



2021 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP STATISTICS

650+ Member Businesses

2,500+ Business Professionals

The Alliance Printed Newsletters

- 3,000 newsletters distributed quarterly/12,000 annually
- Mailed to all Alliance business members
- Distributed at outlets around the LWR region
- Available at all Alliance events/100+ per year
- Downloadable electronic version available on the website

New Member Kits

- 250 baskets distributed annually - your company promotional item can be included

Exclusive Event

- A special event hosted annually for all of the Annual Sponsors to attend with LWRBA Board of Directors

The LWR Guide (LWRBA Directory)

- 10,000 Distribution in LWR region

E-newsletter

- Weekly eblast newsletters are sent to our member and prospect database
- Business professionals member database is 2,500 x 52 weeks= 130K distribution

Organization Staff Email Signature

- 50K emails sent annually by LWRBA staff

Luncheons

- Event program recognition- 12 luncheons per year x 150ppl= 1,800 exposures
- Event power point recognition
- Company name announced at all luncheons

Website (www.LWRBA.org)

- 42,000 website visits annually
- Links to your website

CALENDAR OF EVENTS

2021 Signature Events

Event	Date	Location
Annual Membership Luncheon	January 2021	The Ballroom at Grove
Ranch Scramble Golf Tournament	April 2021	
East Meets West Expo	September 2021	
LWR Main Street Block Party	October 2021	
The Sandies Awards	November 2021	

Regular Events:

Event	Date
Luncheons	3 rd /4 th Wednesday of the month, 11:30 a.m. – 1:00 p.m.
Alliance LEADS (Formerly Executive Briefings)	2 nd Wednesday of the month, 7:30 – 9:00 a.m.
Networking Socials	1 st Wednesday of the month, 5:00 – 7:00 p.m.
Young Leaders Alliance Events	Monthly
LWRBA Leadership Rounds	Quarterly (By invitation only)
CEO Squawk Box	Quarterly
Lunch with Ranchers	8-10 times per year

*Dates will occasionally vary.

2021 ANNUAL SPONSORSHIP LEVELS

	Presidential	Executive	Corporate	Associate
Your Company Recognition - Logo/Name	\$10,000	\$5,500	\$3,000	\$1,500
PRINT				
Alliance Newsletter (4 editions/ 12,000 copies)	•	•	•	•
Insert in quarterly newsletter (Actual insert delivered from sponsor, 1/year)	•			
Half Page ad in the Alliance Newsletter (1 edition/3,000 copies)	•			
Quarter Page ad in the Alliance Newsletter (1 edition/3,000 copies)		•		
Company logo in The LWR Guide (10,000 copies)	•	•		
Company name in The LWR Guide (10,000 copies)			•	•
New Member Welcome Packets (250+ per year)	•	•	•	•
New Member Welcome Baskets (250+ per year)	•	•	•	
Local Media opportunities throughout the year	•	•		
ELECTRONIC				
Logo On the LWRBA website home page & sponsor page	•	•		
Company name on the LWRBA website sponsor page			•	•
Company logo and link on the weekly Alliance electronic newsletter*	•			
Company name and link on the weekly Alliance electronic newsletter*		•	•	
Company name on the weekly Alliance electronic newsletter*				•
Company name/link on all outgoing LWRBA staff emails (50K+ per year)	•	•	•	
Company logo rotated on Facebook & LinkedIn	•	•	•	•
Annual electronic mailer to membership (Form delivered to LWRBA)	•			
*2,500 on distribution x 52 weeks = 130,000 exposures				
EVENTS				
Quarterly Leadership Rounds (Invitation only)	•	•		
Annual Cocktail Reception	•	•	•	
Full Table discounts @ 10% per event	•	•		
Company recognized from the podium at Luncheons (12 per year)	•	•		
Banner recognition for your company at all Events/ Programs (100+/year)	•	•		
Company logo/name in all Luncheon Programs (12 per year)	•	•	•	•
Company logo/name included in all Luncheon Power Point presentations	•	•	•	•
Exclusive Chairman's Breakfast (2 tickets)	•	•	•	
Company brochure / promotional item included in EMW & Golf event bags	•	•	•	
ADDITIONAL BENEFITS				
Annual membership dues included	•	•	•	•
Exclusivity in industry category	•			
Executive Academy Attendee (1 Annually @ 50% discount)	•			
Executive Academy Attendee (1 Annually @ 25% discount)		•		
Alliance Dollars \$2,000 (Certain restrictions apply)	•			
Alliance Dollars \$1,000 (Certain restrictions apply)		•		
iHeart Media Shoutout (1 Month/YR)	•			

