



**LYNCHBURG REGIONAL  
BUSINESS ALLIANCE**

— Chamber & Economic Development —

# 2026 Opportunities Guide

*Exclusive sponsorship, marketing, & advertising opportunities*



# TABLE OF CONTENTS

---



**03** PREMIER



**14** FORUMS



**08** EXECUTIVE



**16** MEMBER-TO-MEMBER



**11** SUMMITS



**20** SPECIAL OPPORTUNITIES



**23** PROGRAMS & PARTNERSHIPS



Stay up to  
date with us!

Visit [LynchburgRegion.org](http://LynchburgRegion.org)

# MESSAGE FROM THE CEO

Dear Partner,

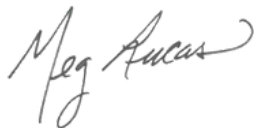
For 143 years, the Lynchburg Regional Business Alliance has connected the employers, talent, and leaders that move our region forward. Today, with more than 900 employers and 58,000 employees in our network, we are united around a powerful theme for the year:

**We're Going Places — Together. New Connections. New Opportunities. One United Direction.**

This Sponsorship & Engagement Opportunities Guide is your roadmap to visibility, influence, and real business growth. Alliance opportunities and platforms put you directly in front of the region's decision-makers, strengthening relationships, expanding your reach, and positioning your brand at the center of regional progress.

When you invest in the Alliance, you're not just supporting our work—you're stepping into momentum. You're aligning with a region on the rise. And you're joining a community committed to moving forward together.

We're going places and we're glad you're coming with us.



**Megan Lucas, CCE, CEcD, IOM**

CEO & Chief Economic Development Officer  
Lynchburg Regional Business Alliance



# ANNUAL MEETING

Put your brand in front of the region's top leaders by sponsoring the Alliance's Annual Meeting. This must-attend, sell-out event celebrates major accomplishments, highlights insights from top industry leaders, recognizes outstanding partners, and shares the latest updates and *Impact Report*. Your sponsorship provides high visibility and positions your organization at the center of the region's premier business gathering.

## PRESENTING PARTNER | \$5,000

- Company logo featured on all event media, linked on website, and signage
- Complimentary admission for eight with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items

## SIGNATURE PARTNER\* | \$1,500

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Complimentary admission for eight with logo on table
- Opportunity to distribute marketing materials and promotional items







### TABLE PARTNER\* | \$1,200

- Name listed in program and presentation
- Reserved table for eight with company name

### CORPORATE PARTNER\* | \$700

- Company name displayed on all print, signage, and electronic media
- Complimentary admission for two



### BUSINESS PARTNER\* | \$300

- Company name displayed in the program
- Complimentary admission for one

*\*Multiple Sponsorships Available*

### WHAT DO PEOPLE HAVE TO SAY ABOUT THE ANNUAL MEETING?

*"The Annual Meeting is one of my favorite LRBA events each year. It's inspiring to see our entire business community come together to celebrate progress, recognize leaders, and cast vision for where we're headed as a region. You walk away energized, connected, and proud to be part of something bigger than yourself. It's an event that reminds you why the Greater Lynchburg region is such a special place to live, work, and grow."*

*-Butch Jefferson, Hickey Plumbing Air & Electrical*



## BUSINESS HALL OF FAME DINNER

Celebrate the region's legendary business leaders while showcasing your brand at the Business Hall of Fame Dinner. This premier event honors outstanding individuals with a Hall of Fame induction and unique caricature-style portraits, inspiring guests with their stories, achievements, and insights. Your sponsorship places your organization at the center of an evening defined by impact, innovation, and community. This is an unforgettable opportunity to connect with the region's business leaders.

### PRESENTING PARTNER | \$5,000

- Company logo featured on all event media, signage, and linked to website
- Complimentary admission for ten with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items
- Company logo projected on wall

### SIGNATURE PARTNER\* | \$1,800

- Company logo displayed on all print, signage, and linked to website
- Complimentary admission for ten with logo on table
- Opportunity to distribute marketing materials and promotional items
- Company logo projected on wall

### TABLE PARTNER\* | \$1,500

- Company name displayed on all print, signage, and on display during Dinner
- Complimentary admission for ten with logo on table





### CELEBRATORY TOAST PARTNER | \$1,000

- Opportunity to give the evening toast to attendee and inductees
- Company name displayed on all print, signage, and on display during Dinner
- Complimentary admission for two



