



Sponsor & Exhibitor Opportunities

Reception & Awards Dinner | April 17, 2018 | Lexington Convention Center



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 Chamber of Commerce and the Kentucky Society for Human Resource Management (KYSHRM) 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 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 2017*

BPWK promotion and awareness campaign, highlighted by statewide news release

October 27, 2017*

Registration deadline

January 2018*

Statewide news release of winners

April 17, 2018*

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*

2017 Winners

Small Companies

Advanced Payroll Systems
AMR Management Services
ARGI Financial Group
Associations International
Benefit Insurance Marketing
Causely, Inc.
Composable Systems LLC
Connected Nation, Inc.
Delta Dental of Kentucky
Don Marshall Chrysler Dodge Jeep Ram
Fiat Nissan
Edwards Moving & Rigging
Epic Insurance Solutions
Extell Financial Services, Inc.
Fahé
Integrity HR, Inc.
Integrity IT
iwis engine systems, LP
Justice AV Solutions
Kentucky Farm Bureau Federation
Kentucky Kingdom, LLLP

KiZAN Technologies, LLC
Lexington Habitat for Humanity, Inc.
Massage Envy-Lexington
McGregor & Associates, Inc.
Middleton Reutlinger
Mirazon
People Plus, Inc.
Peoples Exchange Bank
Post Time Studios
Saint Joseph Martin, a part of KentuckyOne Health
SDGblue, LLC
SIS, LLC
Strategic Communications, LLC
Strategic Marketing Services, LLC
Sturgill, Turner, Barker & Moloney, PLLC
Town & Country Bank and Trust Co.
Unified Trust Company
US WorldMeds
Venminder, Inc.
Ward, Hocker & Thornton, PLLC

Medium Companies

Air Hydro Power
Balluff, Inc.
Bingham Greenebaum Doll LLP
Blue & Co., LLC
Brooksource
Clark Regional Medical Center
Creative Lodging Solutions
Dean Dorton
Forcht Bank
Harrison Memorial Hospital
Harshaw Trane
Heritage Bank USA, Inc.
Hosparus Inc.
Houchens Insurance Group
Independence Bank

Kentucky Bank
KentuckyOne Health, Medical Center Jewish East
KORT
L&N Federal Credit Union
Louisville Tile Distributors
MassMutual Midwest
MCM CPAs & Advisors
NetGain Technologies
Park Community Credit Union
PBI Bank
Stites & Harbison, PLLC
WDRB Media
Wendell Foster
Winterwood Inc.

Large Companies

Aerrotek
AssuredPartners NL
Baptist Health
Booz Allen Hamilton
Central Bank & Trust Co.
Comcast Cable
Corning Incorporated
Crowe Horwath LLP
CSI
Edward Jones
Envoy Mortgage
Farm Credit Mid-America
Frankfort Regional Medical Center
Genentech
Hilliard Lyons
Jack Henry & Associates, Inc.
Kentucky American Water

KentuckyOne Health, Our Lady of Peace
Long John Silver's, LLC
Neustar
Our Lady of Bellefonte Hospital
Papa John's Corporate
Parallon- Revenue Cycle Point Solutions; Louisville
Specialty Center
Republic Bank & Trust Company
Rockcastle Regional Hospital and Respiratory
Care Center
Senture, LLC
Steptoe & Johnson PLLC
Stock Yards Bank & Trust
Total Quality Logistics
Trilogy Health Services, LLC
V-Soft Consulting Group Inc



Sponsorship Benefits

Why Sponsor?

- Exposure to over 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 that 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 2018 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 2018:

- 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 17, 2018:

- 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 dinner in April. It is distributed statewide to all attendees and nearly 75,000 readers. This four-color publication 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. 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
Inside Front Cover Spread	\$6,000	\$4,500
Inside Back Cover	\$3,500	\$2,625
Full Page	\$3,150	\$2,360
Half Page	\$2,350	\$1,765
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



Sponsor Levels and Benefits

PRESENTING
\$25,000
Exclusive opportunity

PLATINUM
\$10,000
2 available
(industry exclusive)

GOLD
\$7,500
6 available

GOLD "SPIRIT"
\$7,500
1 available

SILVER
\$5,000
8 available

BRONZE
\$3,000
12 available

	PRESENTING \$25,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,000
Opportunity to co-sign congratulatory winner letters	X				
Your company's name and/or logo on news/press releases	X				
Opportunity to address the audience at awards program (3 min. max)	X				
Opportunity to place item (you provide) in attendee seats	X				
Your company's logo on BPWK Magazine cover	X				
Online ad/Seminars & Events section of kychamber.com from Feb-April	X				
Recognition on event invitation	Logo	X			
Logo on cocktail napkins at reception		X			
Logo on hand clapper (Gold Spirit Sponsor only)			X		
Sponsorship level recognition from the podium	X	X	X	X	
Complimentary red and white wine with dinner	X	X	X	X	X
Logo on "sponsor thank you" ad in magazine	X	X	X	X	X
Company logo/web link on bestplacestoworkky.com	X	X	X	X	X
Logo on screens at awards program	X	X	X	X	X
Logo on dinner itinerary card	X	X	X	X	X
First right of refusal for 2018 sponsorship at same level	X	X	X	X	X
Complimentary drink tickets	20	10	10	10	10
Ad in BPWK Magazine with opportunity to upgrade at 25% off	Comp backcover/color \$4,000 value	Comp full-pg./color \$3,150 value	Comp half-pg./color \$2,350 value	Comp qtr.-pg./color \$1,345 value	Comp eighth-pg./color \$760 value
Sponsor level recognition in all event collateral	X	X	X	X	X
Use of the 2018 BPWK sponsor logo	X	X	X	X	X
Exhibit space (8' x 10'—skirted table/two chairs)	Best	Premier	Premier	X	X
Address of 2018 BPWK winners AND dinner attendees	+ email	+ email	+ email	+ email	+ email
Seating at awards dinner	Premier 2 tables/10	Premier 1 table/10	Preferred 1 table/10	Preferred 1 table/10	Preferred 1 table/10

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)
- Platinum - \$10,000 (2 available)
- Gold - \$7,500 (6 available)
 - Spirit Sponsorship (1 available)
- Silver - \$5,000 (8 available)
- Bronze - \$3,000 (12 available)

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 \$2,360 (\$790 savings)
- Half Page \$1,765 (\$585 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 OMC AMEX
Account # _____
Name on Card _____
Security Code _____
Exp. Date _____
Signature _____

