



# 2012 OPPORTUNITIES GUIDE



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Dear Valued Member,

The Lincoln Chamber of Commerce has continued its tradition of mission driven events in 2011 and is pleased to bring you even more exciting events in the coming year. Chamber events continue to grow and evolve with participation and support from members like you. In continuing our tradition the Chamber is proud to present the 2012 Opportunities Guide.

Through involvement, your business can maximize its membership investment by increasing visibility and exposure while targeting your business marketing efforts. Event sponsorships are provided as a value added benefit of membership.

When designing your business marketing plan for 2012, consider these opportunities. Your business can make the most of its membership by taking part in the 2012 Chamber Opportunities Guide. The Chamber is offering a wide variety of events to meet your small or large business needs during the year. We ask for your consideration and encourage you to invest in the efforts of the Lincoln Chamber of Commerce and include us in your marketing budget.

Enclosed you will find your copy of the 2012 Opportunities Guide that outlines all of the details.

I look forward to working with you in 2012!

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53% of sales and marketing professionals say events are the best vehicle for accelerating business relationships.

Source: "EventView 2009"



## *Take Advantage of these opportunities before the end of 2012!*

### **Benefits of Event Sponsorship include:**

- Recognition on promotional materials distributed to over 1,500 Chamber member businesses and over 150,000 contacts
- Visibility in the Lincoln community
- Acknowledgement in programs, banners and promotions
- Website presence for your company
- Complimentary attendance for member representatives
- And more...

### **What are our Premiere Special Event Opportunities for 2012?**

- Business to Business Tradeshow
- Annual Luncheon/Celebrate Business Luncheon
- Business After Hours
- Face the Chamber
- Chamber Classic Golf Outing
- Committee Meeting Sponsorships
- Federal Fly Back
- Lincoln's Young Professionals Group

*Secure your event sponsorship today!*

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## Business to Business Tradeshow

TBD

The Lincoln Chamber of Commerce is proud to host one of the region's largest tradeshows. The Business to Business (B2B) tradeshow is Lincoln's premiere tradeshow with over 140 exhibitors and over 1,700 attendees. The B2B tradeshow is an excellent opportunity for you to connect with thousands of potential customers in a single day. Exhibitors introduce new products, build distribution and/or generate new business leads. There are several levels of sponsorship to suit any budget.

### **B2B Title Sponsorship** **\$3,500 (Limit 6)**

Title sponsor businesses will enjoy their company logo and/or business mention featured throughout all print and electronic media including billboards and radio/television spots. Title sponsors also receive a double booth including complimentary skirted table, chairs, electrical and internet access. Title sponsor booths will be located in a premiere, high-traffic position at the show.

### **B2B Junior Sponsorship** **\$1,500 (Limit 10)**

Junior sponsor businesses will enjoy their company logo and/or business mention featured throughout all print and electronic media. Junior sponsors also receive a booth including complimentary skirted table, chairs, electrical and internet access. Junior sponsor booths will be located in a desirable position at the show.

### **B2B Swag Bag Sponsor** **\$2,500 (Limit 1)**

With this sponsorship, your company logo and information will be featured prominently and individually on the official Business to Business Tradeshow swag bag for all attendees. Handed out at the registration area, your business will be on display throughout the show and taken home by attendees. The swag bag sponsor will receive recognition in printed materials, electronic media and signage. Additionally, this sponsor will receive a booth including complimentary skirted table, chairs, electrical and internet access.

It costs **\$215** to make a face-to-face visit with a potential customer at a trade show, and **\$1,039** to make a face-to-face visit with a potential customer without using trade shows.

Source: Center for Exhibition Industry Research

**B2B Lanyard Sponsor  
\$3,000 (Limit 1)**

The lanyard sponsoring business will have their logo featured on all attendee and exhibitor nametag lanyards used throughout the show. Handed out at the registration area, your business will be on display throughout the show and taken home by attendees. The lanyard sponsor will receive recognition in printed materials, electronic media and signage. Additionally, this sponsor will receive a booth including complimentary skirted table, chairs, electrical and internet access.



