



VA COUNCIL OF CEOS

Sponsorship Program 2023



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
- 18% Female; 82% Male



IN 2023, WE WILL BE IN-PERSON FOR MOST EVENTS - OUR LUNCHEONS, SOCIALS, SPRING RETREAT AND FALL CONFERENCE

“

“We’ll be using virtual when convenient, but in-person events are our focus. 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**.



On the horizon

We are expanding to serve CEOs across the Commonwealth in Richmond, Charlottesville, Roanoke, Lynchburg, and Northern Virginia. We continue to look for opportunities to convene CEOs in every corner of Virginia.

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

Additionally, we are testing ways to extend some of the learning opportunities to key executives in member companies.



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.



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**Let's get
you
noticed**

CONNECT THROUGH ROUNDTABLE PRESENTATIONS AND EVENT SPONSORSHIP

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 is made available to our members,
- 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 in Roanoke

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

Level: All

In person & virtual events

We host several all member luncheons during the year along with socials, and in-person and virtual workshops. As a sponsor, you have an opportunity to connect with members at multiple events.

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 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: 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: Gold & Benefactor

Be Front and Center

As a 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: 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: Benefactor



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Sponsorship Levels

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

Silver
\$8,000



The Silver Sponsorship is designed for small organizations. This level gives one person (non-transferable) access to Council events and opportunities.

Gold
\$12,000



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

Benefactor
\$20,000



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
\$27,000

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
\$8,000

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Level: gold

\$12,000

● 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

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



Level: benefactor

\$20,000

● Platinum benefits + bonus benefits +

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

● 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 an event (shared cost)
- (2) Contacts highlighted in issue of electronic newsletter (Member News)
- Logo on select materials
- (2) 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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2023 Sponsorship Program Summary

	Basic Levels		Prominent Levels	
	SILVER	GOLD	BENEFACTOR	LEAD
BENEFIT	\$8,000.00	\$12,000.00	\$20,000	\$27,000
EVENT-RELATED BENEFITS				
Seat for representative at any virtual or in-person event (other than single-sponsor events)	1*	2	3	All benefits customized for this level.
Complimentary registration for (count) representatives at Spring Retreat	1*	2	3	
Complimentary registration for (count) representatives at Fall Leader Conference	0	0	1	
Discounted registration for (count) representatives at Fall Leader Conference	X	X	X	
Keynote introduction at Top Speaker event			1	
One Event Sponsorship			X	
Recognition as Keynote Speaker Sponsor			X	
ADVERTISING/NAME RECOGNITION OPPORTUNITIES				
Logo and recognition on vaceos.org Sponsor page	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	
Name recognition on VACEOs website and print materials	X	X	X	
Listing in "Presentation Topics" catalog provided to roundtables/forums	X	X	X	
Discount on Spring Retreat and Fall Leaders Conference add-on sponsorship opportunities			X	
Name on select materials (no logo)	X			
Co-branding Event Sponsorship opportunities (shared cost)			X	
Logo on select materials		X	X	
Member News Callout		1	2	
Opportunity to provide guest columns on vaceos.org blog (may be used in Leader News)			2	
Prominent name & logo and select materials			X	
BONUS BENEFITS				
A seat on VACEOs Advisory Board			X	Other TBD. Contact
Opportunity to be host one key Leadership Meetings (Ex: Board, Advisory, RT Leader meeting, etc.)			X	

* 1 person, non-transferable

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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, Member Services
Manager, VACEOs.**
Meredith@vaceos.org



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Team VACEOs



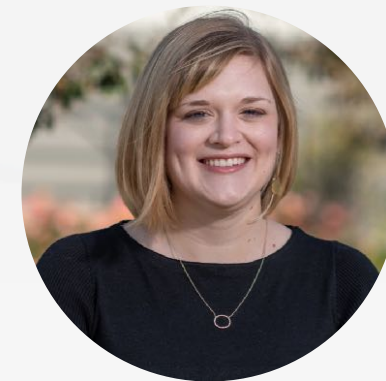
Scot McRoberts
Executive Director

Scot@vaceos.org



Connie Bruce
Director of Operations & Member Services

Connie@vaceos.org



Meredith Campbell
Member Services Manager

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 2023 Sponsor Commitment Form](#) **OR**
[download this commitment document](#) today to get started.

Payment due by January 31, 2023 unless other terms are
arranged in writing.

[Online Commitment Form](#) >



Previous sponsors

The following pages list the 2022 VA Council of CEOs
Sponsors who are truly an important part of our **community**.



LEAD SPONSOR

FAHRENHEIT ADVISORS

Fahrenheit Advisors: Rich Reinecke, Keith Middleton, Chip Bowman

2022
Sponsors



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

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

PLATINUM SPONSORS

Irongate Capital Advisors: Tripp Leonard, Benny Bowman, Jared Lewis

PartnerMD: Janet Kiss, Zack Smith



GOLD LEVEL SPONSORS



Accent Professional Recruiting: Brooke Hall, Sue Riccio

Adams, Jenkins & Cheatham: Jonathan Turner, Ross Sumner

Alpha Wealth Advisors: Mary Margaret Kastelberg, Troy Flinn

Atlantic Union Bank: Cary Ayers, John Lester

Jones Lang LaSalle: Scott Harrison, Charlie Polk

Keiter: John Murray, Gary Wallace

Mainspring Private Wealth Management Group: Bruce Arnett, John Wick

Marriott & Co.: Justin Marriott, Bryan Burden

RCM&D: Scott Martin, James Shewey

PNC Financial Support Group: Steven Plaatsman, James Garcia

Spotts Fain: Tom O'Brien, Eddie Lumpkin



SILVER LEVEL AND MARKETING SPONSORS



Avenue 8 Advisors: Danessa Knaupp

Control Y: Chrissy Keeton

Cornerstone Valuation: Greg Waller

Eckert Seamans: Karen Elliott

Employee Benefits of Virginia: Brian Marks

Eure Consulting: Brad Eure

Sandler Training: Robin Green

VR Business Sales: Todd Furbee

Williams Mullen: Andrew White

MARKETING PARTNERS

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



If you have any
questions at all

Don't hesitate to ask.

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