RANCH SCRAMBLE GOLF TOURNAMENT



Spring 2021

Average Attendance: 120 golfers

Investment	Sponsorship Level	Benefits	Select
\$2750	Presenting Sponsor	Exclusivity as presenting sponsor, 4 golfers and cart, Business logo (with Web site link) on the Alliance's website on the event page; business logo in the event e-blasts; business name on the table; preferred seating, name on signage at the event; 1 tee sign sponsorship; opportunity to provide Goodie Bag item.	<input type="checkbox"/>
\$1650	Media Sponsor	Sponsor to provide event coverage and Thank You Ad. Sponsor receives 2 tickets for awards reception, recognition in program, e-blasts and newsletter. Recognition at Awards reception. Opportunity to provide good bag item.	<input type="checkbox"/>
\$1100/\$550	Goodie Bag Sponsor	Each golfer to receive a goodie bag with logo. Sponsor receives 2 tickets for awards reception, recognition in program, e-blasts and newsletter. Recognition at Awards reception. Opportunity to provide good bag item.	<input type="checkbox"/>
\$1100	Awards Reception Sponsor	Awards Reception Sponsor receives 4 tickets to reception. Ability to leave collateral at each place setting. Recognition in program, e-blasts and newsletter.	<input type="checkbox"/>
\$950	Golf Cart Sponsor	Company logo on all golf carts. Recognition in Program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide a Goodie Bag item. 2 tickets to awards reception.	<input type="checkbox"/>
\$1200	Lunch Sponsor	Sponsor receives 2 tickets for awards reception. Ability to leave collateral and signage on buffet area or place 1 item in Goodie bag. Recognition in-program, e-blasts and newsletter.	<input type="checkbox"/>
\$850	Beverage Cart Sponsor	Sponsor receives 2 tickets for awards reception. Recognition in program, e-blasts and newsletter. Name included in Thank You Ad. Recognition at Awards Ceremony.	<input type="checkbox"/>
\$950	Intermezzo/ Cigar Sponsor	Recognition in Program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide a Goodie Bag item. 2 tickets to awards reception.	<input type="checkbox"/>
\$350	Interactive Sponsor Hole –in-one (1)	Sponsor recognition in program, e-blasts and newsletter. Recognition at awards reception. Signage will be provided at designated hole; opportunity to provide a Goodie bag item. Sponsor to provide prizes.	<input type="checkbox"/>
\$350	Interactive Sponsor Closest-To-The-Pin (2)	Sponsor recognition in program, e-blasts and newsletter. Recognition at awards reception. Signage will be provided at designated hole; opportunity to provide a Goodie bag item. Sponsor to provide prizes.	<input type="checkbox"/>
\$350	Interactive Sponsor Longest Drive (2)	Sponsor recognition in program, e-blasts and newsletter. Recognition at awards reception. Signage will be provided at designated hole; opportunity to provide a Goodie Bag item. Sponsor to provide prizes.	<input type="checkbox"/>
\$350	Putting Contest (1)	Recognition in program, e-blasts and newsletter. Recognition at awards reception. Signage will be provided at designated hole. Opportunity to provide a Goodie Bag item. Sponsor to provide prizes.	<input type="checkbox"/>
\$350	Score Card Sponsor	Company logo on scorecard. Recognition in Program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide a Goodie Bag item. 2 tickets to awards reception.	<input type="checkbox"/>

RANCH SCRAMBLE GOLF TOURNAMENT (CONT.)

