



BLUE RIDGE INSTITUTE SPONSORSHIP PACKET

BlueRidgeLeaders.org

#BRI2019

#BRIROCKS





Dear Prospective Sponsor,

On July 21, 2019, Blue Ridge Institute will host an annual business and leadership conference in the beautiful mountains of North Carolina. This event, titled The Blue Ridge Institute, will attract 150+ social cause organizations and professional CEO's from around the United States.

"As a BRI first timer, I wasn't sure what to expect but my expectations were exceeded to say the least. While the speakers, the events and the setting were all stellar, the people I met were my favorite part of the experience. From young, new enthusiastic leaders to retired, wise CEOs of large nonprofits, everywhere I turned I found a welcoming smile and experience that I could learn from."

~Kim Jeffries, CEO of Brighton Center in San Antonio, Texas and BRI Class of 2018

The conference is a leadership networking event for business and professional development. We invite you to become part of this incredible BRI Event for 2019.

"After my first week at Blue Ridge, I came to understand that BRI gave me what no other professional conference or experience could provide: a true retreat, a break from the 60-80 hour weeks, a time to reflect and refresh for the important work ahead. It gave me - and still gives me in retirement - learning from great speakers, discussion with and learning from each other, and recreation in all senses of that word. And it gave me an ongoing connection and reconnection with old and new friends that money can't buy."

~Rob Reifsnyder, Retired, United Way Executive, Cincinnati, OH and BRI attendee 31 consecutive years

In addition to being listed on all advertising and press as a sponsor of the event, your company/organization will have the opportunity to host a vendor booth at the event to display products/services. Over 65 percent of the attendees purchased products from the event and additionally 75 percent of our registered members have joined our online social media communities to include Facebook, LinkedIn, Instagram, Twitter, and/or BRI's website subscription blog. Sponsorship benefits such as promotional material in all conference packets may be used to drive traffic to your company. You will also receive a full contact list of all BRI attendees.

We hope to have the opportunity to share our full presentation of sponsorship benefits with you in the near future. We will contact you soon to decide on a meeting date. In the meantime, please do not hesitate to contact me at 502-426-2824 or cgerard@eacmonline.org. Please review this packet and let me know if you have any questions. On behalf of all of us at BRI, we can't wait to meet you in person at the beautiful Fontana Village Resort!

Carrie

Carrie Gerard
Chair, Development Committee
Blue Ridge Institute



WHO ATTENDS BRI?

DEMOGRAPHY

23%

New Attendees

67%

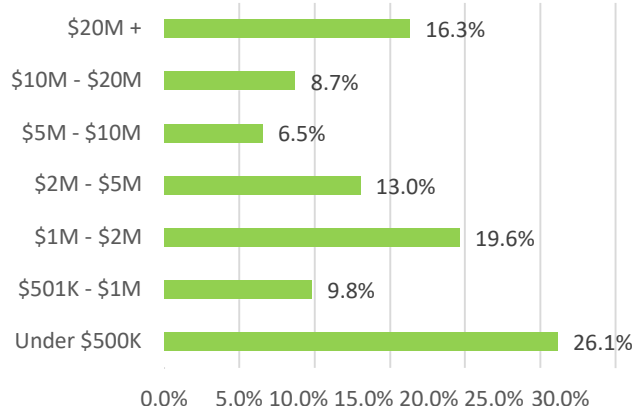
Existing

20%

Sponsors/Guests

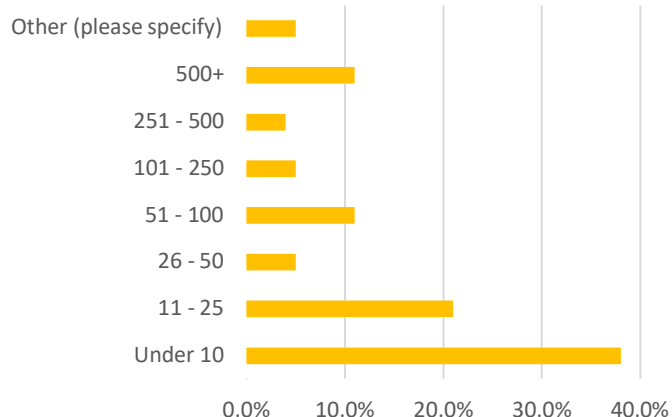
Get involved with high prospective business leaders who can drive your business performance.

Organizational Budget



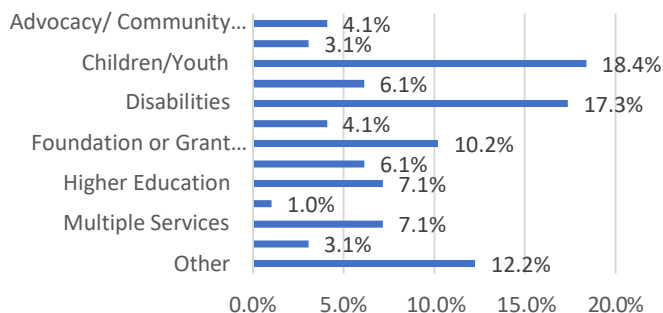
Wide variety of agency sizes.

