

1si ONE SOUTHERN INDIANA

WE GROW BUSINESS

SPONSORSHIP & ADVERTISING GUIDE

2023



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1si.org

2023 Sponsorship & Advertising Guide

One Southern Indiana will follow all local, state and national guidelines regarding social gatherings.

One Southern Indiana (1si) offers numerous opportunities to promote your business through sponsorship and advertising. Not only is it a great way to get your company’s name in front of decision makers, but it will also associate you with top notch business events. 1si sponsorships offer all members, regardless of size or budget, the ability to promote goodwill, along with their products and services. It is a unique marketing tool that reaches both 1si member businesses and the community, while providing revenue for 1si.

Sponsorships are key in allowing 1si to maintain an affordable dues structure while providing exceptional programs for our members at a fraction of the cost of other organizations. These programs provide valuable services that promote the economic well-being of the local community and, at the same time, give valuable exposure to the sponsors associated.

If you would like more information about sponsorship opportunities with 1si, including customized packages, contact Jon Pollack at JonP@1si.org or call 812.206.9031.

Table of Contents

Signature Events

- Introduction..... 2
- Pearls of Wisdom..... 3
- Investor Day Celebration 4
- “Networking on the Green” Golf Scramble 5
- Annual Meeting..... 6
- YP1si 360° Tour..... 7
- ONCE Awards (ONE + ACE Awards)..... 8
- MMA Manufacturing Summit 9
- 360° Tour 10

Programs

- MMA Manufacturing Day, 5 O’clock Network, Young Professionals of 1si (YP1si),
Wise Up Sales and Marketing Success Series, Maximize Your Membership 11

Advocacy

- Advocacy Events..... 15

Advertising Opportunities

- One Weekly e-Newsletter, Member2Member e-Blast, Metro Manufacturing Alliance
(MMA) Monthly e-Newsletter, Direct Mail, the Website-1si.org..... 16



Pearls of Wisdom

2023 DATES: March 1, June 7, September 6, December 6

This extremely popular quarterly breakfast program provides attendees the opportunity to hear from local, regional and nationally known women who have created their own destinies and success. They are distinguished career women willing to share their accomplishments and their “pearls of wisdom.”

SPONSOR LEVELS

Presenting Platinum Sponsor - \$3,000—SOLD

- Recognition during program as a Presenting Platinum Sponsor for all four events
- Availability to address attendees for one minute at each of the four events
- Company logo featured on promotional materials distributed for this event
- Opportunity to distribute ONE promotional piece displayed on each table
- Total of Sixteen (16) reservations to use at any of the four events
- First right of refusal of sponsorship for next year

Gold Sponsor - \$2,000

- Recognition during program as a Gold Sponsor for all four events
- Opportunity to play a 30-second commercial during breakfast at each of the four events.
- Company logo featured on promotional materials distributed for this event
- Total of sixteen (16) reservations to use at any of the four events

Venue Sponsor - \$2,000—SOLD

- Recognition during program as a Gold Sponsor for all four events
- Opportunity to play a 30-second commercial during breakfast at each of the four events.
- Company logo featured on promotional materials distributed for this event
- Total of sixteen (16) reservations to use at any of the four events

Silver Sponsor - \$1,000

- Recognition during program as a Silver Sponsor for all four events
- Company name featured on promotional materials distributed for this event
- Total of eight (8) reservations to use at any of the four events

Jewelry Sponsor (limited to one) - \$1,500—SOLD

- Recognition during program as the exclusive Jewelry Sponsor for all four events
- Company name featured on promotional materials distributed for this event
- Total of eight (8) reservations to use at any of the four events
- Opportunity to present the jewelry to the winner at the December event

Speaker Support Sponsor - \$500 (for each of the four events)—SOLD

- Recognition as a Speaker Support Sponsor during program
- Company name featured in event promotions on communications and at the event
- Total of eight (8) reservations to event
- 1 of 8 seats at the VIP Table



Investor Day Celebration

June 2023

This is an exclusive event celebrating the accomplishments in economic development made by 1si. Southern Indiana's top investors come together for fun, networking and opportunities to discuss the next big project. It is a unique occasion where companies that have invested capital and created jobs in Southern Indiana meet with developers, economic development professionals and people "in the know."