**B2B Exhibitor Cafe  
\$1,250 (Limit 1)**

Our B2B exhibitors put in a long day. We have provided a room on each level of the show for exhibitors to get off their feet, have something to eat and drink, make phone calls or check email. The business sponsoring our two exhibitor areas will be featured on signage in the room and is invited to provide staff and/or promotional materials throughout. Additionally, this sponsor will receive a booth including complimentary skirted table, chairs, electrical and internet access.

**B2B Transportation Sponsor  
\$1,250 (Limit 1)**

To provide greater access to the show, we will be providing a shuttle service and expanded parking options. The sponsoring business will be featured on and throughout the shuttle for exhibitors and attendees. The business sponsoring our transportation will be featured on signage on the shuttle and is invited to provide staff and/or promotional materials throughout. Additionally, this sponsor will receive a booth including complimentary skirted table, chairs, electrical and internet access.

**B2B Booth  
\$450**

All booth sponsors will be promoted in the Lincoln Journal Star's B2B event program. Businesses will receive two complimentary lunches and 50 complimentary B2B admission tickets to use for clients, friends and family. Booth sponsors will receive an 8 x 10, draped booth, skirted table, chairs, booth signage and staff name badges. Extra lunches, electricity, internet access, extra tables and chairs may be purchased in advance.

## Celebrate Business Lunch & Awards

September 5, 2012  
Cornhusker Marriott  
Hotel

This annual event celebrates the valuable contributions businesses make to our community and recognizes both business and individual lifetime achievement. Over 700 community leaders have attended this sold-out awards luncheon for the past 13 years. Nominations are accepted each year during June and July. After winners are chosen by a committee, they are contacted by Snitily Carr. Their production team produces a unique video segment for each winner to be showcased during the luncheon.



### Corporate Sponsorship \$ 2,500

Corporate sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, corporate sponsor logos will be featured in a full-page ad in the Lincoln Journal Star following our event. Each sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table.

### Corporate Table Sponsor \$ 1,000

Corporate sponsors will receive recognition in our event program. Each sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table.



### Marketing Sponsorship \$1,200 (limit 1)

This sponsor's logo will appear in the program and electronically. The marketing sponsor will receive a table for ten individuals at the event

**Individual Ticket**      **\$40**

## 2011 Celebrate Business Award Winners

**Burnham Yates Citizenship Award**  
Duane Acklie

**Roger T Larson Community Builder Award**  
Brad Korell

**Cornerstone Award**  
Black Hills Energy

**Tourism Development Award**  
Smith Collection Museum of American  
Speed

**Small Business of the Year**  
Three Pillars Media

**Entrepreneurial Spirit Award**  
Nebraska Global

**Green Business of the Year**  
State Farm Insurance Companies

**Manufacturer of the Year**  
IMSCORP

## Women in Business Conference

March 15, 2012  
Country Club of Lincoln

This annual half day conference is held in cooperation with the University of Nebraska, Lincoln College of Business Administration and draws over 300 attendees. This event gives women in the workplace an opportunity to educate themselves on issues within their organizations as well as network.

### Corporate Sponsor \$2,000 (Limit 6)

Corporate sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, corporate sponsors also receive a table for ten individuals at the event and will have their logo/ company name recognized at the table. Corporate sponsors will also be recognized during the program.

### Lunch Sponsor \$1,000 (Limit 4)

Lunch sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, lunch sponsors also receive five tickets for individuals to attend the event.

### Individual Ticket

\$65



## Chamber Classic Golf Outing

May 18, 2012  
Hillcrest Country Club

Public relations opportunities like this don't come along every day! The Chamber's golf tournament is the - can't miss - golf event each year. Hillcrest Country Club and their staff provide a first-class experience that is enhanced by interactive networking activities at each tee box. Whether you love to play or are looking for a creative way to reach Lincoln executives, our tournament provides a unique opportunity for budgets of all sizes. Our tournament has enjoyed SOLD-OUT status for many years. Don't miss your chance to participate!