### CORPORATE PARTNER\* | \$700

- Company name displayed on all print, signage, and on display during Dinner
- Complimentary admission for two with name on table

### BUSINESS PARTNER\* | \$300

- Company name displayed in the program, and on display during Dinner
- Complimentary admission for two with name on table

*\*Multiple Sponsorships Available*



*"These opportunities allow members to showcase their expertise, connect with decision-makers, and create meaningful partnerships. They often lead to long-term relationships and measurable business growth."*

*-Steve Brisson, Minuteman Security & Life Safety*



# ECONOMIC OUTLOOK BREAKFAST

Put your brand at the center of the region's economic conversation by sponsoring the Economic Outlook Breakfast. This premier event connects your business with top leaders and key decision-makers as they explore regional trends, hear a keynote speaker, and learn about initiatives shaping the region's future. Your sponsorship also highlights your support of the Regional Economic Report, the essential resource on jobs, GDP, cost of living, and economic forecasts, positioning your brand as a driving force behind the region's growth.



## PRESENTING PARTNER | \$5,000

- Company logo featured on all event media, signage, and linked to website
- Complimentary admission for ten with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items

## SIGNATURE PARTNER\* | \$1,500

- Company logo displayed on all print, signage, signage, and linked to website
- Complimentary admission for eight with logo on table
- Opportunity to distribute marketing materials and promotional items

## TABLE PARTNER\* | \$1,200

- Company name displayed on all print, signage, and electronic media
- Reserved table for eight with company name

## CORPORATE PARTNER\* | \$700

- Company name displayed on all print, signage, and electronic media
- Complimentary admission for two

## BUSINESS PARTNER\* | \$300

- Company name displayed in the program
- Complimentary admission for one

*\*Multiple Sponsorships Available*

## BUSINESS AT BREAKFAST

Connect your brand with the region's business leaders by sponsoring Business at Breakfast. The acclaimed series puts your brand at the heart of the region's business community. The breakfasts provide key insights into the Alliance's work, celebrate new members, and feature expert briefings on timely business issues while creating unmatched opportunities for meaningful business-to-business connections and networking with regional decision-makers.

## POLICY & PANCAKES

Policy & Pancakes are yearly breakfasts bringing together the region's legislative delegation and the business community. This is where we look ahead to the next General Assembly Session and review what happened in the last. The event also includes the Alliance's *Legislative Agenda* for the year and the status of key issues the Alliance has advocated for on behalf of our members.



## CANDIDATE ENGAGEMENT

Sponsoring the Alliance's Candidate Engagement program positions your business as a leader in shaping the region's economic future. While we don't endorse candidates, we champion pro-business policies and create opportunities, through Town Halls, Forums, and Debates, for members and the public to engage with candidates, ask questions, and stay informed. Your sponsorship demonstrates your commitment to an informed, thriving business community.

## VETERANS IN BUSINESS LUNCH

Celebrate the impact of veteran-led businesses while elevating your brand through sponsorship. With more than 6,000 veterans driving innovation, leadership, and resilience in our community, this new annual tradition honors veteran-owned and veteran-led businesses. Your sponsorship highlights your commitment to service, excellence, and the values veterans bring to the heart of the region's business community.







*I encourage all members to really dive in and get the most of your membership by attending events and making connections. There is an opportunity and place for everyone at the LRBA, and the staff and membership community are incredibly welcoming.*  
-Keeley Tuggle, HumanKind

*"The Lynchburg Regional Business Alliance is truly an exceptional organization. After living and conducting business in several states, I've never seen any other organization that compares to the Alliance's quality of events and level of activity. The leadership amazes me on a regular basis with their single minded focus on the mission of the Alliance to promote business in the region. We are proud to be members! "*  
- Kevin Maples, Campfire Roasters, LLC



### **PRESENTING PARTNER | \$2,200**

- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Complimentary admission for eight with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items

### **SIGNATURE PARTNER\* | \$1,200**

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Complimentary admission for four
- Opportunity to distribute marketing materials and promotional items

### **CORPORATE PARTNER\* | \$600**

- Company name displayed on all print, signage, and electronic media
- Complimentary admission for two

*\*Multiple Sponsorships Available*

## EMERGE WOMEN'S LEADERSHIP SUMMIT

Elevate your brand while supporting the region's female leaders at this inspiring annual event. Experience dynamic women speakers, engaging breakout sessions, and networking with ambitious professionals from across the Lynchburg Region. Your sponsorship puts your organization at the center of this empowering community, showcasing your commitment to leadership, professional growth, and meaningful connections among trailblazing women.