SPONSOR LEVELS

Presenting Sponsor - \$5,000—**SOLD**

- Recognized as the Presenting Sponsor on promotional materials distributed for this event
- Receive five (5) minutes during the program to speak
- Opportunity to distribute approved promotional piece to all attendees
- Entry for six (6) company representatives and guests
- First right of refusal of sponsorship for next year

Platinum Sponsor - \$2,000

- Recognized as a Platinum Sponsor on promotional materials distributed for this event
- Four (4) reservations to the event

Gold Sponsor - \$1,500

- Recognized as a Gold Sponsor on promotional materials distributed for this event
- Two (2) reservations to the event





“Networking on the Green” Golf Scramble

June 2023

Enjoy the best of both worlds – recreation and work. Play one of Fuzzy Zoeller’s outstanding golf courses and network with other business professionals in a relaxed, social environment. One of the largest golf tournaments in Southern Indiana attracting more than 140 players, 1si offers a great vehicle to connect to the movers-and-shakers in Southern Indiana.

SPONSOR LEVELS

Presenting Sponsor - \$4,000 - SOLD

- Complimentary foursome
- Opportunity to give opening and closing ceremonial remarks
- Company logo recognition as a Presenting Sponsor on promotional materials distributed for this event
- Reserved golf cart for the entire day
- Opportunity to be a Hole Sponsor
- First right of refusal of sponsorship for next year

Platinum Sponsor - \$2,000

- Complimentary foursome
- Company logo recognition as a Platinum Sponsor on promotional materials distributed for this event
- First right of refusal of sponsorship for next year

Networking Hole Sponsor (limited to 4) - \$600

- Reserved golf cart for the entire day
- 12” X 18” sign with company logo
- Opportunity to set up at the tee box and hand out info/items to golfers

Hole Sponsor - \$400

- 12” X 18” sign with company logo
- Opportunity to set up at the tee box & hand out info/items to golfers

Contest Sponsor - \$500 each

- Putting Contest
- Closest to the Pin
- Longest Drive
- Golf with the Boss

Donation Items Needed

- Goodie Bag items (150 of each)
- Door Prizes

A team of Four—\$575
Individual—\$175

AM and PM flights available



Annual Meeting

August 2023

The Annual Meeting is one of 1si's most popular gatherings, drawing an attendance of approximately 350 and connecting you with some of the top business and community leaders in the region. The program includes accomplishments over the past year, recognition of our current and incoming leadership, as well as awards for Ambassador of the Year, Volunteer of the Year, and Economic Impact Project of the Year.

SPONSOR LEVELS

Presenting Sponsor (Limited to 1) - \$5,000—SOLD

- Recognition as Annual Meeting Presenting Sponsor
- Company logo featured on promotional materials distributed for this event
- Opportunity to give opening ceremonial remarks
- Opportunity to show a short video commercial during lunch
- Company name featured on one award
- Opportunity to distribute approved promotional piece to all attendees
- Reserved seating for eight (8) company representatives and guests
- First right of refusal of sponsorship for next year

Video Sponsor - \$4,000—SOLD

- Recognition as Annual Meeting Video Sponsor
- Company logo featured on promotional materials distributed and the video for this event
- Opportunity to speak and present award during event
- Opportunity to show a short video commercial during lunch
- Company name featured on one award
- Reserved seating for eight (8) company representatives and guests
- First right of refusal of sponsorship for next year
- Option to have a company representative present the Ambassador of the Year Award.

Platinum Sponsor - \$3,000

- Recognition as Annual Meeting Platinum Sponsor
- Company logo featured on promotional materials distributed for this event
- Reserved seating for eight (8) company representatives and guests
- First right of refusal of sponsorship for next year

Gold Sponsor - \$2,000

- Recognition as Annual Meeting Gold Sponsor
- Company name featured on promotional materials distributed for this event
- SIX (6) reservations to event

Silver Sponsor - \$1,500

- Recognition as Annual Meeting Silver Sponsor
- Company name featured on promotional materials distributed for this event
- FOUR (4) reservations to event



2023 YP1si 360° Tour – An Educational Experience in Economic Development

April 2023

This exciting event offers young professionals the opportunity to learn more about economic development by touring projects in the Clark and Floyd County area.