Spring 2021
 Location TBD
 Average Attendance: 120 golfers



\$350	Driving Range Sponsor	Recognition in program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide goodie Bag item	<input type="checkbox"/>
\$350	Water Sponsor	Recognition in program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide goodie Bag item. *Sponsor to provide the water.	<input type="checkbox"/>
\$350	Snack Sponsor	Company logo on scorecard. Recognition in Program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide a Goodie Bag item. 2 tickets to awards reception. *Note: Snack sponsors will be able to set up on the golf course and provide snacks to the golfers. You will need to have staff at your hole all day and provide a tent.	<input type="checkbox"/>
\$350	Photography Sponsor	Recognition in program, e-blasts and newsletter. Recognition at awards reception. Opportunity to provide goodie Bag item.	<input type="checkbox"/>
\$150 for 1 or \$300 for 3	Hole Sponsor	Recognition at a given golf course hole.	<input type="checkbox"/>

EAST MEETS WEST REGIONAL BUSINESS EXPO



September 2021

4:30pm – 7:30pm

Location TBD - Sarasota, FL

Average Attendance: 700+

Annual Regional Business Expo with over 100 exhibitors from around Sarasota and Manatee counties. In partnership with the Longboat Key Chamber of Commerce.

Investment	Sponsorship Level	Benefits	Select
\$2750	Presenting Sponsor	Logo recognition on all Event communication, website, signage, event program and post follow up communication (30,000+ points of exposure to 1000+ businesses) to both LWRBA & LBK Chamber members. Reserved premium booth placement at event, brochure placement in event goodie bags, media recognition in all event promotion, event attendees information.	<input type="checkbox"/>
\$1650	Corporate Sponsor	Logo recognition on all Event communication, website, signage, event program and post follow up communication (30,000+points of exposure to 1000+businesses) to both LWRBA & LBK Chamber members. Reserved premium booth placement at event and brochure placement in event goodie bags.	<input type="checkbox"/>
\$1500	Lounge Sponsor	Logo recognition on website, program, signage and post follow up communication to both LWRBA & LBK Chamber members. Logo placement on East Meets West website. Reserved standard booth placement at event. Your company brochure in goodie bags. 5 Event Admissions.	<input type="checkbox"/>
\$1000	Grand Prize sponsor	Logo recognition on website, program, signage and post follow up communication to both LWRBA & LBK Chamber members. Standard booth placement at the event, brochure placement in the event goodie bags.	<input type="checkbox"/>
\$950	Invitation Sponsor	Logo recognition on website, invitation, signage and post follow up communication to both LWRBA & LBK Chamber members. Standard booth placement at the event, brochure placement in event goodie bags.	<input type="checkbox"/>
\$950	Program sponsor	Logo recognition on website, program, signage and post follow up communication to both LWRBA & LBK Chamber members. Standard booth placement at the event, brochure placement in the event goodie bags.	<input type="checkbox"/>
\$1,000	Linen Sponsor	Logo recognition on EMW event website. Logo recognition on event program. 5 Event Admissions.	<input type="checkbox"/>
\$500	Entertainment Sponsor	Logo recognition on website, program, signage and post event follow up communication to both LWRBA & LBK Chamber members. Signage recognition at the entertainment location.	<input type="checkbox"/>
\$850	Bar Sponsor	Logo recognition on website, program, signage and post follow up communication to both LWRBA & LBK Chamber members. Special signage recognition at the bar. (2 available)	<input type="checkbox"/>
\$500	Goodie Bag Sponsor	Logo recognition on website and event program. Logo placed on the goodie bag and brochure placement in the goodie bag. 2 Event Admissions. (4 available)	<input type="checkbox"/>

LWR MAIN STREET BLOCK PARTY

October 2021

5:00 – 8:00 p.m.

