



BLUE RIDGE INSTITUTE SPONSORSHIP INFO

[BlueRidgeLeaders.org](https://www.BlueRidgeLeaders.org)

#BRI2022

#BRIROCKS



Mission

To provide growth, connection, and renewal for community service leaders.



Dear Business Leaders,

BRI, founded in 1927, will host an annual business and leadership conference. This event will attract 100+ social cause organization professionals and CEOs 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, enthusiastic new leaders to retired, wise CEOs of large non-profits, everywhere I turned I found a welcoming smile and experience that I could learn from.”

– Kim Jeffries, CEO of Brighton Center in San Antonio, TX and BRI Fresh-person, 2018

We invite you to become a part of this professional development and leadership networking event that will be held July 25 - 28, 2022 in Massanutten Resort in Massanutten, Virginia. As a conference sponsor your company/ organization will be recognized in marketing materials. In addition, you 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 70 percent of our registered members have joined our online social media communities (Facebook, LinkedIn, Instagram, Twitter). 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 would like to schedule an opportunity to discuss the various sponsorship options available and answer any question you may have. In the meantime, please do not hesitate to contact us via email at info@blueridgeleaders.org or via telephone at (864) 757-4969.

On behalf of the Blue Ridge Institute, we thank you for supporting non-profit leadership and the benefits this brings to all communities.

Sincerely,

Carrie Y. Hepburn-Brown

BRI President, 2021-2022

WHO ATTENDS BRI?

