



VA COUNCIL OF CEOs

# Forward, TOGETHER

Sponsorship Program | 2021

01.



02.

# Thank you. We mean it.

VA Council of CEOs is a not-for-profit organization. Simply stated, your generous support allows us to serve CEOs of small and mid-sized businesses. Because of you, we've been able to serve our Members since 2000. We owe our success to you.

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.

# The opportunity

## DIRECT ACCESS TO CEOS

The VACEOs membership includes CEOs of some of the fastest-growing businesses in the Commonwealth. They actively seek out the expertise our sponsors offer.

### CURRENT MEMBER MAKE UP

- Revenue range: \$1M to \$400M
- Average gross annual revenue: \$8M
- Company employee count: 5 to 800
- Most are small business owners
- Business cycle: Startup to legacy
- Industries: All
- 15% Female; 85% Male



03.

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MOVE TO MOSTLY ONLINE PROGRAMMING  
AFTER PANDEMIC BRINGS UNPRECEDENTED  
NUMBER OF OPPORTUNITIES TO CONNECT  
CEOs FOR LEARNING AND GROWTH

“While other business organizations have faltered, we’ve thrived, holding **more events than ever** while membership continues to grow. I see this trend continuing into 2021.”

Scot McRoberts, Executive Director, **VA Council of CEOs**



04.



## MEMBERS SAY

“I couldn’t **survive** this pandemic without the Council.”

VACEOs commitment to its mission means CEOs have the peer support, and, thanks to you, the expert information they need to **survive and thrive**.



06.

# Hello, Virginia

Beginning Q4 2020, VACEOs Expands Membership Offer to CEOs  
Across the Commonwealth

We've mastered online programming and excelled at quickly organizing and training peer roundtable groups. It's time to truly realize our mission: To serve CEOs of Virginia.

Imagine the possibilities and join the movement forward.

# 07.

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# VACEOs culture

## A SAFE HAVEN

Our culture is a “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.

# 08.

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CONNECT THROUGH  
ROUNDTABLE PRESENTATIONS,  
EVENT SPONSORSHIP, MEDIA  
PLACEMENTS AND **MORE**

Let's  
get you  
**noticed**

Every VACEOs Sponsor earns a base-level of benefits including:

- Access to online and in-person events,
- Listing in, and access to, our internal online directory for authorized Members and Sponsors, and,
- Placement within our Sponsor Talk Presentation Catalog that's distributed to membership,
- Name placement within various materials we produce, and more.

Other benefit levels are offered for those sponsors wishing even more opportunities to get noticed and to make a direct connection.





# 2021 highlights

09.

## Fall Leaders Conference Added to 2021 Lineup (NEW)

Now, more than ever, we are committed to bringing timely information to our CEO members and more opportunities for them (and you!) to connect, learn, and grow with each other. Join us.

Level: All

## Retreat and Leaders Conference Opportunities (NEW)

In the works, new event and advertising opportunities for our signature spring CEO Retreat and for our (NEW) Fall Leaders Conference. Stay tuned for new opportunities to get your name in front of conference attendees.

Level: Platinum & Benefactor

## Banner Ads Available in External Newsletter (NEW)

We drop 11 issues of our electronic newsletter (Leader News) each year. This publication reaches our Members AND our CEO Prospect list. This is your opportunity to drive thousands of readers directly to your webpage. Banner ad placement: bottom of each edition.

Level: Platinum & Benefactor



# 2021 highlights

10.

## Add Contact Information to Internal Newsletter (NEW)

Our internal newsletter (Member News) goes out 3x a month to all Members and Sponsors. We'll have a callout space just for you in one issue, and we will work with you to get your contact information and copy just right.

Level: Gold, Platinum, Benefactor

## Be the Star in One of Our Expert Series Events

As a Benefactor you will be the first to be asked to be included in an "Ask an Expert" Q&A event (NEW) or a "Sponsor Talk" session. It's your chance to show your expertise, make a connection, then follow up.

Level: Benefactor

## Introduce a Keynote Speaker

Our Members crave international and nationally-recognized speakers. Here you'll have 5 minutes before the speaker goes on to share your expertise and/or participate in a Q&A before you introduce him/her.

Level: Platinum & Benefactor



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# Sponsorship levels

The higher the level, the more opportunities for direct exposure to CEO member community

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**Silver**  
\$7,000

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



**Gold**  
\$10,000

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



**Platinum**  
\$14,000

This high-level sponsorship provides maximum exposure and access and includes a seat on the VACEOs Advisory Board and many other perks.



