opportunities for growth.*

2020

SPONSORSHIP PROGRAM

Join our growing community
of more than 200 CEOs

Markets
Richmond
Charlottesville



VA COUNCIL OF CEOS



A UNIQUE COMMUNITY

The Virginia Council of CEOs is the only organization of its kind in the Commonwealth, and perhaps the nation. We are more than 230 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 \$400 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 consider sponsorship of the Virginia Council of CEOs.

CONTACT

Scot McRoberts, Executive Director, at 804-360-2644 or scot@vaceos.org today.



VACEOs MEMBER DEMOGRAPHICS

DEMOGRAPHICS

- Most are small business owners
- Business cycle: Startup to legacy
- Industries: All
- 15% Female; 85% Male

COMPANY FINANCIALS

- Many of the regions fastest-growing companies are represented
- Revenue range: \$1M to \$400M
- Average gross annual revenue: \$8M
- Company employee count: 5 to 800



Our Sponsorship Philosophy

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.

2020 Sponsorship Benefits in Detail



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BENEFIT	Basic Levels		Prominent Levels		LEAD
	SILVER	GOLD	PLATINUM	BENEFACTOR	
	\$7,000.00	\$10,000.00	\$14,000.00	\$18,000.00	\$25,000.00
Opportunity for x executives to attend Quarterly Luncheon and more than 16 other events	1*	2	2	3	
Guest columns on VACEOs.org blog			2	3	
Seat on VACEOs Advisory Board			✓	✓	
Logo and recognition on vaceos.org Sponsor page	✓	✓	✓	✓	
Listing in, and access to online directory for authorized executives	✓	✓	✓	✓	
Listing in "Presentation Topics" catalog provided to roundtables/forums	✓	✓	✓	✓	
CEO Retreat					
- First opportunity to book hospitality suite at 2020 Retreat			✓	✓	
- First opportunity to claim individual 2020 Retreat sponsorships (wifi, water bottles, etc.)			✓	✓	All
- Complimentary registration for x executives	1	2	2	3	Benefits
- Recognition as Keynote Speaker Sponsor				✓	
CEO Retreat Guide - complimentary 1/4 page ad			✓		
CEO Retreat Guide - complimentary 1/2 page ad				✓	
CEO Retreat Guide - ad placement preference			2nd	1st	
Opportunity to host key Leadership Meetings - board, advisory, RT leaders			1	1	
One Event Sponsorship				✓	
Opportunity to partner on other events (shared cost)	✓	✓	✓	✓	
Quarterly Luncheon Sponsorship - introduce speaker				1	Customized
Name recognition on VACEOs website and print materials					
- Name on select materials (no Logo)	✓	✓	✓	✓	for this
- Logo on select materials		✓	✓	✓	Partner
- Prominent Name & Logo and select materials			✓	✓	
- Top Level Name & Logo and select materials				✓	
* 1 person, non-transferable					

2020 Sponsorship Levels



We are pleased to announce refined and NEW sponsorship opportunities, giving each 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.

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.

2020 SPONSORSHIP LEVELS

Silver	\$7,000
Gold	\$10,000
Platinum	\$14,000
Benefactor	\$18,000
Lead	\$25,000



2020 Sponsorship Level SILVER



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

Cost \$7,000 annually

Benefits

- This sponsorship is for (1) person from a firm and is not transferable.
- Opportunity for (1) executive to attend (4) Quarterly Luncheons and more than 16 other events.
- Logo and recognition on vaceos.org Sponsor page and name printed on select materials.
- CEO Retreat: Complimentary registration for (1) executive.
- Listing in, and access to, password protected online directory and online community.
- Listing in “Presentation Topics” catalog provided to Roundtables/Forums.
- Opportunity to partner on event-specific sponsorships.
- Sponsorship benefits are subject to change based on programming decisions.



WE OFTEN HEAR...

“I can say without a doubt, I’m a better person and leader from the experience.” — **Sonny Gupta, Partner, Daybreak IT Solutions**

2020 Sponsorship Level GOLD



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

Cost \$10,000 annually

Benefits

- Opportunity for (2) executives to attend (4) Quarterly Luncheons and more than 16 other events.
- Logo and recognition on vaceos.org Sponsor page and name and/or logo printed on select materials.
- Listing in, and access to online directory for authorized executives.
- Listing in "Presentation Topics" catalog provided to Roundtables/Forums.
- CEO Retreat: Complimentary registration for (2) executives.
- Opportunity to partner on event-specific sponsorships.
- Sponsorship benefits are subject to change based on programming decisions.