### **Eagle Sponsor \$2,500 (Limit 4)**

Eagle sponsor businesses will enjoy their company logo and/or business mention featured throughout all print and electronic media. Eagle sponsors also receive two, four-person teams and a hole sponsorship.

### **Birdie Sponsor \$1,500 (Limit 6)**

Birdie sponsor businesses will enjoy their company logo and/or business mention featured throughout all print and electronic media. Birdie sponsors also receive one, four-person team and a shared hole sponsorship. For this hole sponsorship, you may have a representative on-hand to pass out promotional materials, or you may choose to have the Chamber distribute a promotional item on your behalf.

### **Par Sponsor \$750**

Our Par Sponsors will receive two spots on a four-person team. Par sponsor businesses will enjoy their company logo and/or business mention featured throughout print and electronic media.

### **Beverage Cart Sponsor \$1,500 (Limit 3)**

Beverage cart sponsoring businesses will enjoy their company logo and/or business mention featured throughout all print and electronic media and on no less than three beverage carts that will be on the course throughout the day. Beverage cart sponsors also receive one, four-person team.



**Golf Cart Sponsor  
\$2,500 (Limit 1)**

The golf cart sponsor will enjoy their company logo and/or business mention featured throughout all print and electronic media and have company logo on all golf carts. The registration sponsor also receives one, four-person team.

**Golf Swag Bag Sponsor  
\$1,500 (Limit 1)**

With this sponsorship, your company logo and information will be featured prominently and individually on the swag bag for all golfers. Handed out at the registration area, your business will be on display throughout the day and taken home by golfers. The swag bag sponsor will receive recognition in printed materials, electronic media and signage. The registration sponsor also receives two spots on a four-person team.

**Registration Sponsor  
\$1,000 (Limit 1)**

The registration sponsor will enjoy their company logo and/or business mention featured throughout all print and electronic media and have company representatives at the registration desk to greet golfers. The registration sponsor also receives two spots on a four-person team.

**Hole Sponsor  
\$400 (Limit 15)**

Fifteen holes throughout the course are available for sponsorship. Hole sponsor businesses will enjoy their company logo and/or business mention featured throughout print and electronic media. Sponsoring businesses should plan to have a fun activity or unique experience that showcases their business. Following play, golfers vote for their favorite hole sponsor. The winning business will be recognized at the awards reception and receive a trophy.

**4 Person Team \$600**

**Individual Golfer \$175**



## Annual Lunch

TBD  
Cornhusker Marriott  
Hotel

This event celebrates the accomplishments and highlights the success of your Chamber. Over 700 people traditionally attend to hear the State of the Chamber Address and receive the Chamber's Annual Report. Additionally, this event features a nationally known keynote speaker and has enjoyed a SOLD-OUT status for many years.

### Lunch Sponsor \$5,000 (Limit 4)

Lunch sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, lunch sponsors also receive a table for ten individuals at the event and will have their logo/company name recognized at the table. Lunch sponsors may also be engaged in the speaker selection process. Lunch sponsors will be invited to all pre and post-event engagements featuring our speaker.

### Speaker Sponsor \$2,500

Speaker sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, the speaker sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table. Speaker sponsors will be invited to all pre- and post-event engagements featuring our speaker.

### Corporate Table Sponsor \$1,250

Corporate sponsors will receive recognition in our event program. Each sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table.

**Individual Ticket      \$50**



## Past Keynote Speakers

**Steve Forbes**  
President & CEO  
Forbes Magazine

**Dr. Martin Regalia**  
Economist  
U.S. Chamber of Commerce

**Liz Claman**  
Anchor  
Fox Business Network

**Ken Schmidt**  
Past Director of Communication for  
Harley-Davidson

**Stuart Varney**  
Financial and Economic Journalist,  
TV Host

**Alison Levine**  
Leader of the First American  
Women's Everest Expedition

## Face the Chamber

February 15

March 14

April 18

May 9

September 12

October 10

November 14

Face the Chamber luncheons provide a forum for public policy issues and topics of interest to our membership. Luncheons are traditionally held the second Wednesday of the month at the historic Country Club of Lincoln. Attendance at these events ranges between 150 – 250 people and is generally attended by our local media and many elected officials.



