

1si ONE SOUTHERN INDIANA

WE GROW BUSINESS

SPONSORSHIP & ADVERTISING GUIDE

2026



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1si.org

2026 Sponsorship & Advertising Guide

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 Melissa Sprigler at MelissaS@1si.org or call 812.945.0266.

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Pearls of Wisdom

2026 DATES: March 4, June 3, September 2, December 2

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 - \$5,000 (limit of 2)

- Top billing logo recognition (Isi website, publicity, event signage) at all Pearls of Wisdom events
- Company name and sponsorship level announced at all four events
- Availability to address attendees for one minute at each of the four events
- Opportunity to play a 30-second commercial
- 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

Platinum Sponsor - \$3,000

- Logo recognition (Isi website, publicity, event signage)
- Company name and sponsorship level announced at all four events
- Opportunity to play a 30-second commercial
- 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

Venue Sponsor - \$3,000

- Logo recognition (Isi website, publicity, event signage)
- Company name and sponsorship level announced at all four events
- Opportunity to play a 30-second commercial
- 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 - \$2,500

- Name recognition (Isi website, publicity, event signage)
- Company name and sponsorship level announced at all four events
- Total of twelve (12) reservations to use at any of the four events

Silver Sponsor - \$1,250

- Name recognition (Isi website, publicity, event signage)
- Company name and sponsorship level announced at all four events
- Total of eight (8) reservations to use at any of the four events

Jewelry Sponsor (limited to one) - \$2,500

- Name recognition (Isi website, publicity, event signage) as exclusive Jewelry Sponsor
- Total of twelve (12) reservations to use at any of the four events
- Opportunity to present pearls to the winner at the December event

Speaker Support Sponsor - \$1,000 (per event)

- Logo recognition (Isi website, publicity, event signage)
- Total of eight (8) reservations to event at reserved table



Investor Day Celebration

June 2026

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 - \$6,000

- Recognized as the Presenting Sponsor on promotional materials distributed for this event
- Company logo featured on promotional materials
- 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 - \$2,500

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

Gold Sponsor - \$1,500

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





“Networking on the Green” Golf Scramble

June 2026

Enjoy the best of both worlds - recreation and work. Play at 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 which sells out each year, lsi offers a great vehicle to connect to the movers-and-shakers in Southern Indiana.

SPONSOR LEVELS

Presenting Sponsor - \$4,000

- Top billing logo recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced at awards reception
- Opportunity to distribute promotional materials to all attendees in goodie bags
- Two (2) complimentary foursomes for tournament
- Opportunity to give remarks at tournament opening
- Reusable goodie bags printed with company logo to be distributed to attendees
- Hole sponsorship
 - 12"x18" sign with company logo
 - Opportunity to set up table/tent at your sponsored station to hand out goodies, giveaways
- First right of refusal for next year

Lunch Sponsor – \$3,000

- Logo recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced at awards reception
- Opportunity to distribute promotional materials to all attendees in goodie bags
- Complimentary foursome for tournament
- Opportunity to give remarks during lunch to both morning and afternoon flight
- First right of refusal for next year

Platinum Sponsor - \$2,500

- Logo recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced at awards reception
- Opportunity to distribute promotional materials to all attendees in goodie bags
- Complimentary foursome for tournament

Networking Hole Sponsor - \$700

- 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

Contest Sponsor - \$600 (Limited Quantity)

- 12" X 18" sign with company logo at specified hole
- Opportunity to set up at the tee box & hand out info/items to golfers
- First right of refusal on contest for next year
 - Putting Contest
 - Hole in One Contest
 - Closest to the Pin
 - Mulligan Sponsor
 - Name That Tune
 - Longest Drive
 - Golf with the boss

Hole Sponsor - \$500

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



Annual Meeting

August 11, 2026

The Annual Meeting is one of lsi'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 – \$5,000 (Limited to 1)

- Top billing logo recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced at awards reception
- Company name featured on Volunteer of the Year Award
- Company representative to make opening remarks
- Company representative to present Volunteer of the Year Award
- Full reserved table (8 seats) with company logo table sign
- Opportunity to distribute gift with company logo to all attendees
- Opportunity to play short 30-second commercial during lunch
- First right of refusal of sponsorship for next year

Video Sponsor – \$4,000 (Limited to 1)

- Logo recognition (lsi website, publicity, event signage)
- Company logo featured at the beginning of lsi Year in Review video
- Company name featured on Ambassador of the Year Award
- Company representative to present Ambassador of the Year Award
- Full reserved table (8 seats) with company logo table sign
- Opportunity to play short company commercial during lunch
- First right of refusal of sponsorship for next year