SPONSOR LEVELS

Presenting Sponsor (Limited to 1) – \$5,000–SOLD

- Recognition at YP1si 360° Tour event as Presenting Sponsor
- Company logo featured on all promotional materials distributed for this event
- Opportunity to opening ceremony remarks
- Opportunity to distribute approved promotional piece to all attendees
- Four (4) tickets to the event
- First right of refusal of sponsorship for next year

Platinum Sponsor (Limited to 1) – \$3,000

- Recognition as YP1si 360° Tour Platinum Sponsor
- Company logo featured on all promotional materials distributed for this event
- Four (4) tickets to the event
- First right of refusal of sponsorship for next year

Gold Sponsor – \$1,000

- Recognition as YP1si 360° Tour Gold Sponsor
- Company logo featured on all promotional materials distributed for this event
- One (1) ticket to the event

Silver Sponsor – \$500

- Recognition as YP1si 360° Tour Silver Sponsor
- Company name listed on all promotional materials distributed for this event
- One (1) ticket to the event



The ONCE Awards

November 2023

The ONCE Awards celebrates the ONE Awards, honoring the top businesses and organizations in the region, and the ACE Awards, which recognizes top professional and community leaders.



AWARDS

- Rising Star - **SOLD**
- Nonprofit Program of the Year
- Chairman's Legacy
- Business of the Year (50 or fewer employees) - **SOLD**
- Business of the Year (51 or more employees) - **SOLD**
- Professional of the Year - **SOLD**
- Young Professional of the Year - **SOLD**
- Community Leader of the Year - **SOLD**
- DE&I Initiative
- Minority Business of the Year

Platinum Sponsor (Limited to 10) - \$3,000

- Recognition as a ONCE Awards Platinum Sponsor
- Company logo featured on promotional materials distributed for this event
- Company name featured on the award (NOTE: Cannot apply for award sponsored)
- Opportunity to speak and present one award during event
- Reserved seating for eight (8) company representatives and guests
- First right of refusal of sponsorship for next year

Gold Sponsor - \$2,000

- Company logo recognition as Gold Sponsor on promotional materials distributed for this event
- Four (4) reservations to the event

Silver Sponsor - \$1,000

- Company name recognition as Silver Sponsor on promotional materials distributed for this event
- Two (2) reservations to the event





Metro Manufacturing Alliance Manufacturing Summit

May 2023

A day of learning for manufacturers by manufacturers, this widely attended event brings together members of the 1st Metro Manufacturing Alliance and others in the industry to hear nationally-known speakers, learn best practices and techniques, and network with those in the same field.

Title Sponsor— **SOLD**

- Recognition as Title Sponsor of the Summit
- Company logo featured on promotional materials distributed for this event
- Four (4) reservations to the event
- Opportunity to distribute promotional item in attendee bag
- First right of refusal of sponsorship for next year

Speaker Sponsor—**\$5,000—SOLD**

- Recognition as Speaker Sponsor of the Summit
- Company logo featured on promotional materials distributed for this event
- Opportunity to host speaker for dinner the evening before the Summit
- Opportunity to speak and introduce the speaker at the event
- Reserved seating for six (6) company representatives and guests
- Invitation to the MMA CEO luncheon immediately following the Summit
- Opportunity to distribute promotional item in attendee bag
- First right of refusal of sponsorship for next year

CEO Luncheon Sponsor (limited to 1) —**\$3,000 SOLD**

- Company logo recognition as CEO Luncheon Sponsor on promotional materials distributed for this event
- Two (2) reservations to event

- Seat at the Summit VIP Table
- Opportunity to speak at the CEO Luncheon
- Opportunity to distribute promotional item in attendee bag
- First right of refusal of sponsorship for next year

Gold Sponsor—**\$2,000**

- Company logo recognition as Gold Sponsor on promotional materials distributed for this event
- Two (2) reservations to the event
- Opportunity to distribute promotional item in attendee bag
- First right of refusal of sponsorship for next year

Silver Sponsor - **\$1,000**

- Company name recognition as Silver Sponsor on promotional materials distributed for this event
- Two (2) reservations to the event
- First right of refusal of sponsorship for next year

Booth Sponsor - **\$500 (limited to 8)**

- Company name recognition as Booth Sponsor on promotional materials distributed for this event
- Two (2) reservations to the event
- First right of refusal of sponsorship for next year



2023 360° Tour – A View of Economic Development in Southern Indiana

April 2023

This exciting event offers business professionals the opportunity to learn more about economic development by touring projects in the Clark and Floyd County area.