DEMOGRAPHY

23%

New Attendees

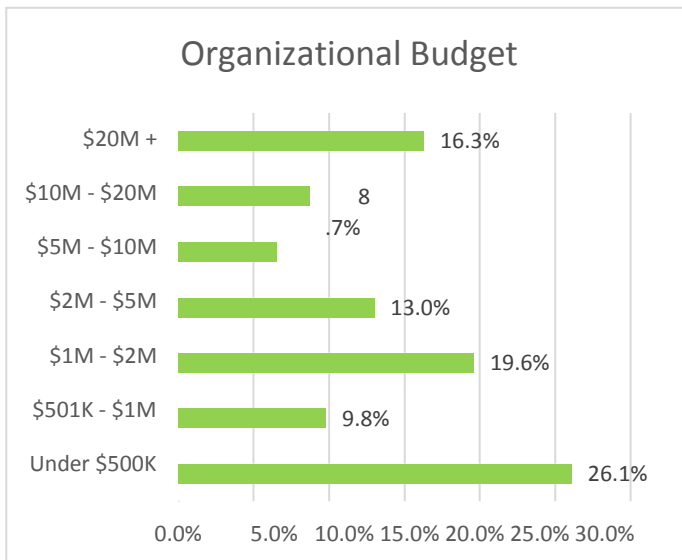
67%

Existing

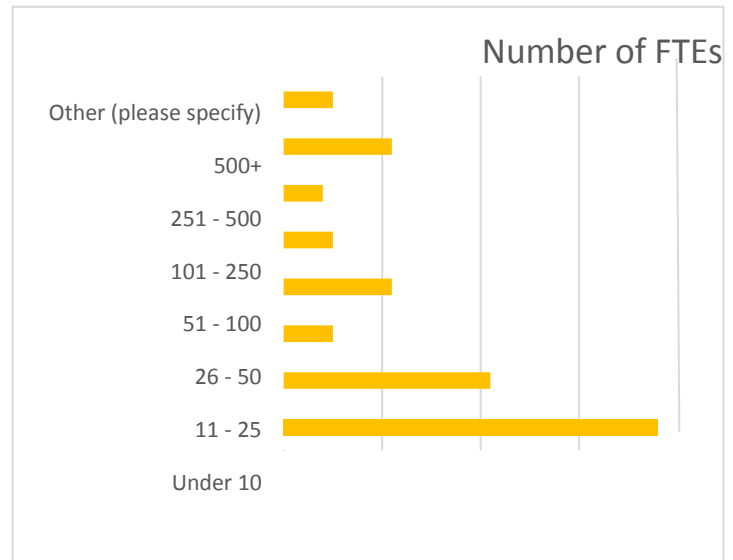
20%

Sponsors/Guests

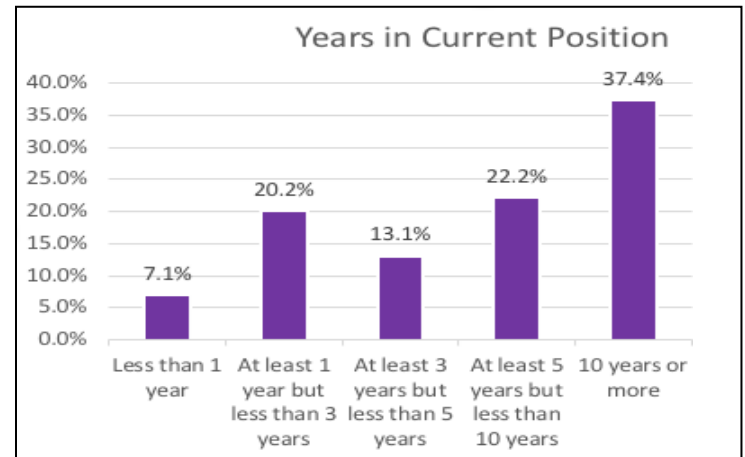
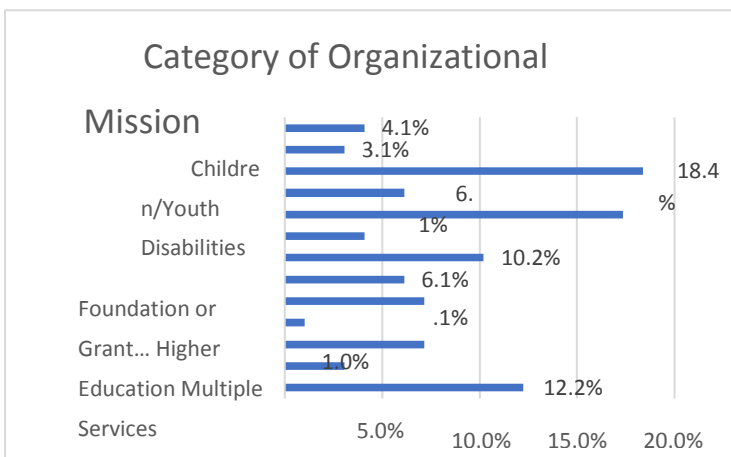
Get involved with high prospective business leaders who can drive your business performance.



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!

BRI SPONSORSHIP OPPORTUNITIES:



Mountain Sponsor - \$7,500

Sponsor with company name and logo on all conference promotional materials

Conference book: front cover recognition, and full page within program

Company logo on BRI website with live link to your company and brief description of your product or service

Display table at conference

Full conference participation for one company representative

10-minute welcoming opportunity (live speaker and/or video)

Opportunity to provide promotional materials in conference attendee packets

Spotlight from Podium

BRI SPONSORSHIP OPPORTUNITIES

Continued

Formation Sponsor - \$5,000

Organization name, logo, & sponsor level on all conference materials.

Conference 5 minute spotlight from podium and Book ½ Page Ad

BRI Website Recognition

Logo on Screen

Vendor/Display Table at Conference

2 Promo items in packets

Boulder Sponsor - \$2,500

Organization name, logo, sponsor level on all conference materials.

Conference 3 minute spotlight from podium and Book 1/4 Page Ad

BRI Website Recognition

Vendor/Display Table at Conference

Logo on screen

1 Promo items in packets

Stone Sponsor - \$1,000

Conference Book Business Card Sized Ad

BRI Website Recognition

Logo on Screen

Vendor/Display Table at Conference

Rock Sponsor - \$500

Listed in Conference Book

BRI Website Recognition

Logo on Screen

Thank you for considering!



2022 BLUE RIDGE INSTITUTE SPONSORSHIP FORM

Business 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 sponsorship following level:

	Mountain (\$ 7,500)		Stone (\$ 1,000)
	Formation (\$ 5,000)		Rock (\$ 500)
	Boulder (\$ 2,500)		Other - \$

I will pay for sponsorship using the following method:

- Enclosed Check (made payable to Blue Ridge Institute)
- Credit Card (form below)
- Via Website- Blueridgeleaders.org- *click menu at top right and click under conference sponsor. Some sponsorship will not show on options so please use "other" for amount.*
- Please send me an invoice using address above

____ I will need a vendor table (provided to levels Stone and above)

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

Credit Card Number _____

Exp. Date _____ CCV Code _____ Billing Zip Code _____

Name on Card _____

I hereby authorized 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 us at: info@blueridgeleaders.org or (864) 757-4969

Please send payment to:

BRI c/o Heather Adams
P.O. Box 4421
Greensboro, NC 27404

Please scan and email this form to info@blueridgeleaders.org AND then send payment to the address above, along with this form.