Economic Development Project Sponsor – \$4,000 (Limited to 1)

- Logo recognition (lsi website, publicity, event signage)
- Company name featured on Economic Development Project of the Year Award
- Company representative to present Ambassador of the Year Award
- Full reserved table (8 seats) with company logo table sign
- First right of refusal of sponsorship for next year

Floral Sponsor \$3,000 (Limited to 1)

- Logo recognition (lsi website, publicity, event signage)
- Company logo featured on all floral arrangements (1 per table)
- Reserved table seating for eight (8)
- First right of refusal of sponsorship for next year

Platinum Sponsor – \$3,000

- Logo recognition (lsi website, publicity, event signage)
- Full reserved table (8 seats) with company logo table sign

Gold Sponsor – \$2,000

- Name recognition (lsi website, publicity, event signage)
- Reserved table seating for six (6)

Silver Sponsor – \$1,500

- Name recognition (lsi website, publicity, event signage)
- Reserved table seating for four (4)



2025 YP1si 360° Tour - An Educational Experience in Economic Development

April 2026

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

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

- Top billing logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced breakfast
- Opportunity to make opening remarks
- Opportunity to distribute promotional materials to all attendees
- Six (6) tickets to all day event (breakfast and tour)
- First right of refusal of sponsorship for next year

Breakfast Sponsor – \$4,000 (Limited to 1)

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced breakfast
- Opportunity to make remarks at breakfast
- Opportunity to distribute promotional materials to all attendees
- Six (6) tickets to all day event (breakfast and tour)
- First right of refusal of sponsorship for next year

Platinum Sponsor – \$2,500

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced breakfast
- Opportunity to distribute promotional materials to all attendees
- Four (4) tickets to the event
- First right of refusal of sponsorship for next year

Gold Sponsor – \$1,500

- Name recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced breakfast
- Two (4) tickets to the all day event (breakfast and tour)

Silver Sponsor – \$750

- Name recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced breakfast
- One (2) tickets to the all day event (breakfast and tour)



The ONCE Awards

November 2026

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
- Nonprofit Program of the Year
- Chairman's Legacy
- Business of the Year (50 or fewer employees)
- Business of the Year (51 or more employees)

- Manufacturer of the Year
- Professional of the Year
- Young Professional of the Year
- Community Leader of the Year
- Community Initiative Award

Platinum Sponsor – \$3,500

- Top billing logo recognition (1si website, publicity, event signage)
- Company name featured on one (1) award (Cannot Apply for this award)
- Company representative to speak and present award
- Full reserved table (8 seats) with company logo table sign
- First right of refusal of sponsorship for next year

Floral Sponsor \$2500 (Limited to 1)

- Logo recognition (1si website, publicity, event signage)
- Reserved table seating for six (6)
- Company logo featured on all floral arrangements (1 per table)
- First right of refusal of sponsorship for next year

Gold Sponsor – \$2,000

- Name recognition (1si website, publicity, event signage)
- Reserved table seating for six (6)

Silver Sponsor – \$1,500

- Name recognition (1si website, publicity, event signage)
- Reserved table seating for four (4)





Metro Manufacturing Alliance Manufacturing Summit

May 2026

A day of learning for manufacturers by manufacturers, this widely attended event brings together members of the 1si 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 (Limited to 1)

- Top billing logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Opportunity to distribute one promotional item attendees
- Four (4) tickets to event
- First right of refusal for next year

Speaker Sponsor – \$5000 (Limited to 1)

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Opportunity to host speaker for dinner the evening before Summit
- Opportunity to distribute one promotional item attendees
- Invitation to MMA CEO Luncheon immediately following summit
- Six (6) tickets to event
- First right of refusal for next year

CEO Luncheon Sponsor – \$3000 (Limited to 1)

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Opportunity make remarks at CEO Luncheon
- Opportunity to distribute one promotional item attendees
- Seat at Summit VIP table
- Two (2) tickets to event
- First right of refusal for next year

Gold Sponsor – \$2000

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Two (2) tickets to event

Silver Sponsor – \$1000

- Name recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Two (2) tickets to event

Booth Sponsor – \$750

- Name recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Two (2) tickets to event



1si's 20th Anniversary Celebration

May 2026

One Southern Indiana Chamber of Commerce and Economic Development came together in 2006. Join us to celebrate 20 years of supporting the community and helping grow business.