Number of FTEs



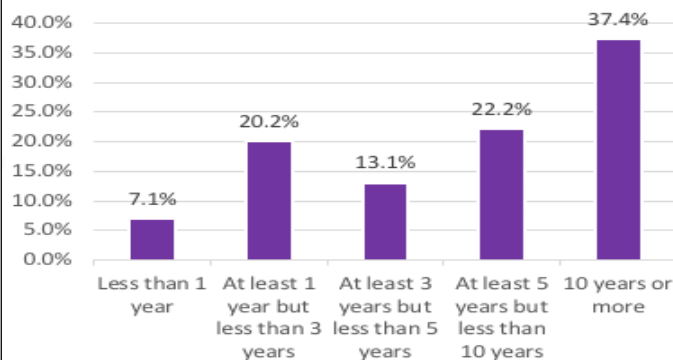
Diversity in amount of organizational staff.

Category of Organizational Mission



BRI leaders embody several categories of social service programs.

Years in Current Position



From emerging leaders to seasoned veterans, BRI represents with experience!



2019 BLUE RIDGE INSTITUTE SPONSORSHIP PROSPECTUS

Organization Name: _____

Primary Contact Name: _____

Mailing Address: _____

Contact Phone Number: _____

Contact E-mail Address: _____

☐ I will need a vendor table for my company.

I have reviewed the sponsorship packet and would like to sponsor at the following level:

- | | | |
|---------------------------------|--|--|
| Premier Sponsorships: | <input type="checkbox"/> Presenting, \$15,000 | <input type="checkbox"/> Platinum, \$10,000 |
| | <input type="checkbox"/> Youth Leadership Academy, \$5,000 | <input type="checkbox"/> President's Ball, \$5,000 |
| Event Sponsorships: | <input type="checkbox"/> Hospitality House, \$1,500 | <input type="checkbox"/> Welcome Dinner, \$1,500 |
| | <input type="checkbox"/> Talent Show, \$1,500 | <input type="checkbox"/> Classic Campfire, \$1,500 |
| | <input type="checkbox"/> Old-Fashioned Picnic, \$1,500 | |
| General Sponsorships: | <input type="checkbox"/> Gold, \$5,000 | <input type="checkbox"/> Silver, \$2,500 |
| | <input type="checkbox"/> Bronze, \$1,000 | <input type="checkbox"/> Sponsor, \$500 |
| Individual Sponsorships: | <input type="checkbox"/> BRI Champion, \$250 | |

I will pay for my sponsorship using the following method:

- ☐ Enclosed Check: Make payable to Blue Ridge Institute
- ☐ Please send me an invoice to the mailing address above.
- ☐ Credit Card, we accept Visa, MasterCard, American Express, and Discover, complete below:

Credit Card Number: _____

Exp. Date: _____ CCV Code: _____ Billing Zip Code: _____

Name on Card: _____

I hereby authorize the Blue Ridge Institute to charge my credit card for the amount of the sponsorship specified above.

Authorized Signature: _____

Please scan and email this form to cgerard@eacmonline.org then send payment with this form to:
BRI C/O Heather Adams, Treasurer
P.O. Box 4421, Greensboro, North Carolina, 27404

Questions? Contact BRI's Development Chair:
Carrie Gerard, cgerard@eacmonline.org or by phone at (502) 426-2824, ext. 311.

2019 BLUE RIDGE INSTITUTE SPONSORSHIP MATRIX

Sponsor Recognition & Appreciation:	<i>Presenting</i> \$15,000*	<i>Platinum</i> \$10,000*	<i>Gold</i> \$5,000*	<i>Silver</i> \$2,500*	<i>Event</i> \$1,500*	<i>Bronze</i> \$1,000*
<i>Number Available</i>	1	2	3	10+	4+	10+
Presentation to Membership at Conference	10 minutes	5 minutes			5 min at event	
Exhibiting in Vendor Area	✓	✓	✓	✓	✓	✓
Program Ad	Cover + Full Page	Full Page	½ Page	¼ Page	¼ Page	Business Card Ad
Recognition on all promotional materials	✓	✓				
Recognition in member newsletter only			✓	✓	✓	✓
Recognition on BlueRidgeLeaders.org						
Logo	✓	✓	✓	✓	✓	✓
Link	✓	✓				
Company Description	✓					
Solicitation Materials	Unlimited	Info in Packets	2 items in Packets	1 item in Packets	1 item in Packets	
Accommodations: Full Conference	✓					
Accommodations: 3 Nights		✓				
Accommodations: 1 Nights			✓	✓	✓	

*The Blue Ridge Institute must have Sponsor Prospectus, company logo, and payment by June 1, 2019 to include sponsor on all printed materials.