



## BLUE RIDGE INSTITUTE SPONSORSHIP INFO

[BlueRidgeLeaders.org](http://BlueRidgeLeaders.org)

#BRI2020

#BRIROCKS





Dear Prospective Sponsor,

On July 26, 2020, 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 (BRI), will attract 150+ social cause organizations and professional CEO's from around the United States. BRI has a long and rich history and was founded with its first conference held in 1927.

*“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 Freshperson 2018.

The conference is marketed as a leadership networking event for business and professional development. We invite you to become part of this incredible BRI Event for 2020.

*“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 Reifsnnyder, Retired, United Way Executive, Cincinnati, OH and BRI attendee 32 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 70 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 and a keepsake program booklet.

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 727-410-3874 or [gracealfiero@gmail.com](mailto:gracealfiero@gmail.com). 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!

Grace Alfiero, MFA  
Chair, BRI Development Committee for 2020



# WHO ATTENDS BRI?

# DEMOGRAPHY

23%

New Attendees

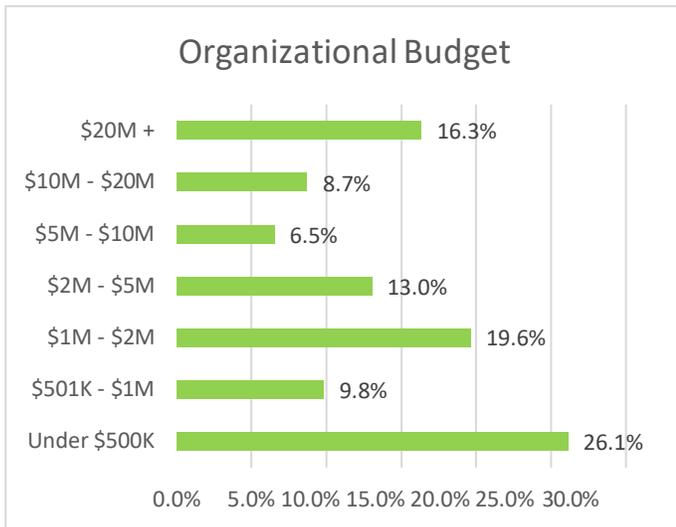
67%

Existing

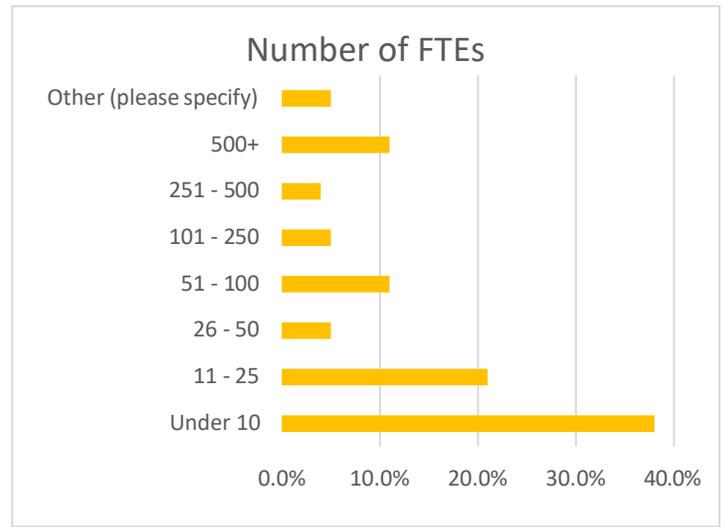
20%

Sponsors/Guests

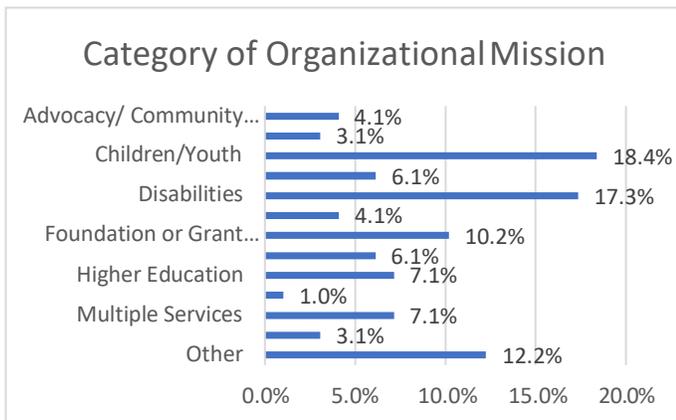
Get involved with high prospective business leaders who can drive your business performance.



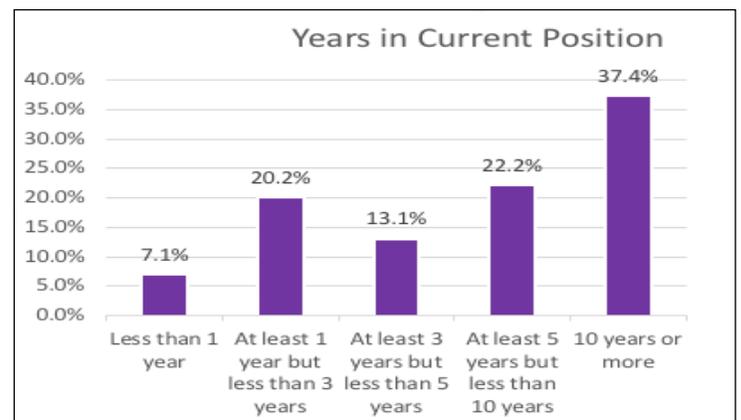
Wide variety of agency sizes.



Diversity in amount of organizational staff.



BRI leaders embody several categories of social service programs.



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



## 2020 BLUE RIDGE INSTITUTE SPONSORSHIP PROSPECTUS

Organization Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

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

<b>Premier Sponsorships:</b>	Presenting (\$15,000)	Platinum (\$10,000)
<b>Event Sponsorships:</b>	Youth Leadership Academy (\$7,500)	President's Ball (\$5,000)
	Hospitality Deck (\$1,500) X 3	BRI Activities (\$2,500)
	Talent Show (\$1,500)	<del>Welcome Dinner (\$1,500)</del> taken
<b>General Sponsorships:</b>	Old-Fashioned Picnic (\$1,500)	Classic Campfire (\$1,500)
	Gold (\$5,000)	Silver (\$2,500)
	Bronze (\$1,000)	Copper (\$500)
<b>Individual Sponsorships:</b>	BRI Champion (\$250)	

***I will pay for my sponsorship using the following method:***

- Enclosed Check (made payable to Blue Ridge Institute)
- Credit Card (see additional information below)
- Please send me an invoice to the mailing address above

\_\_\_\_\_ I will need a vendor table for my company. Please contact [gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) to arrange.

**(Vendor tables are provided to sponsors at the Bronze level or higher.)**

**Credit Card** Payment Authorization (*we accept Visa, MasterCard, American Express, and Discover*)

**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:** \_\_\_\_\_

***If you have any questions, please contact BRI's Development Chairperson:***  
[gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) **Or by phone at (727) 410-3874.**

Please send payment to:  
**BRI C/O Heather Adams, President**  
**P.O. Box 4421, Greensboro, North Carolina, 27404**

*Please scan and email this form to [gracealfiero@gmail.com](mailto:gracealfiero@gmail.com) and then send payment to the address above, along with this form.*