VACEOS IN GROWTH MODE

"After successfully expanding to Charlottesville, the Council is developing plans to serve other Virginia markets in the next few years. Our mission is to serve as many CEOs as we can, and sponsors help us make that happen." - **Scot McRoberts, Executive Director, Virginia Council of CEOs.**

2020 Sponsorship Level PLATINUM

This high level sponsorship provides maximum exposure and access.

Cost \$14,000 annually

Benefits



- Opportunity for (2) executives to attend (4) Quarterly Luncheons and more than 16 other events.
- (2) guest columns on vaceos.org blog with Leader News (e-newsletter) promotion
- Seat on VACEOs Advisory Board.
- Logo and recognition on vaceos.org Sponsor page and prominent name and logo printed on select materials.
- Listing in, and access to online directory for authorized executives.
- Listing in “Presentation Topics” catalog provided to Roundtables/Forums.
- CEO Retreat: Opportunity to host hospitality suite at Retreat.
- CEO Retreat: Complimentary registration for (2) executives.
- CEO Retreat Guide: Complimentary 1/4 page ad.
- Opportunity to host (1) VACEOs Leadership Meeting.
- Opportunity to partner with VACEOs on other events.
- Sponsorship benefits are subject to change.



DID YOU KNOW?

Our members represent some of the regions
fastest-growing companies.

2020 Sponsorship Level

BENEFACTOR



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

Cost \$18,000 annually

Benefits

- Opportunity for (3) executives to attend (4) Quarterly Luncheons and more than 16 other events.
- (3) guest columns on VACEOs.org blog.
- Seat on VACEOs Advisory Board.
- Logo and recognition on vaceos.org Sponsor page and top-level name and logo printed on select materials.
- Listing in, and access to online directory for authorized executives.
- Listing in “Presentation Topics” catalog provided to Roundtables/Forums.
- CEO Retreat: FIRST opportunity to host a hospitality suite.
- CEO Retreat: Complimentary registration for (3) executives.
- CEO Retreat: Recognition as Keynote Speaker Sponsor.
- CEO Retreat Guide: Complimentary half page ad.
- Opportunity to host (1) VACEOs Leadership Meeting.
- (1) Event Sponsorship.
- (1) Quarterly Luncheon Sponsorship (introduction of speaker).
- Sponsorship benefits are subject to change based on programming decisions.



2020 Sponsorship Level LEAD



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.





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2020 Sponsorship Commitment Form

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.

On behalf of my company, I commit to the following sponsorship of the Virginia Council of CEOs. I agree to pay in full by January 31, 2020.

- | | |
|----------------------------------|----------|
| <input type="radio"/> Silver | \$7,000 |
| <input type="radio"/> Gold | \$10,000 |
| <input type="radio"/> Platinum | \$14,000 |
| <input type="radio"/> Benefactor | \$18,000 |
| <input type="radio"/> Lead | \$25,000 |

Name: _____

Title: _____

Company: _____

Signature: _____

Date: _____

ACCESS TO PREEMINENT ALL-CEO GROUP

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.

2019 Sponsors and Key Contacts



SILVER

Avenue 8 Advisors: Danessa Knaupp

Catch Your Limit: Melissa Laughon

Cornerstone Valuation: Greg Waller

Dixon Hughes Goodman: Stephen Kimberlin

Eckert Seamans: Karen Elliott

Endeavor Capital: Jonathan Kennedy

Insperity: Dylan Plew

Segra Communications: Chris Shipman

South State Bank: Wes York

ACADEMIC

Robins School of Business: Joanne Even, Debbie Fisher, Randy Raggio

BENEFACTORS

The Fahrenheit Group: Rich Reinecke, Keith Middleton, Jonathan Brabrand, Jay Carpenter

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

Virginia Commonwealth Bank: Matt Paciocco, Randy Greene, Dusty Boyd

PLATINUM

PartnerMD: Kristin Richardson, Janet Kiss, Zack Smith

Transact Capital Partners: Patrick Morin, Steve Zacharias

Virginia Asset Management: Tripp Leonard, Scott Broadus, Jared Lewis

GOLD

Adams, Jenkins & Cheatham: Jonathan Turner, John Denison

Atlantic Union Bank: Cary Ayers, John Lester

Henrico EDA: Felicia Ainsa, Anthony Romanello

Jones Lang LaSalle: Scott Harrison, Charlie Polk

Keiter: John Murray, Gary Wallace

Marriott & Co.: Justin Marriott, Bryan Burden

Spotts Fain: Tom O'Brien, Eddie Lumpkin

The Change Decision: Roxanne Brown, Ed Cook



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