



Sponsor & Exhibitor opportunities

Reception & Awards Dinner | April 14, 2015 — Lexington, Ky.



About Best Places to Work in Kentucky



Event Overview

We invite you to join companies across the state that gather to celebrate excellence in the workplace. As a sponsor, you will create new sales opportunities, generate leads and position your organization as a supporter of the only award in Kentucky that recognizes the places where people love to come to work.

The Kentucky Society for Human Resource Management (KYSHRM) and the Kentucky Chamber of Commerce developed the Best Places to Work in Kentucky initiative to identify and recognize Kentucky businesses that represent the ideal workplace environment through dedication and creativity. Those companies selected as 2015 winners of the Best Places to Work in Kentucky will be recognized during an awards dinner at the Lexington Convention Center.

We start at the bottom of the list and work our way up to number one in the small, medium and large categories. The prestigious awards program has experienced incredible growth and has quickly emerged as the standard for workplace achievement in Kentucky.

Program Timeline

August – October 2014*

BPWK promotion and awareness campaign, highlighted by statewide news release and radio promotion campaign

October 24, 2014*

Registration deadline

January 2015*

Statewide news release of winners

April 14, 2015*

Awards dinner and publication of winners with rankings

Statewide release of *Best Places to Work in Kentucky Magazine*

**all dates are tentative and subject to change*

2014 Winners

Small Companies

Air Hydro Power
Alure Salon and Day Spa
ARGI Financial Group
Associations International
Benefit Insurance Marketing
Citizens Bank & Trust Co. of Jackson
Connected Nation
Creative Lodging Solutions
Dean Dorton
Fitness Consulting Group
Hitcents
Integrity IT
Jefferson National Financial Corp.
KESA, The Kentucky Workers' Compensation Fund
Leachman Buick GMC Cadillac
Louisville Convention & Visitors Bureau
Lockett & Farley
McGregor & Associates, Inc.
Nephrology Associates of Kentuckiana, PSC
People Plus, Inc.
River Road Asset Management, LLC
Strategic Communications
Strategic Marketing
Sturgill, Turner, Barker & Moloney, PLLC
Symbiotix, Inc.
Tenmast Software Company
The Heritage Nursing & Rehabilitation Facility
Unified Trust Company
Veterinary Data Services, Inc.

Medium Companies

Balluff, Inc.
Big Ass Fans
Blue & Co., LLC
Bluegrass Cellular, Inc.
Bottom Line Systems, Inc.
Community Bank Shares
First Federal Savings Bank
Frankfort Regional Medical Center
Genscape Inc.
Harrison Memorial Hospital
Harshaw Trane
Hazard Community & Technical College
Heritage Bank
ISCO Industries, Inc.
Kentucky Bank
KORT
Mountjoy Chilton Medley LLP
Park Community Credit Union
PBI Bank
Signature Consulting Services, LLC
Somerset Community College
Somerset Nursing and Rehabilitation Facility
Southcentral Kentucky Community & Technical College
Stites & Harbison
Stoll Keenon Ogden PLLC
Traditional Bank, Inc.
Twin Lakes Regional Medical Center
University of Pikeville
Van Meter Insurance Group/Employers Risk Services
V-Soft Consulting Group, Inc.
WDRB/WMYO Television
Wyatt, Tarrant & Combs, LLP

Large Companies

Aerotek Inc.
Allconnect
Baptist Health Louisville
Bingham McCutchen LLP
Booz Allen Hamilton, Inc.
Corning Incorporated
Crowe Horwath LLP
CSI
Edward Jones
Exceptional Living Centers
Farm Credit Mid-America
First Corbin Long Term Care
Genentech
GILT Groupe
Hilliard Lyons
iPay Solutions, A Division of ProfitStars
Kentucky American Water
Montgomery County School System
Neace Lukens, An AssuredPartners Company
Neustar, Inc.
NPAS; Parallon Business Solutions
Papa John's Corporate
Pikeville Medical Center
Sazerac Company
Stantec
Stock Yards Bank and Trust Company
The Sullivan University System
Total Quality Logistics
Trilogy Health Services, Inc.

Sponsorship Benefits

Why Sponsor?

- Exposure to nearly 1,000 attendees including managers, directors, C-level executives and other decision makers. When companies attend the awards dinner, their management is always there to celebrate their success.
- Increased yearly growth in participation and attendance means additional sponsorship visibility. With the promotional schedule beginning in August this event receives year long statewide recognition with an impressive awareness campaign.
- The reception that proceeds the awards dinner held in April provides unlimited networking opportunities with customers, prospects and peers.
- Support of the Best Places to Work in Kentucky program. Sponsors are a mixed group of companies, from those who have made it on the winners list to companies who have never applied for the award. Regardless of your involvement, all sponsors have a vested interest in supporting this initiative.
- All sponsors have the opportunity to exhibit and showcase their products and services during the reception.
- Generate leads and increase sales!