### Presenting Sponsor \$2,500

Presenting sponsors will receive recognition in all printed materials, electronic media and mention during the program. Additionally, presenting sponsors also receive a table for ten individuals at the event and will have their company name recognized at the table. One representative from the presenting sponsor is invited to sit at the head table during the event.

**Individual Ticket** \$15 in advance  
\$20 day of event

## 2011 Face the Chamber Speakers

**February**  
Mayor Chris Beutler

**March**  
Governor Dave Heineman

**April**  
Donde Plowman

**May**  
Haymarket Arena Update

**September**  
Patrick Smith, Nebraska Global

**October**  
LPS Superintendent Steve Joel

**November**  
Nebraska Wesleyan University

# Business After Hours

## Monthly Event

Fourth Thursday of the month

4:30 - 6:30pm

This popular networking event is held the fourth Thursday of each month from, 4:30 to 6:30 p.m. and is one of the most popular sponsorships of the year. This event attracts over 250 Chamber members and is used by sponsors to give exposure to new or expanded facilities or partner with a new event venue. Sponsors provide one drink ticket per person and hors d'oeuvres, in addition to a \$500 sponsorship fee to the Chamber. Business After Hours is an exceptional opportunity to showcase your products, services and gain new customers.

Traditionally, the Business After Hours host is also the sponsor. However, we have had great success using non-traditional venues and partnering our Chamber member businesses together to provide a memorable experience for attendees. ***If your business is interested in hosting in 2012, please contact us!***



# 2012 Business After Hours

**January 26**  
Assurity Life Insurance Corp

**February 23**  
Still Available

**March 22**  
Nebraska Champions Club

**April 26**  
Still Available

**May 24**  
Still Available

**June 28**  
Still Available

**July 26**  
Still Available

**August 30**  
Savor the City

**September 27**  
Parker's Smokhouse

**October 25**  
Still Available

**November 15**  
Still Available

**December 13**  
Still Available

### Presenting Sponsor \$500 plus (hors d'oeuvres & 1 drink ticket per person)

Presenting sponsors will receive recognition in all printed materials, electronic media and signage. All employees of the sponsoring business are invited to attend free of charge. A company representative will be invited to make comments during the program at this event.

## Savor the City Business After Hours

August 30, 2012  
Cornhusker Marriott  
Hotel

Savor the City is typically the largest after-hours event that the Chamber hosts each year. This "taste of Lincoln" event features a wide variety of selections from Lincoln's restaurant and catering businesses. Each year, attendees vote and choose the Best of Show who then receives the Golden Plate Award during the event. If you're in the restaurant or catering business, this is the perfect opportunity to reach the business community and potential customers. If you love food, this is the place to be!



### Presenting Sponsor \$2,000 (Limit 1)

The presenting sponsor will receive recognition in all printed materials, electronic media and signage. All employees of the sponsoring business are invited to attend free of charge. A company representative will be invited to make comments during the program at this event.

- Sponsor will provide the cost of one complimentary drink per person plus 2 drinks for each exhibitor, approximately \$1,200
- The sponsoring organization is also invited to exhibit at this popular event
- Company recognition on signage, website and printed materials
- All employees are welcome to attend free of charge
- A double booth with premium placement
- One company identification sign
- Two 8 ft. black, skirted tables and two chairs
- Unlimited complimentary drink tickets for the networking reception

### Featured Restaurant or Caterer FREE to Chamber Member Restaurants & Caterers (Limit 50)

All vendors will be promoted in an ad in the Lincoln Journal Star prior to the event and on all print and electronic media. Vendors will receive two complimentary drink tickets and free admission for their employees. Vendors will receive a skirted table, chairs, signage and staff name badges. Vendors should plan to provide complimentary food/drink samples and provide appropriate tableware for approximately 300 attendees.