Lakewood Ranch Main Street

Average Attendance: 800+

An evening on LWR Main Street with the residents and businesses of Lakewood Ranch, featuring live music, food, beer trucks, and Alliance member booths. This event is free to attend and open to the public.

All sponsorships include:

- Recognition in e-blast, and website
- Receive designated booth location
- Ability to bring company tent and/or table to promote business
- Ability to hang company sign or banner at location

Investment	Sponsorship Level	Benefits	Select
\$2750	Presenting sponsor	Ability to hang company banner & signs day of event (must be provided). Recognition in Flyers, Signage, Media Print, E-blasts, Website and newsletter. Logo included in Advertisements for Event. (1 Available)	<input type="checkbox"/>
\$1500	Lounge Area Sponsor	Your company has its own lounge area, complete with its own sectional sofa and your company logo featured on lounge signage.	<input type="checkbox"/>
\$1500	Beer Sponsor	(2 Available)	<input type="checkbox"/>
\$1250	Wine Sponsor	(2 Available)	<input type="checkbox"/>
\$425/\$325	Booth Sponsor	A booth allows you to get in on the festivities and provides an opportunity to showcase your business to the residents and businesses of Lakewood Ranch. All Booths Include: Booth spaces are 10'x10' Includes a 6 ft. table with 2 chairs	<input type="checkbox"/>

THE SANDIES MEMBERS' CHOICE AWARDS

Fall 2021

Average Attendance 250 -300

The Sandies Awards honor LWRBA volunteers who strive towards the highest levels of personal and professional accomplishment, devote time and energy to our community, and forge paths of leadership for others to follow.

Investment	Sponsorship Level	Benefits	Select
\$2750	Presenting Sponsor	Reserved table of 10 people with preferred seating and table recognition. Opportunity to provide favors at each place setting. Introduction and 2 minutes at the podium during event presentation, company logo/web site on LWRBA event page, logo included in newspaper event ad, event invitation, event PowerPoint presentation. Opportunity to present the "Volunteer of the Year Award."	<input type="checkbox"/>
\$1500	Award Sponsor	Reserved table of 10 people. Opportunity to introduce award winner from stage, company name/web link on LWRBA event page, and acknowledgement in event program and event PowerPoint presentation	<input type="checkbox"/>
\$1000	Finalist Gift Sponsor	Opportunity to include company brochure or business card with each finalist gift. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint	<input type="checkbox"/>
\$1250	Centerpiece Sponsor	Logo on centerpieces at event. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint	<input type="checkbox"/>
\$900	Invitation Sponsor	Logo on front of printed invitations at 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint	<input type="checkbox"/>
\$900	Program Sponsor	Logo on front of printed programs at event. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint	<input type="checkbox"/>
\$500	Photography Sponsor	Recognition as Photography sponsor. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint presentation.	<input type="checkbox"/>
\$300	Red Carpet Sponsor	Recognition as Red Carpet sponsor. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint presentation.	<input type="checkbox"/>
\$300	Audio/Visual Sponsor	Recognition as Audio/Visual sponsor. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint presentation.	<input type="checkbox"/>
\$300	Entertainment Sponsor	Recognition as Entertainment sponsor. 2 event tickets. Company name and web link on LWRBA event page. Acknowledgement in event program and event PowerPoint presentation.	<input type="checkbox"/>
\$750	Gold Table Sponsor	Reserved table of 10 people with table recognition, company name/ web link on LWRBA event page, acknowledgement in event program and event PowerPoint presentation.	<input type="checkbox"/>
\$400	Silver Table Sponsor	Reserved 1/2 table for 5 people, company name/web link on LWRBA event page, acknowledgement event program and in event PowerPoint presentation.	<input type="checkbox"/>

MONTHLY EVENTS

The Lakewood Ranch Business Alliance offers a variety of networking events, executive briefings, breakfasts, speaker and panel luncheons.

All sponsorships include:

Event Signage, coverage on website, save-the-date fliers, and weekly e-blasts sent to over 2,500 professionals, 2-3 minutes at podium. Payment is due 2 weeks prior to event.