## NONPROFIT SUMMIT

Support and connect with the region's nonprofit leaders by sponsoring the Nonprofit Summit. In partnership with SHARE Greater Lynchburg, this event brings together inspiring keynotes, expert-led sessions, and meaningful opportunities for nonprofit leaders to network, collaborate, and grow. Your sponsorship positions your brand as a champion of community impact while providing visibility among the region's most influential nonprofit professionals.





## YOUNG PROFESSIONALS LEVEL UP SUMMIT

Show your support for the next generation of leaders by sponsoring the Young Professionals Level Up Summit. This dynamic, daylong summit equips rising talent to make an impact from any role through engaging sessions, hands-on experiences, and a community-focused impact project that strengthens regional connections. As a sponsor, you not only gain meaningful visibility for your organization but also play a direct role in celebrating exceptional young professionals and investing in the future of our workforce. Your partnership helps create an inspiring environment where emerging leaders can learn, grow, and level up together.

*"The Lynchburg Regional Business Alliance isn't just a chamber—it's a catalyst. For me, it's been the bridge between bold ideas and real opportunities. As a solo entrepreneur, I don't have a built-in team, the Alliance consistently provides community, collaboration, and a seat at the table. If you want to get the most out of your membership, don't treat it like a subscription and instead as the strategic force that it is. Align your calendar with Alliance events, say yes to conversations, and serve when you can."*

*- Wendy Adams, Cultivate for Good*



**PRESENTING PARTNER | \$2,200**

- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Complimentary admission for eight with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items

**SIGNATURE PARTNER\* | \$1,200**

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Complimentary admission for four
- Opportunity to distribute marketing materials and promotional items

**TABLE PARTNER\* | \$1,200**

- Company name displayed on all print, signage,
- Reserved table for eight with company name

**LUNCH PARTNER | \$1,000**

- Company logo displayed on all print, signage, linked to your website
- Complimentary admission for two to lunch
- Opportunity to distribute marketing materials and promotional items

**RECEPTION PARTNER\*\* | \$750**

- Company logo displayed on all print, signage
- Beverage napkins branded with your logo
- Complimentary admission for two
- Opportunity to distribute marketing materials and promotional items and provide remarks at the reception.

**CORPORATE PARTNER\* | \$600**

- Company name displayed on all print, signage
- Complimentary admission for two

**WORKSHOP PARTNER\* | \$500**

- Introduce a speaker during a summit workshop
- Company name displayed on all print, signage
- Complimentary admission for one

**BREAK PARTNER | \$500**

- Company name displayed on all print materials & signage
- Complimentary admission for one

**WIFI PARTNER | \$500**

- Your business name will be used as the Wi-Fi password all day, ensuring every attendee sees and types your brand name.
- Company name displayed on all print, signage, and electronic media
- On-site signage (including Wi-Fi instructions at registration and session rooms)
- Complimentary Admission for one

*\*Multiple Sponsorships Available*

*\*\*Not available for Emerge Women's Summit or Level Up Summit*

# TRANSPORTATION FORUM

Power the future of regional mobility by sponsoring the Transportation Forum where the Lynchburg Region's top leaders, industry experts, and stakeholders come together to shape what's next. This high-impact event delivers essential updates on major projects, emerging technologies, and the challenges defining today's transportation landscape. It's a prime platform for cross-sector collaboration, innovative problem-solving, and advancing the infrastructure that drives economic growth. As a sponsor, your brand is aligned with progress, connectivity, and the region's long-term vision.



# ENERGY FORUM

Fuel the conversation shaping Virginia's energy future by sponsoring the region's premier Energy Forum. As the state remains the nation's largest importer of electricity—and demand outpaces supply this event brings industry experts together to break down what's happening on the grid and what it means for the Lynchburg Region. From traditional generation to renewables, new nuclear, and emerging fusion technologies, attendees gain clear, accessible insights into one of today's most complex issues. Your sponsorship positions your brand at the center of an essential, future-focused conversation—supporting informed dialogue, community understanding, and the region's long-term energy strategy.