Key Benefits

- Recognition on website upon sponsorship commitment and receipt of logo. Prospective applicants and participating companies visit the bestplacestoworkky.com website throughout the year.
- Recognition in the *Best Places to Work in Kentucky Magazine* – a full color, glossy publication that is distributed statewide in April and will be a piece you'll see in waiting rooms and offices throughout the state.
- Exclusive use of the Best Places to Work in Kentucky sponsor logo. Sponsors can use the logo all year as a way to show program participation and support.
- Recognition on dinner itinerary card.
- Table of ten with prominent seating and wine at the awards dinner.
- Recognition before, during and after the event.

Timeline for Sponsors

Upon commitment to sponsor 2015 Best Places to Work in Kentucky:

- Best Places to Work in Kentucky sponsor logo provided electronically with decal
- Immediate sponsor recognition on bestplacestoworkky.com with web link (Your logo and link remain up through the year)

After winners are announced and notified in January 2015:

- All sponsors receive the electronic mailing list of winners – an excellent opportunity to send a congratulatory letter from your company and a way to gain recognition before the event

Best Places to Work in Kentucky awards dinner – April 14, 2015:

- Reception with attendees and exhibiting sponsors
- Awards dinner with Best Places winners and announcement of rankings
- *Best Places to Work in Kentucky Magazine* distributed to attendees at event

Following awards dinner:

- *Best Places to Work in Kentucky Magazine* hits business mailboxes across the state – a great read with a long shelf life!
- Full electronic database of winners and dinner attendees provided to all sponsors

Attendee Profile

■ Kentucky Chamber of Commerce key investors

■ Business owners

■ Corporate executives and representatives

■ Human resource professionals

■ Sales and marketing professionals



Magazine

Every year we produce the *Best Places to Work in Kentucky Magazine* to coincide with the awards in April. This is a four-color publication that includes a brief write-up on all winners and features timely HR-related articles and advertisements. Sponsors receive recognition in the magazine and complimentary ad space.

The publication is distributed statewide after the awards dinner in April to all attendees and nearly 75,000 readers. This magazine has a long shelf life and is sure to be spotted in waiting rooms and lobbies across Kentucky. It reaches human resource professionals and decision makers at large corporations and small businesses throughout the Commonwealth.

Advertising Rates

All sponsors receive an advertisement as part of their sponsorship. Gold, silver and bronze level sponsors can upgrade their ad.

Ad Size	Retail Rate	Sponsor Upgrade Rate
Center Spread	\$7,000	\$5,600
Inside Front Cover	\$4,000	\$3,200
Inside Back Cover	\$3,800	\$3,000
Full Page	\$3,595	\$2,695
Half Page	\$2,350	\$1,750
Quarter Page	\$1,345	\$1,000

Magazine Topics

- Overall employee engagement/satisfaction
- Pay and benefits
- Leadership and planning
- Relationship with supervisor
- Corporate culture and communications
- Role satisfaction
- Training and development
- Work environment



Presenting Sponsor

~~\$25,000~~ Exclusive opportunity **SOLD** Kentucky Career Center and the State Information Data Exchange System (SIDES)

Benefits:

Key Benefits

- Exclusive branding and logo attribution
- Premium exhibit space
- Opportunity to address audience

Exclusive Branding Opportunities

- Exclusive listing as the presenting sponsor in all event collateral
- Use of the prominent 2015 BPWK sponsor logo
- Opportunity to co-sign congratulatory letters to winners
- Your company's name and/or logo on news/press releases

High Impact Opportunities

- Opportunity to address the audience at awards program (3 min. max)
- Best exhibit space (8' x 10'—skirted table/two chairs)
- Opportunity to place item (you provide) in each attendee's seat

Access

- Complete database of the 2015 BPWK winners
- Complete database of the 2015 BPWK dinner attendees
- Premier seating at awards dinner with two tables of ten (20 seats)
- Twenty complimentary drink tickets
- Complimentary red and white wine with dinner
- First right of refusal for 2016 presenting sponsorship

Premium Advertising Opportunities

- Your company's logo on BPWK Magazine cover
- Complimentary back cover, color ad in BPWK Magazine (\$4,000 value)
- Logo included in sponsor thank you ad in magazine
- New! Online ad featured in Seminars & Events section of kychamber.com from Feb-April.
- Company logo/web link on bestplacestoworkky.com
- Your company's logo on event invitation
- Logo appears on large screens at awards program
- Logo featured on dinner itinerary card



Platinum Sponsor

\$10,000 Two available (industry exclusive)

Benefits:

Exclusive Branding Opportunities

- Listing as a platinum sponsor in all event collateral
- Use of the prominent 2015 BPWK sponsor logo
- Logo on cocktail napkins at reception

High Impact Opportunities

- Recognition from the podium of support and sponsorship
- Premier exhibit space (8' x 10'—skirted table/two chairs)

Access

- Complete database of the 2015 BPWK winners
- Complete database of the 2015 BPWK dinner attendees
- Premier seating at the awards dinner for table of ten
- Ten complimentary drink tickets
- Complimentary red and white wine with dinner
- First right of refusal for 2016 platinum sponsorship

Premium Advertising Opportunities

- Complimentary full page, color ad inside BPWK Magazine (\$3,595 value).
- Logo included in sponsor thank you ad in magazine
- Company logo/web link on bestplacestoworkky.com
- Recognition on event invitation
- Logo appears on large screens at awards program
- Logo featured on dinner itinerary card