SPONSOR LEVELS

Presenting Sponsor (Limited to 1) – \$5,000–~~SOLD~~

- Recognition at YP1si 360° Tour event as Presenting Sponsor
- Company logo featured on all promotional materials distributed for this event
- Opportunity to opening ceremony remarks
- Opportunity to distribute approved promotional piece to all attendees
- Four (4) tickets to the event
- First right of refusal of sponsorship for next year

Platinum Sponsor (Limited to 1) – \$3,000

- Recognition as YP1si 360° Tour Platinum Sponsor
- Company logo featured on all promotional materials distributed for this event
- Four (4) tickets to the event
- First right of refusal of sponsorship for next year

Gold Sponsor – \$1,000

- Recognition as YP1si 360° Tour Gold Sponsor
- Company logo featured on all promotional materials distributed for this event
- One (1) ticket to the event

Silver Sponsor – \$500

- Recognition as YP1si 360° Tour Silver Sponsor
- Company name listed on all promotional materials distributed for this event
- One (1) ticket to the event



Metro Manufacturing Alliance Manufacturing Week

October 2023

For one week in February, Southern Indiana celebrates National Manufacturing Month by inviting more than 1,000 Southern Indiana students to tour local manufacturing facilities with the goal of creating a positive impression of possible careers. The week kicks off with a press event to educate the general public on how careers in manufacturing have changed and concludes with a celebration, hosted by Harding, Shymanski & Co.

Title Sponsor—**SOLD**

- Recognition as Title Sponsor
- Company logo featured on promotional materials distributed for this event
- Opportunity to set-up company literature/ promo items at sponsored events
- Company logo on t-shirt worn by students
- First right of refusal of sponsorship for next year
- Host of the Manufacturing Celebration (5 O'clock Network)

Presenting Sponsor—**\$2,500**

- Recognition as Presenting Sponsor
- Company logo featured on promotional materials distributed for this event
- Company logo on t-shirt worn by students
- Opportunity to speak at the press event and the celebration
- First right of refusal of sponsorship for next year

Silver Sponsor - **\$1,000 (limited to 6)**

- Company logo recognition as Silver Sponsor on promotional materials distributed for this event
- Company name on t-shirt worn by students

Booth Sponsor - **\$500 (limited to 6)**

- Booth at Manufacturing Celebration hosted by Harding, Shymanski, & Co.
- Company name recognition as Booth Sponsor on promotional materials distributed for this event

Contributing Sponsors - **\$250**

- Company name recognized as contributing sponsor





5 O'clock Network

This successful monthly event regularly draws approximately 80 business professionals for good conversation and lead exchanges. A long-time staple of the Southern Indiana business scene, 5 O'clock Networks offer a unique sponsorship opportunity for exposure, name recognition and branding. This program targets a multi-faceted audience of business professionals, companies and political leaders from both sides of the river.

Sponsorship - \$500 (per event)

- Provides the location, food & beverages
- Recognition of your company as Event Sponsor on promotional materials distributed for your month
- Featured in the One Weekly (1si's weekly e-newsletter)
- Formal recognition of your company's sponsorship, and an introduction of a company representative and speaking opportunity at the event
- Opportunity to distribute promotional items/materials at the event
- Provision of list of attendees within one week following the event upon request



Sales & Marketing Success Series

The Sales & Marketing Success Series includes four seminars in which subject matter experts share their recipe for success for today's business market. This program is no additional cost to members to attend and attracts 50 to 80 attendees at each event.

Presenting Sponsor - \$2,000 - SOLD

- Chair of the Committee
- If pertinent, event Master of Ceremonies
- Recognition as Presenting Sponsor at each meeting (a total of four meetings)
- Company logo featured on all promotional materials distributed for the event
- Three minutes to speak to attendees at each event.
- Opportunity to distribute promotional materials

Platinum Sponsor - \$1,000 - SOLD

- Recognition as Platinum Sponsor at each meeting (a total of four meetings)
- Company logo featured on promotional material distributed for the event
- Three minutes to speak to attendees at each event
- Opportunity to distribute promotional materials

wiseup
SALES & MARKETING SERIES
BY ONE SOUTHERN INDIANA



Young Professionals of One Southern Indiana (YP1si)

Young Professionals of One Southern Indiana (YP1si) is a group offering opportunities for young professionals to progress in their respective careers and community roles and become more actively engaged in 1si. This group oversees the popular mentoring program as well as professional development events.