Presenting Sponsor—**SOLD**

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Opportunity to give opening ceremony remarks
- Opportunity to distribute one promotional item attendees
- Eight (8) tickets to event

Platinum Sponsor – \$2,500

- Logo recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Eight (8) tickets to event

Gold Sponsor – \$1,500

- Name recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Four (4) tickets to event

Silver Sponsor – \$1,000

- Name recognition (1si website, publicity, event signage)
- Company name and sponsorship level announced
- Two (2) tickets to event





\$5 Billion Economic Development Celebration

Date TBD

One Southern Indiana is the economic development engine of our region, serving Floyd, Clark and Scott County. Join us to celebrate the \$5 billion investment made into our region.

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

- Logo recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced
- Opportunity to give opening ceremony remarks
- Opportunity to distribute one promotional item attendees
- Eight (8) tickets to event

Platinum Sponsor – \$2,500

- Logo recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced
- Eight (8) tickets to event

Gold Sponsor – \$1,500

- Name recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced
- Four (4) tickets to event

Silver Sponsor – \$1,000

- Name recognition (lsi website, publicity, event signage)
- Company name and sponsorship level announced
- Two (2) tickets to event





PROGRAMS



Metro Manufacturing Alliance Manufacturing Week

September 2026

For one week in September, Southern Indiana celebrates National Manufacturing Month by inviting Southern Indiana students to interact with local manufacturers 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.

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—SOLD

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

Lunch Sponsor - \$2,500

- Company logo recognition as Lunch Sponsor on promotional materials distributed for this event

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

- Company logo recognition as Silver Sponsor on promotional materials distributed for this event

Booth Sponsor - \$1,000





5 O'clock Network

This successful monthly event regularly draws 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 - \$750 (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 (Isi'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 a variety of attendees at each event.

Presenting Sponsor - \$2,500

- 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 - \$1,500

- 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 All Over Sponsor—\$5000

- Three tickets per YP event
- Logo recognition featured on promotional items at all YP events
- Opportunity to speak at all YP events

YP1si Professional Development Sponsor—\$500

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



Commercial Connections

Meets 6 times a year

This wide-ranging group is open to all businesses involved in some aspect of building development, construction, maintenance, and marketing. Meetings typically include a featured speaker plus networking.

Presenting Sponsor - \$2,500

- Recognition as Commercial Connections 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



Health & Wellness

Meets 4 times a year

This group is open to professionals involved in health and wellness companies and organizations, including hospitals, senior care, nursing, rehab facilities (mental and physical), doctor/dentist/veterinary practices, wellness, nutrition, chiropractors, medical-related businesses, hospice, assisted living communities, counseling, therapeutic, occupational health, behavior health, allergy, health education, insurance and more!

Presenting Sponsor - \$1,500

- Recognition as Health & Life Services 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

Let's Do Lunch

Meets 6 times a year

Join us over the lunch hour for networking and connecting! This event is perfect for those who want to network during business hours.

Let's Do Lunch Host Sponsor (restaurant) - \$300

- Recognition as Let's Do Lunch 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

Let's Do Lunch Host Sponsor (non-restaurant) - \$500

- Manager of Programs, Events and Groups works with host sponsor on location and handles logistics of securing spot
- Recognition as Let's Do Lunch 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

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) - \$3,000

- 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



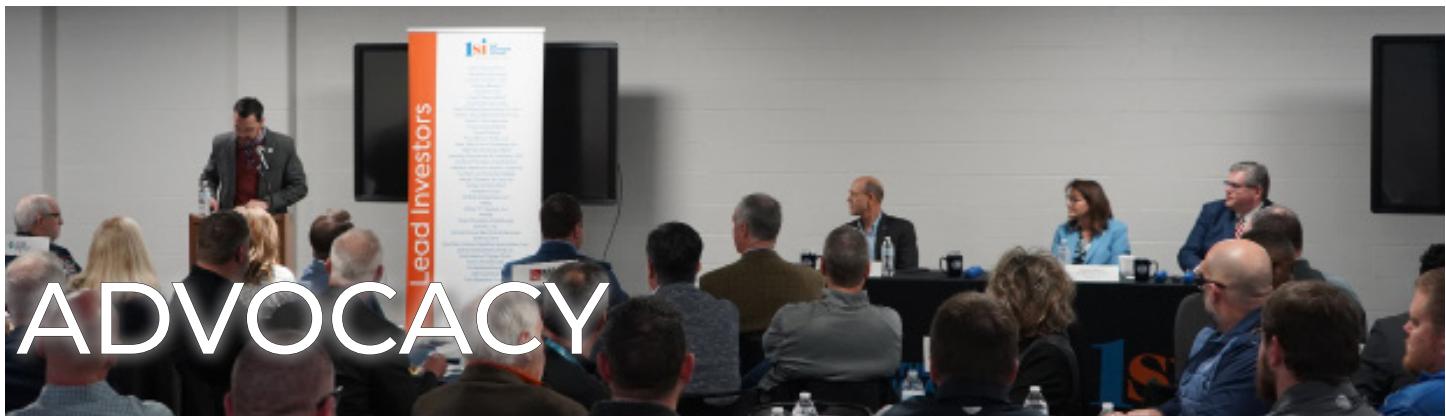
MMA Video Sponsor

This informative video is produced four times a year to update the Metro Manufacturing Alliance (MMA) about information and updates in the manufacturing realm. The video is distributed to all MMA members and their employees.