Investment	Sponsorship Level	Benefits	Attendance	Select
\$750-\$1,250	Membership Lunch Sponsor	Includes 2 complimentary tickets, a table top exhibit for your companies information, 2-3 min at podium	150-175 attendees	<input type="checkbox"/>
\$500-2000	Governmental Affairs Lunch Sponsor	Includes 2 complimentary tickets, a table top exhibit for your companies information, 2-3 min at podium	150-175 attendees	<input type="checkbox"/>
\$300	Breakfast of Champions Sponsor	Includes 2 complimentary tickets, a table top exhibit for your companies information, 2-3 min at podium	70 attendees	<input type="checkbox"/>
\$250-\$500	Networking Social	At host location – parameters vary.	125 attendees	<input type="checkbox"/>

YOUNG LEADERS ALLIANCE EVENTS

Investment	Sponsorship Level	Benefits	Select
\$350	Gold	2 complimentary tickets 30 second speech at event Company logo/name included on YLA website, eblasts, and press releases Sponsor recognition at event Table at event for marketing material	<input type="checkbox"/>
\$100	Silver	Company logo/name included on YLA website, eblasts, and press releases Sponsor recognition at event Table at event for marketing material	<input type="checkbox"/>

2021 ADVERTISING RATES

The Alliance Quarterly Newsletter



The Alliance quarterly newsletter provides members with Alliance and community news, member highlights, upcoming event information, and more. The Alliance distributes 3,000 newsletters every quarter to members, prospective members, and various locations throughout Lakewood Ranch.

Ad Type	1 Issue	2+ Issues	Specs
Back Cover – Full Page	\$1,300	\$1,100	No bleed – 7.5” w X 10” h; Bleed - 8.75” w X 11.25” h
Inside Front Cover – Full Page	\$900	\$800	No bleed – 7.5” w X 10” h; Bleed - 8.75” w X 11.25” h
Full Page	\$675	\$600	No bleed – 7.5” w X 10” h; Bleed - 8.75” w X 11.25” h
Half Page Horizontal	\$400	\$350	7.5” w X 4.75” h
Half Page Vertical	\$400	\$350	3.625” w X 10” h
Quarter Page	\$275	\$250	3.625” w X 4.75” h
Flyer Insert (8.5”x11”)	\$300	\$300	Advertiser to provide inserts. Deliver 2,500 copies to LWRBA office by Artwork deadline listed below. Sheets may be printed on one or both sides. (24 or 28 # bond or maximum 100 # text gloss). Folded inserts will be charged for 2 inserts, example 11” x 17” folded inserts.

Artwork must be minimum 300 DPI, CMYK, in TIFF, JPEG, or PDF format. Availability is on a first come, first served basis. Payment due by artwork deadline. LWRBA Annual Sponsors: Alliance Dollars may be applied to newsletter advertising.

Deadlines:

Issue	Reservation Deadline	Artwork Due by
January 2021	November 29	December 6
April 2021	February 28	March 6
July 2021	May 29	June 5
October 2021	August 28	September 4
January 2022	November 25	December 4

2021 SPONSORSHIP OPPORTUNITIES

Thank you for your commitment to the Lakewood Ranch Business Alliance. If you are interested in becoming a sponsor for one of our events or as an annual sponsor please fill out the information below.

Event/Program	Sponsorship Level	Investment
		\$
		\$
		\$
		\$
		\$
		\$
		\$

Date: _____

Company Name: _____

Sponsorship Main Contact: _____ Title: _____

Mailing Address: _____

City, Street, Zip: _____

Phone: _____ Email: _____

Total amount Due: \$_____

Check Enclosed (Payable to LWRBA) Send Invoice Credit Card (Visa, Amex, MC, Disc)

Credit card # _____ Exp. ____/____

Name on Card: _____

Return this page to: Lakewood Ranch Business Alliance
 Attn: Dom DiMaio
 8430 Enterprise Circle, Suite 140
 Lakewood Ranch, FL 34202
 OR email form to: Amytreis@lwrba.org