YP1si Professional Development Sponsor—\$500

- Recognition as YP1si Sponsor at the event
- Opportunity to speak at the events
- Company logo featured on promotional materials
- Opportunity to distribute a promotional piece to attendees.
- First right of refusal of sponsorship for next year



DE&I Minority Mixers

This networking event is open to members and nonmembers to promote more engagement with minority-owned businesses.

This event meets monthly at different locations.

For information on sponsorship opportunities for DE&I Minority Mixers, contact Jon Pollock or Shannon Paddymo at 812.945.0266.



Hello

Welcome to the

One Southern Indiana

Maximize Your Membership

Maximize Your Membership

Meets ten (10) Times Per Year

The format is informational to share the many benefits of membership at One Southern Indiana. All new members and members who have not attended or need a refresher are invited.

Presenting Sponsor (limit 1) - \$2,000-SOLD

- Exclusivity
- Recognition as Maximize Your Membership Presenting Sponsor
- Company logo featured on promotional materials distributed for the New Member Orientation
- Sign at the New Member Orientation featuring the sponsor logo
- Opportunity to speak for three (3) minutes to the attendees
- Opportunity to pass out company promotional materials
- First Right of Refusal to sponsor in the following year



Advocacy Events

The role of One Southern Indiana in promoting a fiscally-stable, business-friendly environment transcends local, regional, state and national issues. Through our Advocacy Council's initiatives, we promote positive change by serving as a "Champion of Ideas" and work to achieve economic and business vitality for the region. Additionally, we strive to provide members access to policy makers at all levels of government through forums, roundtables and one-on-one meetings.

In order to connect our members with policy makers, 1si typically hosts five specific events annually: two events with local elected officials (normally a panel discussion with one for mayors and one for county commissioners), one event with state officials, one event with a federal official, and an Indiana Chamber Legislative Preview. These events are an opportunity for businesses to interact with their elected officials. Dates for 2023 are to be determined.

Sponsorship Levels:

Sponsorship levels vary from event to event. Please contact Jon Pollock directly at JonP@1si.org to sponsor this type of event and receive benefits that may include:

- Reserved seating for a number of company representatives and guests
- Opportunity to speak during the event
- Logo recognition on promotional materials distributed for this event





The One Weekly eNewsletter



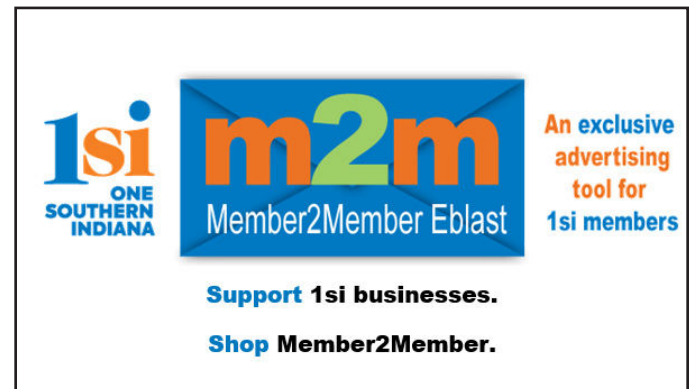
Put your selling message in The One Weekly, 1si's weekly e-mail newsletter. E-mailed to more than 4,000 decision makers each week, your business will be seen along with the latest news and insights into Southern Indiana business.

Pricing: \$200 per issue (limited 1 per issue)

Specifications:

Digital ads for The One Weekly should be a jpeg, gif, or png format and measure no larger than 800 pixels wide X 600 pixels tall. Each ad can be linked to a website, email address or PDF document.

Member2Member e-Blast



Member2Member e-Blasts are digital marketing ad pieces with placement available exclusively to One Southern Indiana members. This advertising e-mail is sent any business day except Tuesday to a constantly growing list of more than 4,000 individuals.

Pricing: \$200 per email

Specifications:

Digital ads for Member2Member E-blast should be a jpeg, gif, or png format and measure no larger than 800 pixels wide X up to 1200 pixels tall. Each ad can be linked to a website, email address or PDF document.