**Benefactor**  
\$18,000

This sponsorship is for those who wish to closely align themselves as an integral member of the VA Council of CEOs community.



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# Sponsorship levels



## Lead

\$25,000

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

# Level: silver

\$7,000

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## ● Base benefits: events

- (1) Seat for executive at any virtual or in-person event
- (1) Seat at 2021 CEO Retreat and Fall Leaders Conference (NEW)

## ● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to, online directory for authorized Members and Sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Opportunity to be included in CEO Retreat and Leaders Conference advertising opportunities
- Name on select materials (no logo)

# Level: gold

\$10,000



## ● Base benefits: events

- (1) Seat for executive at any virtual or in-person event
- (1) Seat at 2021 CEO Retreat and Fall Leaders Conference (NEW)

## ● Bonus benefits: events

- (1) Additional seat for executive at any virtual or in-person event
- (1) Additional seat at 2021 CEO Retreat and Fall Leaders Conference (NEW)

## ● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to, online directory for authorized Members and Sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Opportunity to be included in CEO Retreat and Leaders Conference advertising opportunities
- Name on select materials (no logo)

## ● Bonus benefit: advertising

- Opportunity to co-brand event sponsorship (shared cost)
- 1) Contact highlighted in issue of electronic newsletter (Member News) (NEW)
- Logo on select materials

# Level: platinum

\$14,000



## ● Base benefits + bonus

- (1) Additional seat for executive at any virtual or in-person event
- (1) Additional seat at 2021 CEO Retreat and Fall Leaders Conference (NEW)
- (1) Keynote introduction at Top Speaker event

## ● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to, online directory for authorized Members and Sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Opportunity to be included in CEO Retreat and Leaders Conference advertising opportunities
- Name on select materials (no logo)

## ● Bonus benefits: advertising

- Opportunity to co-brand event sponsorship (shared cost)
- (2) Contact highlighted in issue of electronic newsletter (Member News) (NEW)
- Logo on select materials

## ● Additional benefits: advertising

- (2) Guest columns on vaceos.org
- (1) Banner ad placement in monthly Prospect and Member electronic newsletter (Leader News) (bottom) (NEW)
- Prominent name & logo on select materials

## ● Bonus benefits: other

- (1) Seat on VACEOs Advisory Board
- (1) Opportunity to sponsor one key Leadership Meeting

# Level: benefactor

\$18,000



## ● Base benefits + bonus benefits

- (2) Additional seats for executive at any virtual or in-person event
- (2) Additional seat at 2021 CEO Retreat and Fall Leaders Conference (NEW)
- (1) Keynote introduction at Top Speaker event
- Opportunity to lead "Ask an Expert Series" (NEW) or "Sponsor Table Talk" event
- (1) Event sponsorship
- Recognition Keynote Speaker Sponsor

## ● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to, online directory for authorized Members and Sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Opportunity to be included in CEO Retreat and Leaders Conference advertising opportunities
- Name on select materials (no logo)

## ● Bonus benefits: advertising

- Opportunity to co-brand event sponsorship (shared cost)
- (3) Contacts highlighted in issue of electronic newsletter (Member News) (NEW)
- Logo on select materials
- (3) Guest columns on vaceos.org
- (2) Banner ad placement in monthly Prospect and Member electronic newsletter (Leader News) (bottom) (NEW)
- Prominent name & logo on select materials
- Top level name & logo on select materials

## ● Bonus benefits: other

- (1) Seat on VACEOs Advisory Board
- (1) Opportunity to sponsor one key Leadership Meeting



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# Level: **lead**

## \$25,000

The sky is just about the limit. Contact us. We are ready to develop a program that meets your needs.

