



VA COUNCIL OF CEOS

Sponsorship Program 2022



THANK YOU

VA Council of CEOs is a not-for-profit, mission-driven 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 3000
- Most are small business owners
- Business cycle: Startup to legacy
- Industries: All
- 15% Female; 85% Male



**IN 2022, WE ARE PLANNING FOR A RETURN TO
IN-PERSON FOR MOST EVENTS - OUR
LUNCHEONS, SOCIALS, SPRING RETREAT
AND FALL LEADERS CONFERENCE**

“

“We’re keeping the best of virtual, we also plan to quickly get back to in-person events. Our members want to connect with sponsors and other members in person. A Zoom meeting works well for some of our programming, but when it comes to building relationships, nothing beats sharing a meal or a cocktail.”

”

Scot McRoberts, Executive Director, VA Council of CEOs



About VACEOs

Virginia Council of CEOs (VACEOs) is a nonprofit organization connecting CEOs for learning and growth. Formed more than 20 years ago, member benefits include:

- placement in a **peer roundtable group**,
- access to a **thought leader network**, and
- a robust program of **events** for learning and growth.

This is not a networking group, but rather a group of CEO peers who are invested in the success of each member.

To qualify for membership CEOs must run a business with \$1M+ revenue and 5+FTEs.



Members say



The peer-to-peer roundtable experience gives you a place to share personal and professional challenges with other business owners who understand your pressures. It's a safe haven. And, it's a pretty powerful thing.



Arlene Lee, CEO, Lee Construction Group / VACEOs Member (Charlottesville)

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

VA COUNCIL OF CEOs

Sponsorship program | 2022



On the horizon

ROANOKE AND BEYOND

We are expanding to serve CEOs across the Commonwealth in 2022. This year, we will launch roundtables in Roanoke, Lynchburg, and Northern Virginia. Hampton Roads is on the horizon.

We are truly realizing our mission: To serve CEOs of Virginia.

Imagine the possibilities, then join our community as we expand.



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.



CONNECT THROUGH ROUNDTABLE PRESENTATIONS AND EVENT SPONSORSHIP

**Let's get
you
noticed**

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

- Access to online and in-person events,
- Placement within our Sponsor Talk Presentation Catalog that's distributed to membership,
- Inclusion in our private online community, VACEOs CONNECT, where you can access our directory and connect with members and sponsors,
- 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.



Program highlights

Spring Retreat Virginia Beach

After a 2-year hiatus, we are back in person with the best CEO Retreat ever at Virginia Beach.

Drawing the largest event crowd of the year, our annual Retreat offers sponsors the biggest opportunity to connect with members.

Level: All

Fall Leaders Conference Roanoke

This event held at the Hotel Roanoke will feature Verne Harnish and will be an add-on benefit for members and sponsors. CEOs are encouraged to bring their executive teams — making this an especially attractive benefit for sponsors.

Level: All

Article Placements in External Newsletter

We drop 10 issues of our electronic newsletter (Leader News) each year. This publication reaches our Members AND our CEO Prospect list. As a sponsor at the Platinum or Benefactor level, you will have an opportunity to include an article in one or more issues. This is your opportunity to drive thousands of readers directly to your webpage.

Level: Platinum & Benefactor



Program highlights

Add Contact Information to Internal Newsletter

Our internal newsletter (Member News) goes out 3x a month to all members and sponsors. And we will have a callout space just for you in one issue.

Level: Platinum & Benefactor

Be Front and Center

As a Platinum or Benefactor, you will be the first to be asked to be included in sponsor-led learning opportunities. It's your chance to show your expertise, make a connection, then follow up.

Level: Platinum & Benefactor

Introduce a Keynote Speaker

Our members crave international and nationally-recognized speakers. Here you'll have 2 minutes before the speaker goes on to share your expertise and/or updates from your company.

Level: Platinum & Benefactor



Sponsorship Levels

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

Silver
\$7,000



The Silver Sponsorship is designed for small organizations. This level gives 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.



Sponsorship Levels



Lead
\$25,000

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



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● Base benefits: events

- (1) Seat for executive* at most virtual or in-person events
- (1) Seat for executive* at Spring Retreat
- (1) Discounted ticket for Fall Conference

* Non-transferable. This sponsorship is for a single individual

● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to VACEOs Connect, internal online directory for authorized members and sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Name on select materials (no logo)

Level: silver
\$7,000



Level: gold

\$10,000

● Base benefits: events

- (1) Seat for executive* at most virtual or in-person events
- (1) Seat for executive* at Spring Retreat
- (1) Discounted ticket for Fall Conference

● Bonus benefits: events

- (1) Additional seat for executive at most virtual or in-person events
- (1) Additional seat at Spring Retreat
- (1) Additional discounted ticket Fall Leaders Conference

● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to VACEOs Connect, internal directory for authorized members and sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Name on select materials (no logo)

● BONUS benefit: advertising

- Opportunity to co-brand event sponsorship (shared cost)
- Logo on select materials

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Level: platinum

\$14,000

● Gold level benefits + bonus benefit

- (1) Seat for executive* at most virtual or in-person events
- (1) Seat for executive* at Spring Retreat
- (1) Discounted ticket for Fall Conference