Metro Manufacturing Alliance (MMA) Monthly eNewsletter



Leaders from the regional manufacturing community come together to interact, share best practices, discover new resources and discuss the issues that matter most to them. By advertising in the MMA newsletter, you have the opportunity to get your message to this exclusive group of companies.

Pricing:

- \$1,200 - Sold annually, one ad per month for 12 consecutive months
- \$500 - Sold annually, four ads, one per quarter
- \$200 - Single ad
- \$250 - Educational article

Specifications:

Digital ads for the MMA Newsletter should be a jpeg, gif, or png format and measure no larger than 800 pixels wide X 600 pixels tall. Each ad can be linked to a website, email address or PDF document.

All digital ads must be prepaid prior to being sent.

Digital Advertising Discounts

Classic Level Members: Purchase an ad in The One Weekly and the Member2Member e-Blast for \$300 and save \$100.

Elite Level Members and above: You receive a 25% discount on all digital advertising.

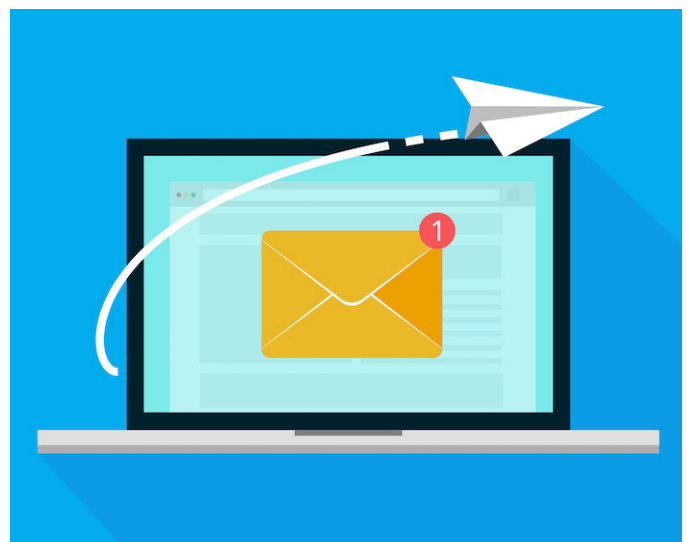
1si Member Database

Looking for an efficient way to reach your target market? As a member of 1si, you have access to the most valuable asset available – information. For a nominal fee of only \$300 (plus tax), you can purchase an electronic database containing up-to-the-minute information on approximately 1,000 decision makers.

Our electronic database is full of information on a qualified business audience. It includes company phone numbers, website addresses and brief business descriptions. With Microsoft Excel format, you can target and sort by contact name, business name, ZIP code or business category. It's cost effective. Targeted. Powerful.

Price: \$300 (plus tax)

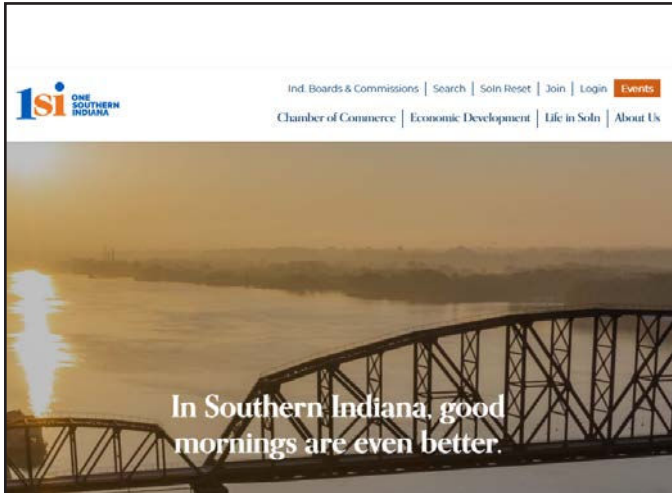
For information on digital advertising or purchasing a 1si member database, contact Becky Ellenburg at BeckyE@1si.org or call 812.945.0266.



The Website—1si.org

Medium: Online

Prices: Vary



1si offers many affordable and highly-targeted advertising options that will provide your business with a measurable return on your marketing investment. Our digital opportunities are efficient, powerful, cost effective ways to extend your reach to your best business prospects. With an average of 10,900 views monthly, the new 1si website puts your selling message in front of members, the community and a nation-wide audience.