Four videos - \$1,000

One Video - \$300





ADVOCACY

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.

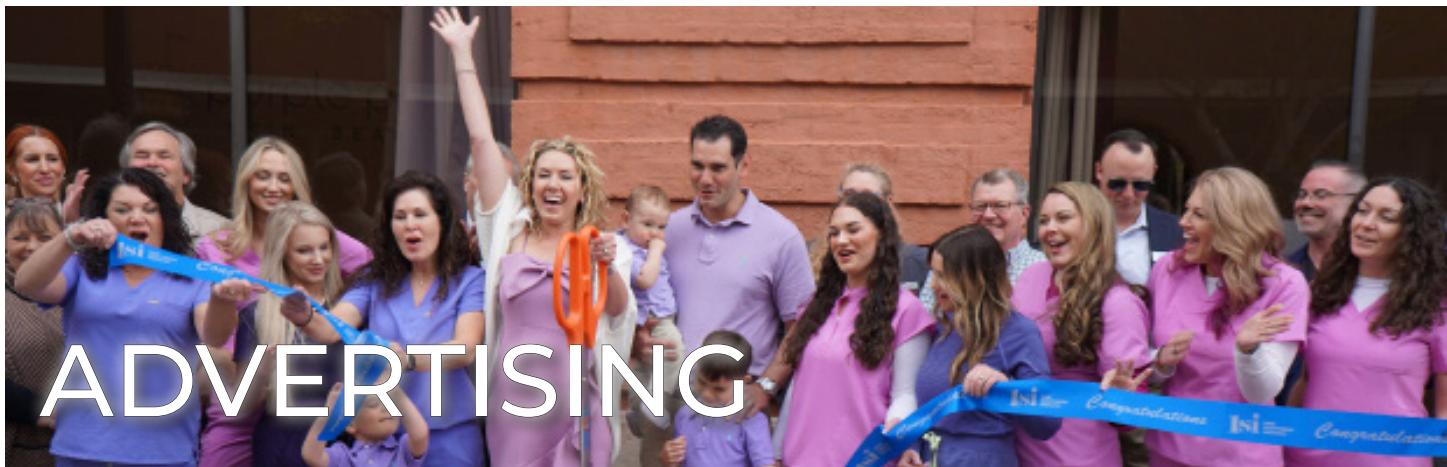
In order to connect our members with policy makers, 1si typically hosts five specific events annually: two events with local elected officials (normally a panel discussion with one for mayors and one for county commissioners), one event with state officials, one event with a federal official, and an Indiana Chamber Legislative Preview. These events are an opportunity for businesses to interact with their elected officials. Dates for 2024 are to be determined.

Sponsorship Levels:

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

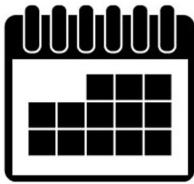
- Reserved seating for a number of company representatives and guests
- Opportunity to speak during the event
- Logo recognition on promotional materials distributed for this event





The One Weekly eNewsletters

The **1** Weekly Upcoming Events



August 14, 2023

The One Weekly e-newsletters highlight different topics on different days of the week. Mondays feature our upcoming events, Tuesdays are For and About Members, Wednesday is focused on Advocacy Updates, and Thursdays highlight our member discounts and benefits.

Each issue is sent to more than 4,000 decision-makers so your business will be seen along with the latest news and insights into Southern Indiana business.

Pricing: \$100 per issue (limited 1 per issue)

Specifications:

Jpeg, gif, or png no larger than 800 pixels wide X 400 pixels tall. Each ad can be linked to a specific web address, email address or PDF file. Email OliviaM@1si.org for details.

Member2Member e-Blast

Member2Member



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.

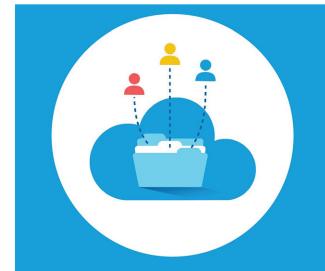
Digital Advertising Discounts

Classic Level Members: Purchase one or more Member2Member e-Blast for \$50 off your purchase.

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

1si Member Database

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 OliviaM@1si.org 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 nationwide audience.