- Skirted table and two chairs at the event
- Exhibitors will provide complimentary samples for all guests
- Two complimentary drink tickets
- Company recognition on the Chamber website and invitation
- Opportunity to showcase your products to over 300 potential customers, including local event & meeting planners
- All employees are welcome to attend free of charge



## Small Business Network

Meetings held the 2<sup>nd</sup> Friday of each month at 7:30 a.m.

Small Business Networking has been a part of our Chamber programming for many years. Meetings are held on the second Friday of each month from 7:30 to 9:00 a.m. Those who regularly attend seek increased company revenue (small business owners) or increased personal sales (company sales representatives). This meeting is designed to introduce them to other business people also looking to increase their market share.

### Small Business Network Sponsor \$100 (limit one per month)

Sponsors will receive recognition in all printed materials and electronic media. Additionally, sponsors are invited to distribute promotional materials and have a representative make comments during the program. There may be opportunities to host the meeting at your location.

- January 13
- February 10
- March 9
- April 13
- May 11
- June 8
- July 13
- August 10
- September 14
- October 12
- November 9
- December 14

## Ambassador Council

Meetings held the 1<sup>st</sup> Wednesday of each month at 12:00 noon

The Ambassador Council is the official public relations arm and welcoming committee of the Chamber and is involved in member relations and retention. Ambassadors typically meet the first Wednesday of each month at noon with between 60 – 75 people in attendance. The Ambassador Council is comprised of 120+ volunteers.

### Ambassador Luncheon Sponsor \$100 (limit one per month)

Lunch sponsors will receive recognition in all printed materials and electronic media. Additionally, lunch sponsors are invited to distribute promotional materials and have a representative make comments during the program.

## Chamber Coffee

Meetings held the 1<sup>st</sup> Wednesday of each month at 8:00 a.m.

The Lincoln Chamber invites local elected officials and business leaders to discuss issues impacting Lincoln. There is no cost to attend this event, which is open to the entire membership.

### Chamber Coffee Sponsor \$2,000 (limit 3)

The logo of the sponsoring business will be featured prominently in all electronic media and printed materials.

## Transportation and Public Works Forum

Meetings held the 3<sup>rd</sup> Wednesday of each month at 8:00 a.m.

The mission of this forum is to focus on three to four key transportation and public works issues impacting business growth and development in Lincoln/Lancaster County and help advance the Chamber position on such issues.

### Transportation & Public Works Sponsor \$2,000 (limit 3)

The logo of the sponsoring business will be featured prominently in all electronic media and printed materials.

## 2011 Transportation & Public Works

**January** – LB 84 – Sales Tax Allocation for Road Funding w/Sen. Deb Fischer, Chair of the Transportation & Telecommunications Committee

**February** – LPlan 2040 Comprehensive Plan Update w/Marvin Krout, Planning Director for Lincoln/Lancaster County

**March** – State Transportation Funding w/Sen. Kathy Campbell, member of the Transportation & Telecommunications Committee

**April** – West Haymarket Arena Contracts and Construction w/Bob Caldwell, President of Hampton Enterprises

**May** – Access Management Policies for Development w/Roger Figard, City Engineer

**June** – Railroad Transportation Safety District w/Roger Figard, Chairman of the RTSD

**September** – Lower Platte South NRD w/Glenn Johnson, Program Manager for the District





## Public Policy Forum

Meetings held the 4<sup>th</sup> Wednesday of each month at 8:00 a.m.

The public policy forum provides members with the opportunity to discuss issues related to the Chamber's core objective.

### Public Policy Sponsor \$2,000 (limit 3)

The logo of the sponsoring business will be featured prominently in all electronic media and printed materials.

## 2011 Public Policy Speakers

**January-** Gov. Dave Heineman – 2011 State of Nebraska Update

**February-** Richard Baier – Economic Development Plan for Nebraska

**March-** CIR Reform – a Panel Discussion

**April-** Sen. Tony Fulton, member of Appropriations Committee – State Budget Briefing

**May-** Sen. Chris Langemeier – Legislative Redistricting

**June-** Dr. Eric Thompson, Director of the Nebraska Bureau of Business Research – Green Jobs in Nebraska

**September-** Kevin Wailes, CEO of LES – Lincoln Electric System Budget & Dividend

## Legislative Forum Breakfast

October, 2012 (Date TBD)  
Nebraska Club

Held in conjunction with the Nebraska State Chamber this popular breakfast is held each fall to preview important issues for the upcoming legislative season. This forum also features comments from current and incoming senators. Held at the Nebraska Club each year, this event is traditionally attended by nearly 100 people.