**PRESENTING PARTNER | \$2,200**

- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Complimentary admission for eight with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items

**SIGNATURE PARTNER\* | \$1,200**

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Complimentary admission for four
- Opportunity to distribute marketing materials and promotional items

**TABLE PARTNER\* | \$1,200**

- Company name displayed on all print, signage,
- Reserved table for eight with company name

**LUNCH PARTNER | \$1,000**

- Company logo displayed on all print, signage, linked to your website
- Complimentary admission for two to lunch
- Opportunity to distribute marketing materials and promotional items

**CORPORATE PARTNER\* | \$600**

- Company name displayed on all print, signage
- Complimentary admission for two

**BREAK PARTNER | \$500**

- Company name displayed on all print materials & signage
- Complimentary admission for one

**WIFI PARTNER | \$500**

- Your business name will be used as the Wi-Fi password all day, ensuring every attendee sees and types your brand name.
- Company name displayed on all print, signage, and electronic media
- On-site signage (including Wi-Fi instructions at registration and session rooms)
- Complimentary admission for one

*\*Multiple Sponsorships Available*





## A.M. ALLIANCE: COFFEE & CONNECTIONS

Sponsoring the award-winning A.M. Alliance series puts your brand front and center with the region's business community. Held the first Friday of each month at rotating member locations, this event connects you with local leaders over coffee, with 30-second pitches, and unique networking opportunities. Your sponsorship helps build relationships, expand your customer base, and increase visibility among decision-makers in a dynamic, engaging environment.

## ALLIANCE AFTER HOURS

Position your brand in a relaxed, after-hours setting by sponsoring Alliance After Hours. This business development series offers attendees the chance to grow their network, share their story, and unwind over a drink. Your support highlights your commitment to connecting professionals in a fun, engaging environment while building your company's visibility among influential regional leaders.



## EAT & MEET

Sponsoring Eat & Meet gives your brand direct access to Alliance members over a delicious “Dutch treat” lunch at local restaurants. Guests have the opportunity to meet and engage with regional business leaders, staff, ambassadors, and fellow members, creating new connections and opportunities for your business. Your sponsorship shows your commitment to fostering meaningful relationships within the region's business community.

## INTERESTED IN HOSTING?

It's a great way to invite new customers into your place of business.



## PROCUREMENT DAY

Sponsoring this exclusive Procurement Insights event positions your business at the forefront of the region's leading companies. Gain direct access to how top businesses identify vendors, structure contracts, and plan upcoming initiatives, opening the door to meaningful partnership opportunities. Your sponsorship highlights your commitment to collaboration and gives your brand visibility with decision-makers who are actively seeking new business relationships.

## WOMEN, WINE & WISDOM

Connect with the region's top women professionals by sponsoring Women Wine & Wisdom. These evening events inspire, educate, and foster networking with accomplished leaders, all while giving your brand high visibility among influential decision-makers.

### PRESENTING PARTNER | \$1,500

- Company logo displayed, top billing, on all print, signage, and electronic media, linked to your website
- Company representative may present 30-second remarks
- Opportunity to distribute marketing materials and promotional items
- Complimentary admission for four

### SIGNATURE PARTNER\* | \$600

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Opportunity to distribute marketing materials and promotional items
- Complimentary admission for two

### CORPORATE PARTNER\* | \$300

- Company name displayed on all print, signage, and electronic media
- Complimentary admission for two

*\*Multiple Sponsorships Available*

"The best ROI for a member is attend as many event as you can and meet as many members as you can. The more the members get to know you, the more business you will receive. I think the AM Alliance is one of the best networking events I have ever attended. It is very organized and a great way to learn about all of the member businesses in attendance. I mark out the first Friday of every month on my calendar for this event."

- Robert Goodman, Liberty Athletics

## BUSINESS ROUNDTABLES

Connect your brand with decision-makers in a dynamic, conversational setting. Held at locations across the Lynchburg Region, these gatherings provide updates on key regional initiatives and feature guest speakers addressing the issues shaping our local economy. Your sponsorship creates opportunities for meaningful connections with fellow business leaders, helping you expand your network and raise your profile in an engaging, conversational setting.

## MEMBER ORIENTATION: MAXIMIZING YOUR MEMBERSHIP

Sponsoring the Member Orientation puts your brand front and center with the region's business community. Connect with new and established members as they explore resources, events, and opportunities, showcasing your commitment to their success while boosting your visibility among key local leaders.