Gold Sponsor

\$7,500 Six available

Benefits:

Exclusive Branding Opportunities

- Listing as a gold sponsor in all event collateral
- Use of the prominent 2015 BPWK sponsor logo

High Impact Opportunities

- Recognition from the podium of support and sponsorship
- Premier exhibit space (8' x 10'—skirted table/two chairs)

Access

- Complete database of the 2015 BPWK winners
- Complete database of the 2015 BPWK dinner attendees
- Preferred seating at the awards dinner for table of ten
- Ten complimentary drink tickets
- Complimentary red and white wine with dinner
- First right of refusal for 2016 gold sponsorship

Premium Advertising Opportunities

- Complimentary half-page, color ad inside BPWK Magazine (\$2,350 value). Upgrade to a larger ad at 25% off!
- Logo included in sponsor thank you ad in magazine
- Company logo/web link on bestplacestoworkky.com
- Logo appears on large screens at awards program
- Logo featured on dinner itinerary card

Gold “Spirit” Sponsor

\$7,500 One available

Recognized as a gold sponsor, this sponsorship gives the attendees a branded hand clapper with your company logo. If you've attended before, you know that the awards presentation is filled with spirit, celebration and lots of clapping!



Silver Sponsor

\$5,000 Eight available

Benefits:

Exclusive Branding Opportunities

- Listing as a silver sponsor in all event collateral
- Use of the prominent 2015 BPWK sponsor logo

High Impact Opportunities

- Recognition from the podium of support and sponsorship
- Exhibit space (8' x 10'—one 8' skirted table and two chairs)

Access

- Complete database of the 2015 BPWK winners
- Complete database of the 2015 BPWK dinner attendees
- Preferred seating at the awards dinner for table of ten
- Ten complimentary drink tickets
- Complimentary red and white wine with dinner
- First right of refusal for 2016 silver sponsorship

Premium Advertising Opportunities

- Complimentary quarter page, color ad inside BPWK Magazine (\$1,345 value). Upgrade to a larger ad at 25% off!
- Logo included in sponsor thank you ad in magazine
- Company logo/web link on bestplacestoworkky.com
- Logo appears on large screens at awards program
- Logo featured on dinner itinerary card



Bronze Sponsor

\$3,000 12 available

Exclusive Branding Opportunities

- Listing as a bronze sponsor in all event collateral
- Use of the prominent 2015 BPWK sponsor logo

High Impact Opportunities

- Exhibit space (8' x 10'—one 8' skirted table and two chairs)

Access

- Complete database of the 2015 BPWK winners
- Complete database of the 2015 BPWK dinner attendees
- Preferred seating at the awards dinner for table of ten
- Ten complimentary drink tickets
- Complimentary red and white wine with dinner
- First right of refusal for 2016 bronze sponsorship

Premium Advertising Opportunities

- Complimentary eighth page, color ad inside BPWK Magazine (\$760 value). Upgrade to a larger ad at 25% off!
- Logo included in sponsor thank you ad in magazine
- Company logo/web link on bestplacestoworkky.com
- Logo appears on large screens at awards program
- Logo featured on dinner itinerary card

Exhibit Booth

\$995 Limited number available

Enjoy one hour of networking with statewide business leaders and HR professionals and then enjoy dinner and the exciting awards program that follows!

Benefits:

- Opportunity to exhibit during one hour networking reception
- Electronic mailing list of 2015 BPWK winners
- Electronic mailing list of 2015 BPWK dinner attendees
- Two tickets to attend the dinner and awards program – A guaranteed fun time!
- 25% discount on magazine advertising



Sponsor and Exhibitor Registration

Contact Information

Company Name _____
Address _____
City _____
State/Zip _____

Sponsorship Contact

Name/Title _____
Phone _____
Email _____
Signature (required) _____

Sponsorship Level *choose one*

- Presenting - \$25,000 (exclusive) **SOLD**
- Platinum - \$10,000 (2 available)
- Gold - \$7,500 (6 available)
- Silver - \$5,000 (8 available)
 - Spirit Sponsorship (1 available)
- Bronze - \$3,000 (12 available)
- Exhibit Booth - \$995 (limited #)

Magazine Advertising

Gold, silver & bronze sponsors can upgrade their ad to a bigger size & receive discounted advertising rates!

Yes, upgrade my ad to a:

- Full Page \$2,695 (\$900 savings)
- Half Page \$1,750 (\$600 savings)
- Quarter Page \$1,000 (\$345 savings)

How to Register

Phone Andrea Flanders, Sponsorship Manager
502-848-8723

Fax 502-695-5051

Email aflanders@kychamber.com

Mail Kentucky Chamber of Commerce
464 Chenault Rd.
Frankfort, KY 40601

Payment

TOTAL _____

- Check enclosed (payable: Kentucky Chamber of Commerce)
- Bill my company (PO# _____)
- Charge to: Visa M/C AMEX

Account # _____
Name on Card _____
Security Code _____
Exp. Date _____
Signature _____