### Legislative Forum Sponsor - SOLD

The logo of the sponsoring business will be featured prominently in all electronic media and printed materials. Additionally, the company receives four tickets to attend and a representative from the sponsoring company is invited to speak briefly during the program.

**Individual Tickets - \$25**



## Federal Fly-Back

August 9 or 16, 2012  
Strategic Air & Space  
Command

Don't miss your chance to participate in the keystone Public Policy event of the year. The Lincoln Chamber of Commerce along with a delegation of over 700 business, government and educational leaders from Lincoln and Omaha meet with the Nebraska Congressional Representatives to be briefed on issues important to our communities. The lunch program will feature a keynote address.

### **Patriot Sponsor \$5,000**

Patriot sponsors will receive recognition on all printed materials, electronic media & signage. Additionally, patriot sponsors will receive recognition during the breakfast & lunch program. This sponsorship includes 10 attendees to the event.

### **Liberty Sponsor \$3,000**

Liberty sponsors will receive recognition on all printed materials, electronic media & signage. Additionally, liberty sponsors will receive recognition during the breakfast. This sponsorship includes five attendees to the event.

### **Victory Sponsor \$2,000**

Victory sponsors receive recognition on all printed materials, electronic media & signage. Also includes two attendees to the event.

### **Briefing Booklet Sponsor \$2,000**

Portfolio Sponsors will be recognized on the custom booklets prepared for Fly-In attendees. Briefing booklet sponsors will also receive recognition in all printed materials, electronic media and signage.

### **Lunch Corporate Table Sponsor (Admission to the Lunch Only) \$1,000**

This sponsor's logo will appear in the program, electronically and receive a table for ten individuals at the lunch.

### **Individual Ticket**

**\$95**

## Candidate Connect

To Be Determined

This event features candidates for the upcoming election. Come on down and get to know the candidates in an informal setting with plenty of food and drink.

**Presenting Sponsor \$1,500**

The presenting sponsor will be recognized on all printed materials, electronic media and signage. All employees of the sponsoring business are welcome to attend.

**Individual Tickets - \$10**

## New CEO Welcome Reception

To be determined

Receptions are held with the purpose of welcoming CEO's, Presidents, General Managers and Officials to our community. Receptions are held at the Chamber and are attended by 75-100 business leaders and elected officials. Receptions are generally held twice a year. Dates are to be announced.

**Presenting Sponsor \$2,500**

The presenting sponsor will be recognized on all printed materials, electronic media and signage. All employees of the sponsoring business are welcome to attend.



**61%** of marketers  
consider face-to-face exhibiting  
as the most effective means to  
build a brand image.

Source: "EventView 2009"

## Chamber Open House

Held once during the membership drive

Chamber of Commerce

The Chamber open house is held once a year during the annual membership drive.

All prospective Chamber members are invited to attend an informative, interactive session to become familiar with all that the Chamber has to offer. There is no cost to attend this event.

### Chamber Open House Sponsor \$1000

The Chamber open house sponsor will receive company logo on all invitations and communication, recognition at the event and the opportunity to speak and/or distribute company info at the event

## Chamber 101

Semi-Annually

Chamber of Commerce

Orientation sessions are held twice a year. All new Chamber members are invited to attend an informative, interactive session to become familiar with all that the Chamber has to offer. There is no cost for members to attend.

### New Member Orientation Sponsor \$1000

The new member orientation sponsor will receive company logo on all invitations and communication, recognition at the event and the opportunity to speak and/or distribute company info at the event



# Economic Development Summit

June 21, 2012

Cornhusker Marriott Hotel

This is the Lincoln Partnership for Economic Development's annual breakfast event. Leaders in many different areas will be invited to discuss economic development, education, training, and workforce development. The Lincoln Area Development Partnership is a regional economic development organization made up of community and county E.D. groups dedicated to creating new economic opportunities for Southeast Nebraska.