## NEW MEMBER RECEPTION

Introduce your brand to the next wave of Alliance members through sponsorship and engage with the newest businesses who enthusiastically want to connect through the Alliance. This high-energy gathering introduces new members to the people who make the Alliance a powerful connector, offering your business prime visibility while fostering meaningful connections with ambassadors, staff, board members, and fellow business leaders.



**PRESENTING PARTNER | \$750**

- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Company representative may present 30-second remarks
- Opportunity to distribute marketing materials and any promotional items
- Complimentary admission for four

**SIGNATURE PARTNER\* | \$500**

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Opportunity to distribute marketing materials and any promotional items
- Complimentary admission for two

**CORPORATE PARTNER\* | \$300**

- Company name displayed on all print, signage
- Complimentary admission for two

*\*Multiple Sponsorships Available*





# FAIRWAYS TO SUCCESS: WOMEN IN BUSINESS GOLF CLINICS

Put your brand at the center of leadership development and professional engagement for women. Fairways to Success positions your brand with a dynamic network of professional women while supporting growth both on and off the course. This women-focused golf clinic series welcomes all skill levels, combining expert instruction with a relaxed dinner for networking, skill-building, and relationship development. Each session provides hands-on coaching, practical tips, and opportunities to connect with like-minded professionals in a supportive, engaging environment. Your sponsorship highlights your commitment to empowering women leaders while giving your brand visibility in a unique and memorable setting.

## **SERIES PARTNER | \$4,000**

- Series partner sponsors all four events
- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Company representative may present 30-second remarks
- Opportunity to distribute marketing materials and any promotional items
- Complimentary admission for four

## **PRESENTING PARTNER (4 AVAILABLE) | \$2,000**

- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Company representative may present 30-second remarks
- Opportunity to distribute marketing materials and any promotional items
- Complimentary admission for four

## **GOLF CART PARTNER | \$750**

- Company logo displayed on all print, signage, and electronic media
- Company logo displayed on all golf carts
- Includes a Foursome Team
- Opportunity to provide promotional items included in goody bags
- Includes a Hole Partnership

## **LUNCH/RECEPTION PARTNER | \$1,000**

- Company logo displayed on all print, signage, and electronic media
- Opportunity to provide promotional items included in goody bags
- Includes two admissions to lunch/reception

## **BEVERAGE PARTNER | \$750**

- Company logo displayed on all print, signage, and electronic media
- Company logo displayed on beverage station
- Opportunity to provide promotional items included in goody bags

## **HOLE PARTNER\* | \$100**

- Company name displayed on all print & signage
- Company logo displayed next to hole
- Partners are encouraged to place a representative at the hole and provide a fun activity to network with the golfers
- Includes two admissions to reception

*\*Multiple Sponsorships Available*



## BRIEFCASE OPEN GOLF CLASSIC

Put your brand on the region's most in-demand fairway. The Briefcase Open, our annual sell-out tournament at Boonsboro Country Club, offers unmatched visibility and premium business engagement. With two competitive flights and high-impact sponsorship options (many including a team), this tournament delivers exposure, connections, and bragging rights. Claim your sponsorship early —spots go fast, and you'll want your business in the middle of the action

### EAGLE PARTNER | \$2,500

- Company logo displayed with top billing on all print, signage, electronic media, and linked to website
- Includes two Foursome Teams
- Opportunity to address the golfers
- Opportunity to distribute goody bags or promotional items
- Includes a Hole Partnership

### GOLF CART PARTNER | \$1,500

- Company logo displayed on all print, signage, electronic media, and linked to website
- Company logo displayed on all golf carts
- Includes a Foursome Team
- Opportunity to provide promotional items included in goody bags
- Includes a Hole Partnership

### RECEPTION PARTNER | \$1,000

- Company logo displayed on all print, signage, and electronic media
- Company representative will address golfers at the reception following tournament
- Opportunity to provide promotional items included in goody bags
- Includes two admissions to reception

### LUNCH PARTNER | \$1,000

- Company logo displayed on all print, signage, and electronic media
- Opportunity to provide promotional items included in goody bags
- Includes two admissions to lunch

### CHIPPING CONTEST PARTNER | \$750

- Company logo displayed on all print, signage, and electronic media
- Company logo displayed next to contest
- Opportunity to provide promotional items included in goody bags
- Includes two admissions to lunch

### HOLE-IN-ONE PARTNER | \$750

- Company logo displayed on all print, signage, and electronic media
- Company logo displayed next to contest holes
- Opportunity to provide promotional items included in goody bags
- Includes two admissions to lunch