● Bonus benefits: events

- (1) Additional seat for executive at most virtual or in-person events
- (1) Additional seat at Spring Retreat
- (1) Additional complimentary ticket Fall Leaders Conference
- (1) Keynote introduction at a Top Speaker event

● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to VACEOs Connect, internal directory for authorized Members and Sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Name on select materials (no logo)

● BONUS benefit: advertising

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

● Additional benefits: advertising

- (2) Guest blog post on Leader News, our external newsletter
- Prominent name & logo on select materials

● BONUS benefit: other

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



Level: benefactor

\$18,000

● Platinum benefits + bonus benefits +

- (1) Additional seats for executive at most virtual or in-person event
- (1) Additional seat at CEO Retreat
- (1) Additional ticket for Fall Leaders Conference
- (1) Keynote introduction at Top Speaker event
- (1) Event sponsorship
- Opportunity to lead event Square Table online learning events
- Recognition Keynote Speaker Sponsor

● Base benefits: advertising

- Logo recognition on vaceos.org Sponsor page
- Listing in and access to VACEOs Connect, internal online directory for authorized Members and Sponsors
- Name recognition on VACEOs website & print materials
- Listing in "Presentation Topics" catalog provided to roundtable/forums
- Name on select materials (no logo)

● BONUS benefit: advertising

- Opportunity to co-brand event sponsorship (shared cost)
- (3) Contacts highlighted in issue of electronic newsletter (Member News)
- Logo on select materials
- (3) Guest blog posts on Leader News, our external newsletter
- Prominent name & logo on select materials
- Top level name & logo on select materials

● BONUS benefit: other

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



Level: **lead**

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

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2022 Sponsorship Program Summary

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
EVENT-RELATED BENEFITS					
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 Spring Retreat	1*	2	2	3	
Complimentary registration for (count) representatives at Fall Leader Conference	0	0	1	2	
Discounted registration for (count) representatives at Fall Leader Conference	1*	2	1	1	
Keynote introduction at Top Speaker event			1	1	
One Event Sponsorship				X	
Recognition as Keynote Speaker Sponsor			X	X	
ADVERTISING/NAME RECOGNITION OPPORTUNITIES					
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 (VACEOs Connect)	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 Spring Retreat and Fall 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		1	2	3	
Guest columns on vaceos.org blog			2	3	
Prominent name & logo and select materials			X	X	
BONUS BENEFITS					
A seat on VACEOs Advisory Board			X	X	Other TBD. Contact
Opportunity to be host one key Leadership Meetings (Ex: Board, Advisory, RT Leader meeting, etc.)			X	X	

* 1 person, non-transferable

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Sponsorship program | 2022



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

20.



VA COUNCIL OF CEOs
Sponsorship program | 2022

Team VACEOs



Scot McRoberts
Executive Director

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Connie Bruce
Director of Operations & Member Services

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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 2022 Sponsor Commitment Form](#) **OR**
[download this commitment document](#) today to get started.

Payment due by January 31, 2022 unless other terms are
arranged in writing.

[Online Commitment Form](#) >

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Previous sponsors

The following pages list the 2021 VA Council of CEOs Sponsors who are truly an important part of our **community**.

2021
Sponsors

LEAD SPONSOR



FAHRENHEIT ADVISORS

Fahrenheit Advisors: Rich Reinecke, Keith Middleton, Chip Bowman



BENEFACTOR AND PLATINUM SPONSORS



BENEFACTOR SPONSORS

Blue Ridge Bank: Chris Layne, Roth Carroll, Dusty Boyd

Transact Capital Partners: Patrick Morin, Steve Zacharias, Jonathan Brabrand

Warren Whitney: Stephanie Ford, Scott Warren, Katherine Whitney

PLATINUM SPONSORS

Irongate Capital Advisors: Tripp Leonard, Scott Broaddus, Jared Lewis

PartnerMD: Kristin Richardson, Janet Kiss, Zack Smith

Wells Fargo: Bruce Arnett, John Wick

Robins School of Business: Debbie Fisher, Rich Boulger (Academic Sponsor)



GOLD LEVEL SPONSORS



Adams, Jenkins & Cheatham: Jonathan Turner, Ross Sumner

Atlantic Union Bank: Cary Ayers, John Lester

Jones Lang LaSalle: Scott Harrison, Charlie Polk

Keiter: John Murray, Gary Wallace

RCM&D: Scott Martin, James Shewey

Spotts Fain: Tom O'Brien, Eddie Lumpkin

2021
Sponsors



SILVER LEVEL AND MARKETING SPONSORS



Avenue 8 Advisors: Danessa Knaupp

Cornerstone Valuation: Greg Waller

Dixon Hughes Goodman: Stephen Kimberlin

Eckert Seamans: Karen Elliott

Endeavor Capital: Jonathan Kennedy

Eure Consulting: Brad Eure

Sandler Training: Robin Green

South State Bank: Wes York

Williams Mullen: Andrew White

MARKETING SPONSORS

CollegeCompany: Colleen College / **Curtis & Company:** Curtis Blackwell / **Tachlock Video:** Glenn Lock

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If you have any
questions at all

Don't hesitate to ask.

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