## Breakfast Sponsor \$2,500 (Limit 4)

Breakfast sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, breakfast sponsors also receive a table for ten individuals at the event and will have their logo/company name recognized at the table. Breakfast sponsors will be invited to any and all pre and post-event engagements featuring our speaker.

## Corporate Table Sponsor \$750

Corporate sponsors will receive recognition in our event program. Each sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table.

## Individual Ticket \$50

## Past Keynote Speakers

### Mary Walshok

Associate Vice Chancellor, Public Programs  
University of California, San Diego

### Rebecca Ryan

Founder  
Next Generation Consulting

### Angelos Angelou

Principal Executive Officer - Economic Development Division  
Angelou Economics

### Steve Vierck, CEcD

President - Economic Development Division, Angelou Economics

### Ronnie Bryant, CEcD, FM, HLM

President & CEO  
Charlotte Regional Partnership



## **talentLNK**

Summer 2012

The talentLNK program focuses on college students completing internships in Lincoln. College students who complete internships are more likely to stay in Lincoln after graduation. This program's initiatives are designed to motivate graduates to do just that: live and work in Lincoln.

The program runs for five afternoons in June. Each 2-3 hour session covers a different aspect of living and working in Lincoln.

### **talentLNK Program Sponsorships \$1,500**

Unlimited membership for your interns/student workers, company recognition and link on talentLNK website page and provide company recognition on signage at all events

### **Intern Participation**

**\$75**

## **talentLNK Program**

### **Kickoff event – Pursuing Your Passion**

This is an ice-breaker, motivational event with speakers and opportunities for everyone to get acquainted.

### **Building Your Network & Business Etiquette**

How to build a professional network, considerations of social media and business etiquette.

### **Industries & Entrepreneurship**

What types of businesses does Lincoln attract? What companies are headquartered here? If students are interested in starting their own business, what resources are available here?

### **Local Government & Community Philanthropy**

Who are Lincoln's leaders? What is our vision for Lincoln? How can students and young professionals engage in giving back.

### **What you Get For the Money – Why Lincoln?**

Demonstrate to students why Lincoln would be a good choice. Talk about our excellent schools, public safety, cost of living, nightlife and entertainment.

# Lincoln Chamber of Commerce Website

www.LCOC.com

The Chamber website is the information source for our members. Don't miss your chance to gain visibility for your company with a web ad to our members. The site averages over 3,600 hits per month. Ads run for 1 year from date of purchase/art submittal. To advertise on www.LCOC.com, you must be a Lincoln Chamber member in good standing.

### Ad Specifications:

235 px wide x 75 px high  
4-color

Link ad to your website  
Acceptable formats: PDF, JPG, GIF, TIF, EPS, AI and PSD

### Submit To:

Judi Yorges  
jyorges@lccoc.com

### Home Page Website Ad (Limit 2) \$3,500

Ads will appear on the home page of www.LCOC.com.

### Membership Pages Website Ad

### Public Policy Pages Website Ad

### News & Events Pages Website Ad

### Relocation & Visiting Pages Website Ad

### (Limit 2/section) \$3,000

Ads will appear on the chosen section of www.LCOC.com website

### Enhanced Listing in Business Directory

### (No Limit) \$150

The business listing receives preferred placement above standard membership listing, a link to your website.

### Web Link Only (No Limit) \$75

Visitors to our site will be able to access your web site with one click.

## First Call Weekly Newsletter

First Call is the electronic newsletter to our members every Monday. Don't miss your chance to gain visibility for your company with an ad in First Call. The subscription list for the newsletter is over 5,200. Ads run for 1 month. To advertise, you must be a Lincoln Chamber member in good standing.

### Ad Specifications:

600 px wide x 75 px high  
4-color

Link ad to your website  
Acceptable formats: PDF, JPG, GIF, TIF, EPS, AI and PSD

### Submit To:

Judi Yorges  
jyorges@lccoc.com

### First Call Ad (Limit 1 per month) \$1,000

Ads will appear at the top of the electronic newsletter for the one month that is chosen by the advertiser.