### BEVERAGE STATION PARTNER | \$750

- Company logo displayed on all print, signage, and electronic media
- Company logo displayed on beverage carts
- Opportunity to provide promotional items included in goody bags
- Includes two admissions to reception

## TEAM & HOLE PACKAGE\* | \$700

- Includes a foursome team
- Company name displayed on all print, signage, and electronic media
- Company logo displayed next to hole
- Partners are encouraged to place a representative at the hole and provide a fun activity to network with the golfers
- Includes team's admission to reception



## HOLE PARTNER\* | \$200

- Company name displayed on all print, signage, and electronic media
- Company logo displayed next to hole
- Partners are encouraged to place a representative at the hole and provide a fun activity to network with the golfers
- Includes two admissions to reception



## BRIEFCASE PARTNER\* | \$100

- Briefcases will be placed at specific holes for players to drop their business cards into for more information
- Company logo displayed in the briefcase
- Opportunity to hold a drawing and choose a winning golfer from your briefcase

*\*Multiple Sponsorships Available*



# WORLDS OF OPPORTUNITY

Sponsoring the Regional Career Expo positions your brand as a champion of the next generation of talent in the Lynchburg Region. This hands-on event introduces middle and high school students to in-demand careers, connecting classroom skills like math, science, and communications to real-world opportunities. Your sponsorship helps inspire students, shape future workforce pathways, and gives your organization visibility as a leader committed to education, workforce development, and community impact.

## CAREER EXPO PRESENTING PARTNER\* | \$5,000

- Name in the event title, top billing in event signage, a 2-page spread in the career guide (5,000+)
- Company listing on event promotional materials (emails, press releases, and printed publications)
- Logo printed on student backpack (2,500+)
- Premium booth space selection
- Logo, website link, and information included on the WOO website, signage, and volunteer t-shirts

## ZONE PARTNERSHIPS (4 AVAILABLE) | \$2,500

- Quarter-page ad in the career guide (5,000+)
- Company listing on event promotional materials (emails, press releases, and printed publications)
- Premium booth space, and logo printed on student backpacks (2,500+).



## EXHIBITOR LOUNGE PARTNER\* | \$2,000

- Exhibitor Lounge Partner will have their logo printed on student backpacks (2,500+) and logo will be displayed in the Exhibitor Lounge
- One-fourth page ad in career guide (5,000+) company listed on event promotional materials (emails, press releases, and printed publications)





## LOBBY & REGISTRATION PARTNER | \$1,750

- One-fourth page ad in career guide (5,000+) company listed on event promotional materials (emails, press releases, and printed publications)
- Signage with company logo displayed in the Volunteer Command Center
- Logo was printed on the backpacks of students (2,500+).

## CAREER GUIDE PARTNER\* | \$1,250

- Career Guide Partner will receive their company listed in the event guide/workbook and premium booth space.

## BACKPACK PARTNER\* | \$600

- Backpack Partner will have their company listed on backpacks distributed to (3,500+) students.

## T-SHIRT PARTNER\* | \$300

- Company name listed on T-shirts

*\*Multiple Sponsorships Available*



# EDUCATOR WORKFORCE ACADEMY

Align your brand with education and industry innovation by sponsoring the Educator Workforce Academy. This dynamic two-day program equips educators with insights into key regional industries and practical tools to align curriculum with the skills today's employers demand. Participants collaborate to create actionable plans that strengthen programming, enhance student outcomes, and identify opportunities for support from the Alliance and its partners. Your sponsorship highlights your organization's role in preparing the next generation of talent while giving your brand meaningful visibility with educators shaping the region's workforce.



## PRESENTING PARTNER | \$1,500

- Complementary admission for four to breakfast
- Host two tables of educators (two company attendees at each table) during breakfast
- Company rep may present 60-second remarks from podium
- Logo on all print, signage, media, top billing & t-shirt
- Two-page page profile with career pathway in teacher guide;

## SIGNATURE PARTNER\* | \$1,000

- Complementary admission for two to breakfast
- Host one table of educators (two company attendees at each table) during breakfast
- Logo on all print, signage, media
- Company career pathway displayed in teacher guide
- Company Logo on T-shirt

## BREAKFAST PARTNER\* | \$750

- Complementary admission for two to breakfast
- Host one table of educators
- Logo on all print, signage, media
- Company career pathway displayed in teacher guide