## VA COUNCIL OF CEOs 2021 Sponsorship Program Summary

BENEFIT	Basic Levels		Prominent Levels		
	SILVER	GOLD	PLATINUM	BENEFACTOR	LEAD
	\$7,000.00	\$10,000.00	\$14,000.00	\$18,000.00	\$25,000.00
<b>EVENT-RELATED BENEFITS</b>					
Seat for representative at any virtual or in-person event (other than single-sponsor events)	1*	2	2	3	All benefits customized for this level.
Complimentary registration for (count) representatives at 2021 Spring CEO Retreat and Fall Leader Conference (NEW)	1*	2	2	3	
Keynote introduction at Top Speaker event			1	1	
First opportunity to be highlighted in "Ask an Expert" Q&A event (NEW), and/or "Sponsor Talk."				X	
One Event Sponsorship				X	
Recognition as Keynote Speaker Sponsor				X	
<b>ADVERTISING/NAME RECOGNITION OPPORTUNITIES</b>					
Logo and recognition on vaceos.org Sponsor page	X	X	X	X	All benefits customized for this level.
Listing in, and access to online directory for authorized Members and Sponsors	X	X	X	X	
Name recognition on VACEOs website and print materials	X	X	X	X	
Listing in "Presentation Topics" catalog provided to roundtables/forums	X	X	X	X	
Opportunity to be included in CEO Retreat and Leaders Conference advertising opportunities	X	X	X	X	
Name on select materials (no logo)	X	X	X	X	
Co-branding Event Sponsorship (shared cost)		X	X	X	
Logo on select materials		X	X	X	
Member News Callout (Individual Highlight) (NEW)		1	2	3	
Guest columns on vaceos.org blog			2	3	
Leader News Spotlight (banner at the bottom)(NEW)			1	2	
Prominent name & logo and select materials			X	X	
Prominent name & logo on select materials				X	
<b>BONUS BENEFITS</b>					
A seat on VACEOs Advisory Board			X	X	Other TBD. Contact
Opportunity to be welcome sponsor at one key Leadership Meetings (Ex: Board, Advisory, RT Leader meeting, etc.)			X	X	

\* 1 person, non-transferable



## LOOKING FORWARD TO **WORKING** WITH YOU!

As your Sponsor Liaison I am here to make sure you are happy and are taking full advantage of your benefits. Please don't hesitate to contact me!

On behalf of everyone at VA Council of CEOs, we thank you for your continued support and we look forward to working with you as we expand into Virginia.

- Meredith Campbell, Program Support Coordinator, VACEOs.  
[Meredith@vaceos.org](mailto:Meredith@vaceos.org)

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# Team VACEOs



Scot McRoberts  
Executive Director  
Scot@vaceos.org



Connie Bruce  
Director of Operations & Member Services  
Connie@vaceos.org



Kat Hurst  
Marketing Manager  
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Meredith Campbell  
Program Support Coordinator  
Meredith@vaceos.org



## SPONSORSHIP COMMITMENT

VA Council of CEOs only partners with a limited number of sponsors. Come grow with us and our membership!

Please fill out our [Online 2021 Sponsor Commitment form](#) OR [download this commitment document](#) today to get started.

Payment due by January 1, 2021 unless other terms are arranged in writing.

[Online Commitment Form](#) >



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# Thank **you.**

The following pages list the 2020 VA Council of CEOs  
Sponsors who are truly an important part of our **community.**

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**ACADEMIC SPONSOR**

**Robins School of Business:** Joanne Even, Debbie Fisher, Rich Boulger

**BENEFACTOR SPONSORS**

**Fahrenheit Advisors:** Rich Reinecke, Keith Middleton, Jay Carpenter

**PartnerMD:** Kristin Richardson, Janet Kiss, Zack Smith

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

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

**PLATINUM SPONSORS**

**Transact Capital Partners:** Patrick Morin, Steve Zacharias

**Virginia Asset Management:** Tripp Leonard, Scott Broaddus, Jared Lewis

2020 Sponsors

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2020 Sponsors



**GOLD LEVEL SPONSORS**

**Adams, Jenkins & Cheatham:** Jonathan Turner, John Denison

**Atlantic Union Bank:** Cary Ayers, John Lester

**Henrico EDA:** Toni Hall, Anthony Romanello

**Jones Lang LaSalle:** Scott Harrison, Charlie Polk

**Keiter:** John Murray, Gary Wallace

**Marriott & Co.:** Justin Marriott, Bryan Burden

**RCM&D:** Scott Martin, James Shewey

**Spotts Fain:** Tom O'Brien, Eddie Lumpkin

**The Change Decision:** Roxanne Brown, Ed Cook

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2020 Sponsors



**SILVER LEVEL SPONSORS**

**Avenue 8 Advisors:** Danessa Knaupp  
**Bank of America:** Alicia Pitorri  
**Cornerstone Valuation:** Greg Waller  
**Dixon Hughes Goodman:** Stephen Kimberlin  
**Eckert Seamans:** Karen Elliott  
**Endeavor Capital:** Jonathan Kennedy

**Eure Consulting:** Brad Eure  
**Insperity:** Rebecca Stewart  
**Sandler Training:** Robin Green  
**South State Bank:** Wes York  
**Think:** Jason St. Peter  
**Wellspring Workforce:** Nathan Swanson

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If you have any  
questions at all

Don't hesitate to ask.  
804.360.2644  
[info@vaceos.org](mailto:info@vaceos.org)

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