## YPG Program Sponsor

Established in 2007, the Lincoln YPG has quickly established itself as the premiere organization empowering young professionals in Lincoln to create an energetic and dynamic environment of learning, networking and entrepreneurship. Membership has reached 660+ young professionals in Lincoln. This is an opportunity to engage this audience and provide a meaningful professional development experience for your employees.

### YPG Program Sponsorships \$2,500

Company benefits include: unlimited membership for your employees, recognition and link on YPG website, exclusive presentation from leadership of YPG to register your employees and provide orientation, company recognition on signage at all events, and table at annual awards and Membership Lunch



### [ Supportstar ]

Someone who shows their dedication to the long term health of our community by sponsoring Lincoln's YPG.



## Lincoln's YPG Annual Awards & Membership Lunch

April 24, 2012  
Country Club of Lincoln

The YPG Annual Event celebrates the accomplishments and highlights successes of the organization. Members of the Young Professionals Group gather each year to award a Young Professional Employer of the Year and the Young Professional of the Year for their contributions. Join the YPG in empowering Young Professionals and engage in the future of Lincoln.

### Presenting Sponsors \$2,000

Presenting sponsors will receive recognition on all printed materials, electronic media and signage. A table of ten at luncheon with name and logo on table. As well as the opportunity to network with over 400 Young Professionals

### Speaker Sponsor \$1,000

Speaker sponsors will receive recognition in all printed materials, electronic media and signage. Additionally, the luncheon sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table.

### Corporate Table \$500

Corporate table sponsors will receive recognition in our event program. Each sponsor also receives a table for ten individuals at the event and will have their logo/company name recognized at the table.

### Individual Ticket

**\$25**



## 2011 Award Winners

### 2011 YPG Statewide Award

Connecting Young Nebraskans

### Corporate Ovation Award

Cline, Williams, Wright, Johnson & Oldfather, LLP

### Four Under Forty Awards

Rebecca Morrow, Waddell & Reed

Olivia Heidinger, Eakes Office

Sam Eckhardt, Union Bank & Trust Company

Jessica Kennedy, NRC

### Young Professional of the Year

Tom Beckius, Apples Way Development

## [ Par-Tee ]

Lincoln's YPG is hosting a two-person scramble which promises to be more than an average trip to the links.



## YPG Golf Tournament

June 22, 2012  
Wilderness Ridge

This year's Golf Outing promises to live up to the expectations that were set by the 2011 Par-tee, which remains one of the year's most talked about events. This is a two person scramble with a shotgun start at 9:00 a.m. Join us for breakfast and registration at 8:00 a.m. with lunch to follow play.

### YPG Hole Sponsor \$250 (Limit 18)

- Company name on signage at the hole
- Ability to place company representatives at the hole to provide a fun activity to network with the golfers

### YPG Breakfast Sponsor \$500 (Limit 2)

- Sponsor receives recognition on all print media and signage.
- A representative is invited to be on-hand to promote the sponsoring business

### YPG Lunch Sponsor \$500 (Limit 2)

- Sponsor receives recognition at event during program
- All sponsors to receive a list of all event participants

### YPG Individual Golfer \$75 (limit 144)

- Cart
- 18 Holes
- Breakfast
- Lunch following play
- 3 Drink Tickets
- Eligible for Flag Prizes



## **RESERVE YOUR SPONSORSHIPS TODAY!**

Mail this form to the address below, fax it to 402-436-2360 or register online at [www.LCOC.com](http://www.LCOC.com).

If you have any questions, please contact:

Jaime Henning  
402-436-2366  
[jaimehenning@lcoc.com](mailto:jaimehenning@lcoc.com)

Checks should be made payable to the Lincoln Chamber of Commerce. Please mail your payment to: Lincoln Chamber of Commerce, P.O. Box 83006, Lincoln, NE 68501-3006. Sales tax included on all admissions.





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