## COHORT SPONSOR (5 AVAILABLE) | \$600

- Complementary admission for one to breakfast
- Host one table of educators
- Company career pathway displayed in teacher guide
- Logo on all print, signage, media



## TEACHER GIFT SPONSOR | \$500

- Complementary admission for one to breakfast
- Company name listed on event page
- Opportunity to include branded items, materials or message with the teacher gift

## T-SHIRT SPONSOR\* | \$300

- Complementary admission for one to breakfast
- Name listed on back of tshirt & website

*\*Multiple Sponsorships Available*



# ELEVATE! NEW & RISING MANAGER CONFERENCE

Sponsoring the New & Rising Manager Conference positions your brand as a supporter of the region's next generation of leaders. This one-day, high-impact learning experience equips emerging managers with practical tools and strategies to lead with confidence and influence. Your sponsorship highlights your commitment to professional growth, leadership development, and workforce excellence, while giving your brand direct exposure to ambitious professionals shaping the future of our business community.

## **PRESENTING PARTNER | \$2,200**

- Company logo displayed with top billing on all print, signage, and electronic media, linked to your website
- Complementary admission for eight with logo on table
- Company representative may present 60-second remarks from the podium
- Opportunity to distribute marketing materials and promotional items

## **SIGNATURE PARTNER\* | \$1,200**

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Complimentary admission for four
- Opportunity to distribute marketing materials and promotional items

## **TABLE PARTNER\* | \$1,200**

- Company name displayed on all print, signage, and electronic media
- Reserved table for eight with company name





## LUNCH PARTNER | \$1,000

- Company logo displayed on all print, signage, and electronic media, linked to your website
- Includes two admissions to lunch
- Opportunity to distribute marketing materials and promotional items

## WIFI PARTNER | \$500

- Your business name will be used as the Wi-Fi password all day, ensuring every attendee sees and types your brand name.
- Company name displayed on all print, signage, and electronic media
- On-site signage (including Wi-Fi instructions at registration and session rooms)
- Complimentary Admission for One

## WORKSHOP PARTNER\* | \$500

- Introduce a speaker for one of the Conference workshops
- Company name displayed on all print, signage, and electronic media, linked to your website
- Complimentary admission for one

*\*Multiple Sponsorships Available*



# LEADERSHIP LYNCHBURG

Develop the region's next generation of leaders by sponsoring the nationally award-winning Leadership Lynchburg. Since 1977, our programs have cultivated high-capacity leaders across all sectors. In 2026, your support as a Torchbearer Sponsor (\$5,000) elevates every Leadership Lynchburg initiative from our teen programs to senior executives, positioning your brand as a champion for talent development. Key programs include:

- Elevate! New & Rising Manager Conference – March 13, 2026
- SHE Week – June 22–26, 2026
- Leading Off-Campus Internship Program – June–August 2026
- Flagship Program for Emerging & High-Potential Leaders – September 2026–May 2027

Your sponsorship demonstrates commitment to shaping the region's workforce while giving your brand visibility with current and future leaders across the Lynchburg Region.

## FLAGSHIP PROGRAM OPPORTUNITIES (SPRING 2026-2027)

**Graduation Ceremony Sponsor | \$2,500**

**Adventure Course Sponsor\* | \$500**

**Lunch & Learn Sponsors\* | \$500**

**Scholarship Partner\* | \$350**

*\*Multiple Sponsorships Available*



# LEADING OFF CAMPUS

Showcase your organization to the future talent by sponsoring Leading Off-Campus. This summer program connects college students and regional interns with like-minded peers from across the area, offering hands-on experiences and connectivity to our region that goes beyond the classroom. Your sponsorship provides visibility with emerging leaders and positions your business as an active partner in developing the next generation of workforce talent.

## **SESSIONS SPONSOR (2 AVAILABLE) | \$750**

- Underwrite the lunch for a session.
- Sponsor gets the opportunity to welcome the students and provide an overview of their organization.

## **SPONSOR/HOST A SUMMER MIXER/FIELD TRIP\* | \$750**

- Show your support for retaining top talent in the region by hosting or sponsoring a summer mixer.
- Help demonstrate to college students why this region is the place to launch their careers.
- Sponsors receive the opportunity to welcome students and share an overview of their organization.

## **GRADUATION CEREMONY SPONSOR\* | \$1,000**

- Highlight your organization and provide welcoming remarks to audience all while demonstrating your commitment and investment in the next generation of leaders in our region





## SHE WEEK

Encouraging and equipping the next generation of females to pursue a life of purpose. This week-long program provides teen girls visits to various regional assets in the Lynchburg Region each day all with the goal of connecting girls to resources available to them.

Highlights include tours of college campuses, conversations with female leaders, the chance to dream, and vision for the future and swag bags!

### DAY SPONSOR\* | \$1,000

- Opportunity to provide morning welcome
- Interact with the girls and opportunity to host at location

### LUNCH SPONSOR\* | \$500

- Opportunity to provide remarks at the lunch
- Interact with the girls during lunch

### SHIRT SPONSOR | \$500

- Company logo featured on shirts given to the girls and worn on the final day of SHE Week.

### TEEN SPONSOR | \$100

- Sponsor a teen girl to be able to experience SHE Week





# ADVOCACY & GOVERNMENT RELATIONS

Advocating for pro-business policy is at the core of the Alliance's mission—and the pace of this work grows more urgent every year. As a Legislative Advocacy or Government Relations Partner, you give us the ability to engage lawmakers at every level and ensure your business voice is heard in Richmond, Washington, D.C., and beyond. Your support equips our staff lobbyist to track and respond to thousands of bills and regulations that impact our region's economy, workforce, transportation, utilities, and critical infrastructure. Your partnership keeps our region competitive when it matters most.

## LEGISLATIVE ADVOCACY PROGRAM PARTNER\* | \$3,000

- Company logo listed as Legislative Advocacy Program Partner on our government relations webpage
- Company logo displayed on all print, signage, and electronic media related to Alliance advocacy work
- Recognition from the podium as a Legislative Advocacy Program Partner and receives complimentary admission for two at Policy & Pancakes and any other legislative events throughout the year
- Enhanced advocacy services, tailored to your organization

## GOVERNMENT RELATIONS PARTNER\* | \$250

- Company name listed as a Government Relations Partner on our government relations webpage
- Company name displayed on all print, signage, and electronic media related to Alliance advocacy work

*\*Multiple Sponsorships Available*



# YOUNG PROFESSIONALS

Young Professionals of Central Virginia (YPCV), a program of the Lynchburg Regional Business Alliance, is dedicated to cultivating a young, vibrant, professional community by hosting opportunities that connect YP's to local businesses, causes, the attractions of our region and each other.

## YPCV CHAMPION PARTNER | \$2,500

- Company logo displayed with top billing on all print, signage, and electronic media at monthly YPCV events
- Opportunity to provide brief remarks at each event
- Opportunity to provide promotional materials
- Admission for 1 to Level Up Summit and professional development lunches

## YPCV PROFESSIONAL DEVELOPMENT PARTNER\* | \$300

- Company logo displayed on electronic media
- Complimentary admission for one to quarterly professional development lunches

## YPCV NONPROFIT ENGAGEMENT PARTNER | \$300

- Company logo displayed on electronic media
- Opportunity provide brief remarks during the annual nonprofit engagement event

*\*Multiple Sponsorships Available*



# THE LYNCHBURG REGIONAL BUSINESS ALLIANCE

**We're Going Places—Together!**

**New Connections. New Opportunities. One United Direction.**

The Lynchburg Regional Business Alliance is where the region's employers, innovators, and leaders connect, collaborate, and drive growth. Sponsoring Alliance engagement opportunities puts your brand front and center—visible to the decision-makers, influencers, and emerging leaders shaping the region's future.

This is your chance to extend your brand, build meaningful relationships, and access high-value business development opportunities that deliver results. From signature events to specialized programs, each sponsorship offers direct engagement with the people who matter most to your growth—and positions your organization as a leader committed to the region's success.

The time to act is now. Join us as we move forward together—building connections, creating opportunities, and shaping the Lynchburg Region's next chapter. Your brand can lead, your impact can be seen, and your business can go places—together with us.



**Want to take advantage of a sponsorship opportunity?**  
Contact Heath Barret at [hbarret@lynchburgregion.org](mailto:hbarret@lynchburgregion.org)







**LYNCHBURG REGIONAL**  
BUSINESS ALLIANCE

— Chamber & Economic Development —

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

300 Lucado Place, Lynchburg, VA 24504

*Where Creativity and Commerce Connect*